



## PCPCC's 2013 Annual Fall Conference

As implementation of the Affordable Care Act continues amidst mounting pressure to improve quality and reduce costs, the patient-centered medical home (PCMH) has claimed a key foundational role within the larger health care system or 'medical neighborhood.' As a result, the health care sector is embracing community-based collaborations to manage population health, coordinate care, and ultimately create an accountable, integrated health care system. In October 2013, PCPCC's Annual Fall Meeting will convene hundreds of healthcare professionals across the care continuum to discuss best practices and innovations to help build medical neighborhoods that engage patients and families, providers, payers, and policymakers.

We offer limited opportunities for exhibitors and sponsors to participate and maintain a minimum attendee-to-exhibitor ratio of 40:1. Benefits include visibility and access to all conference participants through print, electronic media, and networking events. In addition, all sponsors are welcome to the invitation-only **Executive Networking Reception on Sunday, October 13<sup>th</sup>** from 6-8 PM.

For more information about the conference please contact Ana Lojanica at [ana@pcpcc.net](mailto:ana@pcpcc.net).

### Event Details

#### Sunday, October 13<sup>th</sup>

6 PM – 8 PM

Executive Networking Reception (*invitation only*)

#### Monday, October 14<sup>th</sup>

8:00 AM

##### Day 1

Registration opens

8:30 AM – 1 PM

Executive Committee Strategic Planning Meeting & Luncheon (*invitation only*)

1 PM – 6 PM

Opening Plenary, Keynote and Discussion Panels

6 PM – 8 PM

General Networking Reception

#### Tuesday, October 15<sup>th</sup>

8 AM – 9 AM

##### Day 2

Barbara Starfield Award Ceremony and Morning Plenary

9:30 AM – 12:15 PM

Center-sponsored Workshops & Presentations

12:15 PM – 1:30 PM

Luncheon

1:30 PM – 4 PM

Afternoon Plenary, Keynote and Discussion Panels

4:30 PM – 5:30 PM

Stakeholder Center, Task Force & Special Interest Group Leadership Meetings

#### Location:

Hyatt Regency Bethesda, 7400 Wisconsin Avenue, Bethesda, MD

*\* Discounted room rates are available for \$239 single, \$264 double, and \$289 triple, plus tax. Reservations may be made by calling central reservations at 888-421-1442. Discounted rates expire September 21, 2013.*

### Exhibit Hall Schedule

#### Move-In:

**Monday, October 14<sup>th</sup>** 8 AM – 11 AM

#### Show Hours:

**Monday, October 14<sup>th</sup>**

11 AM – 1 PM

Registration

3 PM – 3:30 PM

Refreshment break in exhibit hall

6 PM – 8 PM

General Networking Reception in exhibit hall

**Tuesday, October 15<sup>th</sup>**

7:30 AM – 8:15 AM

Breakfast in exhibit hall

9 AM – 9:30 AM

Refreshment break in exhibit hall

#### Move-Out:

**Tuesday, October 15<sup>th</sup>** 9:45AM – 1:30 PM



## Exhibition & Sponsorship Benefits

During this unique and transformational moment in health care, the PCPCC's 2013 Annual Fall Meeting will convene more than 600 professionals in Washington, D.C. to discuss models, best practices, and solutions to build patient-centered medical neighborhoods. The meeting will focus on topics such as Accountable Care Organizations (ACOs), state and federal health initiatives, payment reform, education and training, safety net innovations, and care delivery models that enhance patient engagement and participation.

**General Benefits:** All exhibitors and sponsors will receive:

- Company/organization listing and 50-word description in the conference booklet
- Company/organization listing on the event page and PCPCC website
- One complimentary conference registration (value: \$650)
- Company/organization logo included on event signage
- Access to full attendee mailing list and a *one-time* promotional mailing opportunity

**About the Exhibit Hall:** The Exhibit Hall provides a high-visibility opportunity to advertise products or services through which 600 attendees pass through daily for sessions, workshops, meals and refreshment breaks. The exhibition space is located in the foyer adjacent to the Crystal Ballroom, where the main plenary and most conference events take place. The General Networking Reception for all participants will take place in the Exhibit Hall on Monday, October 14<sup>th</sup>, from 6 PM to 8 PM.

**All exhibition booths include pipe and draping, a 6-foot draped table, two chairs and ID signage.** All booths will be assigned in priority order with preference given first to Executive Committee members, and then based on date of receipt of exhibiting agreement and payment. PCPCC reserves the right to change booth assignments when such action is deemed necessary in the best interest of the overall exhibition. Please note that the floor plan is subject to change.

### Sponsorship Opportunities

*\*All sponsorships of \$5,000 or more include an exhibit booth*

**PCPCC Barbara Starfield Award (1 available):** This annual award is presented to an individual or organization demonstrating outstanding achievements in advocacy, research or leadership toward advancing person-focused primary care and medical home transformation. Benefits include:

- Company logo on award and acknowledged as award sponsor
- Company representative will present award to recipient individual / organization

**Executive Networking Reception Sponsor (1 available):** This invitation-only reception is held on Sunday, October 13<sup>th</sup>, 2013 in the Open Terrace of the hotel atrium from 6 PM to 8 PM. Attendees include PCPCC's Board of Directors, Executive Committee members, Stakeholder Center Co-Chairs and invited guests. Benefits include an opportunity to deliver remarks showcasing research or body of work (requires advance review and approval). *\*Non-Executive Committee sponsor will receive two invitations to the Executive Networking Reception.*

**Executive Committee Luncheon Sponsor (1 available):** The luncheon on Monday, October 14<sup>th</sup> at 11 AM is limited to PCPCC Executive Committee Members and invited guests. Benefits include the opportunity to deliver remarks showcasing pertinent research or body of work (requires advance review and approval) and display of company logo. *\*Non-Executive Committee sponsor will receive two invitations to the Executive Committee Luncheon.*

**Breakfast (1 Available):** Host the continental breakfast in the Exhibit Hall during Day 2 of the conference for all attendees. Breakfast attendees will be required to pass through Exhibit Hall to access breakfast buffet.

**Refreshment Break (3 Available):** Attendees will be need to pass through the Exhibit Hall to access refreshments, in which your company name will be displayed on tables throughout the room. Benefits also include listing your company as *Refreshment Break Sponsor* in all conference materials (website, program, pre-conference e-marketing, and conference slideshow) and a full-page ad in the conference program.

**Networking Luncheon (1 available):** Host the conference luncheon. Benefits include public recognition during the luncheon, distribution of your collateral material, as well as special signage recognizing your organization as the sponsor that will be placed at the entrance to the dining area and at the keynote speaker podium. Additional benefits include 3–5 minute remarks prior to lunch.

**Registration (1 available):** First impressions leave lasting impressions! As attendees register and pick up their registration material, visible sponsor recognition will be provided through prominent signage (5-foot standing roll-up banner) at the registration tables.

**Name Badge & Lanyard (1 available):** High-visibility opportunity with every participant prominently displaying your company logo. The logo will be printed on all lanyards and on the back of name badges.

**Eco-Friendly Attendee Tote Bags (1 available):** An eco-friendly, recyclable conference bag attendees will use to carry conference materials that displays your company logo.

**Conference Program Booklet:** All participants will receive a bound booklet that will include all conference information, agendas, speaker bios, workshop descriptions, and information about the PCPCC. This will be a printed, full-color booklet with several options to maximize promotional opportunities.

Advertisements & Specs:

- Outside Back Cover (8" x 10.5")
- Inside Back Cover (8" x 10.5")
- Inside Front Cover (8" x 10.5")
- 2-Page layout (8" x 10.5")
- 1-Page (8"x10.5")
- ½ Page Horizontal (8" x 5.25")

Ads can be submitted in JPG, EPS and PDF formats. All files must be at least 300 dpi, font: 8pt min. ***Final deadline for inclusion in the conference booklet is September 6<sup>th</sup>, 2013.***



**PCPCC 2013 Annual Fall Meeting  
Sponsorship Application**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_  
(As you prefer to be listed in conference materials)

Street Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**Exhibit & Sponsor Level** (please indicate your selection(s) by circling desired level):

	Executive Member Pricing	Non-Executive Member
Exhibit Booths	\$3,000	\$5,000
Barbara Starfield Award	\$25,000	\$30,000
Name Badge & Lanyard	\$3,500	\$5,500
Registration Tables	\$3,000	\$5,000
Executive Committee Luncheon	\$4,000	\$6,000
Networking Luncheons	\$5,000	\$7,500
Refreshment Breaks	\$3,000	\$5,000
Breakfast	\$3,500	\$5,500
President's Reception	\$6,000	\$8,000
Main Conference Reception	\$8,000	\$10,000
CONFERENCE PROGRAM		
ADVERTISING		
Outside Back Cover	\$3,000	\$5,000
Inside Back Cover	\$2,500	\$4,000
Inside Front Cover	\$2,500	\$4,000
2-Page layout	\$2,000	\$3,000
1-Page	\$1,000	\$2,000
½ Page Horizontal	\$500	\$1,000

**Payment Details**

Amount: \$ \_\_\_\_\_ Payment Method:  Check  Credit Card:  Visa  AmEx  MC

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**APPLICATION SUBMISSION INSTRUCTIONS:** Please be sure to provide your company profile for the exhibit guide and include your logo / program artwork. Payment of 100% is due on booth reservations made within 90 days of conference date. Please submit your completed application to Ana Lojanica at [ana@pcpcc.net](mailto:ana@pcpcc.net) or via fax at 202-417-2082.

**THANK YOU FOR SUPPORTING THE PCPCC!**