

2022 EVENT SPONSORSHIP

EXTEND YOUR BRAND IDENTITY and marketing capabilities with a strong visible presence at a single CPCA conference.

Sponsorship Levels

Champion | \$50,000

Conferences and Exhibiting

- Premier exhibit booth at the Quality & Technology Conference (Virtual), Region IX Clinical Excellence Conference, Billing Managers/CFO Conference or CPCA Annual Conference (Choose one.)
- Complimentary attendance for ten (10)
- Reserved table at both the Thursday Luncheon and Friday Brunch (Annual Conference only)
- Recognition at one of the following: reception, lunch, or brunch.

Sponsorship Recognition

- Recognition in event promotional e-blasts
- Color logo in virtual conference program
- Powerpoint logo display at general and breakout sessions
- Social media recognition
- Company recognition on event page of the CPCA website
- Sponsorship of a general session
- Sponsorship of a breakout session
- Sponsor recognition on booth

Marketing to Members

- Enhanced listing in the CPCA Resource Guide for the calendar year
- Marketing pieces or materials to be distributed at selected conference (materials provided by sponsor)
- Listing in the CPCA Community Health Center Resource Catalog for the calendar year
- One (1) conference attendee list

Leader | \$25,000

Conferences and Exhibiting

- Premier exhibit booth at the Quality & Technology Conference (Virtual), Region IX Clinical Excellence Conference, Billing Managers /CFO Conference or CPCA Annual Conference. (Choose one)
- Complimentary attendance for eight (8)
- Reserved table at both the Thursday Luncheon and Friday Brunch (Annual Conference only)

Sponsorship Recognition

- Recognition in event promotional e-blasts
- Color logo in conference program
- Powerpoint logo display at general and breakout sessions
- Social media recognition
- Company recognition on event page of the CPCA website
- Sponsorship of a breakout session
- Sponsor recognition on booth

Marketing to Members

- Enhanced listing in the CPCA Resource Guide for the calendar year
- Marketing pieces or materials to be distributed at selected conference (materials provided by sponsor)
- One (1) conference attendee list

VACCINATION POLICY:

Sponsors, exhibitors, attendees and vendors contracting directly with CPCA will need to provide proof of vaccination to participate in all CPCA in-person conferences. Details on how to submit proof of vaccination will be provided.

Partner | \$15,000

Conferences and Exhibiting

- Exhibit booth at the Quality & Technology Conference (Virtual), Region IX Clinical Excellence Conference, Billing Managers /CFO Conference or CPCA Annual Conference (Choose one)
- Complimentary attendance for six (6)
- Reserved table at either the Thursday lunch or Friday brunch

Sponsorship Recognition

- Recognition in event promotional e-blasts
- Color logo in conference program
- Powerpoint logo display at general and breakout sessions
- Social media recognition
- Company recognition on event page of the CPCA website
- Sponsor recognition on booth

Marketing to Members

- Enhanced listing in the CPCA Resource Guide for the calendar year
- One (1) conference attendee list

Supporter | \$10,000

Conferences and Exhibiting

- Exhibit booth at the Quality & Technology Conference (Virtual), Region IX Clinical Excellence Conference, Billing Managers/CFO Conference or CPCA Annual Conference (Choose one)
- Complimentary attendance for four (4)

Sponsorship Recognition

- Recognition in event promotional e-blasts
- Color logo in conference program
- Powerpoint logo display at general and breakout sessions
- Social media recognition
- Company recognition on event page of the CPCA website
- Sponsor recognition on booth

Marketing to Members

- One (1) conference attendee list

Friend | \$7,500

Conferences and Exhibiting

- Exhibit booth at the Quality & Technology Conference (Virtual), Region IX Clinical Excellence Conference, Billing Managers/CFO Conference or CPCA Annual Conference (Choose one)
- Complimentary attendance for two (2)

Sponsorship Recognition

- Recognition in event promotional e-blasts
- Color logo in conference program
- Powerpoint logo display at general and breakout sessions
- Social media recognition
- Company recognition on event page of the CPCA website
- Sponsor recognition on booth

Marketing to Members

- One (1) conference attendee list

Ally | \$5,000 (no booth)

Conferences and Exhibiting

- Complimentary attendance for four (4)
(This level does NOT come with a booth.)

Sponsorship Recognition

- Recognition in event promotional e-blast
- Color logo in conference program
- Powerpoint logo display at general and breakout sessions
- Company recognition on event page of the CPCA website
- Social media recognition

Exhibitors | \$4500 / \$2500*

- Exhibit booths include a fully piped and draped 8x10 booth space, 6 ft table, 2 chairs, ID sign, wastebasket plus two (2) full conference booth registrations.

*Non-profit rate for in-person is \$2500. Virtual booths for QTC are \$1500 (Standard) and \$2000 (Premium)

Packages At-A-Glance

LEVEL	CHAMPION	LEADER	PARTNER	SUPPORTER	FRIEND	ALLY	EXHIBITOR
COST	\$50,000	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$4500
CONFERENCES AND EXHIBITING							
Exhibit Booth (Booth includes 2 exhibitor badges)	Premier 10x20	Premier 10x20	Standard	Standard	Standard	No Booth	Standard
Additional Complimentary Registration	10	8	6	4	2	4	
Reserved table at Annual Conference Meals	BOTH	BOTH	ONE				
SPONSORSHIP RECOGNITION							
Sponsorship of a general session	✓						
Sponsorship of a breakout session	✓	✓					
Company recognition on Event Page	✓	✓	✓	✓	✓	✓	✓
Powerpoint logo display at general and breakout sessions	✓	✓	✓	✓	✓	✓	
Social Media Recognition	✓	✓	✓	✓	✓	✓	
Recognition in event promotional marketing	✓	✓	✓	✓	✓	✓	
Sponsor recognition on booth	✓	✓	✓	✓	✓		
Logo recognition in conference program	✓	✓	✓	✓	✓	✓	
MARKETING TO MEMBERS							
Marketing pieces or materials to be distributed at conference	✓	✓					
Enhanced listing in the CPCA Resource Guide	✓	✓	✓				
Listing in the CPCA CHC Resource Catalog	✓	✓					
One (1) conference attendee list	✓	✓	✓	✓	✓	✓	

Additional Opportunities

- Conference Program Page Sponsorships
- Keynote Speaker Sponsorship
- A variety of Annual Conference app opportunities
- Wi-Fi Sponsor
- Breakfast or Lunch Reception Sponsor
- Evening Reception Sponsor
- VIRTUAL Conference Opportunities

CPCA IS HAPPY TO WORK ON CUSTOM SPONSORSHIPS. THE SKY IS THE LIMIT!

Boutique Conferences

CPCA's Boutique Conferences focus on specialized content to a niche health center audience, and offer a unique opportunity for one-on-one networking in an intimate setting.

Quality & Technology Conference

February 24-25, 2022 | VIRTUAL

This conference will focus on improving health care through improved quality, technology, and compliance. Through these three topics, sessions are designed to disseminate best practices and share innovative projects that directly support health information technology implementation and practice transformation efforts.

ATTENDEES: 250+ **AUDIENCE:** CHC Executives, CMOs, CIOs, IT Directors, Clinical Leadership, Quality Improvement Staff, Care Team Members, and PCHH Initiative Champions

Billing Managers & CFO Conferences

May 17-20, 2022 | La Jolla, CA

The Billing Managers and CFO Conference is an educational opportunity for all levels of a health center's financial personnel. There will be ample time for participants to ask questions and engage with content experts and staff to help prepare billing managers in effectively handling the upcoming changes impacting billing processes and the potential challenges that they will face in the coming years.

This event is the ideal place for health center financial personnel to increase their skills, build operational capacity, and

network with their peers. CFOs of varying skill levels will have the opportunity to learn from others in the industry as well as visit with exhibitors who support this event.

ATTENDEES: 400+ **AUDIENCE:** Billing Managers, Patient Account Managers, CFOs, CEOs, and CHC Finance, Accounting and Operations Personnel

Region IX Clinical Excellence Conference

June 26-28, 2022 | Las Vegas, NV

CPCA and the Western Clinicians Network (WCN) have partnered to bring you education sessions geared towards both clinical and administrative leadership. These top level health center CMOs, executives, directors, and other clinical management will convene to network and discover new opportunities in all areas primary healthcare.

ATTENDEES: 150+ **AUDIENCE:** Clinicians, Executive Directors, State and Regional Primary Care partners, and Board Members from community and migrant health centers from Arizona, California, Hawaii, Nevada, and the Pacific Islands

* In-Person Conferences may be changed to virtual depending on Covid-19 social distancing guidelines. Dates are subject to change if the conference goes virtual.

Annual Conference | October 27-28, 2022 | Sacramento, CA

CPCA'S PREMIER ANNUAL EVENT is the heart of the association's convenings. This is the venue where community health centers leaders converge to address the most pressing issues affecting the health care industry and the underserved patient population in California.

ATTENDEES: 900+ **AUDIENCE:** Executive Leadership, Medical Directors, Clinicians/Providers, Policy and Legislative Advocates, and many other key decision makers from hundreds of clinics across the state.

FOR MORE INFORMATION: Visit www.cpcannualconference.com