

# EVENT

## 2020 Single-Conference Sponsorship Packages

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

### Sponsorship Levels

**Champion | \$50,000** (valued at \$67,250)

#### Conferences and Exhibiting

- Premier exhibit booth at the CPCA Annual Conference, Billing Managers and Chief Financial Officers, Region IX, or Quality Care Conference
- Complimentary attendance for ten (10) with annotated name tags
- Reserved table at both the Thursday Luncheon and Friday luncheon (Annual Conference only)
- Recognition at one of the following: reception, or luncheon

#### Sponsorship Recognition

- Recognition in event promotional materials and color logo in selected conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in Weekly Update e-blasts, featuring the sponsored event
- PowerPoint logo display at conference general sessions and concurrent sessions
- Champion Sponsor recognition award at booth

#### Marketing to Members

- Logo on the event page of the website
- Enhanced listing in the CPCA Resource Guide for the calendar year
- One (1) conference attendee list

**Leader | \$25,000** (valued at \$32,250)

#### Conferences and Exhibiting

- Premier exhibit booth at the CPCA Annual Conference, Billing Managers and Chief Financial Officers, Region IX, or Quality Care Conference
- Complimentary attendance for ten (10) with annotated name tags
- Reserved table at both the Thursday Luncheon and Friday Brunch (Annual Conference only)

#### Sponsorship Recognition

- Recognition in event promotional materials and color logo in selected conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in Weekly Update e-blasts, featuring the sponsored event
- PowerPoint logo display at conference general sessions and concurrent sessions
- Leader Sponsor recognition award at booth

#### Marketing to Members

- Logo on the event page of the website
- Enhanced listing in the CPCA Resource Guide for the calendar year
- One (1) conference attendee list

## Partner | \$15,000 (valued at \$25,750)

### Conferences and Exhibiting

- Exhibit booth at the CPCA Annual Conference, Billing Managers and Chief Financial Officers, Region IX, or Quality Care Conference
- Complimentary attendance for six (6) with annotated name tags
- Reserved table at either the Thursday Luncheon or Friday Brunch (Annual Conference only)

### Sponsorship Recognition

- Recognition in event promotional materials and logo in selected conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in Weekly Update e-blasts, featuring the sponsored event
- PowerPoint logo display at conference general sessions and concurrent sessions
- Partner Sponsor recognition award at booth

### Marketing to Members

- Logo on the event page of the website
- One (1) conference attendee list

## Supporter | \$10,000 (valued at \$20,000)

### Conferences and Exhibiting

- Exhibit booth at the CPCA Annual Conference, Billing Managers and Chief Financial Officers, Region IX, or Quality Care Conference
- Complimentary attendance for four (4) with annotated name tags

### Sponsorship Recognition

- Recognition in event promotional materials and logo in selected conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in Weekly Update e-blasts, featuring the sponsored event
- PowerPoint logo display at conference general sessions and concurrent sessions
- Supporter Sponsor recognition award at booth

### Marketing to Members

- Logo on the event page of website

## Friend | \$7,500 (valued at \$15,000)

### Conferences and Exhibiting

- Exhibit booth at the CPCA Annual Conference, Billing Managers and Chief Financial Officers, Region IX, or Quality Care Conference
- Complimentary attendance for two (2) with annotated name tags

### Sponsorship Recognition

- Recognition in event promotional materials and conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in selected Weekly Update e-blasts featuring the sponsored event
- Friend Sponsor recognition award at booth

### Marketing to Members

- Logo on the event page of website

## Ally | \$5000 (valued at \$10,000)

### Conferences and Exhibiting

- Complimentary attendance for four (4) with annotated name tags

### Sponsorship Recognition

- Recognition in event promotional materials and conference program
- Company recognition on event page of the CPCA website
- Company recognition to be included in selected Weekly Update e-blasts featuring the sponsored event

### Marketing to Members

- Logo on the event page of website

## Exhibitors

**\$4,500, corporate**

**\$2,500, non-profit**

Exhibit booths will consist of a fully piped and draped 8-foot x 10-foot space, table, two (2) chairs, company sign and two (2) exhibitor badges

# 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	\$4,500 Corporate \$2,500 Non-Profit
VALUE	\$67,250	\$32,250	\$25,750	\$20,000	\$13,500	\$10,000	
CONFERENCES AND EXHIBITING							
Exhibit Booth Includes 2 Exhibitor Badges	Premier	Premier	Standard	Standard	Standard	No Booth	Standard
Additional Complimentary Attendee Registration	10	10	6	4	2	4	
Reserved Table at Annual Conference Meals	Both	Both	One				
SPONSORSHIP RECOGNITION							
Sponsor of Tradeshow Reception, Lunch or Brunch	✓						
Company Logo in Weekly Update	✓	✓					
Company Recognition on Event Page	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition via Facebook & Twitter	✓	✓	✓	✓	✓	✓	
PowerPoint Display in Conference Sessions	✓	✓	✓	✓	✓	✓	
Sponsor Recognition Award	✓	✓	✓	✓	✓		
MARKETING TO MEMBERS							
Enhanced Listing in CPCA Resource Guide	✓	✓					
One (1) Conference Attendee List	✓	✓	✓				

## Additional Opportunities

- Evening Receptions
- Hosted Beverages/Bar
- Hospitality Suite
- Continental Breakfast or Lunch
- A (single) Coffee Break
- Wi-Fi
- Mobile App
- Pre-conference Events
- Conference Bags
- Custom Hotel Key Cards
- Lanyards
- Conference Program Page Sponsorships

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 Care Conference

February 20-21, 2020 | Irvine, CA

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 Conference

May 5-6, 2020 | Lake Tahoe, CA

This event is uniquely designed to be audience-driven with 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.

**ATTENDEES: 200+** **AUDIENCE:** Billing Managers, Patient Account Managers, and CFOs

## Chief Financial Officers Conference

May 7-8, 2020 | Lake Tahoe, CA

The Chief Financial Officers conference is the ideal place for health center financial personnel to increase their skills, build operational capacity, and network with their peers. This conference provides an opportunity for CFOs of varying skill levels to learn from others in the industry as well as visit with exhibitors who support this event.

**ATTENDEES: 200+** **AUDIENCE:** CFOs, CEOs, and CHC Finance, Accounting and Operations Personnel

## Region IX Clinical Excellence Conference

June 14-16, 2020 | Las Vegas, NV

CPCA and Western Clinicians Network (WCN) have partnered to host the Region IX Clinical Excellence Conference. This three-day conference brings together healthcare staff from front-line workers to senior leadership from across the region to focus on health center clinical and management teams--partnerships that spur innovation -- with the goal of improving overall efficiency and effectiveness in care delivery.

**ATTENDEES: 150+** **AUDIENCE:** All levels of an organization's staff will benefit from this leadership-focused conference. Content is relevant for everyone from Clinicians to Front Office Staff, Talent Management and HR, 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.

## Annual Conference | October 15-16, 2020 | Los Angeles, 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](http://www.cpcannualconference.com) and access online exhibitor registration.