

2018



Events and Conferences

Boutique Events

QUALITY CARE CONFERENCE

March 1-2, 2018 – Sacramento

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

REGION IX CLINICAL EXCELLENCE CONFERENCE

June 3-5, 2018 – Arizona

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

BILLING MANAGERS PEER NETWORK CONFERENCE

August 14-15, 2018 – Monterey

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: 100+ **AUDIENCE:** Billing Managers, Patient Account Managers, and CFOs

CHIEF FINANCIAL OFFICERS CONFERENCE

August 16-17, 2018 – Monterey

The CFO 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: 100+ **AUDIENCE:** CFOs, CEOs, and CHC Finance, Accounting and Operations Personnel

Annual Conference

October 4-5, 2018 – Sacramento

CPCA's premier annual event has been at the heart of the association's convenings for nearly 20 years. This is the venue where CHC leadership converges 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.



Event Sponsorship Levels

CHAMPION – \$50,000+ (valued at \$67,250)

CONFERENCES AND EXHIBITING

- Premier exhibit booth at the CPCA Annual Conference, CFO, 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)
- Recognition at one of the following: reception, lunch, or brunch

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 breakout sessions
- Champion Sponsor recognition award

MARKETING TO MEMBERS

- Marketing pieces and materials to be available for distribution at selected conference
- Logo on the event page of the website
- Enhanced listing in the CPCA Resource Guide for the calendar year

LEADER – \$25,000+ (valued at \$32,250)

CONFERENCES AND EXHIBITING

- Premier exhibit booth at the CPCA Annual Conference, CFO, 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 breakout sessions
- Leader Sponsor recognition award

MARKETING TO MEMBERS

- Marketing pieces and materials to be available for distribution at selected conference
- Logo on the event page of the website
- Enhanced listing in the CPCA Resource Guide for the calendar year

PARTNER – \$15,000 (valued at \$25,750)

CONFERENCES AND EXHIBITING

- Exhibit booth at the CPCA Annual Conference, CFO, 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 breakout sessions
- Partner Sponsor recognition award

MARKETING TO MEMBERS

- Marketing pieces and materials to be available for distribution at selected conference
- Logo link on the event page of the website

2018

CALIFORNIA PRIMARY CARE ASSOCIATION Sponsorship Programs and Opportunities



SUPPORTER – \$10,000 (valued at \$20,000)

CONFERENCES AND EXHIBITING

- Exhibit booth at the CPCA Annual Conference, CFO, 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 breakout sessions
- Supporter Sponsor recognition award

MARKETING TO MEMBERS

- Logo link on the event page of the website

FRIEND – \$5,000 (valued at \$13,500)

CONFERENCES AND EXHIBITING

- Exhibit booth at the CPCA Annual Conference, CFO, 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

MARKETING TO MEMBERS

- Logo link on the event page of the website
- Friend Sponsor recognition award

TRIFECTA

\$13,000, corporate (valued at \$20,250)

\$7,000, non-profit (valued at \$13,250)

An opportunity to exhibit at multiple CPCA conferences each year!

Elevate your presence with members and become a Trifecta Sponsor. You will receive all of the benefits of exhibiting AND the enhanced marketing elements for annual sponsors. The best of both worlds all in one package.

- Package includes two (2) conference registration to CPCA Annual Conference, Region IX and Quality Care conferences
- Exhibit Booth at CPCA Annual Conference, Region IX and Quality Care conferences
- Recognition in all conference programs
- Events listing in the CPCA Resource Guide for the calendar year

EXHIBITORS

\$3,500 / \$4,500*, corporate

\$2,000, non-profit

Exhibit booths will consist of a fully piped and draped 8-foot x 10-foot space, table and two chairs.

* Price for Region IX and Billing/CFO conference exhibitors



California
Primary Care

ASSOCIATION

WWW.CPCA.ORG • SPONSOR@CPCA.ORG • (916) 440-8170

2018



Event Sponsorship Levels

LEVEL	CHAMPION	LEADER	PARTNER	SUPPORTER	FRIEND	TRIFECTA	EXHIBITOR
COST	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$13,000 Corporate \$7,000 Non-Profit	\$3,500/ \$4,500* Corporate \$2,000 Non-Profit
VALUE	\$67,250	\$32,250	\$25,750	\$20,000	\$13,500	\$20,250 Corporate \$13,250 Non-Profit	
CONFERENCES AND EXHIBITING							
Exhibit Booth	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Complimentary Attendee Registration	10	10	6	4	2	2 Per Event	
Reserved Table at Annual Conference Meals	Both	Both	One				
SPONSORSHIP RECOGNITION							
Sponsor of Tradeshow Reception, Lunch or Brunch	✓						
Recognition in Selected Conference Materials & Program	✓	✓	✓	✓	✓	✓	
Company Recognition on Event Page	✓	✓	✓	✓	✓	✓	✓
Company Logo in Weekly Update	✓	✓	✓	✓	✓	✓	
Social Media Recognition via Facebook & Twitter	✓	✓	✓	✓	✓		
PowerPoint Display in Conference Sessions	✓	✓	✓	✓	✓		
Sponsor Recognition Award	✓	✓	✓	✓	✓		
MARKETING TO MEMBERS							
Enhanced Listing in CPCA Resource Guide	✓	✓				✓	

* Price for Region IX and Billing/CFO conference exhibitors