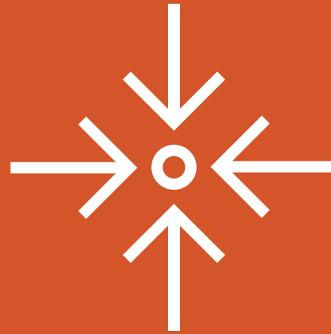


PRIMARY CARE INNOVATIONS



Putting Shared Principles into Practice

Sponsorship Opportunities

2017 Annual Fall Conference Sponsor Prospectus

Westin Washington D.C. City Center Hotel
Washington D.C. | October 11-12, 2017

Dear Colleagues,

As the new President & CEO, it is with great pleasure that I invite you to participate in our upcoming conference, *Primary Care Innovations: Putting Shared Principles into Practice* on October 11–12, 2017 at the Westin City Center in Washington, DC.

As you know, there is tremendous innovation occurring in the primary care environment prompted by visionary practice leaders with and without venture capital or philanthropic support; employers, unions, health plans and integrated delivery systems seeking to foster more value; and changes catalyzed by state and federal policymakers. This innovation spans care delivery, payment, benefit design, patient/family engagement and other strategies and is increasingly reliant on new technologies and sources of data.

Our annual conference will feature innovators within the context of the soon-to-be released 2017 Shared Principles for Primary Care. Many of the seven Shared Principles—which augment and update the 2007 Joint Principles for the PCMH—are exemplified by the innovators who will be featured at the conference. In totality, the Shared Principles represent an aspirational vision that diverse stakeholders across the health care spectrum have defined as the desired future state for primary care.

Please join the approximately 300 leaders we expect to attend the conference—from diverse stakeholder groups including physician and nursing organizations, consumers, employers, health plans, hospitals, industry and others—to learn more about these Shared Principles in action. Together we will be charting the next chapter for primary care that incorporates population health, commits to value and stewardship of scarce resources, relies on team-based care and successfully engages patients in decision-making.

We have also invited policy leaders from the new Administration and from the states to provide timely updates on key developments in the federal and state legislative and regulatory areas that shape primary care.

I hope to see you there and look forward to speaking to you further about how you can support our evolving vision of robust, patient-centered primary care!



Ann Greiner
President & CEO
Patient-Centered Primary Care Collaborative

About the 2017 Conference

The Patient-Centered Primary Care Collaborative Annual Fall Conference is the premier event for leaders who care passionately about advancing primary care. The conference gathers hundreds of diverse stakeholders for inspirational keynotes, thoughtful educational panels, sharing of insights and innovations, and networking.

This is your opportunity to learn from innovators, make valuable contacts, and develop relationships with leaders working to evolve medical homes and accountable care organizations, experiment with new payment, delivery and benefit design models, and engage with patients and families in new ways. Sponsorship of this conference is a wise investment by any organization that wants to understand and be a part of the primary care vanguard.

There is no better opportunity to feature your organization among hundreds of the most influential leaders in primary care nationwide and to show your strong support for those individuals and organizations putting in place creative strategies to achieve the 2017 Shared Principles for Primary Care.

Executive members of the Collaborative are strongly encouraged to participate and receive discounts on conference sponsorships.



Sponsorship Packages

Sponsorship opportunities provide a high level of engagement with top decision-makers from diverse organizations that shape health and health care across the United States. Connect directly to your target audience by becoming a sponsor today. Spots are limited!

If a sponsoring company is interested in an exclusive sponsorship, please contact Gina Pozielli—gpozielli@talley.com or 856.423.7222 x277.

CONFERENCE SPONSORSHIPS

Afternoon Networking Break **OCTOBER 11, 2017 | 3:30 PM–4:00 PM**

Two Opportunities Available

Executive Member

\$4,000

Prospective Member

\$6,000

Networking break sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in one PCPCC social media post
- One (1) complimentary full conference registration
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch

Breakfast Sponsorship **OCTOBER 12, 2017 | 7:00 AM–8:00 AM**

Two Opportunities Available

Executive Member

\$6,500

Prospective Member

\$8,500

On October 12, PCPCC will offer two breakfasts for conference attendees. Executive Members will have the opportunity to hear from a primary care innovator in an exclusive setting, while all other attendees enjoy breakfast prior to the meeting. The sponsoring companies or organizations will be recognized on special signage that will be placed at the entrance of the dining areas and on the slideshow. Breakfast sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in two PCPCC social media posts
- Two (2) complimentary full conference registrations
- One (1) promotional email opportunity to conference attendees post meeting
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch

Morning Networking Break **OCTOBER 12, 2017 | 10:15 AM–10:45 AM**

Two Opportunities Available

Executive Member

\$4,500

Prospective Member

\$6,000

Networking break sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in one PCPCC social media post
- One (1) complimentary full conference registration
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch

Departure Lunch **OCTOBER 12, 2017 | 12:00 PM–1:00 PM**

Two Opportunities Available

Executive Member

\$7,500

Prospective Member

\$9,000

Registrants will receive a lunch to enjoy on site or as they depart the Westin D.C. City Center hotel. To recognize sponsors of our departure lunch, special signage will be placed with the stations and on the slideshow. Sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in two PCPCC social media posts
- Two (2) full conference registrations
- Two (2) promotional email opportunities to conference attendees, one pre and one post meeting.
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks and lunch

Charging Kiosk

Exclusive Sponsorship

Executive Member

\$6,000

Prospective Member

\$7,000

Support a convenient charging kiosk in the Registration area on October 11 and 12 to enable attendees to charge their phones and other electronic devices on site. This is a great opportunity to link your company's name and logo with this service. Charging Kiosk sponsor receives the following benefits:

- Company logo and promotional video on a charging kiosk
- One (1) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in one PCPCC social media post

Conference App

Exclusive Sponsorship

Executive Member

\$6,000

Prospective Member

\$7,000

There will be no printed conference program, and thus all conference attendees will be encouraged to download the conference app. Featuring all components of the Annual Conference, including materials, this mobile conference app will help attendees make the most of their conference experience.

Conference app sponsor receives the following benefits:

- One (1) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in one PCPCC social media post
- Exclusive banner on the app provided by sponsor organization

Conference Wi-Fi

Two Opportunities Available

Executive Member

\$5,000

Prospective Member

\$6,000

Conference Wi-Fi sponsors receive the following benefits:

- One (1) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials
- Recognition as sponsor in one PCPCC social media post

AWARDS DINNER SPONSORSHIPS

Annual Barbara Starfield Awards Dinner Sponsorship

OCTOBER 11, 2017 | 6:00 PM–9:00 PM

GRAND BALLROOM AT THE WESTIN WASHINGTON D.C. CITY CENTER HOTEL

Show your support for advanced primary care and those who have made a difference! The 2017 Barbara Starfield Awards Dinner provides the perfect opportunity to feature your company or organization among the most influential leaders in health care transformation.

The Collaborative will honor three leaders dedicated to promoting high performing primary care and the medical home at our annual awards dinner on Wednesday, October 11, from 6:00–9:00 PM. This special ticketed event will include a cocktail reception and dinner.

Tickets or sponsorship of the event are required in order to attend.

The Barbara Starfield Primary Care Leadership Award

The Collaborative established the Barbara Starfield Primary Care Leadership Award in 2012 to honor Dr. Starfield, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated, and person-focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.

The Primary Care Community Leadership/Research Award

This award honors an individual or organization that has demonstrated remarkable leadership and/or research to ensure that primary care is foundational to community or state health care reform efforts.

The Advanced Primary Care Practice Award

This award recognizes an extraordinary primary care practice that serves as a model for medical home transformation through innovation in practice design, partnership with patients in quality improvement, and exemplary leadership in promoting the practice of team-based primary care.

There are several opportunities for sponsorship at differing levels. Please contact Gina Pozielli—gpozielli@talley.com or 856-423-7222, ext. 227—to talk about how you and your organization can take advantage of unique opportunities at the awards dinner to highlight your organization and the valuable work you are engaged in.

Pre-Dinner Cocktail Reception **OCTOBER 11, 2017 | 6:00 PM–7:00 PM**

Executive Member

\$9,500

Prospective Member

\$12,000

This reception is open to all Barbara Starfield Awards Dinner attendees, which includes nearly 300 advanced primary care experts and thought leaders. The reception sponsor receives the following exclusive benefits:

- Acknowledgment as the cocktail reception sponsor on event signage and conference materials
- One (1) complimentary full conference registration
- One full table at awards dinner—10 seats
- VIP table placement
- Logo recognition on event signage, program, and slideshow
- Logo recognition on conference materials, marketing e-mails, and website

Barbara Starfield Award Sponsor

Executive Member

\$25,000

Prospective Member

\$30,000

The Barbara Starfield Award sponsor will receive major recognition leading up to and during the awards presentation. Exclusive benefits include:

- Company logo engraved on award
- Acknowledgment as Barbara Starfield Award sponsor in press release, social media and conference materials
- Opportunity for company spokesperson to deliver remarks during the awards ceremony
- Recognition as conference sponsor on website and signage at conference
- Three (3) complimentary full conference registrations
- One full table at awards dinner—10 seats
- VIP table placement
- Full-page advertisement in dinner program

Primary Care Community Leadership/Research Award Sponsor

Executive Member

\$15,000

Prospective Member

\$20,000

The Community Leadership/Research Award Sponsor will receive significant recognition leading up to and during the awards presentation. Exclusive benefits include:

- Acknowledgment as award sponsor in press release, social media and conference materials
- Company logo engraved on award
- Two (2) complimentary full conference registrations
- Recognition as conference sponsor on website and signage at conference
- One full table at awards dinner—10 seats
- VIP table placement
- Full-page advertisement in dinner program

Advanced Primary Care Practice Award

Executive Member

\$15,000

Prospective Member

\$20,000

The PCMH Practice Award Sponsor will receive significant recognition leading up to and during the awards presentation. Exclusive benefits include:

- Acknowledgment as award sponsor in press release, social media and conference materials
- Company logo engraved on award
- Two (2) complimentary full conference registrations
- Recognition as conference sponsor on website and signage at conference
- One full table at awards dinner—10 seats
- VIP table placement
- Full-page advertisement in dinner program

Awards Dinner Program Advertisements

8 ½ X 5 ½ full-page ad and/or congratulatory message to awardee(s)

Executive Member	\$2,000	Prospective Member	\$3,000
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4 X 5 ½ half-page ad and/or congratulatory message to awardee(s)

Executive Member	\$1,500	Prospective Member	\$2,500
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Table Sponsorships for the Awards Dinner

As a supporter of the 2017 awards dinner, you will receive the following benefits:

SPONSORSHIP LEVELS

BENEFIT	PLATINUM	GOLD	SILVER
	Executive Member \$5,000 Prospective Member \$6,000	Executive Member \$4,000 Prospective Member \$5,000	Executive Member \$2,000 Prospective Member \$3,000
Complimentary dinner tickets	Reserved Full Table (10 seats)	Reserved Half Table (5 seats)	2 Reserved Seats
Premier table placement	X		
Recognition as sponsor in at least two social media posts	X	X	
Logo recognition on signage at awards dinner and conference	X	X	
Logo recognition on awards dinner website	X	X	X
Logo recognition in awards program and slideshow	X	X	X

Contact Gina Pozielli—gpozeilli@talley.com or 856-423-7222, ext. 227—for more information on awards dinner sponsorships.



Sponsorship Application

Westin Washington, D.C. City Center Hotel
 October 11–12, 2017 | Washington, D.C.

This application becomes valid only after being signed by Sponsor and an agreement letter has been issued.

COMPANY NAME [Print name EXACTLY as you wish it to appear on any acknowledgments.]

STREET ADDRESS		CITY	STATE
_____		_____	_____
ZIP	COUNTRY	CONTACT PERSON	
_____	_____	_____	
PHONE	EMAIL	WEBSITE	
_____	_____	_____	

Please include which sponsorship opportunities you are interested in:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL SPONSORSHIP COST \$ _____	

Is this your first time sponsoring the PCPCC Annual Fall Conference?

Yes No

By signing below, you accept the terms and conditions on the following page.

PRINTED NAME _____

SIGNATURE _____

CREDIT CARD PAYMENT: AMEX MasterCard Visa

Please provide credit card and expiration date below:

PRINT NAME ON CARD _____

AUTHORIZED SIGNATURE _____

AMOUNT TO CHARGE: \$ _____ **CVV#** _ _ _

CREDIT CARD NUMBER _ _ _ _ _

EXPIRATION DATE _ _ / _ _

PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK TO:
 Patient-Centered Primary Care Collaborative

Mail payments to: Gina Pozielli, TALLEY MANAGEMENT GROUP, INC.,
 19 Mantua Road, Mount Royal, NJ 08061

IMPORTANT TAX NOTICE:

The Patient Centered Primary Care Foundation is a 501(c)(3) tax exempt organization. Your contribution is 100% tax deductible.

SPONSORSHIP CANCELLATION POLICY:

Telephone cancellations will not be accepted. Refunds will be made with a written notice of cancellation received on or before **September 1, 2017**. Refunds will be subject to a **25% cancellation fee**. No refunds will be given after **September 4, 2017**. If, for any reason, this event is canceled we do not accept responsibility for covering airfare, hotel or other costs incurred, but the Collaborative will refund the entire amount of the sponsorship fee.

Thank you for your support of the Patient Centered Primary Care Collaborative/Foundation. **Please return one signed copy of this application to Gina Pozielli via email at gpozielli@talley.com.**



Sponsor Terms and Conditions

SHOW MANAGEMENT is TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222, Fax (856) 423-3420, Email gpozielli@talley.com. Convention Center or Hotel Facility is printed on the Prospectus front cover.

APPLICABLE LAWS

This contract shall be governed by the laws of the State of New Jersey. Sponsor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility.

LIMITATION OF LIABILITY

SHOW MANAGEMENT, including its officers, directors, agents, employees, contractors, and the Hotel Facility shall not be held responsible for the effectiveness of “product awareness” through the sponsor’s use of sponsorship.

Each sponsoring company agrees to abide by these rules and regulations when its company representative signs the sponsorship registration form. These rules and regulations become part of the contract between the sponsor, SHOW MANAGEMENT and PCPCC. SHOW MANAGEMENT has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of PCPCC and all decisions shall be binding on all parties affected by them. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of PCPCC, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

SPONSORSHIP ARRANGEMENTS

SHOW MANAGEMENT will oversee all arrangements including, but not limited to, signs and setup of sponsor’s choice of sponsorship.

FORCE MAJEURE

In the event the Facility becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone any criteria pertaining to the scheduled events, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

GUIDELINES

- Sponsorships must be professional, must enhance the conference experience, offer the opportunity for potential sponsors to reach a specialized audience, and compliment PCPCC advertising and sponsor opportunities.
- Sponsorship events will not conflict with conference hours.
- If more than one company is interested in a sponsorship, selection will be on a first come first serve basis.