

SPONSORSHIP PACKAGES



PCC 2020 Virtual Annual Conference

CRISIS AS CATALYST Reimagining Primary Care

November 30 to December 1, 2020

	BARBARA STARFIELD PRIMARY CARE LEADERSHIP AWARD SPONSOR SOLD	THOUGHT-LEADERSHIP SPONSOR
Description	<p>The PCC 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 who demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.</p> <p>This sponsor gets to present the award to the recipient as well as play a 30-second interstitial video during this presentation segment.</p>	<p>These sponsors receive the unique opportunity to participate in a main-stage session. Participation can vary from introducing a keynote speaker or panel or potential other roles. Branding in the form of a logo or interstitial video (up to 30 seconds) during the main-stage session is also included in this opportunity.</p>
Number Available	1	6
Executive Member Price	\$25,000	\$20,000
Non-Member Price	\$30,000	\$25,000
PRE-EVENT BENEFITS		
Promotional Email	✓	✓
EVENT BENEFITS		
Complimentary Registrations	6	4
Company Showcase	✓ (or Spotlight)	✓ (or Spotlight)
POST-EVENT BENEFITS		
Post-Event Engagement Data	✓	✓

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	REGISTRATION SPONSOR SOLD	WELLNESS SPONSOR	CONNECTION SPONSOR
Description	This sponsor gets a co-branded banner image on the conference's registration site and in the confirmation email to registered attendees.	These sponsors support a guided meditation or stretch break during the conference to encourage attendees to take a moment to re-energize and refocus. They will receive prime time on the conference's main stage in a recording during a scheduled break for up to 15 minutes. Possibilities include a stretch break, mediation, and yoga.	These sponsors receive the opportunity to host one of the following 30-minute sessions with as many as 50 attendees: <ul style="list-style-type: none"> • Focus group • Networking discussion group (for a specific audience group) • Roundtable discussion These sponsors can also pose a question to the entire conference using the poll feature of the site during the day of their sponsored session (content must be in accordance with the sponsorship agreement).
Number Available	±	2	19 (10/day)
Executive Member Price	\$15,000	\$7,000	\$10,000
Non-Member Price	\$19,000	\$12,000	\$13,000
PRE-EVENT BENEFITS			
Promotional Email	✓	✓	✓
EVENT BENEFITS			
Complimentary Registrations	±	3	3
Company Showcase Page	✓	✓	✓

Continued on next page.

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POST-EVENT BENEFITS			
Post-Event Engagement Data	✓	✓	✓

	THE PRIMARY CARE COMMUNITY LEADERSHIP/RESEARCH AWARD SPONSOR SOLD	THE ADVANCED PRIMARY CARE PRACTICE AWARD SPONSOR
Description	<p>This award is presented to an outstanding individual who has demonstrated remarkable leadership and/or research to ensure that primary care is foundational to community or state healthcare reform efforts.</p> <p>This sponsor gets to present the award to the recipient as well as play a 30-second interstitial video during this presentation segment.</p>	<p>This award is presented to an organization that is an extraordinary primary care practice. This practice serves as a model for transformation through innovation as reflected in the Shared Principles of Primary Care, including patient- and family-centered, team-based care and high value.</p> <p>This sponsor gets to present the award to the recipient as well as play a 30-second interstitial video during this presentation segment.</p>
Number Available	1	1
Executive Member Price	\$10,000	\$10,000
Non-Member Price	\$13,000	\$13,000
PRE-EVENT BENEFITS		
Promotional Email	✓	✓
EVENT BENEFITS		
Complimentary Registrations	2	2
Company Showcase Page	✓	✓
POST-EVENT BENEFITS		
Post-Event Engagement Data	✓	✓

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	SHOWCASE SPONSOR	SPOTLIGHT SPONSOR
Description	These sponsors are given a page on the conference platform (Hopin) dedicated to their organization that can be customized to showcase important information, link to another site, and engage with attendees.	These sponsors will have the opportunity to be included in a video of primary care leaders speaking about why primary care is more important than ever in a pandemic and on the importance of strengthening primary care to help the country manage as we go through this perilous time. Each sponsor's segment will be between 60 and 90 seconds, and the video will be shown to conference attendees up to two times per day.
Number Available	17 (10/day)	8
Executive Member Price	\$5,000	\$4,000
Non-Member Price	\$6,000	\$4,800
PRE-EVENT BENEFITS		
Promotional Email	✓	✓
EVENT BENEFITS		
Complimentary Registrations	2	2
Company Showcase Page	✓	
POST-EVENT BENEFITS		
Post-Event Engagement Data	✓	