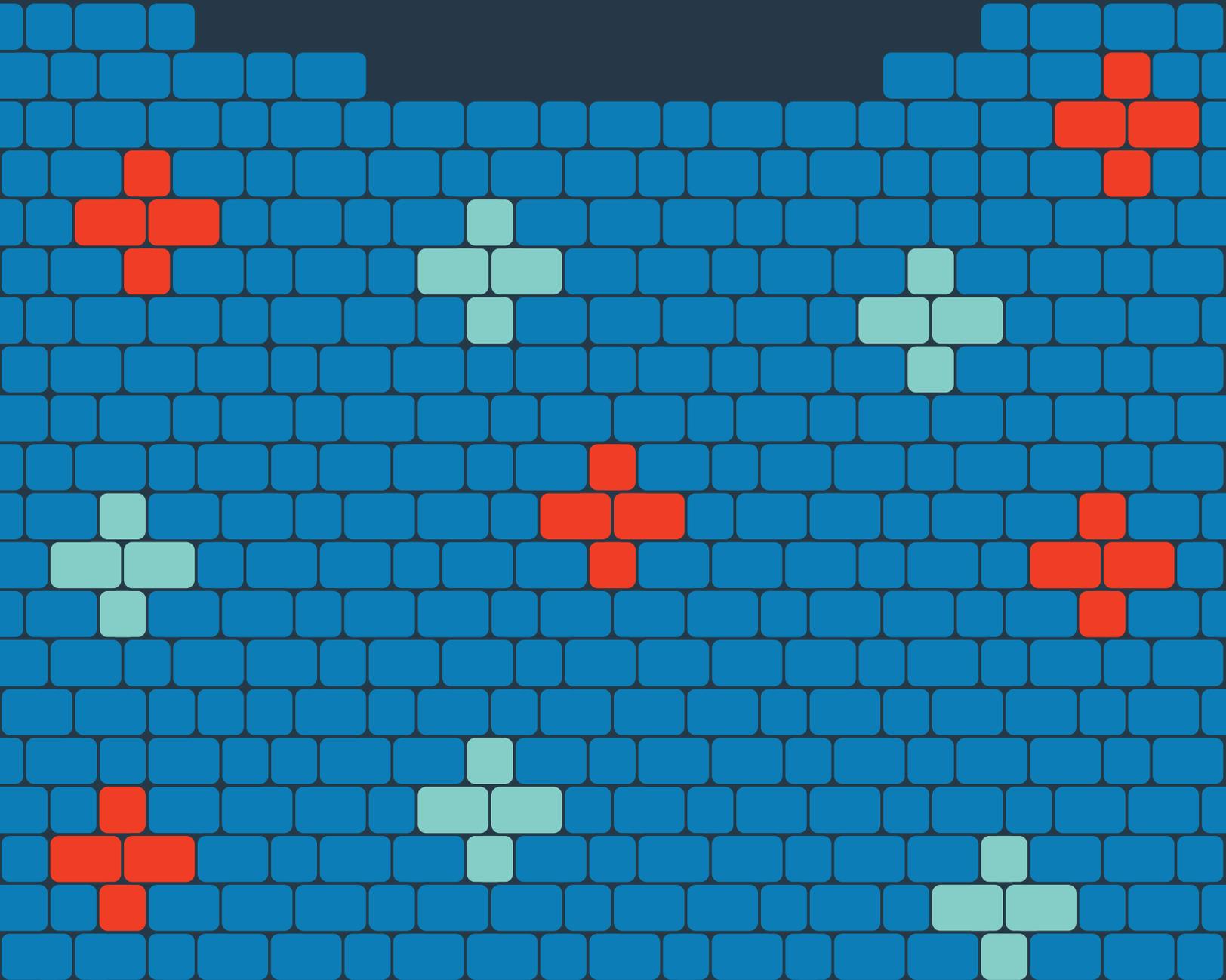


Better Health: **BLOCK** *by* **BLOCK**

 PCC Conference 2022

2022 Annual Conference Sponsor Prospectus

Marriott Metro Center • Washington D.C.
December 14–15, 2022



Dear Colleagues,

Primary care is pivoting to a potentially better future. The PCC's annual conference on December 14-15th in Washington, D.C. will celebrate rays of hope as reflected in growing consensus around and implementation of the [NASEM 2021 primary care report](#) recommendations, increased primary care investment and innovation, and a highly anticipated [HHS Action Plan](#) to strengthen primary health care.

While challenges continue, we need to nurture our sense of optimism, coupling it with continued advocacy for bold change to respond to the health needs of all Americans; with conditions left unattended, a failure to prioritize prevention and both COVID and opioid epidemics all taking their toll. We've recently seen life expectancy fall an astonishing [two years](#) between 2019–2021 – the largest decline in one hundred years.

Policy makers are turning to our community as a key solution to address these interlocking set of issues that impact the nation's health, but they need to make the necessary investments and policy changes to position us to deliver on what the evidence demonstrates primary care can do – enhance population health, promote health equity, and bring costs to heel.

The Primary Care Collaborative (PCC) Annual Conference is the premier event for leaders who care passionately about advancing primary care. This year, we will celebrate how the community is innovating to drive **Better Health: Block by Block**, including by putting the five [NASEM report recommendations](#) into action: **payment, access, workforce, technology, and accountability**. We also plan to consider the highly anticipated HHS Action Plan on Strengthening Primary Health Care and its implications. Our conference objectives include:

- **Celebrating tangible progress – in both the private and public sectors – that align with the NASEM report recommendations and the path forward**
- **Underscoring where we are making progress in re-imagining primary care to reduce inequities and to truly meet patient and community needs and the work ahead**
- **Providing a platform for senior HHS officials to share their vision and action plans to strengthen primary health care and to dialogue with our community**

PCC Executive Members are also invited to join in a half-day post-conference workshop on December 15. We will dive deeper in discussions with experts on advocacy communications and innovations that advance equity and whole person care in Medicare, Medicaid and commercial health plans.

Benefits of sponsorship

As a conference sponsor, your organization will be recognized as a thought leader and supporter of organizations that are moving primary care forward with the NASEM recommendations as a guide.

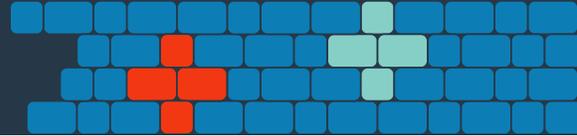
We offer a wide range of sponsorship opportunities to suit diverse needs. I encourage you to review this prospectus and respond quickly so you secure the sponsorship that is the best fit for your organization.

I hope you will join us in December to celebrate successes and tap into our shared commitment to strengthen primary care as the foundation of a high performing health system. Now, truly more than ever, our patients need robust, high quality primary care.



Ann C. Greiner

Ann Greiner
President & CEO



About the Conference

The Primary Care Collaborative (PCC) Annual Conference is the premier multi-stakeholder 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 advanced primary care models 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 and/or product among hundreds of the most influential leaders in primary care nationwide and to show your strong support for those individuals and organizations seeking to achieve the [Shared Principles for Primary Care](#). PCC Executive Members are strongly encouraged to participate and will receive substantial discounts on conference sponsorships.

Top reasons for attending:
Content, Networking, and Ability to Contribute to PCC's Policy Direction

100%

of attendees found the conference's topics and speakers relevant to their work and interests

65%

were more likely to attend a PCC led event in the future

84%

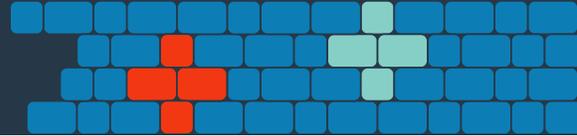
said they had their minds changed or persuaded on a topic within primary care

97%

were interested in joining a coalition to make the NASEM report's payment investment, reform and access recommendations a reality (2021)

100%

left with a positive opinion about the meeting



**Participant quotes
from past years:**

2021

"Chock full of primary care thought leaders and shapers who inspire change"

2020

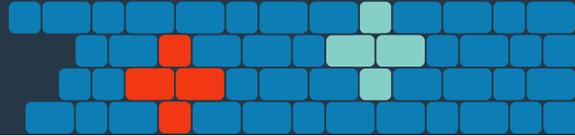
"Outstanding panels, speakers, and research."

2019

"The content helps me greatly in designing our population health models and applying it in my own work."

2018

"Seeing Primary Care in a whole new light!"



Sponsorship Packages

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

CONFERENCE SPONSORSHIPS

Patient Advisor Sponsorship

Executive Member: \$8,000 **Prospective Member:** \$10,000

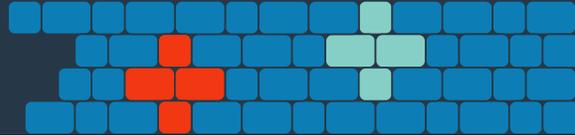
Since 2015, the PCC has supported patient advisors to attend our Annual Conference. Their participation on panels and in breakout groups has informed the conference conversations. It also has strengthened the ability of patient advisors to be actively involved in transforming their own practices with the goal of improving the way care is delivered, ultimately enhancing population health. The community of patients who attend share experiences and learnings at the conference and afterwards. The sponsorship would cover registration fees and travel for approximately 4 patient advisors.

Sponsorship includes:

- Support the registration fees for approximately four (4) patient advisors to attend the 2022 PCC Annual Conference. The remaining support would cover travel and hotel for the patient advisors.

Benefits include:

- Four (4) complimentary full conference registrations
- Acknowledgment as a sponsor
- One (1) half table (VIP placement) at the Awards Dinner—5 seats



Exemplary Practice Sponsorship

Executive Member: \$6,000 **Prospective Member:** \$8,000

PCC Executive Members interact with and support some of the most innovative primary care practices across the country, which are regularly featured on PCC webinars, on our website and in publications. This would be an opportunity to showcase these practices at the 2022 conference that allows participants to meet practice leaders face to face and learn about their efforts to treat the whole person by integrating medical and behavioral health, how they are using new technology to better connect with their patients and customize care, leveraging innovative payment models, and many other innovations. If there is keen interest in this opportunity, the PCC could accommodate an additional \$25,000 sponsorship and invite six more practice leaders for a total of 8 practice innovators and provide an opportunity for the sponsor to host a post conference lunch discussion.

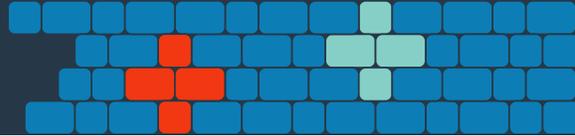
Sponsorship includes:

- Support the travel of one (1) attendee from 2 exemplary primary care practices (2 primary care leaders) to attend the meeting in Washington, D.C.

Benefits include:

- Two (2) complimentary full conference registrations
- Acknowledgment as a sponsor
- Logo recognition in the awards program and marketing e-mails
- (1/2) table (VIP placement) at the Awards Dinner—5 seats





Engagement Sponsorship

Executive Member: \$30,000 **Prospective Member:** \$35,000

This sponsorship supports participant engagement within the conference content and with other thought leaders.

Sponsorship includes:

- Logo recognition on the PCC Conference registration page and in the PCC conference confirmation email
- Custom branded lanyards for all attendee name badges
- Onsite signage presence at PCC registration
- Conference App—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

Benefits include:

- Four (4) complimentary full conference registrations
- Acknowledgment as a PCC conference sponsor
- Logo recognition in the awards program, marketing e-mails, registration page and on lanyards
- One (1) full table (VIP placement) at the Awards Dinner—10 seats

The Experience Sponsorship

Exclusive Sponsorship

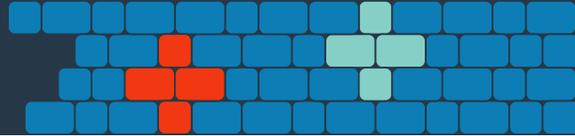
Executive Member: \$20,000 **Prospective Member:** \$25,000

Sponsorship includes:

- Logo recognition on general session plenary stage graphics
- Sponsor introduces opening conference video: Patient Voices About Primary Care
- Sponsor introduces PCC President as the convener of the event

Benefits include:

- Four (4) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in one PCC social media post
- One (1) full table (VIP placement) at the Awards Dinner—10 seats



Workshop Sponsorship **DECEMBER 15**

Executive Member: \$12,000 **Prospective Member:** \$15,000

Sponsorship includes:

- Logo recognition on stage graphics during 1/2 day workshops
- Brief welcome remarks to begin the workshop
- Introduce PCC President and CEO Ann Greiner

Benefits include:

- Two (2) complimentary full conference registration

Wi-Fi Sponsorship

Executive Member: \$12,000 **Prospective Member:** \$15,000

Sponsorship includes:

- Customized Wi-Fi password for all attendees to use

Benefits include:

- Two (2) complimentary full conference registration

Hotel Card Key Sponsorship

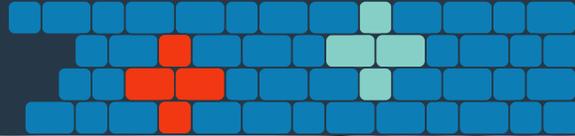
Executive Member: \$10,000 **Prospective Member:** \$12,000

Sponsorship includes:

- Custom branded hotel room keys for all attendees

Benefits include:

- One (1) complimentary full conference registration



Afternoon Networking Break **DECEMBER 14 | 3:00PM–3:30PM**

Executive Member: \$5,000 Prospective Member: \$7,000

Benefits include:

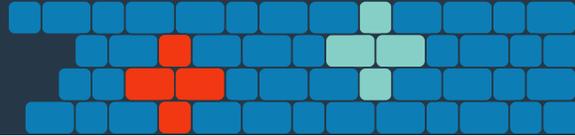
- Logo recognition during afternoon coffee and networking break
- One (1) complimentary full conference registration
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch.

Morning Networking Break **DECEMBER 15 | 10:00AM–10:30AM**

Executive Member: \$5,000 Prospective Member: \$7,000

Benefits include:

- Logo recognition during morning coffee and networking break
- 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 **DECEMBER 15 | 7:00AM–8:00AM**

Executive Member: \$10,000 **Prospective Member:** \$12,000

On December 15, PCC will offer breakfast for conference attendees. Executive Members will have the opportunity to network together, while all other attendees enjoy breakfast prior to the meeting. The sponsoring companies or organizations will be recognized on special signage to be placed at the entrance of the dining area and on the slideshow.

Benefits include:

- Logo recognition during attendee breakfast
- Two (2) full complimentary conference registrations
- 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 **DECEMBER 15 | 12:00PM**

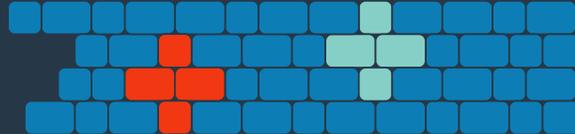
Executive Member: \$10,000 **Prospective Member:** \$12,000

As a thank you for participating in the Annual Conference, registrants will receive a lunch to enjoy as they depart the Marriott Metro Center hotel. To recognize sponsors of our departure lunch, special signage will be placed with the stations and on the slideshow.

Benefits include:

- Logo recognition during attendee lunch.
- Two (2) full conference registrations
- 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.

There are several opportunities for sponsorship at differing levels. Please contact Maria Sulima, Membership Coordinator at the PCC at msulima@thepcc.org—to talk about how you and your organization can take advantage of unique opportunities.



AWARDS DINNER SPONSORSHIPS

Annual Barbara Starfield Awards Dinner Sponsorship

DECEMBER 14 | 7:00PM–9:00PM

Grand Ballroom at Marriott Metro Center

Show your support for advanced primary care and those who have made a difference! The 2022 Barbara Starfield Awards Dinner provides the perfect opportunity to feature your company or organization among the most influential leaders in health care transformation. The PCC will honor three leaders dedicated to promoting primary care leadership, innovation, and research at our annual awards dinner from 7:00–9:00 PM. This special ticketed event will include a cocktail reception and dinner.

Tickets or sponsorship of the awards dinner is required to attend.

The Barbara Starfield Primary Care Leadership Award

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 or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.

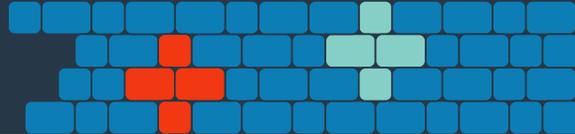
The Primary Care Community Leadership/Research Award

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 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.

There are several opportunities for sponsorship at differing levels. Please contact Maria Sulima, Membership Coordinator at the PCC at PCC2022AnnualConference@thepcc.org – 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're doing.



Barbara Starfield Award Sponsor

Executive Member: \$30,000 **Prospective Member:** \$35,000

The Barbara Starfield Award sponsor—considered the premier PCC award—will receive major recognition leading up to and during the awards presentation.

Exclusive benefits include:

- Logo recognition during cocktail reception prior to awards ceremony
- Major recognition leading up to and during the Awards presentation
- Acknowledgment as award sponsor in press release
- Company logo engraved on award
- Company spokesperson delivers brief remarks during the awards ceremony
- Sponsor presents the award to the award recipient
- Four (4) complimentary full conference registrations
- One full table at Awards Dinner—10 seats
- VIP table placement

Primary Care Community Leadership/Research Award Sponsor

Executive Member: \$20,000 **Prospective Member:** \$25,000

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

Exclusive benefits include:

- Major recognition leading up to and during the Awards presentation
- Acknowledgment as award sponsor in press release
- Logo recognition during cocktail reception prior to awards ceremony
- Company logo engraved on award
- Two (2) complimentary full conference registration
- One full table at Awards Dinner—10 seats
- VIP table placement

Advanced Primary Care Practice Award

Executive Member: \$20,000 **Prospective Member:** \$25,000

The Advanced Practice Award Sponsor will receive significant recognition leading up to and during the awards presentation.

Exclusive benefits include:

- Major recognition leading up to and during the Awards presentation
- Acknowledgment as award sponsor in press release
- Logo recognition during cocktail reception prior to awards ceremony
- Company logo engraved on award
- Two (2) complimentary full conference registration
- One full table at Awards Dinner—10 seats
- VIP table placement

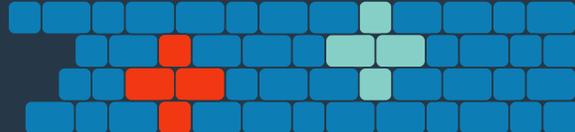


TABLE SPONSORSHIPS

PLATINUM—Awards Dinner Table Sponsor

Executive Member: \$5,000 **Prospective Member:** \$6,000

Benefits include:

- Reserved Full Table (10-seats) with premier table placement
- Logo Recognition on website and during awards program

GOLD—Awards Dinner Table Sponsor

Executive Member: \$4,000 **Prospective Member:** \$5,000

Benefits include:

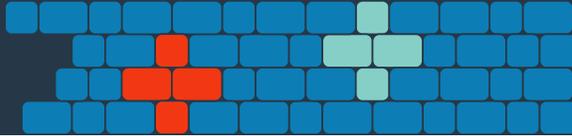
- Reserved Half Table (5-seats) at Awards Ceremony
- Logo Recognition on website and during awards program

SILVER—Awards Dinner Table Sponsor

Executive Member: \$3,000 **Prospective Member:** \$4,000

Benefits include:

- Reserved 2 seats at Awards Ceremony
- Logo Recognition on website and during awards program



Past Conference Sponsors

NATIONAL CENTER
FOR PRIMARY CARE



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



An association of independent Blue Cross and Blue Shield companies



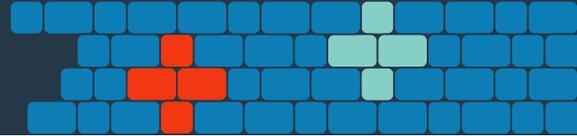
UPMC HEALTH PLAN



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association



The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



Sponsorship Application

Marriott Metro Center • December 14–15, 2022

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 PCC Annual Conference?

Yes No

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

PRINTED NAME _____

SIGNATURE _____

DATE _____

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

CREDIT CARD PAYMENT: AMEX MasterCard Visa

Please provide credit card and expiration date below:

PRINT NAME ON CARD _____

AUTHORIZED SIGNATURE _____

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

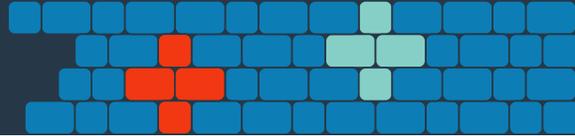
CREDIT CARD NUMBER _____

EXPIRATION DATE _ _ / _ _

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

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

Thank you for your support of the Primary Care Collaborative.
Please return one signed copy of this application to Maria Sulima via email at PCC2022AnnualConference@thepcc.org.



Sponsor Terms and Conditions

LIMITATION OF LIABILITY

RIVE, 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, RIVE and PCC. RIVE 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 PCC 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 PCC, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

SPONSORSHIP ARRANGEMENTS

RIVE 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 RIVE has no control or should RIVE decide, because of such cause, that it is necessary to cancel, postpone any criteria pertaining to the scheduled events, RIVE 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 PCC 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.