



2022 Sponsor/Partner Program Guide

**POPULATION
HEALTH
ALLIANCE**



The premier Association for improving population health

APRIL 2022

Opportunity #2 - Event Sponsorship

Make Your Presence Known at PHA's All-New Fall Expo

This year, due to the pandemic and our annual spring Summit being forced to go virtual, PHA decided to hold an additional thought-leadership event — a PHA Expo which will be a LIVE event and offer a menu of sponsorship opportunities. **PHA Expo22** will gather key executives from across the health care industry along with leading health policy analysts for two days of education and networking with peers across the country. **The PHA Expo is set for October 25-26, 2022 in Washington, DC.** Alongside inspiring keynotes, the Expo showcase, roundtable office hours with the association's esteemed Board of Directors, and the annual membership meeting, this event will present population health's powerful path forward for success in improving health outcomes, driving affordability and presenting participants with capabilities and networking opportunities to strengthen and grow their business. We're thrilled to present this all-new offering. We certainly didn't want the year to go by without the opportunity to get together face-to-face and enjoy plentiful networking opportunities.



EXECUTIVE SPONSOR | \$20,000

Our highest, most visible level of sponsorship. Ability to introduce keynote, lunch, or closing session and facilitate Q&A. Showcase your company and its leadership in front of population health thought leaders and decision makers. Exclusive marketing benefits, pre-event multimedia, and complimentary registrations.

PREMIER SPONSOR | \$10,000

Host the Tuesday evening reception immediately following the PHA Board Meeting. Recognition in marketing of the program and schedule; includes opportunity to address attendees, branded cocktail napkins, and sign recognition at reception.

ELITE SPONSOR | \$7,500

Sponsor and introduce a panel discussion. Opportunity to contribute thought leadership materials in the attendee welcome packet and showcase commitment to the topic in pre-event multimedia.

SIGNATURE SPONSOR | \$5,000

Choose from the selections before for our signature sponsorship to showcase your organization to all attendees.

Select one:

- Opportunity to provide a swag item for attendees (logo item such as meeting tote, mask, lanyards, etc.)
- Sponsor a Meal (Breakfast or Break)

CHAMPION SPONSOR | \$2,500

All contributing sponsors will receive recognition in marketing materials and throughout the program reaching those decision makers within the population health sector.

2022 PHA EXPO22 SPONSOR BENEFITS

BENEFIT	EXECUTIVE \$20,000	PREMIER \$10,000	ELITE \$7,500	SIGNATURE \$5,000	CHAMPION \$2,500
Included in Pre & Post Event Marketing	✓	✓	✓	✓	✓
Complimentary Registration(s)	UP TO 10	4	3	2	1
Logo recognition in the agenda and registration website, recognition the PHA website, on break slides during meeting	✓	✓	✓	✓	✓
Facilitate Q&A for designated sponsored session	✓	✓	✓		
Opportunity to contribute materials to the welcome packet	✓	✓	✓	✓	
Sponsor Keynote, Networking Closing Session, or Lunch.	✓				
Sponsor Welcome Reception with an opportunity to address attendees		✓			
Sponsor Panel Discussion			✓		
Select One: <ul style="list-style-type: none"> ■ Opportunity to provide a swag item for attendees (logo item such as meeting tote, mask, lanyards, etc.) ■ Sponsor a Meal (Breakfast or Break) 				✓	

DON'T SEE WHAT YOU'RE LOOKING FOR?

Then let's work together to customize an exclusive package to raise your visibility that is uniquely tailored to your company!

Contact: staff@populationhealthalliance.org • 80 M St SE, Suite 100 • Washington, DC 20003 • Tel: (202) 737-5476

CANCELLATION & PAYMENT POLICIES

Cancellation: Cancellations for sponsorships must be received in writing by Friday, September 16 and will be assessed at 20% administrative fee. No refunds will be given for any cancellations; however, we will work with you to move your sponsorship to a future event.

Payment: Payment in full is due upon signing. No benefits will be distributed until payment is received.