

# Humanizing Healthcare

## 2020 Sponsorship and Exhibition Prospectus

KHC 6<sup>th</sup> Annual Conference | March 11, 2020

The Olmsted, Louisville, KY

[www.KHCollaborative.org](http://www.KHCollaborative.org)



Kentuckiana  
Health Collaborative

*Building a Bridge to Better Health, Better Care and Better Value*

March 11  
2020

# Why Participate in the KHC Annual Conference?

How do we humanize healthcare to meet the needs of today's healthcare consumer? According to Health Affairs, the concept of healthcare consumerism generally means "people proactively using trustworthy, relevant information and appropriate technology to make better-informed decisions about their health care options in the broadest sense, both within and outside the clinical setting." Today's consumer places a premium on simplicity, convenience, affordability, reputation, connectivity, and personalization. So, how do we redesign a healthcare system that treats patients and families with respect, optimizes outcomes, addresses social determinants of health, and activates patients in a healthcare system with providers energized and engaged in mission-driven work? Join us for a full day to learn what healthcare consumerism means for key healthcare stakeholders including providers, purchasers, payers, policymakers, and patients.



4.5 of 5  
Overall  
conference  
rating



Who?

## Primary Audience

All healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and anyone interested in healthcare.



Why?

## Expert learning opportunities

Learn from world class speakers

## Visionary leaders

Network with key healthcare stakeholders in Kentucky and Southern Indiana.



Where?

## The Olmsted

3701 Frankfort Avenue  
Louisville, KY 40207

The Olmsted is located on the campus of the former Masonic Widows and Orphans Home in the historic Crescent Hill-St. Matthews area.

# A Note From the Directors

Dear Valued Partner,

As you well know, the KHC works to create a space for key healthcare stakeholders to work collaboratively towards the Triple Aim goals of better health, better care, and better value. Each year the KHC Annual Conference takes a deep dive into a priority topic with national and local speakers that inspire, educate, and motivate participants to transform the current healthcare delivery system into one that drives better outcomes for our community.

Last year, we hosted more than 200 key healthcare stakeholders representing large employers, hospitals, providers, plans, consumers, state and local governments, academic institutions, and nonprofits with six tiered sponsors, 11 table sponsors, and 25 exhibitors. We received rave reviews about the quality of the content of our event, and we expect the 2020 conference to be even bigger and better. We believe this event is one of the best opportunities to network with key leaders from each of the healthcare sectors. We offer a wide range of sponsorship opportunities to suit your needs and encourage you to review our sponsorship prospectus. Do not delay; March is just around the corner.

On behalf of the entire KHC team, we hope you'll choose to partner with us for what is shaping up to be our most successful KHC annual conference yet!

Sincerely,



**Teresa Coutts, EdD**  
Executive Co-Director, KHC  
UAW Director,  
UAW Ford Community Healthcare Initiative



**Randa Deaton, MA**  
Executive Co-Director, KHC  
Corporate Director,  
UAW Ford Community Healthcare Initiative



# Sponsorship Opportunities

## Presenting Sponsor | \$10,000

### Presence

- **Welcome Remarks** | Your company spokesperson placed on the conference agenda for a three-minute welcome or video (unbranded)
- **Innovation Showcase Opportunity** | Your company guaranteed a 10-minute presentation with a customer on how you have been able to impact conference topic
- **Premier Exhibitor Booth** | Your company given a complimentary premier exhibitor booth with a front-and-center location
- **Verbal Recognition** | Your company recognized as the presenting sponsor at the beginning and end of conference

### Access

- **Four (4) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception
- **Two (2) Exhibitor Passes** | Provides access to exhibitor hall, meals, and reception

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage by sponsorship level, including a link to your website

### Social/Email

- **Welcome Tweet** | Shared on KHC Twitter and LinkedIn accounts once commitment made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on custom sponsor signage
- **Promotional Item** | Your company logo placed on an item to be given away at the conference



Contact [Michele Ganote](mailto:mganote@KHCollaborative.org) to be a Sponsor | [mganote@KHCollaborative.org](mailto:mganote@KHCollaborative.org)

Deadline: January 31, 2020

# Sponsorship Opportunities

## Gold Sponsor | \$7,500

### Presence

- **Verbal Recognition** | Your company recognized as a Gold Sponsor at the beginning and end of conference
- **Innovation Showcase Opportunity** | Your company can apply to present a 10-minute presentation with a customer on how you have been able to impact conference topic (email Michele Ganote for more information)
- **Standard Exhibitor Booth** | Your company given a complimentary exhibitor booth

### Access

- **Three (3) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception
- **Two (2) Exhibitor Passes** | Provides access to exhibitor hall, meals, and reception

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage to your website

### Social/Email

- **Welcome Tweet** | Shared on KHC Twitter and LinkedIn accounts once commitment is made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on conference sponsor signage
- **Prize Drawing Sponsor** | Your company recognized as the sponsor during the prize drawing



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Deadline: January 31, 2020

# Sponsorship Opportunities

## Silver Sponsor | \$5,000

### Presence

- **Verbal Recognition** | Your company recognized as a Silver Sponsor at the beginning and end of conference

### Access

- **Two (2) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception

### Website


- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage by sponsorship level, including a link to your website

### Social/Email

- **Welcome Tweet** | Shared on KHC Twitter and LinkedIn accounts once commitment is made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on conference sponsor signage
- **Break Sponsor** | Your company recognized as one of the break sponsors



“Great thoughts,  
ideas, and actions!”

“Great variety of  
presentations and  
interactions!”

*From 2019 conference evaluations*

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Deadline: January 31, 2020

# Sponsorship Opportunities

## Bronze Sponsor | \$2,500

### Presence

- **Verbal Recognition** | Your company recognized as a bronze sponsor at the beginning and end of conference

### Access

- **One (1) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage by sponsorship level, including a link to your website

### Social/Email

- **Welcome Tweet** | Shared on KHC Twitter and LinkedIn accounts once commitment is made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on conference sponsor signage

Contact [Michele Ganote](mailto:mganote@KHCollaborative.org) to be a Sponsor | [mganote@KHCollaborative.org](mailto:mganote@KHCollaborative.org)

Deadline: January 31, 2020

# Sponsorship Opportunities

## Reception Sponsor | \$3,500

### Presence

- **Verbal Recognition** | Your company recognized as the Reception Sponsor at the reception
- **Welcome Remarks** | Your company spokesperson placed on the reception agenda for a three-minute welcome or video (unbranded)
- **Standard Exhibitor Booth** | Your company given a complimentary exhibitor booth

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage by sponsorship level, including a link to your website

### Social/Email

- **Welcome Tweet** | Share on Twitter and LinkedIn accounts once commitment is made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on custom reception signage
- **Company Logo** | Your company logo placed on reception napkins

**SOLD**



Contact [Michele Ganote](mailto:mganote@KHCollaborative.org) to be a Sponsor | [mganote@KHCollaborative.org](mailto:mganote@KHCollaborative.org)

Deadline: January 31, 2020



# Sponsorship Opportunities

## Table Sponsor | \$1,600

### Access

- **Eight (8) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage by sponsorship level, including a link to your website

### Social/Email

- **Welcome Tweet** | Shared on KHC Twitter and LinkedIn accounts once commitment is made
- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on conference sponsor signage and reserved table



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Deadline: January 31, 2020

# Exhibitor Opportunities



## Premier Exhibitor | \$2,500

### Presence

- **Conference and Reception with elite location** | Exhibitor booth placed front-and-center in exhibitor area with option to exhibit at the reception

### Access

- **One (1) Conference Attendee Passes** | Provides access to full day conference, exhibitor hall, meals, and reception
- **Two (2) Exhibitor Passes** | Provides access to exhibitor hall, meals, and reception\*

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage, including a link to your website

### Social/Email

- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on exhibitor signage

100% of our 2019 exhibitor respondents indicated the exhibitor booth was a good value and will participate in 2020.

## Standard Exhibitor | \$1,250

### Presence

- **Conference and Reception** | Exhibitor booth in exhibitor area with option to exhibit at the reception

### Access

- **Two (2) Exhibitor Passes** | Provides access to exhibitor hall, meals, and reception\*

### Website

- **Logo on Event Website Homepage** | Your company logo placed on the conference homepage, including a link to your website

### Social/Email

- **Company Logo** | Your company logo on all advertisements

### On-Site

- **Sign Advertisement** | Your company logo placed on exhibitor signage

## Non-Profit Exhibitor | \$625

*Limited spaces available*

\*Please note: Additional exhibitor passes may be purchased for \$50 each.

Contact [Michele Ganote](mailto:mganote@KHCollaborative.org) to be an Exhibitor | [mganote@KHCollaborative.org](mailto:mganote@KHCollaborative.org)

Deadline: January 31, 2020

# 2020 KHC Conference Sponsorships at-a-Glance

Deadline: January 31, 2020

Sponsorship Level	Presenting \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Reception \$3,500	Table \$1,600
<b>Welcome Remarks</b>   Your company spokesperson placed on the agenda for a three-minute welcome or video (unbranded)	✓ Conference				✓ Reception	
<b>Exhibitor Booth Location</b>   Your company given a complimentary exhibitor booth	Premier Exhibitor (\$2,500 value)	Standard Exhibitor (\$1,250 value)			Standard Exhibitor (\$1,250 value)	
<b>Two (2) Exhibitor Passes</b>   Provides access to exhibitor hall, meals, and reception	✓	✓			✓	
<b>Innovation Showcase</b>   Your company given the opportunity to be a presenter with an innovative solution to address health	✓	Ability to Apply				
<b>Conference Attendee Passes</b>   Provides access to full day conference, exhibitor hall, meals, and reception	4 (\$1,196 value)	3 (\$897 value)	2 (\$598 value)	1 (\$299 value)		8 (\$2392 value)
<b>Verbal Recognition</b>   Your company recognized as a sponsor at the beginning and end of conference	✓	✓	✓	✓		✓
<b>Logo on Event Website Homepage</b>   Your company logo placed on the conference homepage, including a link to your website	✓	✓	✓	✓	✓	✓
<b>Welcome Tweet</b>   Shared on KHC Twitter and LinkedIn accounts once commitment is made	✓	✓	✓	✓	✓	
<b>Company Logo</b>   Your company logo on all advertisements	✓	✓	✓	✓	✓	✓
<b>Sign Advertisement</b>   Your company logo placed on conference sponsor signage	Custom Presenting Sponsor Signage	✓	✓	✓	Custom Reception Signage	Reserved Table Sign
<b>Break or Prize Sponsor</b>   Your company recognized as sponsor of prize drawing or one of the breaks		Prize Drawing	Break			

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# 2020 KHC Conference Exhibitor Tables at-a-Glance

Deadline: January 31, 2020

Exhibitor Level	Premier \$2,500	Standard \$1,250
Conference and Reception   Exhibitor booth in exhibitor hall with option to exhibit at the reception	✓ Front and Center	✓
Two (2) Exhibitor Passes   Provides access to exhibitor hall, meals, and reception*	✓	✓
Conference Attendee Passes   Provides access to full day conference, exhibitor hall, meals, and reception	1 (\$299 value)	
Logo on Event Website Homepage   Your company logo placed on the conference homepage, including a link to your website	✓ Prominent location	✓
Company Logo   Your company logo on all advertisements	✓	✓
Sign Advertisement   Your company logo placed on exhibitor signage	✓	✓

*\*Additional exhibitor passes may be purchased for \$50 each.*

# 2019 Sponsors

## GOLD SPONSORS



## SILVER SPONSOR



## BRONZE SPONSORS



## RECEPTION SPONSOR

Humana

## TABLE SPONSORS



CPAs / ADVISORS



# 2019 Exhibitors

abbvie

**DisposeRx**  
Solving the problem of drug disposal

**Alkermes**

**AMGEN**

**artemis**  
HEALTH

**bluegrass.org**

**CENTERSTONE**  
FORMERLY SEVEN COUNTIES SERVICES

**CHI Saint Joseph  
Health Partners**



**genOa**  
healthcare

**The Gideons  
International**



Kentucky Counseling Center

**KHIE**  
KENTUCKY HEALTH  
INFORMATION EXCHANGE

**KENTUCKY  
REC**

EMORY

ROLLINS  
SCHOOL OF  
PUBLIC  
HEALTH

**Kentucky  
RHIO**  
Kentucky Rural Healthcare  
Information Organization

**LANDMARK  
RECOVERY**

**MHA**  
Mental Health America  
of Kentucky

**PACIRA**  
PHARMACEUTICALS, INC.

**profile**  
SANFORD

**Qsource.**

**SANOFI**  
Empowering Life

**THE BROOK  
HOSPITALS**  
thebrookhospitals.com

UNIVERSITY OF  
**LOUISVILLE**  
SCHOOL OF PUBLIC HEALTH  
& INFORMATION SCIENCES

**Walgreens**  
AT THE CORNER OF **HAPPY & HEALTHY**

**WAYNE**  
Corporation  
Quality Employee Assistance Programs

# Conference Attendee Registration

KHC Members | \$200

Non-Members | \$275

Students | \$45

**EARLY BIRD  
REGISTRATION**

**Register Today**  
**[KHCollaborative.org/conference](http://KHCollaborative.org/conference)**

After February 3, registration increases to:

KHC Members | \$250

Non-Members | \$299

Students | \$45

*A \$10 service charge will be added to each registration.*



## **Kentuckiana Health Collaborative**

1930 Bishop Lane, Suite 1023, Louisville, KY 40218

502-238-3603

Michele Ganote, Event Coordinator

[mganote@KHCollaborative.org](mailto:mganote@KHCollaborative.org)

[www.KHCollaborative.org](http://www.KHCollaborative.org)