

OPTIMIZING HEALTH 2021

Equity, Value, and Well-Being

KHC 7TH Annual Conference

Virtual for the second year

March 9-10, 2021

Sponsorship Prospectus

www.KHCollaborative.org



Kentuckiana
Health Collaborative

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

WHY PARTICIPATE IN THE KHC ANNUAL CONFERENCE

Converging crises have amplified America's healthcare house of cards. There has never been a time where we have so urgently needed to learn from one another and collaborate to address the impact of the COVID-19 pandemic and the historical and contemporary racial injustices in our communities. Join us for two days to learn how to optimize health equity, healthcare value, and well-being in 2021 and beyond.

Overview

- Audience includes all healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and anyone interested in healthcare.
- Learn from world class speakers and network with key healthcare stakeholders in Kentucky and Southern Indiana.

Whova Platform

The KHC Conference will take place on the Whova event platform. The platform allows attendees to access the event through both:

- Web app
- Mobile app



<https://whova.com/>

Trusted by hundreds of organizations to host their virtual events, Whova offers various benefits for sponsors and exhibitors:

- Ability to add your organization's banner and link in the web and mobile apps
- Virtual Exhibit Hall
- Online networking and chat features to engage with attendees

We are confident that attendees, sponsors, and exhibitors will be satisfied with the virtual conference experience.



EXHIBITOR OPPORTUNITIES

VIRTUAL EXHIBITOR BOOTH | \$950

(Included with select sponsorship levels)

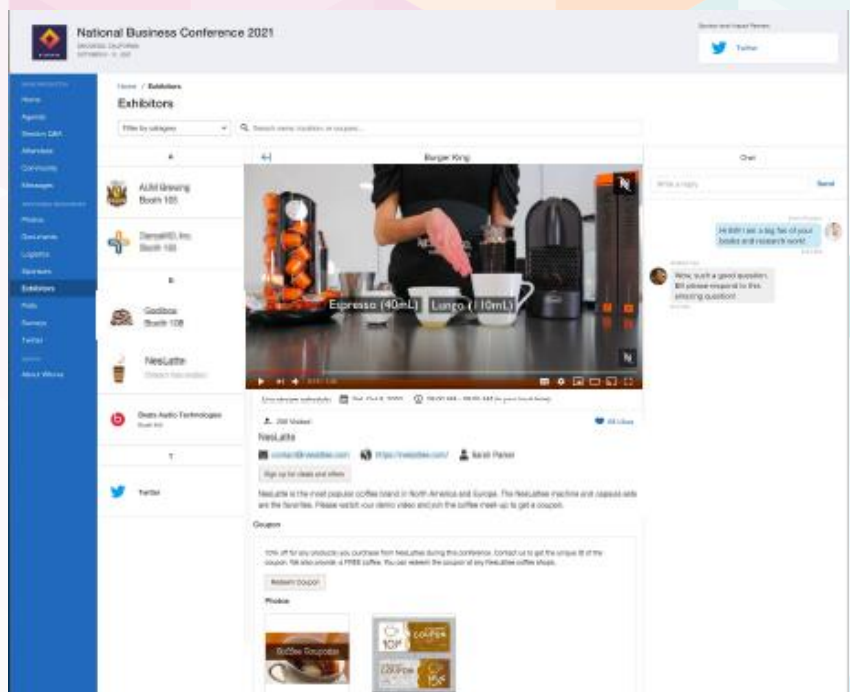
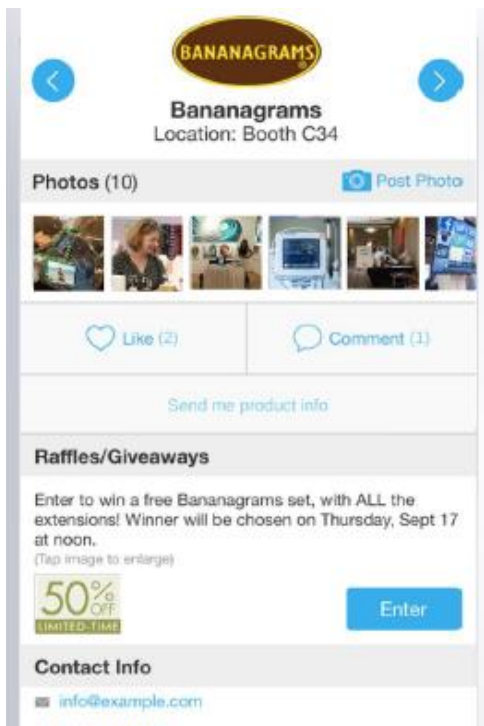
Save nearly 25%
from last year!

Nonprofits receive special rate of \$475.

Benefits include:

- Logo, description, website, and contact information on Whova app
- Ability to livestream (via Zoom, Google Hangouts, etc.)
- Ability to add your own video highlighting your services and products
- The ability to post photos and flyers (pdf)
- Live text chat box for questions
- The option to add promotional offers, giveaways, or coupons directly in the app
- Ability to obtain a lead list
- One (1) complimentary registration to attend the conference virtually
- Company logo on event website homepage, all advertisements, and emails
- Exhibitors will be able to personally manage their booths
- Welcome tweet shared on KHC Twitter and LinkedIn accounts

Example of the exhibitor booth in the mobile and web apps:



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR (UP TO 2) | \$10,000

- Choose:
 - Innovation Showcase (guidelines available) OR
 - Panelist Opportunity aligned to conference topic areas of equity, value, or well-being (must be approved by KHC)
- Welcome remarks for one day OR three-minute pre-recorded video at beginning of a general session (must supply the video, guidelines will be provided)
- Virtual conference table sponsorship of eight (8) complimentary conference registrations (\$2,400 value)
- Virtual Exhibitor Booth benefits
- One pre-conference email blast to attendees designed by you
- Banner ad in conference app, powered by Whova
- Logo on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts

SOLD



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR | \$7,500

- Choose:
 - Innovation Showcase (guidelines available) OR
 - Pre-recorded 2-minute video presented before a break (must supply the video, guidelines will be provided)
- Virtual Exhibitor Booth benefits
- One pre-conference email blast to attendees designed by you
- Banner ad in conference app, powered by Whova
- Four (4) complimentary conference registrations (\$1,200 value)
- Logo on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR | \$5,000

- Choose:
 - Lead a virtual stretch break OR
 - Your company recognized as sponsor of prize drawing
- Virtual Exhibitor Booth benefits
- Four (4) complimentary conference registrations (\$1,200 value)
- Logo on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR | \$2,500

- Two (2) complimentary conference registrations (\$600 value)
- Logo on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

RECEPTION SPONSOR (UP TO 2) | \$3,500

(1 reception per sponsor)

- Reception Host
 - Host/engage a select group of invited participants for 30-60 minutes at the end of one day
 - Submit your personalized RSVP
 - Option to ask KHC to help facilitate dialogue on selected topics
- Your company spokesperson placed on the reception agenda for a three-minute welcome or video (unbranded)
- Two (2) complimentary conference registrations (\$600 value)
- Logo on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

TABLE SPONSOR | \$1,200

- Eight (8) complimentary conference registrations (\$2,400 value)
- Recognition of your company at the beginning and end of conference
- Company information in sponsorship section of Whova
- Welcome tweet shared on KHC Twitter and LinkedIn accounts once commitment made

Registrations at
50% off!



Register [here](#) or contact Emily Divino at edivino@khcollaborative.org for more information.
Deadline: January 31, 2021

2021 KHC CONFERENCE SPONSORSHIPS AT-A-GLANCE

Deadline: January 31, 2021

Sponsorship Level	Platinum	Gold	Silver	Bronze	Reception	Table
Welcome remarks OR 3-minute pre-recorded video at beginning of a general session	✓					
Innovation Showcase OR Panelist Opportunity	S					
Innovation Showcase OR Pre-recorded 2-minute video presented before a break		✓				
Break or Prize Sponsor			✓			
Host/engage a select group of invited participants for 30-60 minutes at the end of one day	O				✓	
Virtual Exhibitor Booth	✓	✓	✓			
Complimentary registrations	L	4	4	2	2	8
One pre-conference email blast to attendees designed by you	✓	✓				
Banner ad in Whova	✓	✓				
Logo on event website homepage	✓	✓	✓	✓	✓	
Your company logo on all advertisements and emails	D	✓	✓	✓	✓	
Attendee list	✓	✓	✓	✓	✓	
Recognition of your company at the beginning and end of conference	✓	✓	✓	✓	✓	✓
Company information in sponsorship section of Whova	✓	✓	✓	✓	✓	✓
Welcome tweet shared on KHC Twitter and LinkedIn accounts	✓	✓	✓	✓	✓	✓

PRESENTING SPONSOR



2020 SPONSORS

SILVER SPONSORS

GOLD SPONSORS



BRONZE SPONSORS

RECEPTION SPONSOR



TABLE SPONSORS



2020 EXHIBITORS

abbvie

 omada®


virta

 **KPCA**
KENTUCKY PRIMARY CARE
ASSOCIATION

 Activate Care


HealthCare
Kentucky Regional
Extension Center




KENTUCKY
HEALTH INFORMATION EXCHANGE
Connecting Kentucky. Improving Healthcare.

aetna®

UNIVERSITY OF
LOUISVILLE
SCHOOL OF PUBLIC HEALTH
& INFORMATION SCIENCES


PACIRA
PHARMACEUTICALS, INC.

 Accolade

 PARTNERS IN HEALTH
[HTTP://BIT.LY/PARTNERSINHEALTH](http://bit.ly/partnersinhealth)

TY INK
Promotions 


OSHI HEALTH


novo nordisk®

 **MERCK**
Be well

 **NORTON**
HEALTHCARE

 **artemis**
HEALTH

AON
Empower Results®

 **Alkermes**®

REGISTER TODAY

Register [Here](#) as a Sponsor and/or Exhibitor.

Contact Emily Divino at edivino@khcollaborative.org for more information.

Deadline: January 31, 2021

[Event Page](#)

