

THE QUEST FOR VALUE & EQUITY 2022

Mapping the Future of Healthcare

KHC 8th Annual Conference | April 12-13

SPONSORSHIP OPPORTUNITIES

Updated: 3/1/2022

www.KHCollaborative.org



Kentuckiana
Health Collaborative

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

WHAT TO KNOW ABOUT THE 2022 KHC ANNUAL CONFERENCE

We're excited to be back in person for 2022! Here's what to know about the event as you select the best sponsorship package for your organization.

AUDIENCE

Participants include all healthcare stakeholders, including employers, purchasers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and anyone interested in healthcare. In previous years, virtual and in-person, we have averaged more than 200 attendees.

LOGISTICS

Dates: April 12-13, 2022

The Olmsted | 3701 Frankfort Avenue | Louisville, KY 40207

COVID CONSIDERATIONS

The KHC is committed to providing a safe environment for stakeholders to gather in person. This includes creating distancing, vaccination, and masking policies for the event that align with federal recommendations. Details about these policies will be announced closer to the event date to remain as current as possible with the ever-changing COVID climate.

The conference will be held in person (no virtual option) and will ONLY be moved to fully virtual if there is an emergency related to the pandemic. Refunds will not be provided. If the event is moved to a virtual platform, sponsors and exhibitors will maintain comparable benefits.

For more information on the conference, [click here.](#)



4.7 of 5

2021 Conference Satisfaction Rating



ATTENDANCE, EXHIBITOR, AND SPONSORSHIP PRICES FOR 2022

ATTENDANCE

	Early Bird (Until 1/31/22)	Regular (After 1/31/22)
KHC Members	\$199	\$249
Non-Members	\$299	\$399
Students	\$45	\$45
Table Sponsor (Six Registrations)		\$1,200

EXHIBITOR

Premier Exhibitor (Maximum 3)	\$2,500
Standard Exhibitor	\$1,250
Non-Profit Exhibitor	\$625

SPONSORSHIP

Presenting Sponsor (Maximum 1)	\$20,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Reception Sponsor	\$5,000
Video Sponsor	\$4,500



EXHIBITOR OPPORTUNITIES

(Included with select sponsorship levels)

Nonprofits are eligible for standard exhibitor at a special rate of \$625.

PREMIER EXHIBITOR | \$2,500

STANDARD EXHIBITOR | \$1,250

Total Number of Spots Available

3 **SOLD OUT**

24

Presence (Conference and Reception)

Elite Location: Booth placed prominently in center of exhibit areas

Booth in exhibitor area

Access

- Two (2) exhibitor passes
- One (1) attendee pass

Two (2) exhibitor passes

Social Media

Welcome post shared on KHC Twitter and LinkedIn accounts

Welcome post shared on KHC Twitter and LinkedIn accounts

On-Site

Company logo on event exhibitor signage

Company logo on event exhibitor signage

**Back in
person
for 2022!**

Register [here](#) or contact Stephanie Clouser at sclouser@khcollaborative.org for more information.

Deadline: February 28, 2022



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$20,000

Welcoming Remarks | Your company spokesperson placed on the conference agenda for a three-minute welcoming remarks or a pre-recorded video at the beginning of the event (must supply the video, guidelines will be provided)

Custom Session Opportunity | Partner with the KHC team to develop a session on a topic that aligns with the conference theme or an opportunity to serve on a panel on a topic that aligns to speaker's expertise

Premier Exhibitor Booth | Your company given a complimentary premier exhibitor booth with a front-and-center location; includes two (2) exhibitor passes

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

Email to Conference Attendees | A pre-conference email blast to attendees designed by you

Logo on Event Website | Your logo placed on the event homepage

Company Logo | Your company logo on all advertisements

Attendee List | Receive a list of conference attendees (does not include email addresses)

Verbal Recognition | Your company recognized as the presenting sponsor at the beginning and end of conference

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Your company logo placed on custom sponsor signage at event

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Deadline: February 28, 2022



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$10,000

Innovation Showcase Opportunity | Your company guaranteed a 10-minute presentation with a customer on how you have been able to impact conference topic **OR Panelist Opportunity** | Your company offered an opportunity to serve on a panel on a topic that aligns to speakers' expertise

Standard Exhibitor Booth | Your company given a complimentary exhibitor booth; includes two (2) exhibitor passes

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

Email to Conference Attendees | A pre-conference email blast to attendees designed by you

Logo on Event Website | Your logo placed on the event homepage

Company Profile | Your company logo posted by sponsorship level, including link to your website

Company Logo | Your company logo on all advertisements

Attendee List | Receive a list of conference attendees (does not include email addresses)

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

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Your company logo placed on custom sponsor signage at event



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Deadline: February 28, 2022

SPONSORSHIP OPPORTUNITIES

Gold Sponsor | \$5,000

Lead a **Straight Break** **SOLD OUT** OR **Priority Sponsor** **SOLD OUT** OR **Break Sponsor**

Standard Exhibitor Booth | Your company given a complimentary exhibitor booth; includes two (2) exhibitor passes

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

Logo on Event Website | Your logo placed on the event homepage

Company Profile | Your company logo posted by sponsorship level, including link to your website

Company Logo | Your company logo on all advertisements

Attendee List | Receive a list of conference attendees (does not include email addresses)

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

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Your company logo placed on custom sponsor signage at event



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Deadline: February 28, 2022

SPONSORSHIP OPPORTUNITIES

Silver Sponsor | \$2,500

SOLD OUT Prize Sponsor OR Break Sponsor

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

Logo on Event Website | Your logo placed on the event homepage

Company Profile | Your company logo posted by sponsorship level, including link to your website

Company Logo | Your company logo on all advertisements

Attendee List | Receive a list of conference attendees (does not include email addresses)

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

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Your company logo placed on custom sponsor signage at event



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Deadline: January 31, 2021

SPONSORSHIP OPPORTUNITIES

Reception Sponsor | \$5,000

Welcoming Remarks | Your company spokesperson provides welcoming remarks during the conference reception the evening before the conference

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

Logo on Event Website | Your logo placed on the event homepage

Company Profile | Your company logo posted by sponsorship level, including link to your website

Company Logo | Your company logo on all advertisements

Attendee List | Receive a list of conference attendees (does not include email addresses)

Verbal Recognition | Your company recognized as sponsor at the beginning and end of event

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Your company logo placed on custom sponsor signage at event



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Deadline: February 28, 2022

SPONSORSHIP OPPORTUNITIES

Video Sponsor | \$4,500

Video | Pre-recorded two-minute video presented during the event (must supply the video; guidelines will be provided)

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

Logo on Event Website | Your logo placed on the event homepage

Company Logo | Your company logo on all advertisements

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

Sign Advertisement | Your company logo placed on custom sponsor signage at event



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Deadline: February 28, 2022

SPONSORSHIP OPPORTUNITIES

Table Sponsor | \$1,200

Six (6) Conference Attendee Passes | Provides access to full day conference, exhibitor hall, meals, and reception (\$2,400 value)
** Please note that the number of seats per table has been reduced slightly for social distancing considerations. The table sponsorship price has been updated to reflect that change.*

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

Welcome Post | Shared on KHC Twitter and LinkedIn accounts once commitment made

Sign Advertisement | Company signage on table



Registrations at
50% off!



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Deadline: February 28, 2022

2022 KHC CONFERENCE SPONSORSHIPS AT-A-GLANCE

Deadline: February 28, 2022

	Presenting \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Reception \$5,000 SOLD OUT	Video \$4,500	Table \$1,200
Welcoming remarks	✓						
Custom Session	✓						
Innovation Showcase OR Panelist Opportunity		✓					
Lead a Break OR Panel Sponsor OR Break Sponsor	SOLD OUT		✓				
Break Sponsor or Break Sponsor	SOLD OUT			✓			
Two-minute Video						✓	
Exhibitor Booth	Premier	Standard	Standard				
Complimentary Registrations	8	8	4	2	2	2	6
Pre-conference Email Blast to Attendees	✓	✓					
Logo on Event Website	✓	✓	✓	✓	✓	✓	
Company Logo on All Advertisements	✓	✓	✓	✓	✓	✓	
Attendee List	✓	✓	✓	✓	✓		
Verbal Recognition	✓	✓	✓	✓	✓	✓	✓
Welcome Post	✓	✓	✓	✓	✓	✓	✓

2021 SPONSORS

PLATINUM SPONSORS

Pear Therapeutics
SentryHealth

GOLD SPONSORS

Progyny
Castlight

SILVER SPONSORS

Amgen
Anthem BlueCross BlueShield
Baptist Health
Novo Nordisk
Norton Healthcare

BRONZE SPONSORS

CVS Health | Aetna
Kentucky Primary Care Association

RECEPTION SPONSOR

Humana

TABLE SPONSORS

Anthem BlueCross BlueShield
Baptist Health
Certilytics
GE Appliances, a Haier company
Kentucky Personnel Cabinet

LG&E KU
Merck
Black Chamber of Commerce
Norton Healthcare

2021 EXHIBITORS

Anthem BlueCross BlueShield

Baptist Health

Castlight

Certilytics

UK Healthcare

Labor First, LLC

Northwind Pharmaceuticals

Norton Healthcare

Novo Nordisk

Pacira Biosciences, Inc.

Pear Therapeutics

Progyny

SentryHealth

SleepCharge by Nox Health

UnitedHealthcare

University of Louisville School of Public Health & Information Sciences



REGISTER TODAY

Register [here](#) as a sponsor and/or exhibitor.

Contact Stephanie Clouser at sclouser@khcollaborative.org for more information.

Deadline: February 28, 2022

[Event Page](#)

