

Kentuckiana Health Collaborative
9th Annual Conference | **March 28-29, 2023**

Enhancing Quality, Affordability, and Equity Through Transparency and Measurement

SPONSORSHIP OPPORTUNITIES

Updated: February 27, 2023

www.KHCollaborative.org/conference



Kentuckiana
Health Collaborative

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



4.7 of 5

2022 Conference
Satisfaction Rating

ATTENDANCE, EXHIBITOR, AND SPONSORSHIP PRICES FOR 2023

Conference Dates: March 28-29, 2023

The Olmsted | 3701 Frankfort Avenue | Louisville, KY 40207

ATTENDANCE	Early Bird (Ended 2/7/2023)	Regular (After 2/7/23)
KHC Members	\$225	\$275
Non-Members	\$325	\$399
Students	\$50	\$50
Table Sponsor (Six Registrations)		\$1,450

EXHIBITOR

Premier Exhibitor SOLD OUT	\$2,500
Standard Exhibitor SOLD OUT	\$1,250
Non-Profit Exhibitor SOLD OUT	\$625

SPONSORSHIP

Presenting Sponsor (Maximum 1) SOLD OUT	\$15,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$3,000
Reception Sponsor SOLD OUT	\$5,000



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$15,000

Speaking Opportunities

Welcoming Remarks | Your company spokesperson can provide a five-minute welcome or three-minute pre-recorded video at the beginning of the Conference (must supply the video, guidelines will be provided)

Custom Session or Panelist | 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 (session designed by KHC team)

Additional Benefits

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

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

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

Company Logo in Multiple Marketing Spaces | Event website, advertisements, link to your website, and custom sponsor signage at event

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

SOLD OUT



Contact Natalie Middaugh for sponsorship or booth registration:
nmiddaugh@khcollaborative.org
Deadline: February 20, 2023

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$10,000

Speaking Opportunities

Panelist | Your company offered an opportunity to serve on a panel on a topic that aligns to speaker's expertise (session designed by KHC team)

Additional Benefits

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

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

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

Company Logo in Multiple Marketing Spaces | Event website, advertisements, link to your website, and custom sponsor signage at event

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



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nmiddaugh@khcollaborative.org
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SPONSORSHIP OPPORTUNITIES

Gold Sponsor | \$5,000

Prize Sponsor OR **Break Sponsor**

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

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

Company Logo in Multiple Marketing Spaces | Event website, advertisements, link to your website, and custom sponsor signage at event

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



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SPONSORSHIP OPPORTUNITIES

Silver Sponsor | \$3,000

Prize Sponsor OR **Break Sponsor**

Three Conference Attendee Passes | Provides access to reception, full day conference, exhibitor hall, and meals

Company Logo in Multiple Marketing Spaces | Event website, advertisements, link to your website, and custom sponsor signage at event

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



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SPONSORSHIP OPPORTUNITIES

Reception Sponsor | \$5,000

Speaking Opportunity

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

Additional Benefits

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

Company Logo in Multiple Marketing Spaces | Event website, advertisements, link to your website, and custom sponsor signage at event

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

SOLD OUT



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SPONSORSHIP OPPORTUNITIES

Table Sponsor | \$1,450

Six Conference Attendee Passes | Provides access to reception, full day conference, exhibitor hall, and meals (\$2,400 value)

Company Logo at Table | Sponsorship with company logo at table

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



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Deadline: February 20, 2023

2023 KHC ANNUAL CONFERENCE SPONSORSHIPS AT-A-GLANCE

	Presenting	Platinum	Gold	Silver	Reception	Table
	\$15,000	\$10,000	\$5,000	\$3,000	\$5,000	\$1,450
Welcoming remarks or welcome video	✓					
Custom Session or Panelist	✓					
Panelist Opportunity		✓				
Prize Sponsor OR Break Sponsor			✓	✓		
Exhibitor Booth	Premier	Standard	Standard			
Complimentary Registrations	8	8	4	3	4	6
Pre-conference Email Blast to Attendees	✓	✓				
Logo on Event Website	✓	✓	✓	✓	✓	
Company Logo on All Advertisements	✓	✓	✓	✓	✓	
Company Logo on Table						✓
Attendee List	✓	✓	✓	✓	✓	
Verbal Recognition	✓	✓	✓	✓	✓	✓
Welcome Post	✓	✓	✓	✓	✓	✓



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EXHIBITOR OPPORTUNITIES

(Also included with select sponsorship levels)

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

PREMIER EXHIBITOR | \$2,500

SOLD OUT

STANDARD EXHIBITOR | \$1,250

SOLD OUT

Total Number of Spots Available

0 Remaining

0 Remaining

Presence (Conference and Reception)

Elite Location: Booth placed prominently in center of exhibit areas

Booth in exhibitor area

Access

- Two exhibitor passes
- Two attendee passes

- Two exhibitor passes
- One attendee pass

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

Exhibitors able to set up booths on March 28 with access to participants at the pre-conference reception, full day conference on March 29, and post-conference reception on March 29.



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KHC Members

- ▶ AbbVie
- ▶ Accessia Health
- ▶ Aetna Better Health of Kentucky
- ▶ American Printing House for the Blind
- ▶ Anthem Blue Cross Blue Shield
- ▶ Baptist Health
- ▶ Bayer HealthCare
- ▶ Beckman Consulting, LLC
- ▶ CHI Saint Joseph Health Partners
- ▶ ChooseWell Communities, Inc.
- ▶ Confluent Health/ProRehab Physical Therapy
- ▶ EmsanaRx
- ▶ First Harrison Bank
- ▶ Ford Motor Company
- ▶ Foundation for a Healthy Kentucky
- ▶ GE Appliances, a Haier company
- ▶ Genentech
- ▶ Greater Louisville Inc.
- ▶ Greater Louisville Medical Society
- ▶ Have a Heart Clinic
- ▶ Health Enterprises Network
- ▶ Humana, Inc.
- ▶ Jefferson County Teachers Association
- ▶ Kentucky Association of Health Plans
- ▶ Kentucky Department of Public Health
- ▶ Kentucky Health Collaborative, LLC
- ▶ Kentucky Nurses Association
- ▶ Kentucky Personnel Cabinet
- ▶ Kentucky Primary Care Association
- ▶ Kentucky Psychological Association
- ▶ Kentucky Voices for Health
- ▶ KY Diabetes Prevention & Control Program
- ▶ KY Heart Disease and Stroke Prevention Program
- ▶ LG&E-KU Energy
- ▶ Louisville Metro Department of Public Health & Wellness
- ▶ Mental Health America of Kentucky
- ▶ Merck
- ▶ Norton Healthcare
- ▶ Novo Nordisk
- ▶ Papa John's International
- ▶ Passport Health Plan by Molina
- ▶ Pear Therapeutics
- ▶ QSource
- ▶ Sanofi
- ▶ Spalding University
- ▶ Steve Barger Consulting, LLC
- ▶ Teachers' Retirement System of the State of Kentucky
- ▶ U of L Trager Institute
- ▶ UAW 862
- ▶ UnitedHealthcare
- ▶ United Parcel Service (UPS)
- ▶ UofL School of Public Health and Information Sciences



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

2022 SPONSORS

PLATINUM SPONSORS

Castlight
Pear Therapeutics
United Healthcare

GOLD SPONSORS

Anthem BlueCross BlueShield
Baptist Health
Care ATC
Northwind Pharmaceuticals
Norton Healthcare

SILVER SPONSORS

Aon
Express Scripts
Genentech
Hinge Health

RECEPTION SPONSOR

Certilytics

TABLE SPONSORS

Anthem BlueCross BlueShield	Humana
Baptist Health	KDPH
Confluent Health	KDPH Office of Community Workers
GE Appliances, a Haier company	LG&E KU

2022 EXHIBITORS

Abbvie

Amplify Health and Wellness

Baptist Health

Care ATC

Castlight

Certilytics

Coriell

EmsanaRx

Hinge Health

KPCA

Labor First, LLC

Mental Health America of Kentucky

Northwind Pharmaceuticals

Norton Healthcare

Novo Nordisk

Pear Therapeutics

Premise Health

Teladoc

UnitedHealthcare

University of Kentucky REC

University of Louisville School of Public Health & Information Sciences

Vitalacy