



Kentuckiana  
Health Collaborative

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

# ALIGNING FOR WHOLE PERSON HEALTH

**Kentuckiana Health Collaborative  
10<sup>th</sup> Annual Conference  
September 18-19, 2024  
The Galt House Hotel  
Louisville, KY**

**SPONSORSHIP PROSPECTUS**

**Updated: January 2024**

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

# DEAR POTENTIAL SPONSORS AND EXHIBITORS,

The KHC has convened healthcare stakeholders to discuss pressing trends, challenges, and opportunities related to healthcare quality, affordability, and equity at our Annual Conferences since 2015. Our tenth consecutive convening, the 2024 Annual Conference will mark an important milestone for the KHC.

The Annual Conference has routinely brought more than 200 key healthcare stakeholders together, including providers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and more. The conferences have highlighted world class speakers, healthcare experts, and changemakers, offering the leaders in our region the opportunity to learn, network, and collaborate. Furthermore, the conferences have offered opportunities for organizations working to improve healthcare quality, affordability, and equity to engage with others and maximize their reach through sponsorship and exhibitor opportunities.

As the KHC looks towards 2024, we look forward to maintaining these successes while seeking opportunities for improvement. The first of these changes includes the move of our conference from spring to fall. In 2024, the KHC 10th Annual Conference will be held on September 18-19. The conference will occur over two days, including more time for attendees to spend with conference exhibitors and additional time for recognizing conference sponsors. Additionally, the KHC will open opportunities to speak at the conference through a session proposal submission process seeking innovative speakers on KHC's three strategic focus areas: maternal health, mental health, and obesity.

These changes bring great opportunity not only for the KHC and conference attendees, but conference sponsors and exhibitors. We hope that you will join us for this new and improved version of the KHC Annual Conference as we continue our pursuit towards high quality, affordable, and equitable healthcare for the Kentucky and Kentuckiana region.

**Sincerely,**

A handwritten signature in black ink that reads "Jenny Goins". The signature is fluid and cursive, with the first name "Jenny" and last name "Goins" clearly distinguishable.

**Jenny Goins**  
**President and CEO**  
**Kentuckiana Health Collaborative**

# ATTENDANCE, EXHIBITOR, AND SPONSORSHIP PRICES FOR 2024

September 18-19, 2024

The Galt House Hotel | 140 N Fourth St, Louisville, KY 40202

<b>ATTENDANCE</b>	<b>Early Bird (Before 06/01/2024)</b>	<b>Regular (After 06/01/2024)</b>
KHC Members	\$150	\$200
Non-Members	\$350	\$400
Students	\$50	\$50

## EXHIBITOR

Premier Exhibitor	\$2,500
Standard Exhibitor	\$1,500
Non-Profit Exhibitor	\$750

## SPONSORSHIP

Presenting Sponsor (Maximum 1)	\$15,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Table Sponsor	\$1,500



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor | \$15,000

### Speaking Opportunities

**Welcoming Remarks** | A company spokesperson can provide a five-minute welcome.

**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 as a panelist 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

**Eight Conference Attendee Passes** | Provides access to conference, reception, 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, mobile app, advertisements, and 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 LinkedIn account once commitment made



Contact Natalie Middaugh for sponsorship or booth registration:  
nmiddaugh@khcollaborative.org  
Deadline: July 31, 2024

# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor | \$10,000

### Speaking Opportunities

**Panelist** | Your company offered an opportunity to serve as a panelist 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

**Eight Conference Attendee Passes** | Provides access to conference, reception, 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, mobile app, advertisements, and 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 LinkedIn account once commitment made



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nmiddaugh@khcollaborative.org  
Deadline: July 31, 2024

# SPONSORSHIP OPPORTUNITIES

## Gold Sponsor | \$5,000

**Keynote Sponsor** | Be recognized for your support as a sponsor during the introduction of a keynote speaker

**Standard Exhibitor Booth** | Your company given a complimentary exhibitor booth

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

**Company Logo in Multiple Marketing Spaces** | Event website, mobile app, advertisements, and 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 LinkedIn account once commitment made



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# SPONSORSHIP OPPORTUNITIES

## Silver Sponsor | \$2,500

**Choose One: Meal, Break, or Reception Sponsor** | Be recognized for your support as a sponsor during a conference meal, break, or reception (to be identified by the KHC based on availability)

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

**Company Logo in Multiple Marketing Spaces** | Event website, mobile app, advertisements, and 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 LinkedIn account once commitment made



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Deadline: July 31, 2024

# SPONSORSHIP OPPORTUNITIES

## Table Sponsor | \$1,500

**Six Conference Attendee Passes** | Provides access to conference, reception, exhibitor hall, and meals (\$2,400 value at non-member conference rate)

**Company Logo** | At table in main conference hall and on event app

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



Contact Natalie Middaugh for sponsorship or booth registration:  
[nmiddaugh@khcollaborative.org](mailto:nmiddaugh@khcollaborative.org)  
Deadline: July 31, 2024



# 2024 KHC ANNUAL CONFERENCE SPONSORSHIPS AT-A-GLANCE

	Presenting	Platinum	Gold	Silver	Table
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500
Welcoming remarks or welcome video	✓				
Custom Session or Panelist	✓				
Panelist Opportunity		✓			
Keynote Speaker Sponsor			✓		
One: Meal, Break, Or Reception Sponsor				✓	
Exhibitor Booth	Premier	Standard	Standard		
Complimentary Registrations	8	8	4	3	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	✓	✓	✓	✓	✓

# EXHIBITOR OPPORTUNITIES

(Also included with select sponsorship levels)

*Nonprofits are eligible for standard exhibitor space at a special rate of \$750.*

PREMIER EXHIBITOR   \$2,500	STANDARD EXHIBITOR   \$1,500
Total Number of Spots Available	
3 Remaining	20 Remaining
Presence (Conference and Reception)	
Elite Location: Booth placed prominently in exhibit hall	Booth in exhibit hall
Promotional Materials	
Contribute one promotional item to attendee bag provided at registration.	Distribute promotional materials at table in exhibit hall.
Access	
Four conference registrations	Three conference registrations
Social Media	
Welcome post shared on KHC LinkedIn account	Welcome post shared on KHC LinkedIn account
On-Site	
Company logo on event exhibitor signage	Company logo on event exhibitor signage

Exhibitors can set up booths on September 18 with access to attendees both days at the conference, including the conference reception on September 18. The reception, meals, and breaks will be hosted in the exhibit hall. Exhibitors are welcome to join the main hall and breakout sessions during the conference.



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# KHC Members

- ▶ Accessia Health
- ▶ Aetna Better Health of Kentucky
- ▶ American Printing House for the Blind
- ▶ Anthem Blue Cross Blue Shield
- ▶ Aptiva Health
- ▶ Aware Recovery Care
- ▶ Baptist Health
- ▶ Bayer Healthcare Pharmaceuticals, Inc.
- ▶ Beckman Consulting, LLC
- ▶ Brown-Forman Corporation
- ▶ CHI Saint Joseph Health Partners
- ▶ ChooseWell Communities, Inc.
- ▶ Confluent Health/ProRehab Physical Therapy
- ▶ Ford Motor Company
- ▶ Foundation for a Healthy Kentucky
- ▶ GE Appliances, a Haier company
- ▶ Genentech
- ▶ Goodwill Industries of Kentucky, Inc.
- ▶ Greater Louisville Inc.
- ▶ Greater Louisville Medical Society
- ▶ Have a Heart Clinic
- ▶ Health Enterprises Network
- ▶ HJI Supply Chain Solutions
- ▶ 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
- ▶ Louisville Metro Department of Public Health & Wellness
- ▶ Mental Health America of Kentucky
- ▶ Merck
- ▶ Norton Healthcare
- ▶ Novo Nordisk
- ▶ Passport Health Plan by Molina
- ▶ Pfizer
- ▶ PPL Corporation, LG&E and KU Energy
- ▶ QSource
- ▶ Steve Barger Consulting, LLC
- ▶ Teachers' Retirement System of the State of Kentucky
- ▶ The Milk Bank
- ▶ U of L Trager Institute
- ▶ UAW 862
- ▶ UnitedHealthcare
- ▶ UofL School of Public Health and Information Sciences



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

# 2023 SPONSORS

## PRESENTING SPONSOR

UnitedHealthcare

## PLATINUM SPONSORS

Merck

## GOLD SPONSORS

Anthem Blue Cross Blue  
Shield

Aetna

Kentucky Association of  
Health Plans

Coriell Life Sciences

## SILVER SPONSORS

Aon

## RECEPTION SPONSOR

Signify Health

## TABLE SPONSORS

Baptist Health

Kentucky Department for  
Public Health

Kentucky Personnel  
Cabinet

Genentech

Teachers' Retirement  
System of Kentucky

Confluent Health

GE Appliances, a Haier  
company

# 2023 EXHIBITORS

Accessia Health

Aetna

Aptiva Health

Biotheranostics

BluMine Health

Express Scripts

Hinge Health

Humana Healthy Horizons

Janssen Neuroscience

Kannact Inc.

Kentucky Primary Care Association

Kentucky State Office of Rural Health

Kentucky Regional Extension Center

Mental Health America of Kentucky

Navitus Health Solutions

Podimetrics

QSource

The Milk Bank

UnitedHealthcare

University of Louisville School of Public Health and Information  
Sciences