

# WORLD HEALTH CARE CONGRESS

Connecting and Preparing Leaders for Health Care's Transformation

## Connecting and Preparing Leaders for Health Care's Transformation

March 22-25, 2015 • The Marriott Wardman Park Hotel • Washington, DC

## Convening the Health Care Industry's Most Influential Thought Leaders



all speaker photos taken from previous World Health Care Congress events

# 2015 Sponsorship and Exhibit Prospectus

Generate Leads and Enhance Your Company's Image, Prestige, and ROI

## **Thought Leadership Opportunities Available in a Strategic Keynote Agenda and 7 Executive Summits:**

- **12th Annual Health Plan and Payer Summit**
- **12th Annual Hospital and Health System Summit**
- **12th Annual Health Information Technology Summit**
- **4th Annual Medicaid and Medicare Reform Summit**
- **12th Annual Employer Summit**
- **3rd Annual Network Contract Management Summit for Providers and Payers**
- **1st Annual Business of Exchanges Summit**



To learn more about the 2015 Congress, please visit [www.worldhealthcarecongress.com/2015](http://www.worldhealthcarecongress.com/2015)

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## WHO WE ARE

The mission of the World Health Care Congress (WHCC) is to transform the delivery, affordability, and quality of health care. The WHCC brings together global thought leaders and key decision-makers to share best practices in an elite networking forum resulting in an exchange of valuable strategies. In 2015, The 12th Annual World Health Care Congress will convene CEOs, senior executives, and government officials from all sectors of health care including the nation's largest employers, hospitals, health systems, health plans, pharmaceutical and biotech companies, and leading government agencies.

## WHY SPONSOR?

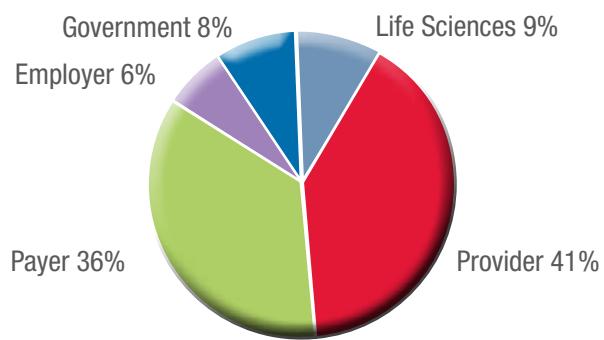
We offer a wide variety of sponsorship packages from Platinum to hospitality-based packages and exhibits. Our consultative approach also allows for customized packages.

Sponsoring and exhibiting provides your company an excellent opportunity to:

- › Generate new leads and ROI
- › Create, maintain, and enhance brand awareness
- › Elevate your profile in the eyes of health care professionals
- › Foster relationships with current clients
- › Intellectually influence industry peers



### WHCC 2014 Primary Market Attendees Breakdown



- 65% of the 2014 WHCC delegation were senior-level executives including C-suite, Senior Vice Presidents, and Directors.

## WE VIEW SPONSORS AS OUR PARTNERS

### Concierge service to help you:

- › Reach your target audience before, during, and after the face-to-face experience
- › Gain direct and personal access to potential clients
- › Maximize your investment by making new connections and developing relationships
- › Organize face-to-face meetings
- › Consult as your editorial content advisor
- › Create an experience that matches your goals with the market's needs
- › Obtain leads and a positive ROI

Specific partnership opportunities with World Health Care Congress are designed to best meet the needs of each client. We work together to create a worthwhile investment. Examples of participation from sponsors include, but are not limited to:

- › On-site service demos
- › Topic matter expertise
- › Reception sponsorship
- › Exhibits
- › Summit hosts
- › Discussion group leaders
- › Presentation Opportunities — Panel roles, custom market insight sessions, moderator roles, and breakfast/luncheon sessions
- › Webinars

FOR FURTHER INFORMATION ABOUT SPONSORSHIP, PLEASE CONTACT:

**Suzanne Carroll, Business Development Manager, World Congress • Email: [Suzanne.Carroll@worldcongress.com](mailto:Suzanne.Carroll@worldcongress.com) Phone: 781-939-2648**  
**Bernie Weiss, Vice President, Business Development, World Congress • Email: [Bernie.Weiss@worldcongress.com](mailto:Bernie.Weiss@worldcongress.com) Phone: 781-939-2502**

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**SPONSORSHIP OPPORTUNITIES DESIGNED TO RAISE YOUR PROFILE  
AND ENSURE YOU MEET YOUR TARGET MARKET**

*Enhance your sponsorship level or choose from the unique opportunities below.*

**PREMIER LEVEL SPONSORSHIPS**

<b>PLATINUM</b>	<ul style="list-style-type: none"> <li>› Advisory board membership</li> <li>› Keynote session participation</li> <li>› 2 session speaking roles</li> <li>› Category exclusivity</li> </ul>	<ul style="list-style-type: none"> <li>› Private dinner</li> <li>› Listed as Exclusive Presenting Sponsor</li> <li>› 20x20 booth</li> <li>› Mobile app banner</li> <li>› 3 video interviews</li> <li>› Totebag with company logo</li> </ul>
<b>GOLD</b>	<ul style="list-style-type: none"> <li>› Advisory board membership</li> <li>› Keynote session moderator or panelist</li> <li>› Category exclusivity</li> </ul>	<ul style="list-style-type: none"> <li>› Private dinner</li> <li>› Listed as Gold Sponsor</li> <li>› 20x20 booth</li> <li>› 2 video interviews</li> </ul>
<b>SILVER</b>	<ul style="list-style-type: none"> <li>› Session moderator or panelist</li> <li>› Mobile app banner</li> </ul>	<ul style="list-style-type: none"> <li>› Chair or moderator role</li> <li>› Listed as Silver Sponsor</li> <li>› 10x20 booth</li> <li>› 1 video interview</li> </ul>
<b>OFFICIAL INDUSTRY</b>	<ul style="list-style-type: none"> <li>› Branding and thought leadership across specific industry segment</li> <li>› High level panel discussion</li> <li>› Opportunity to create a unique naming designation, such as "Official mHealth Industry Sponsor"</li> </ul>	<ul style="list-style-type: none"> <li>› Chair or moderate discussion</li> <li>› Listed as Educational Underwriter</li> <li>› 10x20 booth</li> <li>› Mobile app banner</li> <li>› 1 video interview</li> </ul>



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## EDUCATIONAL UNDERWRITER OPPORTUNITIES

SPONSORSHIP LEVEL	DESCRIPTION
<b>KEYNOTE PANEL OR KEYNOTE INTRODUCTION</b>	<ul style="list-style-type: none"> <li>› High level of branding and thought leadership within keynote session</li> <li>› Recommend speakers and topics</li> <li>› Panel speaking or chairperson role</li> <li>› 8x10 booth</li> </ul>
<b>SUMMIT</b>	<ul style="list-style-type: none"> <li>› High level of branding and thought leadership in one summit</li> <li>› Targeted exposure by underwriting a multi-session educational track</li> <li>› Recommend speakers and topics</li> <li>› Chair summit and moderate session</li> <li>› 8x10 booth</li> </ul>
<b>CUSTOM MARKET INSIGHT OR SUMMIT SESSION</b>	<ul style="list-style-type: none"> <li>› High level of branding and thought leadership within session</li> <li>› Recommend speakers and topics for customer session</li> <li>› Moderate session</li> <li>› 8x10 booth</li> </ul>

## NETWORKING SPONSORSHIPS

SPONSORSHIP LEVEL	DESCRIPTION
<b>COCKTAIL SPONSOR</b>	<ul style="list-style-type: none"> <li>› Sponsoring a cocktail reception establishes a notable and lasting impression</li> </ul>
<b>LUNCH OR BREAKFAST SPONSOR</b>	<ul style="list-style-type: none"> <li>› Generate awareness of your company and its support of the Congress during a private breakfast or luncheon</li> </ul>
<b>BREAK SPONSOR</b>	<ul style="list-style-type: none"> <li>› Create visibility during branded breaks as attendees enjoy refreshments and recharge between sessions</li> </ul>
<b>NETWORKING BOOTH</b>	<ul style="list-style-type: none"> <li>› Educate and meet decision makers in a one-on-one networking setting</li> <li>› Traffic is naturally driven by catered refreshment breaks and evening receptions</li> <li>› Program includes table, chairs, electric, and conference passes</li> <li>› Sizes available single (10' x 8'), double( 20' x 8' ), linear triple (30' x 8), and island (20' x 20')</li> <li>› Two full days of exhibit hall time</li> </ul>

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## BRANDING SPONSORSHIPS (CONTINUED)

SPONSORSHIP LEVEL	DESCRIPTION
<b>MOBILE APP</b>	<ul style="list-style-type: none"> <li>› Sponsored banner ads appear on the bottom of the mobile app, regardless of the page view selected</li> <li>› Choose an exclusive sponsorship (no other advertisers) or co-sponsorship (each page view triggers a move to the next advertiser)</li> </ul>
<b>CONFERENCE BADGE AND LANYARD</b>	<ul style="list-style-type: none"> <li>› Display your corporate logo on badges worn by all attendees</li> </ul>
<b>TOTE BAG</b>	<ul style="list-style-type: none"> <li>› Bag with your logo distributed to all conference attendees and speakers at registration</li> <li>› Available on an exclusive or co-sponsorship basis</li> <li>› Filled with important reference materials including the WHCC program guide, industry white papers, and sponsor literature</li> <li>› Recognition in conference materials for sponsor support</li> </ul>
<b>PORTFOLIO</b>	<ul style="list-style-type: none"> <li>› Reinforce your company's presence as an industry leader with elegant portfolios distributed to attendees</li> </ul>
<b>FLASH DRIVE</b>	<ul style="list-style-type: none"> <li>› Flash Drives embossed with your logo and pre-loaded with all conference slides and other documents</li> <li>› Distributed to all attendees at registration</li> <li>› Recognition in conference materials for sponsor support</li> </ul>
<b>TRAVEL MUG</b>	<ul style="list-style-type: none"> <li>› Sponsor logo and information on an insulated travel mug</li> <li>› Welcome sign at conference registration recognizing sponsor support</li> <li>› Mug distributed at registration</li> <li>› Recognition in conference materials for sponsor support</li> </ul>
<b>BOTTLED WATER</b>	<ul style="list-style-type: none"> <li>› Sponsor logo and branding on water bottles</li> <li>› Welcome sign at conference registration recognizing sponsor support</li> <li>› Water bottles strategically placed throughout the exhibit hall for self-service</li> <li>› Recognition in conference materials for sponsor support</li> </ul>
<b>HOSPITALITY SUITE</b>	<ul style="list-style-type: none"> <li>› Dedicated private area to conduct high-level meetings</li> <li>› Sponsors featured in all promotional marketing</li> <li>› 2 conference passes</li> </ul>
<b>TWITTER BOARD CO-SPONSORSHIP</b>	<ul style="list-style-type: none"> <li>› Dedicated, large-screen monitor prominently located in the exhibit area for live Twitter feed from the Congress</li> <li>› Logo featured on Twitter screen where it reads "Twitter feed powered by:" with hashtag info</li> <li>› 2 conference passes</li> </ul>
<b>ROOM DROP OR REGISTRATION DISTRIBUTION</b>	<ul style="list-style-type: none"> <li>› Distribute company materials to all conference attendees</li> </ul>

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OVER 130 MEMBERS OF THE PRESS



Newsweek

The Washington Post

AP Associated Press

Harvard Business Review

Forbes

KHN  
KAISER HEALTH NEWS

## THE INTERVIEWS

Throughout the 2014 conference, over 60 video interviews were conducted with our featured speakers.



**Peter B. Angood, MD**  
Chief Executive Officer  
**AMERICAN COLLEGE  
OF PHYSICIAN EXECUTIVES (ACPE)**  
Former Chief Safety Officer  
**THE JOINT COMMISSION**



**Molly Joel Coye, MD**  
Chief Innovation Officer  
**UCLA HEALTH SYSTEM**



**Joseph C. Kvedar, MD**  
Executive Director,  
Center for Connected Health  
**PARTNERS HEALTHCARE**



**Robert LoNigro, MD**  
Chief Medical Officer  
**CELTICARE HEALTH PLAN**  
Chief Medical Officer  
**CASENET LLC.**



**Robert E. Nesse, MD**  
Vice President, **MAYO CLINIC**  
Chief Executive Officer  
**MAYO CLINIC HEALTH SYSTEM**



**Robert Pearl, MD**  
Executive Director and Chief Executive  
Officer, **THE PERMANENTE MEDICAL  
GROUP, KAISER PERMANENTE**  
Contributor, **Forbes**



**Joy Pritts, JD**  
Chief Privacy Officer  
**OFFICE OF THE NATIONAL  
COORDINATOR FOR HIT, HHS**



**Steven Shapiro, MD**  
Chief Medical and Scientific Officer;  
President, Physician Services  
Division, Executive Vice President  
**UPMC**



**Tami Graham**  
Director, *Global Benefit Design*  
**INTEL**



**J. Knox Singleton**  
Chief Executive Officer  
**INOVA HEALTH SYSTEM**



**William Winkenwerder, Jr, MD**  
President and  
Chief Executive Officer  
**HIGHMARK HEALTH**



**Joseph M. Zubretsky**  
Senior Executive Vice President,  
Head of National Businesses,  
Former Chief Financial Officer  
**AETNA**



Interview of **Bryan Sivak**, Chief Technology Officer,  
**U.S. Department of Health and Human Services**

Hear all the  
faculty interviews at  
[www.worldhealthcarecongress.com/  
interviews](http://www.worldhealthcarecongress.com/interviews)



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THANKS FOR CONTRIBUTING TO OVER TEN YEARS OF EXCELLENCE

Congress Sponsors



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