

The 13th Annual

WORLD HEALTH CARE CONGRESS

Connecting and Preparing Leaders for Health Care's Transformation

April 10-13, 2016 • The Marriott Wardman Park Hotel • Washington, DC

2016 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 8 Executive Summits:

- ▶ 13th Annual Health Plan and Payer Summit
- ▶ 13th Annual Hospital and Health System Summit
- ▶ Inaugural Nurse Leadership Summit
- ▶ 13th Annual Health Information Technology Summit
- ▶ 5th Annual Medicaid and Medicare Reform Summit
- ▶ Inaugural Financial and Revenue Management Summit
- ▶ 4th Annual Network and Contract Management Summit for Payers and Providers
- ▶ 2nd Annual Business of Exchanges Summit

To learn more about the 2016 Congress, please visit www.worldhealthcarecongress.com/2016

ORGANIZED BY:



All speaker photos taken from previous World Health Care Congress events.

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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 2016, The 13th Annual World Health Care Congress will convene CEOs, senior executives, and government officials from all sectors of health care including hospitals, health systems, health plans, employers, pharmaceutical and biotech companies, and leading government agencies.

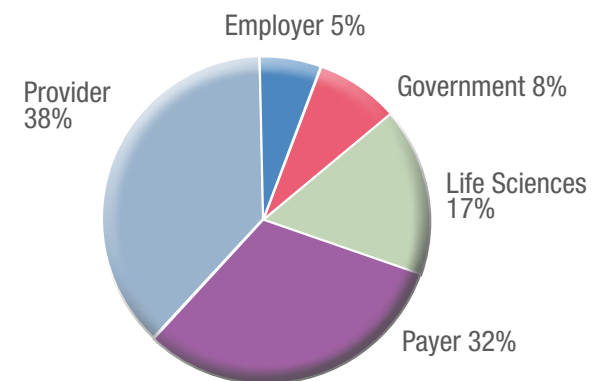
WHY SPONSOR?

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 2015 Attendee by Sector



- 67% of the 2015 WHCC delegation were senior-level executives including C-suite, President, Vice President, Chair, Founder, Partner, and Director.



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 Phone: 781-939-2648
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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

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



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EDUCATIONAL UNDERWRITER OPPORTUNITIES

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

NETWORKING SPONSORSHIPS

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

WEBINARS

WEBINAR SPONSOR	<ul style="list-style-type: none"> › Webinars are registration-based, targeted, and cost-effective. This lead generation tool is an ideal way to position your company as an industry thought leader on current issues, best practices, new technologies, and new products. Or you can utilize the webinar to announce survey results, research study results, or customer success stories. Webinars enable you to reach a worldwide audience at a specific time or on demand 24/7. All that is needed is a computer and Internet connection to view your topic. There are no travel costs and no time away from the office! World Congress oversees coordination and programming of over 100 annual webinar events. We provide a complete turnkey program for you.
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WHITE PAPERS

WHITE PAPERS	<ul style="list-style-type: none"> › White papers are registration-based, targeted, and cost effective. More and more health care professionals rely on online resources to stay informed on the most recent trends and industry information. The World Congress website has this educational, branding, and lead generation vehicle available to help promote your latest published white paper or research/survey results to a targeted audience of prospective clients.
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BRANDING SPONSORSHIPS (CONTINUED)

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

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OVER 100 MEMBERS OF THE PRESS



THE INTERVIEWS

Throughout the 2015 Congress, over 50 video interviews were conducted with our featured speakers.

 Horace L. Blackman Vice President, Health & Life Sciences LOCKHEED MARTIN	 Lloyd H. Dean President and Chief Executive Officer DIGNITY HEALTH	 Gary W. Loveman Chairman, Chief Executive Officer and President CAESARS ENTERTAINMENT CORPORATION Chair, Health and Retirement Committee BUSINESS ROUNDTABLE	 Mario Schlosser Chief Executive Officer and Co-Founder OSCAR
 Chet Burrell President and Chief Executive Officer CAREFIRST BLUECROSS BLUESHIELD	 The Honorable Newt Gingrich Former Speaker U.S. HOUSE OF REPRESENTATIVES Contributor CNN	 Robert Pearl, MD Executive Director and Chief Executive Officer, THE PERMANENTE MEDICAL GROUP, KAISER PERMANENTE Contributor, FORBES	 Jeffrey E. Shapiro Vice President, Enterprise Benefits DISNEY WORLDWIDE SERVICES, INC.
 Pamela F. Cipriano, RN President AMERICAN NURSES ASSOCIATION	 Catherine A. Jacobson President and Chief Executive Officer FROEDTERT HEALTH	 Carolyn Quattrocki Executive Director MARYLAND HEALTH BENEFIT EXCHANGE	 Gary D. St. Hilaire President and Chief Executive Officer CAPITAL BLUECROSS
 Jesse Cureton Executive Vice President and Chief Consumer Officer NOVANT HEALTH	 David James, MD Chief Executive Officer MEMORIAL HERMANN MEDICAL GROUP	 Jonathan Woodson, MD Assistant Secretary of Defense for Health Affairs MILITARY HEALTH SYSTEM (MHS)	 Susan T. Weaver, MD Chief Medical Officer BLUECROSS BLUESHIELD OF NORTH CAROLINA
 Gaurov Dayal, MD President - Health Care Delivery, Finance and Integration/ Executive Vice President SSM HEALTH CARE	 Joseph C. Kvedar, MD Vice President, Connected Health PARTNERS HEALTHCARE	 Christopher Ross Chief Information Officer MAYO CLINIC	



**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

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