

8th International Conference on Patient- and Family-Centered Care

Promoting Health Equity and Reducing Disparities

June 11–13, 2018 Baltimore, MD

With leadership support from



JOHNS HOPKINS
MEDICINE

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SPONSORSHIP, ADVERTISING & EXHIBIT OPPORTUNITIES

About the Conference

The 8th International Conference on Patient- and Family-Centered Care: Promoting Health Equity and Reducing Disparities will showcase innovative and exemplary programs that are dedicated to collaboration among health care professionals, patients, families, and communities to improve health care quality, safety, and equity. The conference offers a tremendous line-up of plenary speakers, over 100 breakout sessions, 80 posters, and unparalleled networking opportunities. The Program will include presentations from:

- Hospitals
- Primary care and specialty ambulatory settings
- Community-based programs
- Public health and mental health agencies
- Patient- and family-led organizations
- Schools of medicine, nursing, and other health professions
- Research institutes
- Government and funding agencies

Reach Your Target Audience

This is the premier event for over 1,000 health care leaders, clinicians and staff, patient and family advisors and leaders, researchers and evaluators, health care educators, and health care policy makers, who convene to share innovative and strategic approaches to patient- and family-centered care. There is no other high-profile marketing opportunity in patient- and family-centered care.

Sponsorship Opportunities

Welcome Reception \$15,000

A highlight of the conference is the Welcome Reception where attendees have the opportunity to network in a relaxing social atmosphere.

Additional benefits: Opportunity to provide welcome remarks during reception; Napkins with company logo at reception; Special recognition on individual signage; Exhibit table in common area.

Leadership Symposia or Luncheon \$7,500

Internationally-recognized leaders will participate in discussions on implementing patient- and family-centered change at the executive level. Health care leaders will have the opportunity to network and learn from true champions of change.

Additional benefits: Distribution of 1-sheet of marketing collateral; opportunity to provide welcome remarks exclusively to healthcare executive leaders; special recognition on individual signage.

Refreshment Breaks

Select a break session and have your company logo prominently displayed.

Additional benefits: Napkins or coffee sleeves with company logo at break; special recognition on individual signage.

Refreshment Break (Each Day) \$2,500

Refreshment Break (All Three Days) \$6,500

Conference Syllabus \$7,500

The conference syllabus provides general information about the conference, the schedule of events, presentation and poster summaries, and the presenter index. This publication is the key conference document and an informative study tool. Each attendee will receive a conference syllabus.

Additional benefits: Advertisement on outside back cover of syllabus.

Plenary Speakers **\$5,000**

Each day, internationally-known leaders and innovators for patient- and family-centered care will address conference participants. This sponsorship associates your organization with a high-profile speaker.

Additional benefits: Company name and logo on screen at the plenary session; full-page ad in syllabus; special recognition on individual signage

Poster Session **\$3,000**

Posters will be presented by their authors at two sessions during the conference in the Exhibit Hall. These posters demonstrate some of the most successful patient- and family-centered care initiatives.

Additional benefits: One-half page ad; special recognition on individual signage

Tote Bags **\$3,500**

Make a lasting impression and imprint your company name and/or logo on the conference tote bag. The tote bag will include the conference syllabus and other handouts. Organization logo will be imprinted along with the IPFCC logo. Each attendee will receive a tote bag.

Additional benefits: One promotional item to be included in tote bags

Name Badges **\$3,500**

Your company logo or name will be visible on lanyard for conference name badges. Each attendee will receive a name badge

SPONSORSHIP BENEFITS

- Full Conference Registration for ONE individual from your company (\$1,095 value).
- Sponsor list including company name and logo and website link featured on the IPFCC website.
- Sponsor list including company name and logo printed in the conference syllabus.
- Sponsor list including company name and logo on onsite signage.
- Receive PDF of conference attendee roster 3-weeks prior to conference.
- Complimentary 1 year recognition as an IPFCC Pinwheel Sponsor (\$1,500 value). Pinwheel Sponsors receive national and international recognition as IPFCC valued supporters. To view the complete Pinwheel Sponsors list and learn about the benefits, visit the website at ipfcc.org/pinwheel-sponsors.html



Advertising Opportunities

SYLLABUS ADVERTISEMENTS

Increase your company's visibility and brand by advertising in the conference syllabus. This is an affordable way to get your organization's name in front of conference attendees. Each attendee will receive a conference syllabus.

Inside Back:	\$1,000
Full Page:	\$ 650
Inside Front:	\$1,000
One-half Page:	\$ 400

Please note: Ads must be submitted in EPS and PDF formats. All files must be at least 300dpi. Any fonts used in the ads must be either converted to outlines or embedded in the file.

To become a sponsor, to advertise, or to become an exhibitor,

Please contact Ann Selinger, Coordinator of Special Projects and Educational Programs, at aselinger@ipfcc.org.

Please note: All amounts are listed in US dollars.

Table Top Exhibitor Opportunity

Exhibiting at the conference provides an excellent opportunity for providers of products and services to showcase offerings to health care professionals, administrators, executive leaders, front line staff, and patients and families.

Table Top Exhibit **\$1,500**

- Full Conference registration for ONE individual from your company or organization
- Includes a six-foot draped table, two chairs, and tabletop identification sign with company or organization name and tabletop number
- All food and beverage functions, including Welcome Reception, are served in the exhibit area to ensure optimum attendee traffic.
- Over 10 hours of exhibition time

Additional benefits: Exhibitor list, including company name and logo, table number, and website link, featured on the IPFCC website; exhibitor list, including company name and logo, table number, and 50-75 word description of your organization, printed in the Conference syllabus