



SPONSORSHIP & ADVERTISING OPPORTUNITIES

About the Conference

The *9th International Conference on Patient- and Family- Centered Care: Partnerships for Quality, Safety, and Equity* 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, breakout sessions, posters, and unparalleled networking opportunities. The Program will include presentations from:

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

Reach Your Target Audience

This is the premier event attracting 800 – 900 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 advance patient- and family- centered care. There is no other high-profile marketing opportunity in patient- and family-centered care.

Sponsorship Opportunities

Welcome Reception: \$20,000

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

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.

Benefits: Distribution of 1-sheet of marketing collateral; opportunity to provide welcome remarks exclusively to health care executive leaders; special recognition on individual signage.

Refreshment Breaks

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

Benefits: Napkins or coffee sleeves with company logo at break; special recognition on individual signage and in conference syllabus.

- Refreshment Break (Each Day): \$2,500
- Refreshment Break (All Three Days): \$6,500

Conference Syllabus: \$10,000

The conference syllabus provides general information about the conference and the schedule of events. Each attendee will receive a conference syllabus.

Benefits: Advertisement on outside back cover of syllabus.

Plenary Speakers: \$5,000 – \$10,000

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

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. These posters demonstrate some of the most innovative patient- and family-centered care initiatives.

Benefits: Special recognition on individual signage and in conference syllabus.

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.

Benefits: One promotional item to be included in tote bags!

Name Badge Lanyards: \$4,000

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

Additional Sponsorship Benefits

- Full Conference Registration for ONE individual from your company (\$1,095 value).
- Your company's name, logo, and website link featured on the IPFCC website.
- 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 or PDF format. All files must be at least 300 dpi. Any fonts used in the ads must be either converted to outlines or embedded in the file.

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, researchers, educators of health professionals, 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
- Over 10 hours of exhibition time

Additional benefits: Company name, logo, and website link featured on the IPFCC website, and included in the exhibitor list, conference syllabus and conference mobile app.

