

IPHCA

**ANNUAL
LEADERSHIP
CONFERENCE
2024**

**SPONSOR & EXHIBITOR
PACKAGES**

OCTOBER 16-18
GRAND GENEVA RESORT & SPA
LAKE GENEVA, WISCONSIN



ANNUAL LEADERSHIP CONFERENCE

We invite business partners to join IPHCA for its largest event of the year at the 2024 Annual Leadership Conference at the Lake Geneva Resort and Spa in Lake Geneva, Wisconsin. Join us in reaching potential customers who are making a difference in the health care industry. The 2024 sponsor and exhibitor packages offer businesses of all sizes the opportunity to build brand awareness with community health centers from across Illinois. By showcasing your solutions and services to more than 500 attendees, your business will support the important work of CHCs. Become a Sponsor or Exhibitor today!

SPONSOR OPPORTUNITIES

PREMIER

Keynote Speaker - \$20,000

This is our most attended session. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded three-minute video or a live introduction that attendees will see before the session begins. Sponsorship includes exhibitor space in prime location.

Conference Registration Bags- \$20,000

Display your company name or logo to more than 500 attendees for three full days by sponsoring the registration bags. Your logo will appear on each bag available at registration. Sponsorship includes exhibitor space in prime location.

Thursday Dinner + Event- \$20,000

Attendees will think of you after a long day of training. Sponsors receive recognition on table tents and in the program guide. Gifts and giveaways are an option (not more than \$10 value total at company's expense). Sponsorship includes exhibitor space in prime location.

PLATINUM

Badge Lanyards - \$10,000

More than 500 attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company name will be imprinted on the lanyard and worn by all conference participants. Sponsorship includes exhibitor space in prime location.

Plenary Session Speaker - \$10,000

This is one of our most attended sessions. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded two-minute video or a live introduction that attendees will see before the session begins. Sponsorship includes exhibitor space in prime location.

Closing Plenary Session Speaker - \$10,000

This is one of our most attended sessions. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded two-minute video or a live introduction that attendees will see before the session begins. Sponsorship includes exhibitor space in prime location.

Conference Wi-Fi - \$10,000

Free Internet access is the service most requested by IPHCA attendees. As the sponsor of Conference Wi-Fi access at the IPHCA conference, your company will be recognized on Wi-Fi log-in instruction cards, in the printed program, on signage, and anywhere the Wi-Fi access code is given. Sponsorship includes exhibitor space in prime location.

PLATINUM

Thursday Breakfast with Exhibitors - \$10,000

The Exhibit Hall breakfast helps drive people to the exhibit hall. The sponsor's name and logo will be recognized on posters by the doors, in the conference program and on a flyer about the event. Sponsorship includes exhibitor space in prime location.

Thursday Lunch with Exhibitors - \$10,000

The Exhibit Hall lunch helps drive people to the exhibit hall. The sponsor's name and logo will be recognized on posters by the doors, in the conference program and on a flyer about the event. Sponsorship includes exhibitor space in prime location.

Friday Breakfast + Awards Ceremony - \$10,000

Attendees will think of you after a long day of training. Sponsors receive recognition on posters by the door, table tents on the tables and in the program guide. Gifts and giveaways are an option (not more than \$10 value total at company's expense.) Sponsorship includes exhibitor space in prime location.

GOLD

Welcome Reception - \$8,000

Attendees will think of you at the kick-off Welcoming Reception. Sponsors receive recognition on table tents and in the program guide. Gifts and giveaways are an option (not more than \$10 value total at company's expense). Sponsorship includes exhibitor space in standard location.

Wednesday Lunch with Exhibitors - \$8,000

The Exhibit Hall lunch helps drive people to the exhibit hall. The sponsor's name and logo will be recognized on posters by the doors, in the conference program and on a flyer about the event. Sponsorship includes exhibitor space in standard location.

Conference Program Guide - \$8,000

All attendees receive a Conference Program Guide. By sponsoring the program guide, you have a front-page AD along with mention inside the Program Guide that your company sponsored it and also on a sponsorship poster placed at conference registration desk. Sponsorship includes exhibitor space in standard location.

Conference App - \$8,000

Your company will have exclusive advertising in the mobile app available to all attendees. We will highlight your company as a top sponsor of IPHCA in the mobile app and in materials promoting the mobile app to attendees. Sponsorship includes exhibitor space in standard location.

SILVER

Water Bottles - \$6,000

Keep attendees hydrated by providing water bottles to attendees as they check in at registration. IPHCA will provide water stations throughout the conference space for attendees to refill. Bonus – you will be helping the conference “go green” by sponsoring the reusable water bottles. Sponsorship includes exhibitor space in standard location.

Mystery Prize - \$6,000

At the closing luncheon, one conference attendee will win a mystery prize. Your company’s logo will be placed on the mystery prize card that is passed out at the luncheon saying your company sponsored the prize. You will also be mentioned in the Conference Program Guide as a sponsor. Sponsorship includes exhibitor space in standard location.

BRONZE

Exhibit Hall Morning Break - \$4,000

These breaks will be set in the exhibit hall. Sponsor will be recognized on signage, in the program guide and has option to provide logo-branded napkins (at company’s expense). Sponsorship includes exhibitor space in standard location.

Exhibit Hall Afternoon Break - \$4,000

These breaks will be set in the exhibit hall. Sponsor will be recognized on signage, in the program guide and has option to provide logo-branded napkins (at company’s expense). Sponsorship includes exhibitor space in standard location.

SUPPORTING

Attendee Business Center - \$2,000

This room is available for attendees to check emails, attend outside meetings via zoom, make phone calls and have a dedicated private working space.

Sponsorship includes exhibitor space in standard location.

Charging Station - \$2,000

Attendees rely on mobile technology to stay connected while at meetings. The charging station area is an excellent opportunity to get your valuable information directly to attendees. Your specific product and/or company logo will be strategically placed at charging stations during the Exhibit Hall Hours and in the registration area. Sponsorship includes exhibitor space in standard location.

Educational Session - \$2,000

Attendees of the session will see a poster with your logo outside of the education session. Sponsorship includes exhibitor space in standard location.

Face Coverings - \$2,000

Help keep attendees safe by sponsoring face coverings for all attendees. Sponsor's logo can be placed on face coverings. Sponsorship includes exhibitor space in standard location.

Hand Sanitizer - \$2,000

Do your part to make sure all attendees stay safe with pocket size hand sanitizer. Logo can be placed on hand sanitizer. Sponsorship includes exhibitor space in standard location.

Registration Desk - \$2,000

As the exclusive sponsor of this area, your logo will be placed in prime position at the Registration Desk. Sponsorship includes exhibitor space in standard location.

EXHIBITOR OPPORTUNITIES

EXHIBITOR BOOTH FEES

Booth Type	Standard	Prime Location
IPHCA Member	\$900	\$1,000
GPO Preferred Vendor	\$1,000	\$1,200
Nonprofit/Government	\$1,100	\$1,300
Non-IPHCA Member	\$1,500	\$1,700

For those companies choosing a prime location exhibitor booth, IPHCA will hold a lottery to determine location in the exhibit hall. Lottery details will be shared soon.

Move-in: October 15, 2024

Move-out: October 17, 2024

EXHIBIT HALL HOURS

October 16

8:00 a.m. - 5:00 p.m. - Breakfast and lunch served in the exhibit hall

October 17

8:00 a.m. - 4:00 p.m. - Breakfast and lunch served in the exhibit hall

EXHIBITOR INFORMATION (CONT.)

- Access for two attendees to the Welcoming Reception on Wednesday evening, as well as the conference-sponsored breakfast, lunch and dinner event on Thursday.
- Company contact information and description in conference program guide.
- Company contact information and logo listed in conference mobile app.
- Each exhibiting organization will receive two (2) complimentary conference registrations. Additional representatives must pay conference registration fee of \$300.

*Exhibitors are not permitted to attend sessions unless registered as an attendee.

*Electrical services information will be available soon.

*Additional details about exhibiting will be provided closer to conference, including hotel accommodations, shipping details, storage, etc.

ADDITIONAL OPPORTUNITIES

PROGRAM GUIDE

Advertising in the conference program guide is a great way to reach attendees and increase your brand's marketing reach. The full color digital program guide, included in all registration packets, contains the conference schedule, educational descriptions of sessions and other important information.

Full-page ad: \$500

Half-page ad: \$250

TOTE BAG INSERT

For organizations unable to exhibit at the conference, a "Totebag Insert" option is available for \$500.

Brochures, magazines, leaflets, pamphlets and give aways will be displayed prominently so attendees immediately learn about your company.

ARTWORK

SUBMISSION REQUIREMENTS

Artwork must be submitted in one of the following formats: .pdf, .psd, .eps, or .ai.

We recommend artwork be generated only in the following design programs:

Photoshop, Illustrator, InDesign or Acrobat in RGB. IPHCA cannot accept responsibility for any unwanted results from artwork originally generated in other design programs or that does not meet the specifications listed above.

SPECIFICATIONS

- High resolution PDF (300+ dpi) or .psd, .eps or .ai file format and color set to RGB
- Full-color
- Full-page ad dimensions: 8.375" x 10.875"
- Half-page ad dimensions: 7.875" x 5"
- Bleed: 0.25" must be added to all four sides - no live content should be used in this area
- All text/type must be kept at least 0.5" from live edges; any important content should be kept at least 0.25" from trim
- No crop marks

CONTACT

To learn more about any of these sponsorship opportunities or to become a business member, contact Kathryn Doolin at (217) 541-7303 or kdoolin@iphca.org.

If you have any questions regarding artwork, contact Beth Fox, Director of Communications at (217) 541-7313 or bfox@iphca.org.

NOTE: If submitting artwork for IPHCA's Annual Leadership Conference Program Guide, space is limited; advertisements will be accepted on a first-come, first-served basis and are subject to IPHCA approval. No refunds will be given for cancellation of advertising.

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IPHCA.ORG