Dear Iowa Community Health Center Supporter,

The Iowa Primary Care Association (Iowa PCA) and its member health centers truly value our relationship with your organization. We would like to provide you with a unique opportunity to make a statement about the value of our relationship by virtue of being a sponsor or vendor of the 2019 Iowa PCA Annual Conference.

This year’s conference, “What Really Matters: Lessons to Spark Joy in Healthcare,” will be held on October 22-23, 2019, at the Holiday Inn Des Moines Airport/Conference Center in Des Moines, Iowa.

We have redesigned our sponsorship and vendor packages to better reflect our partnerships and provide clear outcomes for those supporting our conference. As always, we are open to customizing packages to best fit your marketing and outreach goals.

We are pleased to invite your organization to sponsor and/or exhibit during this two-day event. Your brand can be represented in a number of ways: promotional items, technology, exhibit space, print ad, social media posts, representation on our website, and much more.

Please let us know of your interest in becoming a sponsor or vendor for this year’s annual conference. The deadline is Friday, August 30. Exhibitor space is limited to 25 booths, so guarantee your spot by registering today. To pledge your support, click here.

On behalf of the Iowa Primary Care Association, thank you for giving serious consideration to supporting the 2019 Iowa PCA Annual Conference.

Sincerely,

Katie Owens    Andrea Abrahamson
Director of Communications  Executive Administrative Assistant
Iowa Primary Care Association  Iowa Primary Care Association

ABOUT US
The Iowa Primary Care Association (Iowa PCA) provides technical assistance and training to Iowa community health centers (CHCs) to support their ongoing commitment to provide quality, affordable primary and preventive health care to the underserved in Iowa. Many of our member health centers provide access to medical, dental, and behavioral health services, providing a health home to more than 216,000 individuals.

TARGET AUDIENCES
Audiences include health center leadership and staff including CEOs, CFOs, COOs/Operations Directors, Senior Leadership, Providers, Clinic Managers, Dental Staff, Behavioral Health Staff, HR Directors, Quality Directors, Communications Staff, and Outreach Staff.

LOCATION & DETAILS
DATE:  
October 22-23, 2019

EXHIBIT TIME:  
8:30 AM - 5:00 PM, Tuesday, October 22  
7:00 AM - 4:00 PM, Wednesday, October 23

LOCATION:  
Holiday Inn Des Moines - Airport/Conference Center  
6111 Fleur Drive, Des Moines, IA 50321

REASONS TO SPONSOR
1. Increase your organization’s name and brand recognition.  
2. Increase your reach and exposure to new health center customers.  
3. Reconnect and engage with existing customers.  
4. Give attendees a “taste” of your business.  
5. Market your organization inexpensively.

ATTENDEE LIST
All sponsors and vendors will receive an attendee list in an electronic format that includes attendees’ name, title, organization name, and mailing address. The Iowa PCA will provide the list following the conference.

ELECTRICAL ACCESS
Electrical access will be provided to exhibitors at no additional cost. Please indicate if you will need access to an electrical outlet while registering to ensure access.

INTERNET ACCESS
Wireless internet access is available at no additional cost.

PRIZES
Sponsors and vendors are required to provide a prize for the participant drawing on Wednesday, October 23. If your organization cannot provide a prize due to rules or regulations, please contact Andrea Abrahamson at aabrahamson@iowapca.org. Participants will be required to visit every booth in order to be entered into the prize drawing.

REGISTRATION
Sponsors and vendors can register online at www.iowapca.org. There is a separate registration form for sponsors and vendors.

CANCELLATIONS
All cancellations must be received in writing to Andrea Abrahamson by September 15, 2019. All refunds are subject to a $100.00 processing fee. No refunds will be honored after September 15, 2019.

FEATURED SPEAKERS
Ben Nemtin is the #1 New York Times bestselling author of What Do You Want To Do Before You Die? and a star of the MTV show The Buried Life.

Mitch Matthews is a keynote speaker, success coach and best-selling author. Mitch started the “BIG Dream Gathering” and hosts a weekly Podcast “DREAM, THINK, DO.”
<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Minimum Sponsorship</th>
<th>Sponsorship Options</th>
</tr>
</thead>
</table>
| Conference Sponsor | $20,000 | - Co-branded logo as presenting sponsor
- One complimentary e-blast to participants before the conference
- Co-branded logo on promotional item (TBD and agreed upon by sponsor and PCA)
- Introduction before keynote speaker
- Full page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Largest Exhibition Booth/Area
- Digital copy of conference participant list
- 10 complimentary registrations

| Documentary Screening Sponsor | $15,000 | - Signage displayed during public documentary screening
- Introduction before plenary speaker
- Full page advertisement in program
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 8 complimentary registrations

| Technology Sponsor | $12,000 | - Technology sponsor
- App sponsor
- Wi-fi password
- Full page advertisement in program
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 6 complimentary registrations

| Promotional Item Sponsor | $10,000 | - Company logo printed on item (TBD and agreed upon by sponsor and Iowa PCA)
- Half page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 5 complimentary registrations

| Breakfast Sponsor | $5,000 | - Sponsorship signage in ballroom
- Half page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 4 complimentary registrations

| Lunch Sponsor | $5,000 | - Sponsorship signage in ballroom
- Half page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 4 complimentary registrations

| Apparel Sponsor | $4,000 | - Company logo on shirts to be worn during group activity promoting wellness, community engagement, etc.
- Photo of all attendees in shirts to be taken during group activity
- Quarter page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 3 complimentary registrations

| Breakout Room Sponsor | $3,000 | - Sponsorship signage inside/outside breakout room
- Recognition during speaker introductions for breakouts
- Quarter page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 2 complimentary registrations

| Refreshment Break Sponsor | $3,000 | - Sponsorship signage at refreshment stations in Exhibit Hall
- Quarter page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 1 complimentary registration

| Custom Pen Sponsor | $2,000 | - Company logo on pens (TBD and agreed upon by sponsor and Iowa PCA)
- Quarter page advertisement
- Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition booth
- Digital copy of conference participant list
- 2 complimentary registrations

| Exhibit Space Only (Vendor) | $1000 | - Logo recognition on conference signage, materials, and registration website with link to website
- Exhibition Booth
- Digital copy of conference participant list
- 1 complimentary registration; $400 each additional registrant

PACKAGES

SOLD OUT

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<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Available</th>
<th>Sponsorship Fee</th>
<th>Benefits and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Sponsor</td>
<td>1 available</td>
<td>$20,000</td>
<td>Receive the most visible recognition as the exclusive conference sponsor! Includes larger exhibit space, logo on all conference communication, e-blast before conference, and an opportunity to address attendees before keynote speaker.</td>
</tr>
<tr>
<td>Documentary Screening Sponsor</td>
<td>1 available</td>
<td>$15,000</td>
<td>A great way to promote your company to Iowa CHCs and healthcare stakeholders in Iowa during a screening of The Providers that will be open to the public. This level will have an opportunity to address attendees before a plenary session.</td>
</tr>
<tr>
<td>Technology Sponsor</td>
<td>1 available</td>
<td>$12,000</td>
<td>The technology sponsor will be featured in all things tech – wifi password, branding of event app, and branding on mobile device charging station.</td>
</tr>
<tr>
<td>Promotional Item Sponsor</td>
<td>2 available</td>
<td>$10,000</td>
<td>Each attendee will receive a gift for attending the conference. This sponsor will have high visibility as a logo will be included on the item. Promotional item TBD and will be agreed upon by sponsor and Iowa PCA staff.</td>
</tr>
<tr>
<td>Breakfast Sponsor</td>
<td>2 available</td>
<td>$5,000</td>
<td>The Breakfast Sponsor(s) will be featured on signage in the bathroom, on table tents, and referenced in the conference program. One sponsor will be featured during breakfast each morning.</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>2 available</td>
<td>$5,000</td>
<td>The Lunch Sponsor(s) will be featured on signage in the bathroom, on table tents, and referenced in the conference program. One sponsor will be featured during lunch each day.</td>
</tr>
<tr>
<td>Apparel Sponsor</td>
<td>1 available</td>
<td>$4,000</td>
<td>Attendees will have the opportunity to participate in a group activity that promotes wellness, a community project, etc. This sponsor’s logo will be included on a t-shirt participants will receive. A group photo will be taken during the activity.</td>
</tr>
<tr>
<td>Breakout Room Sponsor</td>
<td>6 available</td>
<td>$3,000</td>
<td>Breakout Room Sponsor(s) will be featured on signage of breakout stations throughout the exhibit hall and in the program.</td>
</tr>
<tr>
<td>Refreshments Sponsor</td>
<td>1 available</td>
<td>$3,000</td>
<td>Refreshment Sponsor(s) will be featured on signage of break stations throughout the conference.</td>
</tr>
<tr>
<td>Custom Pen Sponsor</td>
<td>1 available</td>
<td>$2,000</td>
<td>Each attendee will receive a pen as part of their welcome packet, giving high visibility to attendees. This sponsor’s logo will be included on a pen to be agreed upon by the Iowa PCA and the sponsor.</td>
</tr>
<tr>
<td>Vendor (Exhibitor Only)</td>
<td>SOLD OUT</td>
<td>$1,000</td>
<td>Vendors will receive a space in the exhibitor area during the conference. This level includes logos on signage, the program, and on the Iowa PCA’s conference web page.</td>
</tr>
</tbody>
</table>

**Benefits and Opportunities of Each Package**

- **Co-Branded with Iowa PCA on All Materials**: ✓
- **E-Blast to Attendees Before Conference**: ✓
- **3 Minutes to Address Attendees During Session**: ✓
- **Branding for WiFi, Charging Station, Event App**: ✓
- **Logo on Promotional Item**: ✓
- **Program Advertisement**: Full, Full, Half, Half, Half, Half, Quarter, Quarter, Quarter, Quarter, Logo Only
- **Logo on Signage & Website**: ✓
- **Exhibit Booth**: ✓
- **Access to Attendee List**: ✓
- **Conference Registrations**: 10, 8, 5, 4, 4, 4, 3, 3, 2, 2, 1
CONFERENCE SCHEDULE

Monday, October 21

4:00 pm   Exhibitor Set-Up Opens

Tuesday, October 22

7:30 am – 8:30 am  Exhibitor Hall Open for Set-Up
8:30 am – 9:30 am  Registration & Breakfast; Exhibit Hall Opens
9:30 am – 11:00 am  Welcome & Keynote Speaker
11:00 am – 11:15 am  Break – Exhibit Hall
11:15 am – 12:45 pm  Lunch
12:45 pm – 1:30 pm  Break – Exhibit Hall – Group Activity
1:30 pm – 2:45 pm  Concurrent Breakout Sessions I
2:45 pm – 3:00 pm  Break – Exhibit Hall
3:00 pm – 4:15 pm  Concurrent Breakout Sessions II
4:15 pm – 4:30 pm  Break – Exhibit Hall
4:30 pm – 5:30 pm  Plenary Session
5:30 pm – 7:00 pm  Reception & Awards Presentation
7:00 pm – 9:00 pm  “The Providers” Documentary Showing & Filmmaker Panel

Wednesday, October 23

7:00 am – 8:00 am  Registration, Breakfast, Recap, & What’s Ahead
8:00 am – 8:15 am  Break – Exhibit Hall
8:15 am – 9:30 am  Concurrent Breakout Sessions III
9:30 am – 9:45 am  Break – Exhibit Hall
9:45 am – 11:00 am  Concurrent Breakout Sessions IV
11:00 am – 11:15 am  Break – Exhibit Hall
11:15 am – 12:30 pm  Lunch & Health Center Showcase
12:30 pm – 12:45 pm  Break – Exhibit Hall
12:45 pm – 2:00 pm  Concurrent Breakout Sessions V
2:00 pm – 2:15 pm  Break – Exhibit Hall
2:15 pm – 4:00 pm  Plenary Speaker
4:00 pm  Adjourn

FAQs

How do I register to be a sponsor or vendor?
Please visit www.iowapca.org to access the registration forms. You can access the form by selecting “Sponsors” or “Vendors” under the Events section of the website.

Is there an advantage to submitting our registration early?
By submitting your registration early, you have a better chance of securing the sponsorship package that best fits your marketing and outreach goals. Limited spots are available at each level.

What is included at my exhibitor table?
Sponsors/Vendors will be assigned an 8’ x 8’ table including a table cloth, black skirting, and two chairs. Electrical outlets will be available upon request. Please indicate if you will need access to an electrical outlet during the registration process.

What credit cards can I use to pay for my registration?
Mastercard, Visa or Discover

Can I receive an invoice for my registration fee?
Yes, when registering select the “Mail in Check” option at checkout. Your invoice will be available to download on the registration confirmation screen. Your invoice will be included in your confirmation email. If you need an additional copy of your invoice, email Shanna Bears at sbears@iowapca.org.

Where can I send my materials before the conference?
Holiday Inn Des Moines - Airport/Conference Center
Iowa PCA Annual Conference
YOUR NAME/ORGANIZATION
6111 Fleur Drive
Des Moines, IA 50321

When will exhibitor booths be assigned?
Booths are assigned based on sponsorship level and a first-come, first-served basis and will be finalized by October 1, 2019. Space assignments will be emailed before the conference and tables will include table tents with the assignments.

Will there be internet in the exhibit area?
Wireless internet will be available free of charge.

What type of prizes should I bring for the drawing?
Prizes can be determined based upon your organization’s budget and availability. Past prizes have included Tablets, gift cards (Target, Amazon, Starbucks, etc.), fitness trackers, etc.

What are your ad specifications?
Color Mode CMYK; Resolution 300 dpi or higher; File format JPG or EPS preferred, may be PDF; may include full bleed. Ads can be full color. Creative for print ads must be emailed to Katie Owens no later than September 15.

Sizes and orientations:
- Full page: 8.5” wide by 11” high; 9” wide by 11.5” high with full bleed
- Half page: 8.5” wide by 5.5” high; 9” wide by 6” high with full bleed
- Quarter page: 4.25” wide by 5.5” high; 4.75” wide by 6” high with full bleed

How do I submit my logo to be included in the program and promotional materials?
All logos should be sent in high-quality JPEG, PNG, or EPS format so they can be scaled and used as needed. Logos and descriptions should be submitted to Katie Owens at kowens@iowapca.org.