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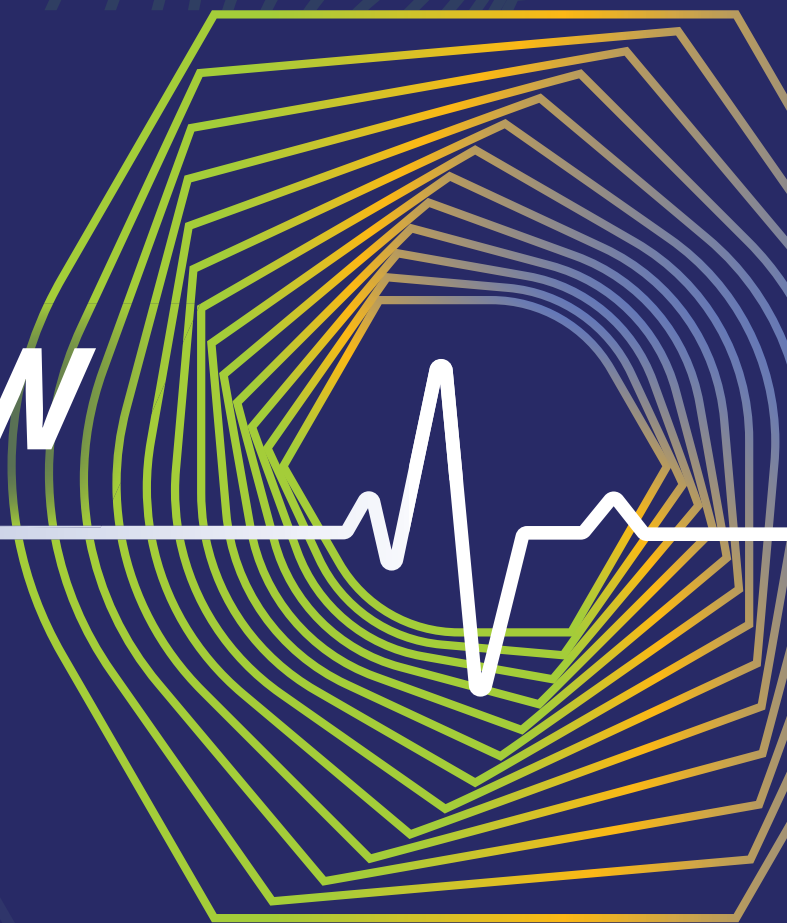
Virginia Community Healthcare Association  
Annual Membership Meeting & Conference

# ***SHAPING A HEALTHIER TOMORROW***

## **SPONSORSHIP PROSPECTUS**

September 18–20

Falls Church Marriott® Fairview Park  
Falls Church, VA



## Welcome to VCHA's 2024 Annual Membership Meeting & Conference!

Our passionate and fearless community health center professionals, industry leaders, C-suite executives and growth-minded partners are gathering this September in Northern Virginia in Falls Church - a city known for its walkable neighborhoods, historic buildings, beautiful streetscapes, and cultural attractions - for what promises to be the best and biggest VCHA Conference ever!

Our conference offers a unique blend of quality content, value, and fun – a proven formula that gives our members, partners, and stakeholders a vibrant forum and strong community to explore the future of healthcare in Virginia. Together with YOU, our trusted sponsors, we're building an amazing conference brand.

VCHA's event last year in Norfolk was sold out both in attendees and sponsorships. And our waiting list of professionals wishing to attend our event and year-round engagement strategies have created a huge demand for this year's conference.

By sponsoring our conference, you gain the opportunity to:

- **Increase brand awareness** amongst a targeted audience of key decision-makers.
- **Showcase your expertise** through prominent logo placement, speaking engagements, and networking opportunities.
- **Forge valuable connections** with potential health centers and partners.

We're committed to ensuring a successful and impactful collaboration and are excited to explore the possibilities together. I encourage you to take the time to review this prospectus and explore the various sponsorship levels we offer. We're confident that you will find an option that aligns perfectly with your marketing objectives, company mission and goals.

We hope you will join us September 18-20, 2024. We've saved a spot at our exhibit hall just for you!



Tracy Douglas  
CEO, VCHA



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### ABOUT VCHA:

Virginia Community Healthcare Association (VCHA), is a non-profit membership organization that serves as the primary care association for Virginia's community health centers and look-alike health centers. Our mission is to Advocate on behalf of, Educate and Elevate our member health centers, enhancing their ability to provide affordable, accessible, quality healthcare to the communities they serve regardless of their ability to pay.

## 2023 VCHA CONFERENCE: BY THE NUMBERS

# 300

Conference Attendees

# 2,283

Total Conference Website Views

# 84%

Conference App Download Rate

111

Discussion Topics

989

Community Board Messages

1k+

In-App Attendee Profile Views

2.9k

In-App Agenda Views



# 2023 VCHA CONFERENCE: BY THE NUMBERS (CONT.)

## ATTENDEE NETWORKING

**989** Attendee Interaction/  
Private Messages\*

\*Attendees who interacted with each other in private 1-on-1 messages via app or email

**195** Articles Shared

**83** Photos Shared

**215** Session Feedback



## SPONSOR/EXHIBITOR STATS

**350,000+**

In-App Sponsor/Exhibitor Impressions

**25** Total Sponsors/Exhibitors

**36** Leads Generated

**150+** Exhibitor Booth Visits



## OUR AUDIENCE

### Who Attends:

- Virginia Community Health Care
  - CEOs, CFOs, COOs
  - Chief Medical Officers
  - Community Health Center Board Members
  - Human Resource Professionals
  - Behavioral Health Professionals
  - Pharmacy Professionals
  - Clinical Leadership and Professionals
  - Nursing Professionals
  - Administrators
  - Site managers and other senior staff
- Community partners and other stakeholders
- State and local government representatives

## PROFESSIONAL AREAS OF INTEREST

EMERGING ISSUES	SOCIAL DETERMINANTS OF HEALTH	ACCESS TO CARE
<ul style="list-style-type: none"><li>• Climate Change</li><li>• Workforce Retention</li><li>• Emergency Preparedness</li><li>• HIV Care Services</li><li>• Human Trafficking</li><li>• Artificial Intelligence</li></ul>	<ul style="list-style-type: none"><li>• Transportation, Housing, Food Insecurity, Employment, Immigration, Environmental/ Occupational Health</li><li>• Health Equity</li><li>• Health in All Policies</li><li>• Community Partnerships and Coalition Building</li><li>• Language Inclusivity and Interpretation Services</li><li>• Structural Competency</li><li>• Collective Trauma, Grief, Stress</li></ul>	<ul style="list-style-type: none"><li>• Oral Health</li><li>• Integration of Community Health Workers/Outreach Workers</li><li>• Value of Health Centers:</li><li>• Clinical Workforce Development</li><li>• Colorectal and Other Cancer Screenings</li><li>• Health Information Technology &amp; Data</li><li>• Use of Telehealth to Overcome Barriers</li><li>• Access to Specialty Care</li><li>• Value-Based Care</li><li>• Mental and Behavioral Health</li><li>• Substance Use Disorders</li><li>• Mobile Health Services</li><li>• Enabling Services</li><li>• Maternal Care</li><li>• Children’s Health</li><li>• Trauma-Informed Care</li></ul>





### SPONSOR/EXHIBITOR BENEFITS

- Prominent recognition leading up to and during event.
- Access to registered attendee contact information.
- Opportunity to include materials in attendee packets.
- Social media promotion on VCHA pages.
- Sponsor logo, website link and recognition on VCHA conference web page, mobile app and conference booklet.

### SPONSORSHIP OPPORTUNITIES

Sponsorship Tiers	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$3,000
Available Opportunities	2	3	4	5
<b>Conference Benefits</b>				
Complementary Conference Registrations (+\$475 for additional reps)	5	3	2	1
Most prominent name and logo placement on all printed and digital materials related to the event	X			
Most prominent location for Exhibit Hall tabletop	X	X		
Sponsor name recognition on broadcast e-mails to all attendees	X	X		
Company-supplied memento placed in event gift bags	X	X	X	
Company logo and website link listed on conference website and mobile app	X	X	X	X
Company logo on print and/or digital signage at the event	X	X	X	X
Complementary Exhibit Hall Tabletop (6ft)	X	X	X	X

Continued on next page

## SPECIALTY SPONSORSHIP OPPORTUNITIES

Opportunity	Cost
<b>Wednesday Evening Cocktail Reception Sponsor (one available)</b>	<b>\$15,000</b>
<p>As the cocktail party sponsor, your company's logo will be displayed and seen by all attendees as they mingle and enjoy a drink and some light appetizers. This is your opportunity to end the event on a fun note with each attendee knowing drinks were on you! You'll receive all the benefits of a Gold Sponsor, in addition to the benefits of this sponsorship. Grab this sponsorship before someone else does and reap the benefits!</p>	
<b>Thursday Evening Dinner Gala Event Sponsor (one available)</b>	<b>\$20,000</b>
<p>VCHA's Thursday evening dinner reception is the key social engagement of the conference. This exclusive sponsorship gives your company the opportunity to be at the epicenter of the meeting's social calendar. You'll receive all the benefits of a Gold Sponsor, in addition to the benefits of this sponsorship. Sponsorship package includes one reserved table at the Gala Dinner in a prime position, naming rights to your sponsored event, opportunity for a representative from your organization to make a 3 to 5-minute presentation at the event, your company logo featured prominently on conference marketing materials, recognition as 'Dinner Sponsor' with company logo displayed throughout the venue and a listing in conference website, app and guide.</p>	
<b>Keynote Presentation Sponsor (one available)</b>	<b>\$15,000</b>
<p>Exclusive sponsorship of a keynote session will provide your company extraordinary visibility during the highly attended presentation. You'll receive all the benefits of a Gold Sponsor, in addition to the benefits of this sponsorship. Prominent signage promoting your company will be displayed throughout the keynote session and a company representative will be able to welcome the audience and introduce the keynote speaker. The sponsor will also have the option of providing give-a-way items to be placed on the session tables inside the general session room. Additional recognition will be provided on the conference website, as well as in the conference app and guide.</p>	
<b>Lanyard Sponsor (one available)</b>	<b>\$3,500</b>
<p>This exclusive feature puts your brand around the neck of every attendee at the event - even your competitors! Be one of the very first brands that is seen as each attendee picks up their name badge.</p>	
<b>Conference Bag Sponsor (one available)</b>	<b>\$4,000</b>
<p>Create a strong first impression on conference attendees. Your company logo will be prominently featured on the side of the bag along with the event logo to provide great brand exposure. Be a discussion point for all attendees over the course of the event. This feature also offers long lasting brand awareness after the event.</p>	
<b>Lunch Break Session Sponsor (two available)</b>	<b>\$5,000</b>
<p>Sponsorship package includes ability to display company signage during session breaks, company logo featured on conference marketing, recognition as 'lunch sponsor' with company logo on or near the buffet areas and listing in conference website, app and guide.</p>	
<b>Coffee Station Sponsor (two available)</b>	<b>\$5,000</b>
<p>Be the Coffee Station Sponsor for our conference and have your brand logo displayed prominently to the attendees at the well-visited coffee stations.</p>	



## EXHIBITOR OPPORTUNITIES

Our exhibition area provides you with the platform to showcase your organization to our members and guests. It also demonstrates your commitment to community healthcare and allows you to continue to build strong networking relationships with Virginia's leading FQHC members. All catering will be served adjacent the exhibition area, ensuring frequent exposure to attendees across the conference.

Exhibitor Package	\$1,600
<p>Exhibitor package includes:</p> <ul style="list-style-type: none"><li>• One (1) complimentary Conference registration for one attendee (Additional exhibitors must register as an attendee)</li><li>• One (1) skirted six-foot table.</li><li>• Display signage at conference.</li><li>• One (1) complimentary breakfast/lunch meal for one (1) attendee for two days</li><li>• Company logo displayed in conference brochure/website</li><li>• Contact list of conference attendees (Sent at the completion of conference)</li><li>• Electricity/power at booth exhibit, if needed</li></ul>	



## SPONSORSHIP/EXHIBITOR APPLICATION

Please complete and submit this application form to [marketing@vcha.org](mailto:marketing@vcha.org).

Application deadline: July 31, 2024

### CONTACT DETAILS

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### SPONSORSHIP PACKAGES

- |                                   |   |  |
|-----------------------------------|---|--|
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Cocktail Reception Sponsor   | <input type="checkbox"/> Conference Bag Sponsor      |
| <input type="checkbox"/> Gold     | <input type="checkbox"/> Gala Dinner Sponsor          | <input type="checkbox"/> Lunch Break Session Sponsor |
| <input type="checkbox"/> Silver   | <input type="checkbox"/> Keynote Presentation Sponsor | <input type="checkbox"/> Coffee Station Sponsor      |
| <input type="checkbox"/> Bronze   | <input type="checkbox"/> Lanyard Sponsor              | <input type="checkbox"/> Exhibitor                   |

### PAYMENT

An invoice will be forwarded to the listed contact upon receipt of this signed application. Send payment to VCHA as a sponsor/exhibitor within seven (7) days of receipt of invoice.

### CANCELLATION POLICY

VCHA will not accept refunds or cancellations after receipt of this application.

### SPONSOR ACKNOWLEDGMENT

I acknowledge that I am committing the organization to the sponsorship of VCHA's 2024 Annual Membership Meeting and Conference and agree to the terms for sponsorship, exhibiting, and/or advertising as set forth in the event prospectus, including the cancellation policy.

Name of Responsible Party: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*All conference sponsorship opportunities are first-come, first-served basis. Please select the sponsor option and the event if there is a choice and return with payment. A confirmation email will be sent upon receipt and full payment. For questions or more information, please contact [marketing@vcha.org](mailto:marketing@vcha.org).*



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