

Virginia Community Healthcare Association 2025 Annual Membership Meeting and Conference

*45 Years of Advancing Health:
A Look at the Past, Present, and Future*

September 24-26 • Hotel Roanoke and Conference Center • Roanoke, VA



SPONSORSHIP PROSPECTUS



MESSAGE FROM OUR CEO



Tracy Douglas
Chief Executive Officer

We invite you to be part of a momentous celebration! Join Virginia Community Healthcare Association (VCHA) this September for our 2025 Annual Membership Meeting and Conference. This year, we proudly mark 45 years of dedicated service as Virginia's Primary Care Association. Let's come together to honor our rich history, engage with current challenges, and envision a brighter future for community health in the Commonwealth. This year's event will take place in the beautiful city of Roanoke, Virginia, known as the "Star City of the South." Roanoke serves as a hub for innovation, culture, and outdoor recreation.

The VCHA Annual Conference is a fantastic opportunity to showcase your organization's expertise, services, and solutions to our members and partners.

Our conference features a unique blend of quality content, valuable insights, and enjoyable experiences. This proven formula provides our members, partners, and stakeholders with a dynamic platform to explore the future of healthcare in Virginia. Together with our trusted sponsors, we are building an exceptional conference brand.

Last year, our event in Falls Church was sold out, with both attendees and exhibitors. Additionally, we have a waiting list of professionals eager to attend, coupled with year-round engagement strategies that have generated significant demand for this year's conference.

As a sponsor or exhibitor, you will unlock an incredible opportunity to:

- **Amplify your brand awareness** among a select audience of key decision-makers.
- **Demonstrate your expertise** through prominent logo visibility, engaging speaking opportunities, and valuable networking events.
- **Build meaningful connections** with potential health centers and partners that could propel your business forward.

We are dedicated to creating a successful and impactful collaboration, and we are eager to explore the exciting possibilities together. I invite you to review this prospectus and discover the diverse range of sponsorship levels we offer. We are confident that you will find an option that perfectly aligns with your marketing goals, company vision, and aspirations.

Join us from September 24-26, and seize this opportunity! We have set aside a prime spot just for you in our exhibition hall!

Tracy Douglas
Chief Executive Officer
Virginia Community Healthcare Association



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.

2024 VCHA CONFERENCE: BY THE NUMBERS

300+

Conference Attendees

2,283

Total Conference Website Views

84%

Conference App Download Rate

142 Discussion Topics

671 Community Board Messages

1k+ In-App Attendee Profile Views

2k+ In-App Agenda Views



2024 VCHA CONFERENCE: BY THE NUMBERS (CONT.)

ATTENDEE NETWORKING

768

Attendee Interaction/Private Messages*

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



171 Articles Shared

158 Session Feedback Responses

101 Photos Shared



SPONSOR/EXHIBITOR STATS

350,000+

In-App Sponsor/Exhibitor Impressions

31 Total Sponsors/Exhibitors

478 Leads Generated

300+ Exhibitor Booth Visits



EXPANDED COMMUNITY HEALTH CENTER REACH

Virginia’s Community Health Centers employ more than 8,000 individuals, a majority of whom can be reached through sponsor communications. Audiences that can be reached at our Annual Conference include:

- CEOs, CFOs, COOs
- Chief Medical Officers
- Oral Health Staff
- Quality Directors
- Community Health Center Board Members
- Human Resource Professionals
- Behavioral Health 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">• Climate Change• Workforce Retention• Emergency Preparedness• HIV Care Services• Human Trafficking• Artificial Intelligence	<ul style="list-style-type: none">• Transportation, Housing, Food Insecurity, Employment, Immigration, Environmental/ Occupational Health• Health in All Policies• Community Partnerships and Coalition Building• Language Inclusivity and Interpretation Services• Structural Competency• Collective Trauma, Grief, Stress	<ul style="list-style-type: none">• Oral Health• Integration of Community Health Workers/Outreach Workers• Value of Health Centers:• Clinical Workforce Development• Colorectal and Other Cancer Screenings• Health Information Technology & Data• Use of Telehealth to Overcome Barriers• Access to Specialty Care• Value-Based Care• Mental and Behavioral Health• Substance Use Disorders• Mobile Health Services• Enabling Services• Maternal Care• Children’s Health• Trauma-Informed Care

SPONSOR/EXHIBITOR BENEFITS

- Prominent recognition leading up to and during event.
- Access to registered attendee contact information post-event
- 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	Elite \$25,000	Champion \$10,000	Executive \$5,000	Partner \$3,000
Complementary Conference Registrations (+\$500 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

HOTEL INFORMATION

Hotel accommodations are available at the **Hotel Roanoke and Conference Center**. VCHA has secured a block of rooms at a discounted group rate. **To ensure that you receive the discount, please make your reservations by August 24, 2025.** The booking link is located on VCHA's website: www.vcha.org. You can also e-mail marketing@vcha.org for the link.



SPECIALTY SPONSORSHIP OPPORTUNITIES

Opportunity	Cost
Wednesday Evening Cocktail Reception Sponsor (one available)	\$15,000
As the cocktail reception 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 first day of the conference on a fun note with each attendee knowing drinks were on you! You'll receive all the benefits of a Champion Sponsor, in addition to the benefits of this sponsorship.	
Thursday Evening Dinner Event Sponsor (one available)	\$20,000
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 Champion Sponsor, in addition to the benefits of this sponsorship. Sponsorship package includes one reserved table at the 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.	
Keynote Presentation Sponsor (two available)	\$15,000
Exclusive sponsorship of a keynote session will provide your company with extraordinary visibility during the highly attended presentation. You'll receive all the benefits of a Champion 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-away items to be placed on the tables inside the general session room. Additional recognition will be provided on the conference website, as well as on the conference app and guide.	
Tuesday Evening Pre-Conference Happy Hour Sponsorship (one available)	\$5,000
Mingle with early conference registrants on Tuesday, September 23. You'll receive all the benefits of an Executive Sponsor in addition to the benefits of this sponsorship.	
Relaxation Station Sponsor (one available)	\$5,000
Taking small breaks throughout the day is important to retaining focus. Short chair massages will help attendees feel more invigorated and less stressed. This opportunity will be offered on Thursday, September 24, from 10:00 AM – 2:00 PM. You'll receive all the benefits of an Executive Sponsor in addition to the benefits of this sponsorship.	
Lunch Break Session Sponsor (two available)	\$5,000
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.	
Coffee Station Sponsor (two available)	\$5,000
Be the exclusive Coffee Station Sponsor for our conference and have your brand logo displayed prominently to the attendees at the well-visited coffee stations.	

Continued on next page

SPECIALTY SPONSORSHIP OPPORTUNITIES (CONT.)

Opportunity	Cost
Conference Bag Sponsor (one available)	\$4,000
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.	
Lanyard Sponsor (one available)	\$3,500
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.	
"Take Note" Sponsor (one available)	\$2,000
Your logo will be added to branded notepads and pens for attendees' use throughout the conference. VCHA will ensure they are in every breakout session room during each day of the event.	
Promotional Item Included in Conference Bag	\$1,000
Insert a handout, brochure and/or promotional item in the conference "SWAG" bags.	

EXHIBITOR OPPORTUNITIES

Our exhibition area provides you with a 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 to the exhibition area, ensuring frequent exposure to attendees across the conference.

Exhibitor Package	\$2,500
Exhibitor package includes:	
<ul style="list-style-type: none"> • One (1) complimentary Conference registration (Additional exhibitors must register as an attendee) • One (1) skirted six-foot table. • Display signage at conference. • One (1) complimentary breakfast/lunch meal for one (1) attendee for two days • Company logo displayed in conference brochure/website • Contact list of conference attendees (Sent at the completion of conference) • Electricity/power at booth exhibit, if needed 	



GENERAL SPONSOR & EXHIBITOR INFORMATION

ASSIGNMENT & USE OF EXHIBIT SPACE

Exhibits will be placed in a designated area and activities are planned to drive traffic to your exhibit. The layout and assignment of exhibit space will be determined by VCHA. No exhibitor shall assign, sublet, or share the space assigned without the written consent of VCHA. In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.

EXHIBIT SET-UP, DISPLAY & DISMANTLE HOURS (Subject to Change)

Exhibitors will be responsible for setting up and dismantling their own exhibit materials. This schedule is preliminary and subject to change. Exhibitors will be notified of changes by email.

	Date	Time
SETUP	Tuesday, September 23	5:00 PM – 8:00 PM
DISPLAY	Wednesday, September 24	7:00 AM – 5:00 PM
	Thursday, September 25	7:00 AM – 5:00 PM
	Friday, September 26	7:00 AM – 12:00 PM
DISMANTLE	Friday, September 26	12:00 PM – 2:00 PM

Sponsorship opportunities are limited, so submit your application with payment by **Friday, August 8, 2025** to secure your organization's representation!

PASSPORT CONTEST

How will you drive traffic to your exhibit booth? Participate in the Passport to Prizes contest and you will definitely get the interaction you are seeking! The Passport to Prizes is similar to a bingo card, where attendees must have all spaces stamped by all exhibitors to be eligible to win prizes.

Participants who complete their passport books will be entered into the drawing for door prizes. All Exhibitors and Sponsors will be listed in the Passport Book. Once an attendee visits your booth with their passport booklet, you get the opportunity to speak with them about your products and services and then stamp their book. The prize drawing will be held during the Friday morning, September 26 general session.



HOW ATTENDEES QUALIFY FOR THE PASSPORT TO PRIZES SWEEPSTAKES

- The passport will be located inside their registration bag
- Attendees will visit exhibit booths of each sponsor and exhibitor listed in the passport booklet.
- During the visit, exhibitors stamp the passport with a special stamp (provided by VCHA)
- After the attendee has visited all of the booths, and has received all of their stamps, they will take the passport to the VCHA registration desk.
- A VCHA staff member will validate the book, ensuring that it has all of the required stamps and information. The passport will be entered into the sweepstakes at that time.



SPONSORSHIP/EXHIBITOR APPLICATION

Please complete and submit this application form to marketing@vcha.org.

Application deadline: August 8, 2025

CONTACT DETAILS

Contact Name: _____

Company Name: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

Email: _____ Website: _____

SPONSORSHIP PACKAGES

- | | | |
|---|---|---|
| <input type="checkbox"/> Elite Sponsor: \$25,000 | <input type="checkbox"/> Keynote Presentation Sponsor: \$15,000 | <input type="checkbox"/> Conference Bag Sponsor: \$4,000 |
| <input type="checkbox"/> Champion Sponsor: \$10,000 | <input type="checkbox"/> Tuesday Pre-Conference Happy Hour Sponsor: \$5,000 | <input type="checkbox"/> Lanyard Sponsor: \$3,500 |
| <input type="checkbox"/> Executive Sponsor: \$5,000 | <input type="checkbox"/> Relaxation Station Sponsor: \$5,000 | <input type="checkbox"/> "Take Note" Sponsor: \$2,000 |
| <input type="checkbox"/> Partner Sponsor: \$3,000 | <input type="checkbox"/> Lunch Break Sponsor: \$5,000 | <input type="checkbox"/> Conference Bag Promo Item: \$1,000 |
| <input type="checkbox"/> Cocktail Reception Sponsor: \$15,000 | <input type="checkbox"/> Coffee Station Sponsor: \$5,000 | <input type="checkbox"/> Exhibitor: \$2,500 |
| <input type="checkbox"/> Thursday Dinner Sponsor: \$20,000 | | |

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 2025 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.

