



## *2026 VCHA Annual Membership Meeting & Conference*

# **From Colonial Clinics to Community Health Centers: Pioneering the Next Era of Healthcare in Virginia**

*September 16-18, 2026*

## **| Sponsorship Prospectus**

*DoubleTree by Hilton Hotel  
Williamsburg, VA*



**ADVOCATE  
EDUCATE  
ELEVATE**™

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# CEO MESSAGE



Virginia Community Healthcare Association invites you to join us at our **2026 Annual Membership Meeting and Conference, September 16-18, in Williamsburg, Virginia** - a city where history, innovation, and community converge. As we approach America's 250th anniversary, Williamsburg's rich heritage offers a unique backdrop to celebrate our accomplishments and envision the future of healthcare in our communities.

Our conference theme, "From Colonial Clinics to Community Health Centers: Pioneering the Next Era of Healthcare in Virginia," reflects the remarkable journey of healthcare in our state. From the earliest colonial clinics serving local populations to modern community health centers addressing complex and evolving needs, Virginia has long been at the forefront of innovation, access, and community-driven care. This theme highlights our commitment to honoring that history while exploring the strategies, technologies, and policies that will shape the next era of accessible, high-quality healthcare for all Virginians.

Our conference is a fantastic opportunity to showcase your organization's expertise, services, and solutions to our members and partners. Last year, our event in Roanoke 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 event.

As a sponsor or exhibitor, you'll 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 Virginia's community health centers and partners that could propel your business forward.

We're dedicated to creating a successful and impactful collaboration, and we're 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're confident that you'll find an option that perfectly aligns with your marketing goals, company vision, and aspirations.

Join us in Williamsburg this September and seize this opportunity! We've set aside a prime spot just for you in our exhibition hall!

## TRACY DOUGLAS

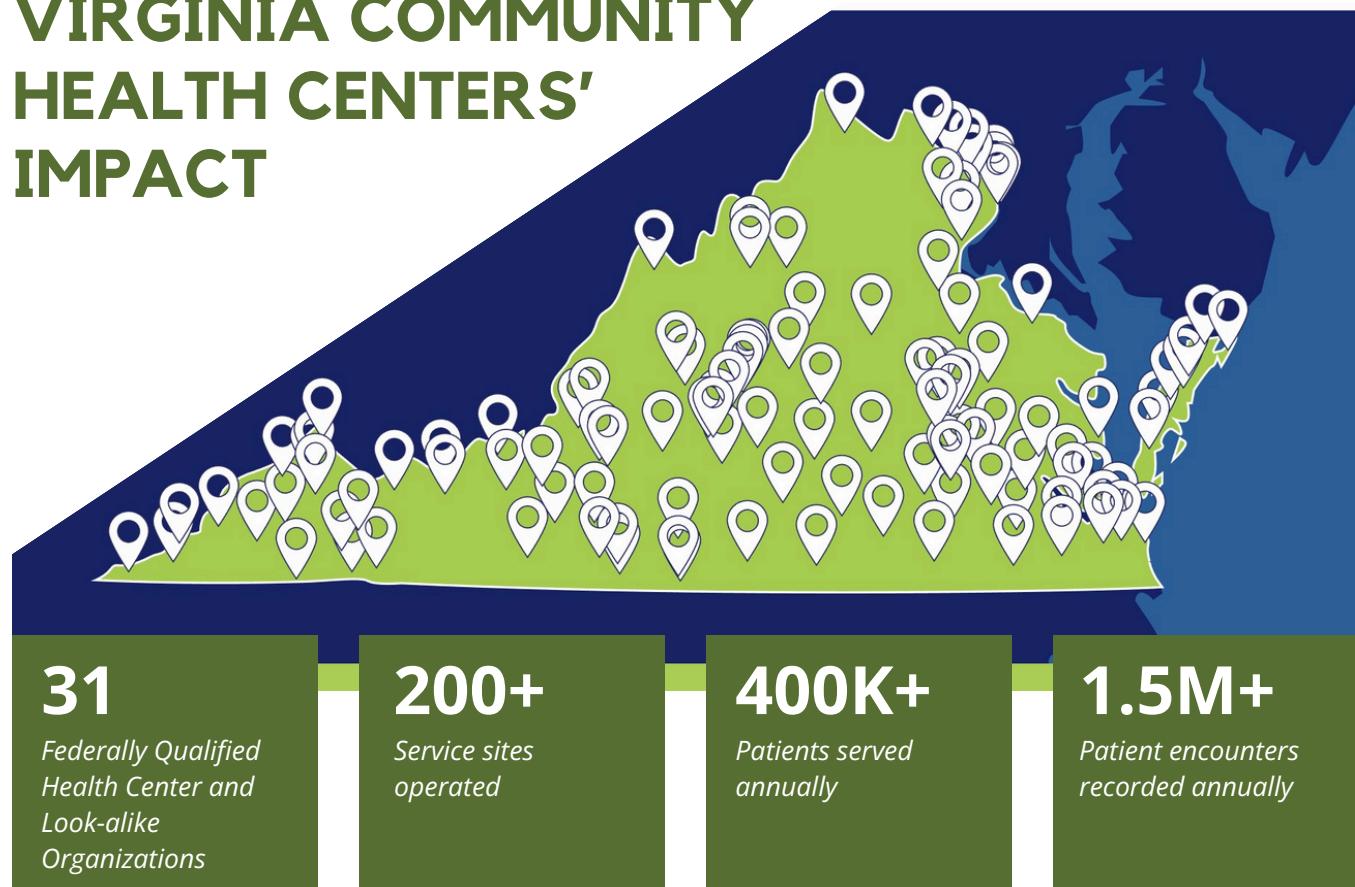
***Chief Executive Officer***

*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.

## VIRGINIA COMMUNITY HEALTH CENTERS' IMPACT



# 2025 VCHA CONFERENCE BY THE NUMBERS

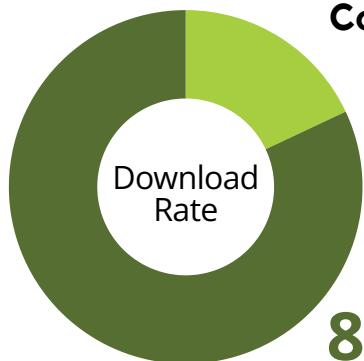
Conference Attendees

350+

Total Conference Website Views

2,283

## Conference App Usage Highlights:



Discussion Topics  
142

Community Board Messages  
1,151

In-App Agenda Views  
3,813

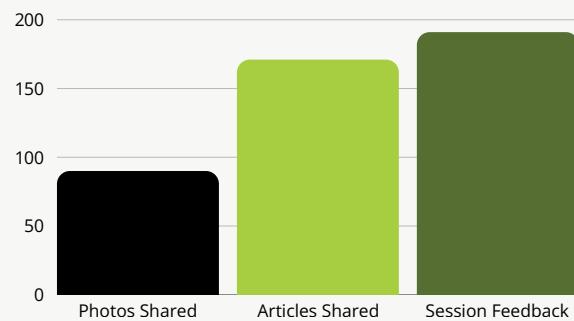
In-App Attendee Profile Views  
1,931

## Attendee Networking

Attendee Interaction/Private Messages\*

860

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



## Sponsors/Exhibitors

Total Sponsors/Exhibitors

40

Maximum Venue Capacity

Leads Generated  
478

Exhibitor Booth Visits  
300+

In-App Sponsor/Exhibitor Impressions  
100,000+

# EXPANDED COMMUNITY HEALTH CENTER REACH

*Virginia's Community Health Centers employ over 8,000 professionals, the 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/Compliance 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

### Non-medical Determinants of Health:

- 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

### Emerging Issues:

- Workforce Retention
- Emergency Preparedness
- Financial Instability
- Regulatory Challenges
- Artificial Intelligence
- Food As Medicine
- Crisis Communications

### Access to Care:

- Oral Health
- 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

As a Sponsor/Exhibitor at VCHA's 2026 Annual Conference, your organization will:



**Increase your brand awareness to 300+ healthcare leaders.**



**Have quality interactions with conference attendees.**



**Enjoy on-site visibility in the exhibit hall, with exhibit booth activities that encourage attendees to visit your booth.**



**Showcase your products and services.**



**Full-conference access to all keynotes, sessions\*, breaks, meals, and events.**



**Connect with key decision-makers from Virginia's Community Health Centers.**

\* Sponsors and vendors have access to all sessions except the Wednesday afternoon half-day workgroups and/or C-suite sessions that are closed doors.

# 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	
Company logo on print and/or digital signage at the event	X	X	X	X
Complementary Exhibit Hall Tabletop (6ft)	X	X	X	X

## 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
<p>One (1) complimentary Conference registration for one attendee (Additional exhibitors must register  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</p>	

# SPECIALTY SPONSORSHIP OPPORTUNITIES

<b>Thursday Carnival Reception Sponsor (one available)</b>	<b>\$20,000</b>
<p>Step right up and sponsor our carnival-themed conference reception! Your brand will take center stage as attendees enjoy games, prizes, and a festive atmosphere, creating a memorable experience while showcasing your commitment to community health across Virginia. Sponsorship includes prominent logo placement, recognition in event materials, and opportunities to provide branded giveaways, making your presence the highlight of the conference! You'll receive all the benefits of an Elite Sponsor, in addition to the benefits of this sponsorship.</p>	
<b>Wednesday Evening Cocktail Reception Sponsor (one available)</b>	<b>\$15,000</b>
<p>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.</p>	
<b>Keynote Presentation Sponsor (two available)</b>	<b>\$15,000</b>
<p>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.</p>	
<b>Arcade Sponsorship (one available)</b>	<b>\$5,000</b>
<p>Engage conference attendees in a fun and interactive way by sponsoring the onsite arcade at the DoubleTree Williamsburg! Sponsor provides game tokens to attendees who visit their booth, creating a memorable experience while promoting your brand. This is a unique opportunity to connect with participants, increase visibility, and leave a lasting impression in a lively, engaging setting.</p>	
	
<b>Relaxation Station Sponsor – Chair Massage (one available)</b>	<b>\$5,000</b>
<p>Help attendees recharge with complimentary chair massages! Your logo will be featured at this high-traffic wellness station, gaining visibility and positive association with self-care and stress relief. Sponsorship opportunity includes adjacent exhibitor booth, onsite signage and recognition in conference materials.</p>	

<b>Tuesday Evening Pre-Conference Happy Hour Sponsorship (one available)</b>	<b>\$5,000</b>
Mingle with early conference registrants on Tuesday, September 15. You'll receive all the benefits of an Executive Sponsor in addition to the benefits of this sponsorship.	
<b>Coffee Station Sponsor (two available)</b>	<b>\$5,000</b>
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.	
<b>Lunch Break Session Sponsor (two available)</b>	<b>\$5,000</b>
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.	
<b>Conference Bag Sponsor (one available)</b>	<b>\$4,000</b>
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.	
<b>Lanyard Sponsor (one available)</b>	<b>\$3,500</b>
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.	
<b>Elevator Door Sponsor</b>	<b>\$3,000</b>
High-traffic, high-visibility! Your logo will be placed on every hotel elevator door throughout the conference hotel.	
<b>"Take Note" Sponsor (one available)</b>	<b>\$2,000</b>
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.	
<b>Promotional Item Included in Conference Bag</b>	<b>\$1,000</b>
Insert a handout, brochure and/or promotional item in the conference "SWAG" bags.	

# GENERAL SPONSOR & EXHIBITOR INFORMATION

## Assignment and Use of 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, and 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.

Set-Up	Tuesday, September 15	4:00 PM - 7:00 PM
	Wednesday, September 16	7:00 AM - 5:00 PM
Display	Thursday, September 17	7:00 AM - 5:00 PM
	Friday, September 18	7:00 AM - 12:00 PM
Dismantle	Friday, September 18	12:00 PM - 2:00 PM

Sponsorship opportunities are limited, so submit your application with payment by **Friday, July 31, 2026**, to secure your organization's representation!

# GENERAL SPONSOR & EXHIBITOR INFORMATION

## Passport to Prizes Contest

Drive Traffic to Your Exhibit Booth with Passport to Prizes! Engage attendees and increase interaction by participating in the Passport to Prizes contest! Think of it like a bingo card—attendees must visit and have all exhibitors' spaces stamped to be eligible for exciting door prizes.

How it works:

- Each attendee receives a passport in their registration bag.
- Attendees visit your booth, giving you the chance to showcase your products and services.
- Stamp their passport with the special stamp provided by VCHA.
- Once all booths are visited, attendees submit their completed passport at the VCHA registration desk.
- Validated passports are entered into the Friday, September 18 prize drawing.
- This is a guaranteed way to attract attendees to your booth and create meaningful connections!



## Hotel Information

Hotel accommodation is available at the DoubleTree by Hilton Hotel Williamsburg. 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 17, 2026. The booking link is located on VCHA's website: [www.vcha.org](http://www.vcha.org). You can also e-mail [marketing@vcha.org](mailto:marketing@vcha.org) for the link.



# SPONSOR / EXHIBITOR TERMS AND CONDITIONS

- VCHA reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interests of the Association. If a significant change in location needs to be made prior to the September 2026 Annual Conference, the change will be discussed with the sponsor/exhibitor.
- Shipping instructions will be sent to sponsors approximately three weeks prior to the start of the conference.
- Hotel reservations and travel arrangements are the responsibility of the sponsors/exhibitors. 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 17, 2026.
- Exhibitor logo and copy for ads (if applicable) must be provided, and other details required (such as correct use of the sponsor's name, trademarks, etc.), to the Association no later than 90 days prior to the conference. The earlier VCHA receives your logo and ad, the earlier we can begin using it on conference promotional materials. We accept the following file formats: PDF, EPS, TIF, JPG (high resolution).
- No part of an exhibit, including signs or other materials may be pasted, nailed or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the exhibitor.
- Exhibit Display Policy: Exhibit table displays must fit on or behind the 6' X 30" exhibit table. Banners cannot be placed at the side of the exhibit table. No food other than individually wrapped candies can be provided in the exhibit space.
- Use of space: Exhibitors may not sublet or divide their display area or show items for any non-exhibitor. Displays may not be placed so that they interfere with other exhibits or meeting space.
- Sound equipment may be used for demonstrations only.
- VCHA will not be held liable for damage or loss to an exhibitor's property through fire, theft, accident, or any other cause, whether the result of negligence or otherwise. The exhibitor agrees to hold harmless VCHA, its officers, directors, employees, agents, and assigns, from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorney's fees) arising out of or related to any injury, damage, or loss that may occur to any person or property during the exhibitor's participation in VCHA events.
- Exhibitors assume the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the Hotel and Convention Center, agents, servants and employees from any and all such losses and damages.



# SPONSORSHIP / EXHIBITOR APPLICATION

Please Complete and Submit this Application form to [ataylor@vcha.org](mailto:ataylor@vcha.org). Provide either a wet signature or a digital signature. **Application Deadline: July 31, 2026.**

## CONTACT DETAILS

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

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

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

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

## SPONSORSHIP PACKAGES

- Elite Sponsor - \$25,000
- Champion Sponsor - \$10,000
- Executive Sponsor - \$5,000
- Partner Sponsor - \$3,000
- Thursday Reception Sponsor - \$20,000
- Cocktail Reception Sponsor - \$15,000
- Keynote Presentation Sponsor - \$15,000
- Arcade Sponsor - \$5,000
- Tuesday Pre-Conference Happy Hour Sponsor - \$5,000
- Coffee Station Sponsor - \$5,000
- Lunch Break Sponsor - \$5,000
- Relaxation Sponsor - \$5,000
- Conference Bag Sponsor - \$4,000
- Lanyard Sponsor - \$3,500
- Elevator Door Sponsor - \$3,000
- "Take Note" Sponsor - \$2,000
- Conference Bag Promo Item - \$1,000
- Exhibitor - \$2,500

## PAYMENT POLICY

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.

*All exhibitor and sponsor payments are due in full no later than 30 days prior to the start of VCHA's Annual Conference. Failure to remit payment by the stated deadline may result in forfeiture of the reserved exhibitor space or sponsorship benefits. VCHA reserves the right to reassign or fill unpaid exhibitor or sponsor spaces at its discretion.*

## 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 2026 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 [ataylor@vcha.org](mailto:ataylor@vcha.org).*



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