



# SPONSOR & EXHIBITOR PROSPECTUS

September 25 - 26, 2024  
Embassy Suites Norman Hotel &  
Convention Center

# JOIN US

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## Our Mission

To strengthen access to affordable, community-based healthcare.

## What We Do

OKPCA partners with community health centers, safety-net providers, and the patients they serve to strengthen and simplify healthcare access to underserved communities. In 2024, over 330,000 Oklahomans were served by a community health center.

## Who We Are

Oklahoma Primary Care Association is the state's trade association for community health centers. Founded in 1993, OKPCA offers training and technical assistance to healthcare organizations. We collaborate with stakeholders to expand, strengthen, and improve high-quality primary health services for Oklahomans in community-based settings.

For more information on OKPCA and its members, visit [www.okpca.org](http://www.okpca.org).

OKPCA invites you to join our **2024 Annual Conference**. This year's event will be held in Oklahoma City on September 25-26, 2024. **This Annual Conference is an excellent opportunity to showcase your organization's expertise, services, and solutions to our members.**

OKPCA recognizes the value sponsors bring to this event and its attendees. Healthcare leaders from across the state want to learn how your organization aligns with their efforts to improve patient outcomes and operational efficiencies. This brochure outlines an array of opportunities you have to reach this important market.

## HOTEL INFORMATION

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EMBASSY SUITES®

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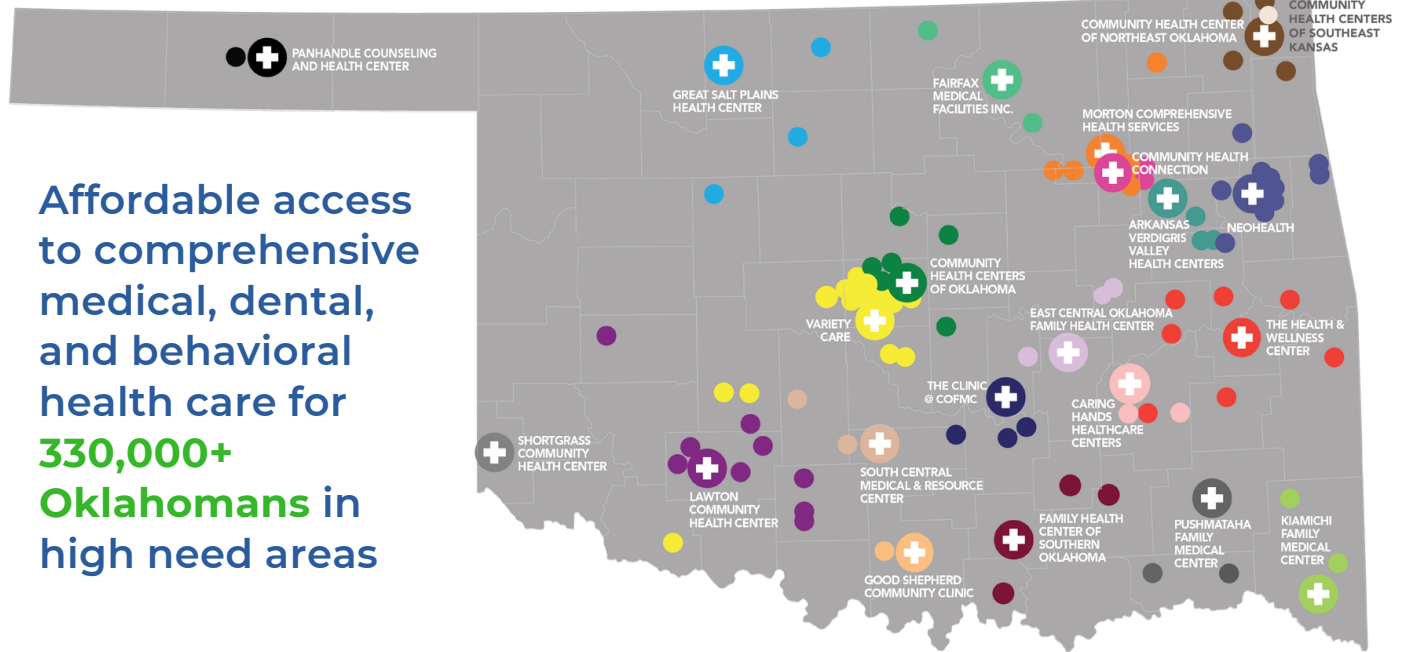
Norman - Hotel & Conference Center

Hotel accommodations are available at the Embassy Suites by Hilton - Norman Hotel & Conference Center. **OKPCA has established a group rate at \$149/night + tax. To ensure you receive the discounted rate, please make your reservations by Wednesday, September 3, 2024.** The booking link will be on the OKPCA website, or email [okpcameetings@okpca.org](mailto:okpcameetings@okpca.org) for it.

**2501 Conference Drive | Norman, OK 73069**

# OKLAHOMA COMMUNITY HEALTH CENTERS

*Cost-effective solutions to Oklahoma's health care needs*



## ANNUAL SPONSORSHIP BENEFITS

- Increase your organization's name & brand recognition
- Increase your reach & exposure to new CHC customers
- Reconnect & engage with existing customers throughout the year
- Support the important work of CHCs - position yourself as an industry leader & advocate for health centers

## EXPANDED COMMUNITY HEALTH CENTER REACH

Oklahoma's community health centers employ nearly 330,000 individuals, a majority of whom would be reached through sponsor communications. Audiences that can be reached by annual sponsorships include a variety of staff including:

CEOs  
CFOs  
COOs/Operations Directors  
Senior Leadership  
Medical, Dental, & Behavioral Health Providers  
Clinic Managers

Oral Health Staff  
Behavioral Health Staff  
HR Directors  
Quality Directors  
Front Desk Staff  
And More!

# GENERAL INFORMATION

## WHO YOU WILL REACH

Meet executive, financial, clinical, quality, information technology, and other personnel. This is an ideal time to engage with staff from community-based health organizations from across the state. In 2024, we are expecting over 200 attendees to join us for our annual conference.

## 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 OKPCA. No exhibitor shall assign, sublet, or share the space assigned without the written consent of OKPCA. 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.*

|           |           |                            |          |   |         |
|-----------|-----------|----------------------------|----------|---|---------|
| SETUP     | Tuesday   | September 24 <sup>th</sup> | 12:00 PM | - | 8:00 PM |
|           | Wednesday | September 25 <sup>th</sup> | 6:00 AM  | - | 7:30 AM |
| DISPLAY   | Wednesday | September 25 <sup>th</sup> | 8:00 AM  | - | 6:30 PM |
|           | Thursday  | September 26 <sup>th</sup> | 8:00 AM  | - | 2:00 PM |
| DISMANTLE | Thursday  | September 26 <sup>th</sup> | 2:00 PM  | - | 4:30 PM |

Sponsorship opportunities are limited, so submit your application with payment by **Tuesday, August 1, 2024** to secure your organization's representation!

# SPONSORSHIP & EXHIBITOR

| Conference & Exhibiting                             | Elite<br>\$20,000             | Premier<br>\$17,000             | Champion<br>\$12,000            | Network<br>\$8,500 | Executive<br>\$6,000 | Partner<br>\$2,500 | Friend<br>\$1,350  |
|---|-------------------------------|---------------------------------|---------------------------------|--------------------|----------------------|--------------------|--------------------|
| Complimentary Attendance                            | 5                             | 5                               | 4                               | 3                  | 3                    | 2                  | 2                  |
| Conference Recognition                              | Title Sponsor + Exhibit Space | Speaker Sponsor + Exhibit Space | Speaker Sponsor + Exhibit Space | Reception Sponsor  | Meal Sponsor         | Break Sponsor      | Exhibit Space Only |
| Remarks During Keynote/Plenary Session              | X                             | X                               | X                               |                    |                      |                    |                    |
| Promo Item in Conference Bag                        | X                             | X                               | X                               | X                  |                      |                    |                    |
| Program Advertisement                               | Full Page                     | Full Page                       | 1/2 Page                        | 1/2 Page           |                      |                    |                    |
| Sponsored Content Feature in Weekly Pulse           | 4x Per Year                   | 3x Per Year                     | 2x Per Year                     | 1x Per Year        |                      |                    |                    |
| One Blog Feature                                    | X                             | X                               | X                               | X                  | X                    |                    |                    |
| Recognition in Print & Digital Conference Materials | X                             | X                               | X                               | X                  | X                    | X                  | X                  |
| Company Link & Logo on OKPCA Website                | X                             | X                               | X                               | X                  | X                    | X                  | X                  |
| Electronic Conference Attendee List                 | X                             | X                               | X                               | X                  | X                    | X                  | X                  |

# ADDITIONAL OPPORTUNITIES

More ways to connect your brand to our audience – even if you can't be there

**\*\*PRE-CONFERENCE HAPPY HOUR SPONSORSHIP - \$2,500 (4 AVAILABLE)**

Mingle with early conference registrants the afternoon of Tuesday, September 24th. *Must also accompany the purchase of an exhibitor/sponsorship option listed on page 5.*

**\*\*RELAXATION STATION - \$1,950**

Taking small breaks throughout the day is important to retaining focus. Short chair massages will help attendees feel more invigorated, less stressed. This will be offered on Thursday, September 7th throughout the day. *Must purchase before August 1st.*

**\*\*CONFERENCE BAG - \$1,500 (1 available)**

Be the company our attendees trust to keep their session notes and handouts secure. OKPCA will print your logo and our conference brand on bags for attendees (logo must be received in .EPS, .PNG, or .JPG format).

**\*\*TAKE NOTE - \$1,000 (1 available)**

You will provide branded notepads and pens for participants' use throughout the conference. OKPCA staff will ensure they are on every conference room table during every session. (Supplier will be provided) (logo must be received in .EPS, .PNG, or .JPG format)

**\*\*HYDRATION STATION - \$950 (1 available)**

Make sure attendees know who is quenching their thirst by having your logo placed on water bottles at the water station located in the exhibit hall. (Supplier will be provided) (logo must be received in .EPS, .PNG, or .JPG format)

**\*\*NAME TAG LANYARDS - \$850 (1 available)**

OKPCA will print your logo on attendee lanyards (logo must be received in .EPS, .PNG, or .JPG format).

**\*\*WIFI CONFERENCE SPONSOR - \$500 (1 available)**

**\*\*PROMOTIONAL ITEM INCLUDED IN CONFERENCE BAG - \$350**

Add a handout, brochure and/or promotional item to be distributed with conference materials. The promotional item must be received in a ready-to-insert format (preprinted, folded, etc.)

**\*\*These opportunities do not include a booth at the conference\*\***

**All advertisement information and/or materials must be received no later than Thursday, July 25, 2024.**

# PASSPORT TO PRIZES

How will you drive traffic to your exhibit booth? Participate in the Passport to Prizes 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 all sponsor and exhibitor-provided door prizes and a complimentary registration to an OKPCA conference. 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. You'll receive a conference attendee list on site so there is no need to collect business cards at your booth. The drawing will be held during the reception and the Friday awards ceremonies.

## HOW ATTENDEES QUALIFY FOR THE PASSPORT TO PRIZES SWEEPSTAKES

1. The passport will be located inside the registration bag.
2. Attendees will visit exhibit booths of each sponsor and exhibitor listed in the passport booklet.
3. During the visit, exhibitors stamp the passport with a special stamp (provided by OKPCA).
4. After the attendee has visited all of the booths, and has received all of their stamps, they will take the passport to the OKPCA registration desk.
5. An OKPCA 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.



## PROVIDING DOOR PRIZES FOR THE PASSPORT TO PRIZES SWEEPSTAKES

1. Sponsors and exhibitors are permitted and encouraged to offer door prizes to attendees.
2. Turn in door prizes to OKPCA staff at the registration desk when checking in.
3. The door prize drawings will happen live during the reception and the Friday awards ceremonies with entries completed through the passport to prizes program.
4. Please do not draw your own door prize winner from business cards collected at your exhibit booth, as that causes issues with OKPCA's attendee door prize policy. Attendees are encouraged to visit every exhibitor to complete their passport entry. Additionally, a conference attendee list will be provided to all sponsors and exhibitors on site.

# 2024 SPONSOR & EXHIBITOR APPLICATION

Thank you for choosing to be a part of the 2024 Annual Conference! Please complete the information below and return it with your payment.

## **Applicant Information** *(Please print or type):*

Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

## **Conference Representative Information:**

*Please note: All authorized booth representatives are invited to join us for breakfast and lunch. Should any representative have a food allergy, please let OKPCA know so we can accommodate to the best of our ability.*

### **Representative 1**

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

### **Representative 2**

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

### **Representative 3** (Some Sponsors) Exhibitors May Add Additional Booth Staff, \$250 Per Person)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

### **Representative 4** (Some Sponsors) Exhibitors May Add Additional Booth Staff, \$250 Per Person)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

### **Representative 5** (Some Sponsors) Exhibitors May Add Additional Booth Staff, \$250 Per Person)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Special Needs (i.e., diabetic, food allergies, vegetarian, request accommodations for a physical disability, etc)

None  Yes (provide details) \_\_\_\_\_

## **Cancellation:**

Exhibit space may be canceled up to 60 days prior to the opening date of the conference without penalty. A cancellation charge equal to one-half the price of the space will be assessed by OKPCA for space canceled 30-59 days prior to the opening date of the conference. No refund will be given for cancellations of less than 30 days notice or for no-shows. Due to the limited number available, sponsorships are not eligible for refund. If the conference cannot be held, for any reason whatsoever, at the sole discretion of OKPCA, this agreement shall be considered void. The sole liability of OKPCA is limited to a refund of the amount paid if the event is cancelled.

## **Agreement:**

This application constitutes an understanding and agreement to comply with the guidelines as stated in the 'General Information' section on page 3. Please complete and return with payment by **Thursday August 1, 2024** to secure your sponsorship and/or exhibit space.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# 2024 SPONSOR & EXHIBITOR APPLICATION

## Sponsorship Information:

Please indicate below which opportunity you will take advantage of:

- \$20,000 Elite Sponsor
- \$17,000 Premier Sponsor
- \$12,000 Champion Sponsor
- \$8,500 Network Sponsor
- \$6,000 Executive Sponsor
- \$2,500 Partner Sponsor
- \$1,350 Friend (Exhibitor)

Exhibit Booth Electricity?  Yes  No

Provide a Door Prize(s)?  Yes  No If yes, describe \_\_\_\_\_

## Additional Opportunities

Please indicate below which opportunity you will take advantage of:

- \$2,500 Pre-conference Happy Hour Sponsor
- \$1,950 Relaxation Station
- \$1,500 Conference Bag
- \$1,000 Take Note
- \$950 Hydration Station
- \$850 Name Tag Lanyard
- \$500 Wifi Conference Sponsor
- \$350 Promotional Item Included in Conference Bag

# PAYMENT

**Submission Deadline:**  
**Thursday, August 1, 2024**

|   |          |
|---|----------|
| Sponsorship or Exhibit Amount                         | \$ _____ |
| Additional Opportunity                                | \$ _____ |
| Please list: _____                                    |          |
| Additional Booth Staff (\$250 each) # _____ X \$250 = | \$ _____ |
| Total Amount Due                                      | \$ _____ |

**Check #:** \_\_\_\_\_ Please make checks payable to Oklahoma Primary Care Association  
1900 Northwest Expressway, Suite 1601 • Oklahoma City, OK 73118

**Credit card:**  
To pay by credit card, please provide contact information below. **OKPCA's finance department will email an online link to pay by credit card.** OKPCA accepts all major credit cards (Visa, MasterCard, Discover and American Express).

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

**Payment Information:** Oklahoma Primary Care Association Tax ID #: 73-1365933 - No Purchase Orders Accepted  
Please submit agreement & payment via mail or e-mail by **August 1, 2024**  
1900 Northwest Expressway, Suite 1601 | Oklahoma City, OK 73118 | [okpcameetings@okpca.org](mailto:okpcameetings@okpca.org)

