

National Health Care Ratings Summit

HYATT REGENCY CRYSTAL CITY
ARLINGTON, VA
DECEMBER 6 – 7, 2017

Hosted by

THE LEAPFROG GROUP

www.HealthCareRatingsSummit.com

Produced by **GHC** HEALTH CARE
Global Health Care, LLC

EVENT SPONSORSHIP AND EXHIBITOR INFORMATION

KEYNOTE SPEAKERS:



Arnold Milstein, MPH, MD, *Clinical Excellence Research Center Director and Professor of Medicine, Stanford University Center for Advanced Study of the Behavioral Sciences; Former Chief Medical Officer, Pacific Business Group on Health; Former National Health Care Thought Leader, William Mercer, San Francisco, CA*



Robert Pearl, MD, *Author, Mistreated: Why We Think We're Getting Good Health Care—and Why We're Usually Wrong; Former Chief Executive Officer, The Permanente Medical Group, Oakland, CA*



Beth Daley Ullem, MBA, *Governance Expert and Patient Advocate; Former Management Consultant, McKinsey & Company, Newport Beach, CA*

FEATURED SESSIONS INCLUDE:

- **Health Care Raters Roundtable**
Featuring *US News & World Report, Consumer Reports, HealthGrades, The Leapfrog Group, and other raters*
- **Are Ratings Important to Payment Reform?**
Breakout session featuring NCQA and others
- **Using Ratings for Quality Improvement**
Plenary panel featuring Kaiser Permanente, HCA Healthcare, and others
- **Leading With Transparency: A Purchaser Perspective on the Future of Health Care**
Closing plenary panel featuring purchasers from major companies including Lockheed Martin and Walmart

COSPONSORED BY:

CASTLE CONNOLLY
TOP DOCTORS 

CONSUMERS'
CHECKBOOK 


Measuring quality
Improving health care

MEDIA PARTNERS:

HARVARD
health policy
REVIEW

HealthAffairs

The Health Care Ratings Summit will bring together purchasers, providers, payers and consumer advocates to explore best practices for engaging consumers in using health care ratings effectively, as well as strategies for providers that use ratings for improvement. Speakers include leaders of the ratings agencies themselves as well as quality measurement experts, health system leaders, purchasing executives from Fortune 100 companies and disruptors driving positive change.

Featuring The Leapfrog Top Hospital Awards Reception and Dinner

The Summit will be followed by Leapfrog's Top Hospitals awards dinner on Thursday evening to recognize the highest performing hospitals on the Leapfrog Hospital Survey. All summit attendees are welcome and encouraged to register and join us for the Top Hospital dinner. Additional sponsorship opportunities are available for the Top Hospital dinner; please contact info@leapfroggroup.org for details.

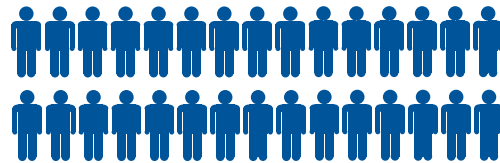
Who Attends The Leapfrog Group's Events?

Breakdown of Attendees from Our Past Annual Meetings:

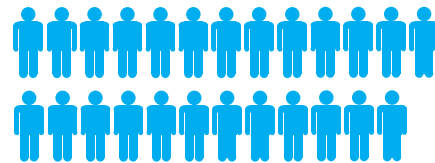
PURCHASERS AND PAYORS 35%



HOSPITAL SENIOR EXECUTIVES 30%



HOSPITAL DIRECTORS 25%



POLICYMAKERS AND CONSUMER ADVOCATES 10%



The Leapfrog Group's Annual Meetings are Attended by Influential Decision Makers . . .

- Chief Executive Officers
- Chief Medical Officers
- Presidents
- Chief Nursing Officers
- Chiefs of Quality
- Vice Presidents
- Directors of Operations
- Directors of Patient Affairs
- Directors of Quality
- Directors of National Accounts
- Chief Operating Officers
- Journalists
- Medical Directors
- Medical Account Directors
- Vice Presidents of Benefits
- Vice Presidents of Human Resources
- Benefits Managers
- Chairmen

. . . and have been Covered by these Press Outlets:

- *USA Today*
- *Kaiser Health News*
- *Politico*
- *Wall Street Journal*
- *Modern Healthcare*
- And many others

Grantors – Categories and Benefits

All grantors enjoy the following benefits:

- Exhibit space OR sponsor provided individual marketing item or advertisement handed out to conference attendees
- Recognition on the conference brochure cover
- Company logo and link under Grantor listing on the home page of the conference website
- Company logo, link and description under Grantor listings on the Grantors & Exhibitors page of the conference website
- Acknowledgement on a large screen multi-media presentation at the general sessions
- Acknowledgement on large signs posted at the conference
- Post-conference attendee list with physical address for one-time mailing
- Pre and Post-conference attendee list with names, companies, titles, city and state
- Grantor acknowledgement on all promotional marketing for the conference
- Grantor opportunities at the next Summit

Diamond Sponsor \$50,000	Platinum Sponsor: \$37,500	Gold Sponsor: \$25,000	Silver Sponsor: \$12,500	Bronze Sponsor: \$7,500
<ul style="list-style-type: none"> • Exclusive recognition on conference brochure cover and home page of the conference website • 20 total complimentary registrations to the conference • Your choice of two advertising items and/or events such as: Continental Breakfast and Cyber Café, Luncheon and Calculators, or any combination of your choosing (up to \$7,500 value). Please see list of additional sponsorship items on our website. • First Diamond Grantor may hold invitation-only dinner • Full-page four-color advertisement or corporate profile handed out to each attendee with conference onsite agenda printout 	<ul style="list-style-type: none"> • Primary recognition on the conference brochure cover and home page of the conference website • 15 total complimentary registrations to the conference • Your choice of one sponsorship item or event such as: Luncheon, Badge-Holder Necklace, etc. (up to \$4,500 value). Please see list of additional sponsorship items on our website. • First Platinum Grantor may hold invitation-only dinner (with approval) • Full-page four color advertisement or corporate profile in conference onsite agenda printout 	<ul style="list-style-type: none"> • Secondary recognition on the conference brochure cover and home page of the conference website • 10 total complimentary registrations to the conference • Your choice of one advertising item or event such as: Continental Breakfast, Power Charge Station, Webcast Sponsorship, etc. (up to \$3,000 value). Please see list of additional sponsorship items on our website. • Half-page black and white advertisement or corporate profile in conference onsite agenda printout 	<ul style="list-style-type: none"> • 5 total complimentary registrations to the conference • Your choice of one sponsorship item or event up to \$2,500 value such as: Refreshment Break or Power Charge Station. Please see list of additional sponsorship items on our website. • Half-page black and white advertisement or corporate profile in conference onsite agenda printout 	<ul style="list-style-type: none"> • 2 complimentary registrations

Please see list of additional sponsorship items here: www.healthcareratingssummit.com/items-events-advertising/.

Food, beverage, rental and AV costs associated with optional meal functions are the responsibility of the grantors.

Contact our exhibit office at exhibits@hcconferences.com or (206) 673-4815 for Grantor Benefit Selection.

We also offer customized Grantor packages — call or email us for more information.

Exhibit Booth Only Package: \$2,995

Includes: booth space 8' deep x 10' wide with side and back drape, (1) 6' x 3' skirted table, (2) chairs, (1) wastebasket & ID sign. Exhibitors receive one (1) complimentary all-access badge to attend the educational sessions, one (1) exhibit hall only badge, post-conference attendee list with physical mailing addresses for a one-time mailing and a company listing on the Sponsors & Exhibitors webpage.



National Health Care Ratings Summit December 6 – 7, 2017 • Arlington, VA
SPONSORSHIP/EXHIBITOR BOOTH CONTRACT

Contact Information

Company Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

Contact (authorized to contract for space): _____

Contact's Email: _____ Website: _____

Grantor Options

- Diamond \$50,000: As a Diamond Level Grantor, please list our company as the sponsor for the _____ and _____ (please select two from the event and/or item advertising listings below, \$7,500 value limit)
- Platinum \$37,500: As a Platinum Level Grantor, please list our company as the sponsor for the _____ (please select from the event or item advertising listings below, \$4,500 value limit)
- Gold \$25,000: As a Gold Level Grantor, please list our company as the sponsor for the _____ (please select from the event or item advertising listings below, \$3,000 value limit)
- Silver \$15,000: As a Silver Level Grantor, please list our company as the sponsor for the _____ (please select from the event or item advertising categories below, \$2,500 value limit)
- Bronze \$7,500
- Yes, as a Grantor I would like an exhibit space at the Summit.

GRANTOR OPTIONS TOTAL DUE: \$ _____

Exhibiting Includes: booth space 8' deep x 10' wide with side and back drape, (1) 6' x 3' skirted table, (2) chairs, (1) wastebasket & ID sign. Exhibitors receive one (1) complimentary all-access badge to attend the educational sessions, one (1) exhibit hall only badge, post-conference attendee list with physical mailing addresses for a one-time mailing and a company listing on the Sponsors & Exhibitors webpage.

	Price	# of Booths
Exhibit Booth Package	\$2,995	

EXHIBITING TOTAL DUE: \$ _____

Print Advertising: In Onsite Brochure: Full Page Color: \$3,000 Full Page BW: \$2,200 1/2 Page Color: \$1,800 1/2 Page BW: \$1,100
 Other: Handout with Brochure: \$4,500 Registration Table Top Location: \$3,500 Plenary Session Seat Drop: \$5,000 Hotel Room Drop: \$4,000

Advertising Events: Networking Reception \$10,000 Networking Luncheon \$4,500
 Continental Breakfast \$3,500 Morning/Afternoon Break \$2,500

Advertising Items: Badge-Holder Necklaces \$4,000 Cyber Café \$4,000 Registration Desk \$3,000
 Game Card and Grand Prize Sponsor \$3,000 Power Charge Station \$2,500 Webcast Sponsorship \$3,000

*Individual Marketing Items - \$2,500 (example: pens, calculators, water bottles, etc.) *Marketing Item: _____
 *Sponsorship fee specified for Individual Marketing Items does not include the cost of the actual items

Payment Information Exhibiting and Sponsor status is not final until payment is received in full. All fees are non-refundable.

TAX ID# 91-1892021 **TOTAL DUE FOR ALL OPTIONS CHOSEN: \$** _____

- CHECK ENCLOSED: Make payable to Health Care Conference Administrators, LLC. Mail check & application to: Health Care Conference Administrators, LLC
12330 N.E. 8th Street, Suite 101 • Bellevue, WA 98005-3187
- WIRE TRANSFER: A \$25 processing fee applies. A Conference Representative will contact you to collect the required banking information.

CREDIT CARD:

<input type="radio"/> American Express	ACCOUNT #	EXPIRATION DATE	SECURITY CODE
<input type="radio"/> Visa			
<input type="radio"/> Mastercard	NAME OF CARDHOLDER	SIGNATURE OF CARDHOLDER	

TERMS AND CONDITIONS: By signing above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and has read and agreed to the Terms and Conditions posted on the conference website at <http://www.HealthCareRatingsSummit.com/terms/>. Exhibitor agrees not to extend invitations, call meetings, or schedule social events, including cocktail hours and/or dinners, involving attendees, or otherwise encourage absence of attendees, other exhibitors, or invited guests at any time during the dates of the event without permissions from the conference organizers.

Authorized Signature Date _____

QUESTIONS? CONTACT: Health Care Ratings Summit Exhibit Management
 Email: exhibits@hccconferences.com • Phone: 206-673-4815 • Fax: 206-673-4823