

**EXHIBITOR PROSPECTUS:  
SPONSORSHIP INFORMATION & BENEFITS GUIDE**

**Louisiana Primary Care Association's**

**37<sup>th</sup> ANNUAL  
VIRTUAL CONTINUING  
EDUCATION CONFERENCE**  
MARCH 2-4, 2021

The Digital Transformation of Healthcare Delivery:  
Reflections on the 2020 Pandemic & Beyond



Louisiana Primary Care Association Inc.

*"Louisiana's Health Centers"*



# OVERVIEW

# TABLE OF CONTENTS

## **Table of Contents**

Welcome & Overview	3
About the Louisiana Primary Care Association	4
Overview of Virtual Conference Platform	5
Conference Schedule at a Glance	6
Sponsorship Opportunities & Benefits	7
Additional Opportunities	8
Rules and Regulations	9

# OVERVIEW

# WELCOME

Dear Interested Partners,

On behalf of the Louisiana Primary Care Association Board of Directors and staff, thank you for your interest in serving as a sponsor or exhibitor for LPCA's Virtual Conference. As you may already know, this annual event is our state's premiere healthcare conference for Community Health Center professionals, board members, clinical providers, and community partners.

**LPCA's virtual 37th Annual Continuing Education Conference will be held March 2-4, 2021.** My staff is working hard to assemble a fantastic lineup of sessions and speakers.

We thank you again for your interest and your support!



## **Why should your company serve as a sponsor or exhibitor?**

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key Community Health Center decision-makers and C-suite personnel. Our conference draws a variety of attendees from all across Louisiana. This is an unparalleled opportunity for your company to be in front of healthcare leaders who are shaping our state's primary care landscape and working to improve Louisiana's health outcomes.

Your support is critical to the success of our conference. We know you want this event to be a productive use of your time and resources. With this in mind, our conference schedule is crafted to allow for regular breaks and networking time - giving you ample opportunity to engage with our conference attendees. Our previous years' sponsors can attest, this is a conference you do not want to miss!

Thank you for your consideration!

A handwritten signature in blue ink that reads "Gerelda Davis". The signature is fluid and cursive.

**Gerelda Davis**

Executive Director

Louisiana Primary Care Association

# OVERVIEW

# ABOUT LPCA

**The Louisiana Primary Care Association proudly serves as "the voice" of Louisiana's Community Health Centers.**

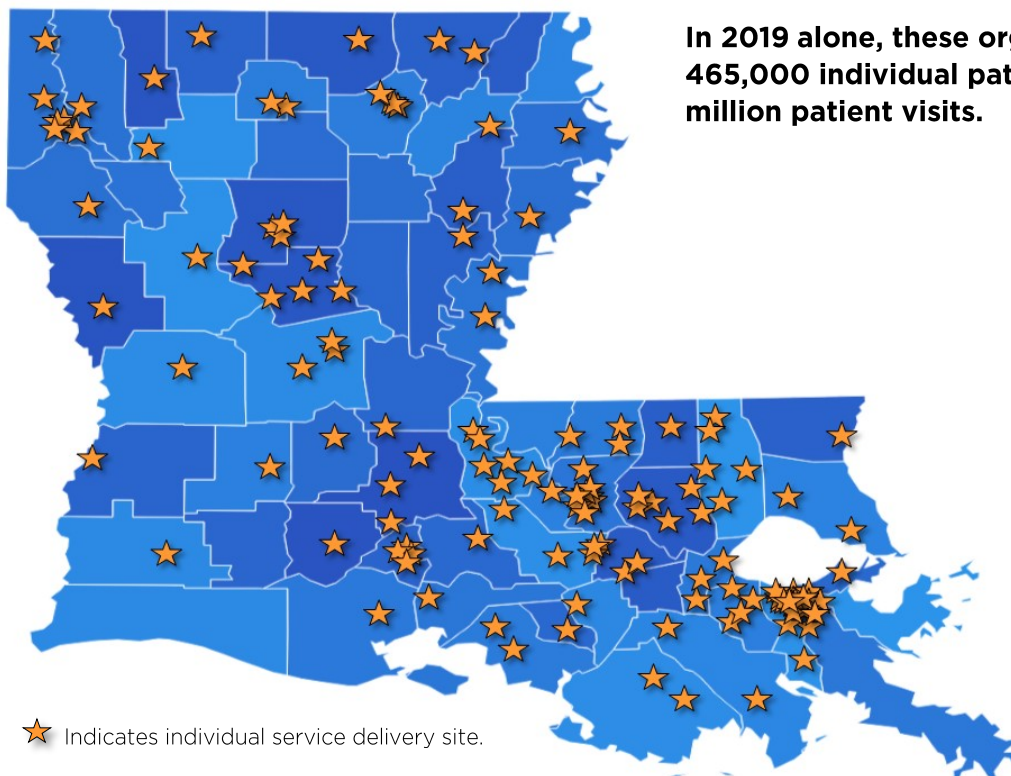
Established in 1982 as a non-profit organization, the Louisiana Primary Care Association, Inc. (LPCA) promotes accessible, affordable, quality primary healthcare services for the uninsured and medically underserved populations in Louisiana. It is a membership organization of Federally Qualified Health Centers (FQHCs) and supporters committed to the goal of achieving health care access for all.

LPCA represents 39 federally funded Community Health Center organizations across Louisiana. These organizations operate over 300 individual sites and serve over 465,000 patients a year. LPCA serves as the leading statewide advocacy organization in support of community-based health centers and works to stress the importance of healthcare access as the foundation to building healthier communities.

**Learn more about our organization at [www.LPCA.net](http://www.LPCA.net).**

For over 50 years, Federally Qualified Health Centers (commonly known as Community Health Centers) have been providing primary care, oral health, and mental health services for our nation's rural and underserved communities.

These health centers, supported by federal funding, have spread across the country and now serve over 27 million people in 11,000 communities across America.



**In 2019 alone, these organizations served over 465,000 individual patients and saw well over one million patient visits.**

# OVERVIEW

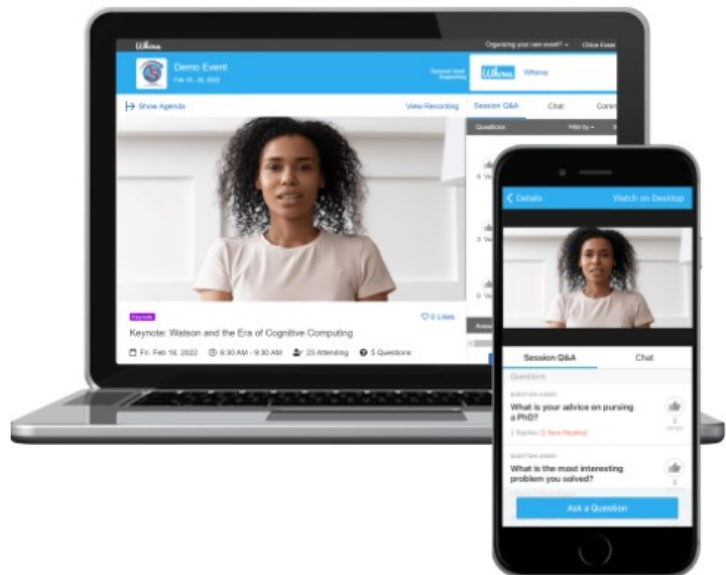
# VIRTUAL PLATFORM

**This year, due to COVID-19, we are using a virtual conference platform in order to avoid meeting in person and risking the health and safety of conference participants. We are excited to use the Whova conference platform to bring our event to participants and give our sponsors and exhibitors the virtual functions they need to make this a productive use of their time and resources.**

Whova integrates with many livestream services. Whova makes virtual events highly interactive, fun, and productive before, during, and after the event. The mobile and web applications directly integrate with live streaming and video hosting tools such as Zoom, WebEx, Google Meet, YouTube, Vimeo, and many others. It also provides live Q&A, live pool, virtual sponsor booth and virtual exhibit hall, a discussion board, virtual meet-ups, meeting-matches, and various attendee networking features.

## Some highlights include:

- Web App designed for desktop and laptops browsers so participants can conveniently watch presentations on a larger screen
- Both the mobile app and web app have live Q&A and networking features
- The mobile app is used particularly for pre-event networking to enter into coffee breaks due to its mobility.
- If you have a pre-recorded video, Whova provides 3GB of free storage plus video hosting
- The app provides real-time analytics



**This program provides an excellent opportunity for sponsors and exhibitors.** Sponsors can setup their profile. They can add videos, a live stream, marketing content and photos to draw attention and interact with attendees through a chat. Exhibitors can setup their virtual booth with the product video and use promotional offers such as coupons and giveaways. Once attendees sign up for a deal or redeem a coupon, the exhibitor will immediately receive information of the attendee and be able to follow up with them through private messaging or a group chat.

We hope you enjoy using this platform. If you have any questions, please contact Ms. Ann Williams at [awilliams@lpca.net](mailto:awilliams@lpca.net) or (225) 927-7662, ext. 200.

# OVERVIEW

# SCHEDULE AT A GLANCE

## **Tuesday, March 2, 2021**

9:00 am – 10:00 am	Opening General Session
10:15 am – 11:30 am	Concurrent Sessions
11:45 am – 1:00 pm	Concurrent Sessions
1:15 pm – 2:00 pm	Live with Sponsors & Exhibitors

## **Wednesday, March 3, 2021**

9:00 am – 10:15 am	Concurrent Sessions
10:30 am – 11:45 am	Concurrent Sessions
12:00 pm – 12:30 pm	Live with Sponsors & Exhibitors
12:45 pm – 2:00 pm	Concurrent Sessions

## **Thursday, March 4, 2021**

9:00 am – 10:15 am	Concurrent Sessions
10:30 am – 11:45 am	Concurrent Sessions
12:00 pm – 1:30 pm	Closing General Session

## **Friday, March 5, 2021**

9:00 am – 2:00 pm	Post Conference Board Governance Training
-------------------	---



# SUPPORT

## SPONSORSHIP OPPORTUNITIES & BENEFITS

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key Community Health Center decision-makers and C-Suite personnel.

**Please see below for sponsorship opportunity and benefits:**

### **Diamond Sponsorship (\$20,000)**

- Opportunity to address conference participants and members.
- Exclusive sponsor of the Opening Plenary
- Exclusive sponsor showcase during sessions on March 2 (and shared sponsor showcase during sessions on March 3-4)
- Banner display on homepage, agenda, and attendee profiles
- Participation in Passport Contest
- Access to retrieval app to collect, save, and export business leads
- Ability to set up giveaways/coupons
- Customized exhibitor webpage

### **Gold Sponsorship (\$12,000)**

- Exclusive sponsor of the Closing Plenary
- Shared sponsor showcase during sessions on March 3-4
- Banner display on agenda, and attendee profiles
- Participation in Passport Contest
- Access to retrieval app to collect, save, and export business leads
- Ability to set up giveaways/coupons
- Customized exhibitor webpage

### **Silver Sponsorship (\$6,000)**

- Shared sponsor showcase during sessions on March 4
- Banner display on attendee profiles
- Participation in Passport Contest
- Access to retrieval app to collect, save, and export business leads
- Ability to set up giveaways/coupons
- Customized exhibitor webpage

### **Bronze Sponsorship (\$3,000)**

- Banner display on attendee profiles
- Participation in Passport Contest
- Access to retrieval app to collect, save, and export business leads
- Ability to set up giveaways/coupons
- Customized exhibitor webpage

### **Exhibitor (\$2,000)**

- Participation in Passport Contest
- Access to retrieval app to collect, save, and export business leads
- Ability to set up giveaways/coupons
- Customized exhibitor webpage

# SUPPORT

## ADDITIONAL OPPORTUNITIES

Please consider these additional opportunities to get in front of our conference participants:

### **Exclusive Board Governance Training Sponsorship (\$1,500)**

- Exclusive sponsor showcase during Board Governance Training
- Logo in Conference Booklet

### **Conference Virtual Platform Sponsorship (\$1,500)**

- Logo in conference booklet
- Banner display on homepage, agenda, and attendee profiles

## **Conference Book Advertising Opportunities**

Sponsors will automatically be awarded advertisement pages in our Conference Book. Those not serving as sponsors are welcome to purchase an advertisement.

### **Please see below for advertising options and prices:**

- Full Page Advertisement (\$500)
- Half Page Advertisement (\$350)
- 1/4 Page Advertisement (\$250)

Advertisements should be submitted in PDF, JPEG, or PNG formats.

**[CLICK HERE TO REGISTER YOUR BUSINESS OR ORGANIZATION](#)**



# SUPPORT

# RULES & REGULATIONS

## **Payment**

An application for exhibit space or sponsorship will not be official unless it is accompanied by payment in full for the requested amount and received by the LPCA. Applications received without full payment will not be processed, nor will exhibit space be assigned. Payment is expected before the event, no later than 30 days after receipt of invoice.

## **Refund Policy**

Written cancellations must be received in order to receive 50% money back. Refunds will be mailed within 30 days post conference.

## **Use or Subletting of Exhibit Space**

No exhibitor shall assign, sublet, share, or otherwise transfer its assigned exhibit space with another entity unless prior written approval has been obtained from LPCA. The LPCA, in its sole discretion, determines the eligibility of an entity or product for exhibit space.

## **Promotional Giveaways**

LPCA encourages giveaways/coupons within the Whova platform and participation in the passport contest.

## **Indemnification**

Exhibitor shall protect, indemnify and hold harmless the LPCA, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including exhibitor, its agents, employees and business invitees, which arise from, out of, or by reason of exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against LPCA and its officers, directors, agents and employees resulting from any act or omission of exhibitor, its employees, agents, and invitees.

## **Inability to Perform**

If the LPCA is prohibited from conducting the meeting or is unable to permit the exhibitor to occupy its space due to circumstances beyond its control, including without limitation strike, civil disobedience, government regulations, and/or acts of God, LPCA will refund to exhibitor the amount of exhibit fee paid, less a proportionate share of LPCA expenses. Exhibitor agrees that the LPCA will have no liability for any costs, damages, or expenses that exhibitor incurs as a result of the meeting being cancelled.

## **Interpretation, Adherence to General Rules**

All matters not specifically covered by the preceding rules shall be subject solely to the decision of the LPCA. The LPCA shall have sole authority to interpret, amend, and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each exhibitor and its employees agree to abide by these rules and regulations, and by any amendments to them. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole opinion of the LPCA, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.