

EXHIBITOR PROSPECTUS:

SPONSORSHIP INFORMATION &
BENEFITS GUIDE



NOVEMBER 9-12, 2021

LPCA's 38th
Annual Continuing
Education Virtual
Conference

Adapting to the Revolution
of Healthcare Delivery

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Welcome & Thank You



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 38th Annual 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 Conference will be held November 9-12, 2021. Our LPCA staff is working hard to assemble a fantastic lineup of sessions and speakers.



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!

Gerelda Davis

Executive Director

Louisiana Primary Care Association

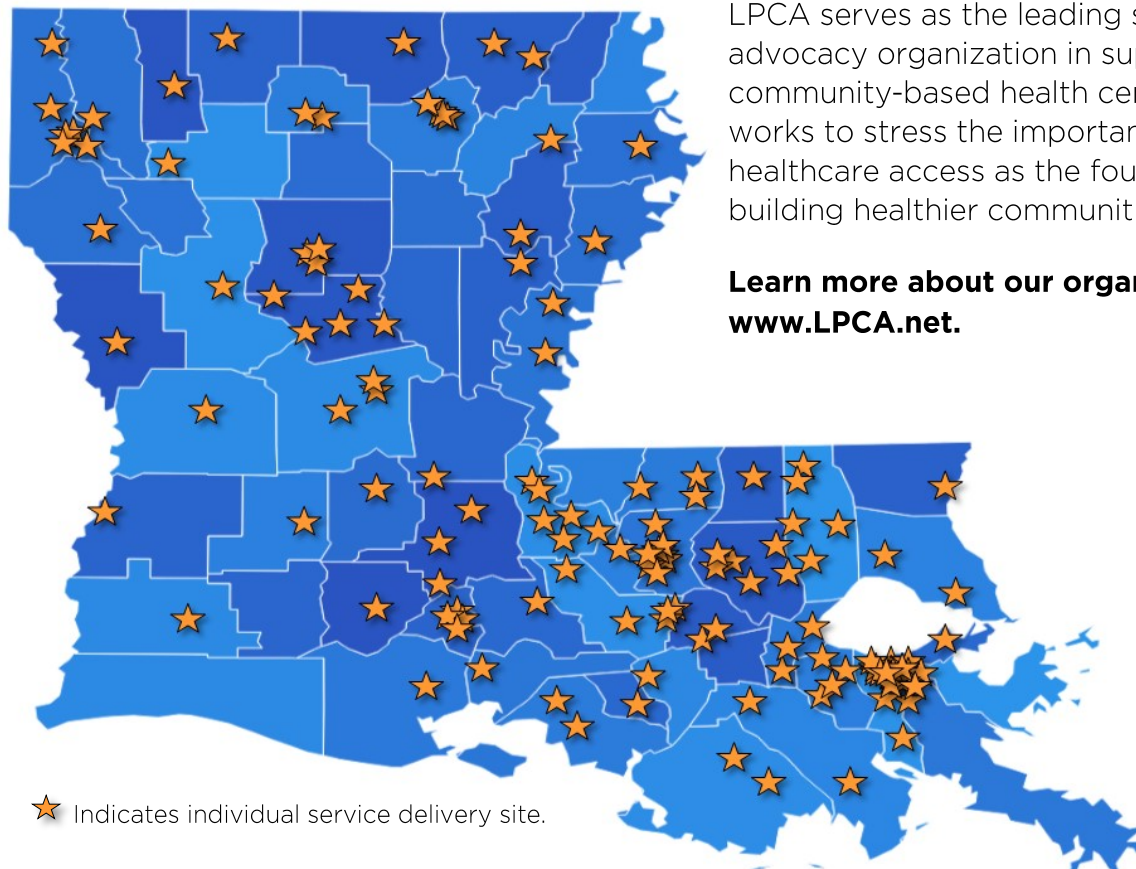
About LPCA

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.

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.

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.

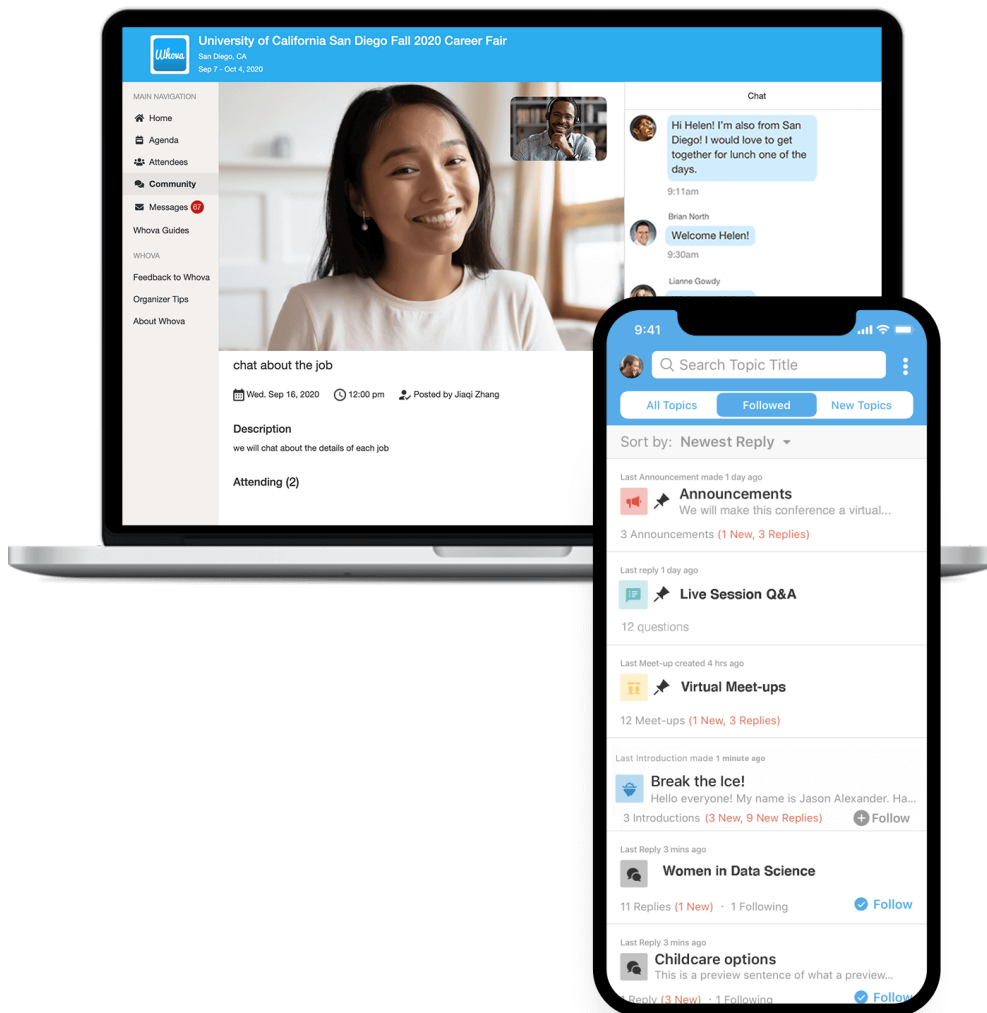
Learn more about our organization at www.LPCA.net.

Virtual Conference Platform

The LPCA team is working hard to deliver a virtual experience that will benefit your organization and maximize your interaction with our attendees. As you know, this conference is different from our conferences held in previous years. This year, our conference will be conducted via the Whova virtual platform.

- As a sponsor, you will have the opportunity to develop a profile that will be presented to participants no matter how they access the conference, via desktop or app. Whova will allow you to expose your organization to attendees and generate leads. As a sponsor, you will have access to 2 booths/profiles. One will be your sponsorship booth, which will allow you to have banner displays throughout the app and the desktop platform and the other will be your exhibitor booth, which will allow you access to attendees and engagement in our passport game.
- As an exhibitor, you also have access to this platform and will also have the opportunity to interact with participants.

LPCA staff will be available to help you get set up and answer any questions!



Schedule at a Glance



Tuesday, November 9, 2021

9:00 am - 12:00 pm Pre-Conference HCCN Session

Wednesday, November 10, 2021

9:00 am - 10:30 am Opening General Session
10:30 am - 11:30 am Concurrent Sessions
11:30 am - 12:30 pm Live with Sponsors & Exhibitors
12:30 pm - 1:30 pm Concurrent Sessions
2:00 pm - 3:00 pm Concurrent Sessions

Thursday, November 11, 2021

9:00 am - 10:00 am Concurrent Sessions
10:30 am - 11:30 am Concurrent Sessions
11:30 am - 12:30 pm Live with Sponsors & Exhibitors
12:30 pm - 1:30 pm Concurrent Sessions
1:30 pm - 3:00 pm Closing General Session

Friday, November 12, 2021

9:00 am - 3:00 pm Post Conference Board Governance Training
9:00 am - 4:00 pm Post Conference UDS Training

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 opportunities and benefits:

Diamond Sponsorship (\$20,000)

- Full page advertisement in conference book
- Exclusive sponsor of the Opening Plenary & opportunity to address conference participants
- Exclusive sponsor showcase during 1st day sessions
- 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
- Customizable exhibitor webpage

Gold Sponsorship (\$12,000)

- Full page advertisement in conference book
- Exclusive sponsor of the Closing Plenary
- Shared sponsor showcase during 2nd day sessions
- 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
- Customizable exhibitor webpage

Bronze Sponsorship (\$3,000)

- 1/4 page advertisement in conference book
- 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
- Customizable exhibitor webpage

Silver Sponsorship (\$6,000)

- Half page advertisement in conference book
- Shared sponsor showcase during 2nd day sessions
- 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
- Customizable 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
- Customizable exhibitor webpage

Additional Opportunities



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

Exclusive Session/Training Sponsorship (\$1,500)

- Exclusive sponsor showcase during HCCN Session
- Exclusive sponsor showcase during Board Governance Training
- Logo in Conference Booklet is included with session/training sponsorship

Conference Virtual Platform Sponsorship (\$1,500)

- Logo in conference booklet is included with virtual platform sponsorship
- Banner display on homepage, agenda, and attendee profiles is included with virtual platform sponsorship

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.

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 Virtual Exhibit Space

No exhibitor shall assign, sublet, share, or otherwise transfer its assigned virtual 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.

Rules & Regulations



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.