



Public Sector HealthCare Roundtable 2020 Corporate Attendance and Sponsorship Program

Although our virtual 2020 Annual Conference will certainly be a very different experience, we are confident the conference will be a valuable learning experience for our members. In addition, since we're able to make this year's conference available to a larger population – the benefit of a virtual experience – we're looking forward to sharing high-quality presentations with an expanded number of public sector health care purchasers.

We fully appreciate the shortcomings of a virtual conference to those sponsors who are anxious for personal contact with our members and friends. We've included a few elements in the conference to address this goal; however, we're anxious to work with our corporate sponsors to maximize exposure to this important pool of public sector professionals.

The support of our sponsors is critical to the financial stability of the Roundtable. We're hoping we can count on the continued support of our corporate members – especially those who have been sponsors in the past – to help us maintain the work of the Roundtable for the benefit of all our members.

The 2020 program will consist of four levels of sponsorship for our annual conference – each coordinated with a level of corporate 'attendance.'

Attendance –

While we hope our Corporate Members will consider adding a level of conference sponsorship to their engagement with the Roundtable, we don't want to create an impediment to Corporate participation in our annual conference based on their inability to participate in the program. As a result, every Corporate Member will be eligible to register two representatives to attend the annual conference at the corporate member registration rate. Additional attendees will be determined based on the level of sponsorship.

Corporate Advisory Committee –

To enhance the effectiveness our advocacy agenda by formalizing our relationship with the policy teams of our corporate members, the Board has established a Corporate Advisory Committeeⁱ consisting of one representative of each Platinum, Gold, and Silver Conference Sponsor. The Corporate Advisory Committee would be invited to meet twice a year in conjunction with a Roundtable Board Meeting. *(We would encourage each sponsor to designate a senior policy representative to serve on this committee.)*

Sponsorship –

- **Platinum Sponsor (\$10,000)** – A Platinum Sponsorship will include five complimentary registrations and one member of the Roundtable Corporate Advisory Committee. Platinum sponsors will be offered the opportunity to be featured in one of the Roundtable's webinars and will be invited to contribute content to the Roundtable website and the weekly e-News updates for the following year.

- **Gold Sponsor (\$7,500)** – A Gold Sponsorship will include four complimentary registrations and one member of the Roundtable Corporate Advisory Committee. Gold sponsors will be offered the opportunity to be featured in one of the Roundtable’s webinars and will be invited to contribute content to the Roundtable website and the weekly e-News updates for the following year.
- **Silver Sponsor (\$5,000)** – A Silver Sponsorship will include two complimentary registrations and one member of the Roundtable Corporate Advisory Committee. In addition, Silver sponsors will be invited to contribute content to the Roundtable website and the weekly e-News updates for the following year.
- **Bronze Sponsor (\$2,500)** – A Bronze Sponsorship will include two complimentary registrations. In addition, Bronze sponsors will be invited to contribute content to the Roundtable website and the weekly e-News updates for the following year.

All sponsors will be acknowledged in our printed material, on conference signage and on our website.

For More Information –

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ⁱ While the Roundtable’s Corporate Advisory Committee has been established, the COVID-19 global pandemic prevented the level of engagement that was initially planned. We look forward to expanding the engagement of this important group throughout 2021.