



Public Sector HealthCare Roundtable 2021 Corporate Attendance and Sponsorship Program

Although the 2021 Annual Conference will once again be presented virtually, we are confident the conference will be a valuable learning experience for our members. Since we're able to make a virtual conference available to a larger population, 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 interested in personal contact with our members and friends. Based on outreach to most 2020 Sponsors, we have incorporated a new 'Lunch & Learn' component into this year's agenda to showcase sponsors and other key corporate members. In addition, we will be working with this year's sponsors to develop other opportunities throughout the coming year.

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 2021 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 sponsorship 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 of our advocacy agenda by formalizing our relationship with the policy teams of our corporate members, the Board has established a Corporate Advisory Committee 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.)*

[A Note About our Corporate Advisory Committee – The travel limitations that have resulted from COVID 19 have negatively impacted our ability to get this Advisory Committee initiative off the ground. We expect to launch an in-person meeting in early 2022.]

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 guaranteed the opportunity to present a Roundtable webinar 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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* This year, every sponsor, not otherwise featured in the agenda, will also be offered the opportunity to present a ‘Lunch & Learn’ segment during the conference.