

2024 SPONSORSHIP
PROSPECTUS



CALIFORNIA

Elevating the
Vision for Equity

March 4-5, 2024

The Westin Los Angeles Airport, CA

OVERVIEW

Join NCQA for its first regional Health Equity Forum on March 4-5, 2024, in Los Angeles. California has prioritized quality and equity by aligning its public health care purchasers and regulators, and NCQA is hosting this inaugural event to recognize the state as a trailblazer on the road to improving health care quality. We are gathering stakeholders for a two-day, in-depth forum to hear from equity leaders and policy makers on this aligned vision for equity.

DAY 1

California state officials and Health Equity Leaders discuss why California has prioritized health equity and share its best practices for working together to accomplish a shared equity goal.

DAY 2

Workshop and training with NCQA experts about our Health Equity Accreditation program and requirements. Determine next steps to start the submission process, discuss ways to ensure survey readiness and identify challenges and how they can be addressed.

ATTENDING

- ▶ CEOs, CMOs, CIOs, COOs, CDOs, CTOs
- ▶ Health Equity Experts
- ▶ Health Plans
- ▶ Practices and Health Centers
- ▶ California Policymakers
- ▶ Hospitals & Health Systems
- ▶ Allied Health Professionals & Consultants
- ▶ Government Agencies & Public Officials

LEADING FOR EQUITY

Disparities and inequities are preventing individuals – and their communities – from achieving optimal health. The need for policymakers and private organizations to connect, collaborate and take action to improve health equity in communities across the country is stronger than ever.

Achieving health equity is a collective effort, and you can be a catalyst for change by supporting NCQA programming that is inspirational, practical, innovative, and timely. NCQA invites you to partner with us in dismantling structural barriers and achieving equitable outcomes for all. Your support will advance existing efforts in California and the journey of stakeholders to become more equitable organizations and improve overall well-being.

BECOME A SPONSOR

If you're a champion of health equity, diversity, and inclusion, NCQA wants to partner with you! We offer opportunities that can be customized to align with your strategic objectives and specific health equity goals. Contact us to discuss which options are right for your organization.

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SPONSORSHIP BENEFITS

VIP Seating

Reserved seating for up to 4 guests located near the Health Equity Forum stage. Your VIPs will feel at home in comfortable, soft seating designed to provide the best view in the house.

Attendee List

Gold and Silver sponsors will receive a pre- and post-event attendee list. Email addresses will be provided for attendees that opt-in to receiving sponsor communications.

Sponsor Lounge

Sponsors will have a quiet space to escape the hustle of the event designated especially for our VIPs.

Complimentary Tickets

Tickets included in sponsorship packages provide access to Day 1 and Day 2. Includes meals and networking events associated with each day.

Designated Social Media

NCQA will design and send a designated post recognizing your organization's sponsorship on Twitter and LinkedIn.

Session Introduction

Sponsor will have an opportunity to provide an in-person introduction at a session selected by NCQA. Remarks are limited to a maximum of 2 minutes and are subject to NCQA review and approval.

SPONSORSHIP PACKAGES

Be among the industry's most influential leaders advocating and driving health equity. We've curated exclusive opportunities to spotlight and build awareness of your achievements. Have your own ideas? We are all ears!

	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000	SUPPORTING \$2,500
In-person Tickets Day 1	8	4	2	1
In-person Tickets Day 2	4	2	1	--
Session Introduction (max. 2 min)	Included	--	--	--
VIP Seating (4 guests)	Included	--	--	--
Free-standing Sign	Included	--	--	--
Corporate Video Message	30-second	--	--	--
Pre- & Post-Event Attendee List*	Included	Included	--	--
Designated Social Media Post	Included	Included	Included	--
Sponsor Lounge	Included	Included	Included	Included
Onsite Signage & Website	Included	Included	Included	Included
Event Promotion	Included	Included	Included	Included

SPONSORSHIP ENHANCEMENTS

Wi-Fi Password: \$15,000

Exclusive

Keep your organization at the forefront of people's minds as the exclusive WIFI password sponsor. Your selected password is printed on all attendee badges and on prominent signage throughout the event.

Espresso Bar: \$10,000

Exclusive

BEST SELLER! The espresso bar offers attendees custom coffee creations and a much-appreciated pick-me-up. Sponsorship includes branded signage, napkins, and coffee sleeves.

Networking Breakfast: \$10,000

4 available

Networking breakfasts will start each day of the event and is open to all attendees. Sponsorship includes prominent branding and recognition as a host in event promotions.

Attendee Lanyard: \$5,000

2 available

Place your logo on the lanyard that all attendees will wear with their required event badge. Price assumes two-color imprint.

Attendee Notebook: \$3,000

4 available

Place your logo on notebooks distributed to attendees at check-in. Includes two-color, one-sided imprint.

Free Standing Signs: \$3,000

Display your brand on free-standing meter boards in high-traffic areas. Signs are double-sided, and artwork is submitted by the sponsor.

Registration & Check-in: \$15,000

Exclusive

Make an impactful first impression on EVERY attendee as the Forum's exclusive sponsor of registration and check-in. We'll work with you to design memorable branding in the event's most visible areas.

Networking Reception: \$10,000

4 available

Encourage new connections while gaining high visibility among attendees by hosting a networking reception. Sponsorship includes branded signage, bar napkins, recognition as a host in event promotions.

Premium Break: \$7,500

2 available

Recharge attendees with a healthy break from smoothies to build-your-own trail mix, we'll work with you to design a break attendees won't soon forget. Sponsorship includes branded signage and napkins.

Corporate Videos: \$5,000

Videos are a great way for attendees to get a glimpse into your organization's mission and values. Sponsor-supplied videos are played throughout the event. 30-seconds max run time and subject to NCQA approval.

