

PROSPECTUS FOR GRANTORS AND EXHIBITORS



THE TWENTY-SECOND

# National Population Health Colloquium

NOVEMBER 7 – 9, 2022

LOEWS PHILADELPHIA HOTEL

[www.PopulationHealthColloquium.com](http://www.PopulationHealthColloquium.com)



The Leading Forum  
on Innovations in  
Population Health &  
Care Coordination

ACADEMIC PARTNER:



**Jefferson**  
Thomas Jefferson University

College of  
Population  
Health

CONNECT • ENGAGE • NETWORK • LEARN

TWENTY-SECOND

# National Population Health Colloquium

The landscape of health and healthcare delivery has been forever changed by the COVID-19 pandemic. On the upside, it has been a time of tremendous innovation, with new technologies and tools to connect patients with their clinical care providers. We also learned the importance of providing information and tools to sustain and support our healthcare professionals as they manage overwhelming demand and challenges.

For over 20 years, the Colloquium has provided an open forum to showcase groundbreaking work of organizations and people that are leading the way and shaping the future of healthcare with their population health programs, strategies and initiatives.

This 3-day conference will bring together stakeholders from across the ecosystem to showcase new tools and technologies, and share best practices, case studies, expert insights and industry trends related to population health.

We will be maintaining a virtual option for those who are unable to join us in person. We hope to see you in Philadelphia!

## ACADEMIC PARTNER:



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## CONNECT • ENGAGE • NETWORK • LEARN

- The Colloquium will bring together healthcare providers, payers, pharmaceutical executives, leading technology and solutions companies, academia and government.
- Engage in inspiring discussions with national experts and community leaders who are actively making a difference in the field.
- This year's program will focus on innovations in: health equity and SDOH, technologies to support virtual health and healthcare at home, population health informatics and predictive analytics, new diagnostic and condition management tools, behavioral health, emerging partnerships and provider-payer relationships, and the importance of educating and supporting a strong healthcare workforce.
- Colloquium content focuses on implementing and practicing population-based health care, with emphasis on what's new and innovative in the field.

## WHAT TO EXPECT

- Our innovative online conference platform is optimized for networking and making lasting connections.
- Onsite: Networking reception, Exhibit Hall, breaks and meals
- Virtual: Hall of Logos, acknowledgement during broadcast, text chat, 1:1 video meetings



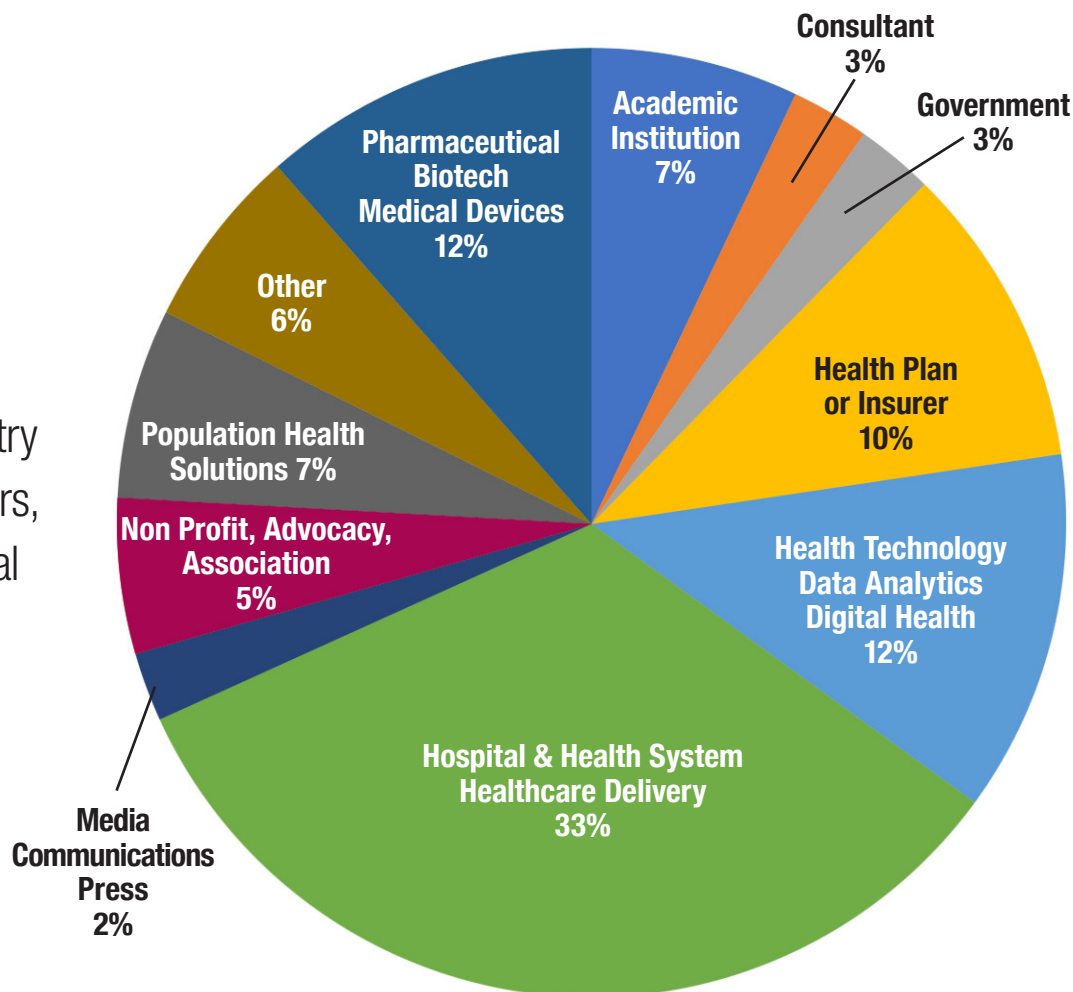
Program and registration  
information can be found at  
[populationhealthcolloquium.com](https://populationhealthcolloquium.com)

# Make Connections That Matter

## Who You Can Expect to Meet

**700+**  
**attendees**

Mid-to-senior level decision makers from across the industry — healthcare providers, payers, pharmaceutical executives, leading technology and solutions companies, academia, and government



## JUST A FEW OF THE COMPANIES WHO ATTENDED IN 2021:

AbbVie  
Acadia Pharmaceuticals  
Accountable Care Learning Collaborative  
Anthem  
Athena Forum Institute  
Banner Health  
Bayer Pharmaceuticals  
BCBS  
Brigham and Women's Hospital  
Center for Medicare & Medicaid Innovation  
Cerner  
Children's Hospital of Philadelphia  
Cityblock Health

Cook Medical  
Coriell Life Sciences  
Delaware Valley ACO  
Emory Healthcare  
Exact Sciences  
Fox Rehabilitation  
Genentech  
General Catalyst  
Grail, Inc.  
Grand Rounds Health/Doctor on Demand  
Harris Health System  
Health Net  
Health Partners Plans  
Healthcare Financial Management Assoc

Highmark Health Sutter Health  
Hiroshima University  
Horizon House, Inc.  
Humana  
InfoMC  
Innovaccer  
Intermountain Healthcare  
Janssen  
Jefferson Health  
Kaiser Permanente  
MDCOne  
MedPage Today  
Merck  
Nemours Children's Health  
NorthShore University Health System

Novartis  
Philadelphia FIGHT  
Premier  
Quest Diagnostics  
Tabula Rasa HealthCare  
Tandigm Health  
Tendo Systems  
The Pulse, WHYY  
Thomas Jefferson University  
Tufts Medical Center  
UCB, Inc  
US Dept of Health and Human Services  
Walmart Health  
World Health Organization



# SPONSOR LEVELS AND BENEFITS AT A GLANCE

ONSITE BENEFITS	Diamond \$50,000	Platinum \$37,500	Gold \$25,000	Silver \$15,000	Mini Summit \$15,000 Limited availability	Bronze \$7,500
Complimentary onsite registrations	25	15	10	5	5	2
Opportunity to organize one concurrent mini summit					•	
Sponsored copies of Dr. David Nash's new book distributed to all attendees	•					
Events	First Diamond Grantor may hold invitation-only dinner 2nd evening of conference	Opportunity to host invitation-only breakfast or lunch				
Sponsored Items/Events (Choose from list below)	2 items or events up to \$9,000 value	1 item or event up to \$6,500 value	1 item or event up to \$5,000 value	1 item or event up to \$3,000 value		
Speaker opportunity	•	•	•	•	•	•
Exhibit space or sponsor-provided individual marketing item or advertisement	Double booth; ability to choose location	•	•	•	•	•
Acknowledgement on large screen in General Session and on signage.	•	•	•	•	•	•
VIRTUAL PROGRAM BENEFITS	Diamond	Platinum	Gold	Silver	Mini Summit	Bronze
Complimentary online registrations	25	15	10	5	5	2
Company logo in the virtual Hall of Logos (link to company website)	Most prominent in preferred position	Prominent in preferred position	Featured position	•	•	•
Acknowledgement during Colloquium broadcast	•	•	•	•	•	•
Company logo on the Colloquium virtual portal	•	•	•	•	•	•
Ability to text chat or hold 1:1 video meetings with online attendees	•	•	•	•	•	•
PROMOTIONAL BENEFITS	Diamond	Platinum	Gold	Silver	Mini Summit	Bronze
Recognition on conference brochure cover	•	•				
Acknowledgement in all promotional marketing	•	•	•	•	•	•
Company logo and link on the conference website	•	•	•	•	•	•
Pre-conference attendee list	•	•	•	•	•	•
Email blasts	4	3	2	1		
Full-page, 4-color ad or corporate profile in printed Conference Guide	2 full-page ads	1 full-page ad	1/2-page ad	1/4-page ad		
Post-conference attendee list with physical address for a one-time mailing	•	•	•	•	•	•
Advanced Grantor opportunities at the next Colloquium	•	•	•	•	•	•

# SPONSORED EVENTS AND ADVERTISING OPPORTUNITIES

## TWITTER WALL SPONSOR - \$15,000

Your company name/logo will appear on screen with the Twitter feed from the conference...in the exhibit hall and during session breaks. Great visibility for your organization.

## NETWORKING RECEPTION - \$10,000

All conference attendees will be invited to your sponsored reception. Your company will be acknowledged on signage at the reception and your logo will appear on the conference homepage as an "Additional Grantor."

## LUNCHEON - \$6,500 (2 opportunities available)

Be the host of a luncheon for all attendees in the Exhibit Hall. Your company will be acknowledged on signage at the luncheon.

## WEBCAST SPONSORSHIP - \$5,000

Promote your organization to the virtual conference attendees by sponsoring the live conference webcast. The webcast allows online attendees to watch speakers and view their slide presentations as well as interact with moderator and panelists during the live Q&A. During conference breaks an interstitial video will display a sponsor roll in the webcast window.

Following the event, the recordings are available in the online archive for six months. Your logo will appear on the Homepage/Landing page of the Conference Portal.

## BADGE-HOLDER LANYARDS - \$5,000

Wouldn't you like every registrant wearing your logo, company name, website and/or phone number?

## REGISTRATION DESK - \$5,000

Imagine your company name as the first thing attendees see upon arrival! Sponsorship includes signs posted in the registration check-in area. It also includes a handout on the registration counter for a lasting impression.

## CONTINENTAL BREAKFAST - \$4,000

Host one of the continental breakfasts in the Exhibit Hall. Let your logo be the first the attendees see in the morning while grabbing a cup of coffee and a bite to eat.

## POWER CHARGE STATION - \$3,000

We all know what it's like to be somewhere and have your phone or computer battery die. Be the hero by sponsoring a power station! Attendees can charge their phone and computer all the while, looking at signs thanking you for this sponsorship.

## INDIVIDUAL MARKETING ITEMS - \$3,000

Leave a lasting impression with the attendees by giving them something they will keep indefinitely. Let us hand out an item of your choice with your logo imprinted on it (to be ordered by you). Below are a few suggestions but the possibilities are endless:

- Calculator
- Coffee Mug
- Flash Drive
- Hand Sanitizer
- Hotel Key Card
- Mousepad
- Notepad
- Pen
- Tote Bag
- Water Bottle with Water Station

# EXHIBIT ONLY

## EXHIBIT BOOTH - \$2,995

- 8 x 10 booth with side and back drape
- 6 x 3 skirted table
- 2 chairs
- 1 wastebasket
- ID sign
- Company listing on Grants/Exhibitors webpage
- Comp registrations -
  - 1 all-access, 1 exhibit hall only, 3 online
- Post-Conference attendee mailing list for 1-time use



# HOW COVID CRASHED THE SYSTEM

Population health expert Dr. David Nash and Charles Wohlforth, an award-winning science writer, pick up the pieces of the Covid disaster like investigators of a crashed airliner, finding the root causes of America's failure to cope, and delivering surprising answers that may reorient how you think about your own health.

