



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow



### ***SIGNATURE SPONSORSHIP \$100,000 (1 available)***

The **Signature Sponsorship** of our **FOUR annual Conference Offerings** is a unique opportunity to build more meaningful relationships with key health care decision-makers by increasing recognition and trust around your brand as well as providing greater exposure and visibility within North Carolina's growing federally qualified health center industry.

#### **Benefits**

- ✓ Conference registration for six (6) participants **not to exceed \$2,500** per conference. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ Hotel accommodations for one (1) participant x 2 nights not to exceed at total of \$500 per conference.
- ✓ Two (2) exhibit tables/booths in premium locations at the conferences.
- ✓ "Signature Sponsor" placed on your organization's name badge.
- ✓ Recognition as host of a one (1) premier event of NCCHCA's choice at each conference.
- ✓ Logo in first place on the NCCHCA website.
- ✓ Banner placed first on the conference app.
- ✓ Recognition as the Signature Sponsor at all four (4) the conferences.
- ✓ Two (2) invitations for one (1) CEO reception/dining event.
- ✓ Opportunity to host a NCCHCA webinar in collaboration with NCCHCA's objectives.
- ✓ **Ad and recognition as a Signature Sponsor on NCCHCA podcast.**
- ✓ Recognition as Signature Sponsor on NCCHCA's social media platforms; Facebook, LinkedIn, Instagram, Twitter.
- ✓ Highlight your company logo with a 10-sentence showcase of your product with bio of 2 company representatives.
- ✓ Introduce speaker or address audience for 1-2 minutes at a plenary session of your choice if available.

#### **Four (4) Conference Offerings 2023-2024**

- Annual Primary Care Conference, June 7-9, 2023, Washington Duke Inn & Golf Club, Durham, NC.
- Clinical Conference on Quality & Chronic Disease, September 2023 venue TBD.
- UDS Training, November 2023.
- East Coast Migrant Stream Forum, December 2023.

For more details about this exciting opportunity, please contact Karen Pryce, Director of Business Development, [pryce@ncchca.org](mailto:pryce@ncchca.org), or 919-297-0014.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow



**PEARL SPONSORSHIP \$25,000 (SOLD)**

### CEO Reception and Excursion for the Primary Care Conference June 7-9, 2023

An exceptional opportunity to mix and mingle with c-suite leaders during our excursion and CEO reception. Promote your business with branded materials and recognition throughout the conference. Be the partner that sponsors our CEO Reception and Excursion (TBD) at the beautiful Washington Duke Inn & Golf Club.

#### Benefits

- ✓ Conference registration for four (4) participants **not to exceed \$1,500**.
- ✓ *Sponsor will pay balance ex* Hotel accommodations for one (1) participant x 2 nights not to exceed at total of \$500 per conference.
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ “Pearl Sponsor” placed on your organization’s name badge.
- ✓ Logo in second place on the NCCHCA website.
- ✓ Banner placed second on the conference app.
- ✓ Recognition as a Pearl Sponsor at the Primary Care Conference.
- ✓ Opportunity to host a NCCHCA webinar in collaboration with NCCHCA’s objectives.
- ✓ Recognition as Pearl Sponsor on NCCHCA’s social media platforms; Facebook, LinkedIn, Instagram, Twitter.
- ✓ Highlight your company logo with an 8-sentence showcase of your product with bio of 1 company representatives.
- ✓ Introduce speaker or address audience for 1-2 minutes at a plenary session of your choice if available.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

### **DIAMOND SPONSORSHIP \$15,000 (3 Available)**

---

#### Welcome Reception Sponsorship at the Primary Care Conference

The opening welcome sets the stage for the entire conference! All conference participants are invited to mingle, network and have fun, while enjoying tasty hors d'oeuvres and visiting your vendor table. As a sponsor, you will be given the opportunity to address the entire audience and highlight your product.

#### Mobile App Sponsorship at the Primary Care Conference

To support environmental sustainability, the NCCCHCA signature conferences use a mobile conference app, rather than a paper program. All conference attendees will be encouraged to download and use the mobile app to access vital information including daily agenda, speakers, logistics, presentation materials and more. As the sponsor of the conference mobile app, we will prominently display your name and logo for assisting us in preserving our environment.

#### Registration Desk Sponsorship at the Primary Care Conference

This new, creative sponsor opportunity is assured to get a lot of foot traffic, and your organization will be out in front! Conference attendees will come to the registration stations first to get checked-in, their awesome conference swag gear and "winning" raffle ticket throughout the day, so this is an ideal spot to place your brand!

#### Diamond Sponsor Benefits:

- ✓ Conference registration for three (3) participants at the Primary Care Conference **not to exceed \$1,125**. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ "Diamond Sponsor" placed on your organization's name badge.
- ✓ **NEW for Diamond Sponsors: set up your exhibitor booth/table at the Awards Ceremony for more face time with potential customers. Ask Karen Pryce for details.**
- ✓ Logo on the NCCCHCA website.
- ✓ Banner placed the conference app.
- ✓ Recognition as a Diamond Sponsor at the Primary Care Conference.
- ✓ Recognition as Diamond Sponsor on NCCCHCA's social media platforms; Facebook, LinkedIn, Instagram, Twitter
- ✓ Highlight your company logo with a 4-sentence showcase of your product with bio of 1 company representatives.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

*PLATINUM SPONSORSHIP \$10,000 (5 available)*

---

### Conference Padfolio or Conference Bag at the Primary Care Conference **(SOLD)**

Leave an impression on conference participants long after the conference ends! This complementary, high-quality, signature conference product is designed for long-term use and made available to all attendees at the on-site conference registration desk. Choose this sponsorship option and we will place your company's logo on the outside of the padfolio or bag that we provide to all the conference attendees.

### Keynote Speaker at the Primary Care Conference (2 opportunities)

Help bring a nationally known speaker to the conference! Your support will help cover travel and/or speaker fees, and we have several sponsorship opportunities available. With this option, you can address all participants for 1-2 minutes prior to the start of the address. We will be happy to recognize your support at the event.

### Plenary Luncheon (2 opportunities)

Two full-service lunches will be provided to conference attendees – take your pick of Thursday or Friday. With a high turnout of attendees, there is always time for companies to network and engage the attention of participants. Sponsorship of the plenary lunch provides your organization with high visibility throughout the conference and the opportunity to address the participants for 1-2 minutes.

### Platinum Sponsor Benefits:

- ✓ Conference registration for two (2) participants at the Primary Care Conference **not to exceed \$750**. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ "Platinum Sponsor" placed on your organization's name badge.
- ✓ Logo on the NCCHCA website.
- ✓ Banner placed in the conference app.
- ✓ Recognition as a Platinum Sponsor at the Primary Care Conference.
- ✓ Recognition as Platinum Sponsor on NCCHCA's social media platforms; Facebook, LinkedIn, Instagram, Twitter.
- ✓ Highlight your company logo with a 2-sentence showcase of your product with bio of 1 company representatives.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

### **GOLD SPONSORSHIP \$8000 (4 available)**

---

#### Gourmet Coffee & Snack Bar

Give conference attendees a delicious, quick, pick-me-up throughout the conference by sponsoring a gourmet coffee bar next to your exhibit table. The coffee bar comes with specialty mix-ins, so conference attendees can customize their own coffee drinks! 2 Push alerts through the conference app will encourage attendance to the presentation and gourmet coffee keep foot traffic high near your exhibit table!

#### Plenary Breakfast (2 opportunities)

Two full-service breakfasts will be provided to conference attendees on Thursday and Friday. As the initial gathering place for all conference attendees before the daily sessions commence, sponsorship of the plenary breakfast provides your organization with high visibility throughout the conference and the opportunity to address the participants for 1-2 minutes. We will be happy to recognize your support at this event.



#### Charging Station Lounge (1 opportunity) **Tentative**

Be the first to sponsor the Charging Station Lounge in a relaxed, private “re-charge” lounge. Show off your brand with items to charge your mobile devices and/or items to “re-charge” the moment; i.e., (mini lotions, mini soaps, stress relief balls, bath bombs)

#### Gold Sponsor Benefits:

- ✓ Conference registration for two (2) participants at the Primary Care Conference **not to exceed \$750**. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ “Gold Sponsor” placed on your organization’s name badge.
- ✓ Logo on the NCCHCA website.
- ✓ Banner placed on the conference app.
- ✓ Recognition as a Gold Sponsor at the Primary Care Conference.
- ✓ Recognition as Gold Sponsor on NCCHCA’s social media platforms; Facebook, LinkedIn, Instagram, Twitter



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

### **SILVER SPONSORSHIP \$6,000 (4 opportunities)**

---

#### Nametag Lanyard (SOLD)

Conference attendees will receive a durable lanyard displaying their nametag throughout the length of the conference. Choose this option and we will print your company's name or logo on all conference lanyards. Attendees will wear the lanyard at all times throughout the conference! High visibility!

#### Networking Breaks (3 opportunities)

There will be several networking breaks throughout the conference. These breaks will allow conference attendees to reenergize, relax, and network, while they mingle with sponsors and exhibitors. The sponsoring organization name will be on display throughout the break.

#### Silver Sponsor Benefits:

- ✓ Conference registration for one (1) participant at the Primary Care Conference **not to exceed \$375**.  
*Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ "Silver Sponsor" placed on your organization's name badge.
- ✓ Logo on the NCCHCA website.
- ✓ Banner placed in the conference app.
- ✓ Recognition as a Silver Sponsor at the Primary Care Conference.
- ✓ Recognition as Silver Sponsor on NCCHCA's social media platforms; Facebook, LinkedIn, Instagram, Twitter.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

### **BRONZE SPONSORSHIP \$5000 (4 available)**

---

#### Promotional Items (1 opportunity remaining) **3 SOLD**

Give the conference attendees a promotional item with your exclusive logo printed on it! The items will be placed in the conference bags for attendees to use and keep after the conference ends.

#### Hotel Room Key Card (**SOLD**)

Drive up traffic to your exhibit booth and promote your brand by sponsoring the hotel room key card! Conference attendees will receive 2 key cards per room, and because the cards are sleek and portable, attendees will view your marketing message throughout the conference!

#### **Bronze Sponsor Benefits**

- ✓ Conference registration for one (1) participant at the Primary Care Conference **not to exceed \$375.**  
*Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ "Bronze Sponsor" placed on your organization's name badge.
- ✓ Logo on the NCCHCA website.
- ✓ Banner placed in the conference app.
- ✓ Recognition as a Bronze Sponsor at the Primary Care Conference.
- ✓ Recognition as Bronze Sponsor on NCCHCA's social media platforms; Facebook, LinkedIn, Instagram, Twitter.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

---

### EXHIBITOR OPPORTUNITIES

---

#### For-Profit Exhibitors \$4000

We welcome and encourage for-profit exhibitors to share information about their organizations and products at NCCHCA Conferences!

- ✓ Conference registration for one (1) participant at the Primary Care Conference **not to exceed \$375**. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ “Exhibitor” placed on your organization’s name badge.
- ✓ Recognition as an Exhibitor at the Primary Care Conference.

#### Non-Profit Exhibitors \$1,000

We welcome and encourage non-profit exhibitors to share information about their organizations and products at NCCHCA Conferences!

- ✓ Conference registration for one (1) participant at the Primary Care Conference **not to exceed \$375**. *Sponsor will pay balance exceeding the maximum amount.*
- ✓ One (1) exhibit tables/booths in premium locations at the conferences.
- ✓ “Exhibitor” placed on your organization’s name badge.
- ✓ Recognition as an Exhibitor at the Primary Care Conference.

#### Donor \$500

Your generous donation of any level will support and enable NCCHCA to execute a successful and enriching conference experience for our attendees.

- ✓ Recognition as a Donor at the Primary Care Conference.





# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

### Logistics

All payments and artwork must be received by April 21, 2023

### Registration

Please select your sponsorship package and pay online or complete the paper form below. To register, fill out the form below, and return by U.S. mail with payment by check or register at our website, [www.ncchca.org](http://www.ncchca.org)

### Deadlines

All payments and artwork must be received by **April 21, 2023**, for inclusion in conference materials. Send high-resolution artwork to Lenora Ross ([rossl@ncchca.org](mailto:rossl@ncchca.org)) and put **ARTWORK FOR 2023 CONFERENCE** in the **email subject line**.

### Hotel Information

To receive the special group rate of **\$249 per night**, please reserve by **5:00pm on May 17, 2023**. Reference the NC Community Health Center Association to get the discounted rate. The conference room block will close on May 17, 2023, or until the room block is sold out, whichever occurs first.

Washington Duke Hotel and Golf Club  
3001 Cameron Blvd  
Durham, NC 27705

Call 919-490-0999 and reference NCCHCA 2023 NC Primary Care Conference. Link coming soon.

### NCCHCA Cancellation & Refund Policies

*Notice of cancellation must be requested in writing/email by **May 17, 2023** in order to receive a full refund. Cancellations after May 17, 2023 will be eligible for a 50% refund of the original sponsor/exhibitor package price. All cancellations are subject to a \$50 administrative fee. No Shows are non-refundable.*

### Other Administrative Fees

*NCCHCA will charge a \$25.00 administrative fee for registrations that have been previously processed and/or require re-submission due to incorrect selection of registration fees or denial of payment for any reason.*



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

### Photos and Video

NCCHCA may document the conference for promotional purposes. Your participation may be filmed or photographed at this event. Your registration is your consent for use of these images and recordings by NCCHCA.

### PRIOR TO THE CONFERENCE

Please make sure to submit name(s) and contact information vendor representative(s) because all information about the conference activities and instructions will be sent to the representative.

### EXHIBIT SET UP

Exhibits may be set up between 7:00 pm - 10:00 pm on Wednesday, June 7<sup>th</sup>. You're invited to attend and mingle with conference attendees at the lunch and plenary from on Thursday and Friday. Please break down your exhibit by 1:30 pm on Friday, June 9<sup>th</sup>. Exhibitors are encouraged to enjoy all meals and network with conference attendees at every opportunity. Please check in at the Conference Registration Desk upon arrival where you'll receive all conference materials, including badge, program, and list of attendees.

### IMMEDIATELY FOLLOWING THE CONFERENCE

Shipping packages back to your office:

- 1) Re-pack any materials and double check that your boxes are ready for shipping.
- 2) Affix required shipping labels to your boxes.
- 3) Make sure ALL information is complete, including billing details.
- 4) You are responsible for making sure all materials and packages are returned to their original locations.

*This project is supported by the **Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS)** as part of an award totaling **\$1,557,131 with 99 percent** financed with nongovernmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.*



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

Please TYPE all entries and provide information as you wish it to appear in conference materials.

### Contact Information

Organization Name (as it will appear in conference materials):

Billing Address:

City:                      State:                      Zip:

Contact (person to receive correspondence):

Name (First, Last):                      Title:

Phone:                      Email:                      Organization Website:

Contact Information for Representative (to be included in the conference mobile app)

Name (First, Last):                      Title:



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

### Select Your Sponsorship Level

#### NCCHCA Signature Sponsorship \$100,000

*Signature Conference Sponsorship includes six (6) registrations*

Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:

#### Pearl Sponsorship \$25,000 (SOLD)

*Pearl Conference Sponsorship includes four (4) registrations*

Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:

#### Diamond Sponsorship \$15,000

*Diamond Sponsorship includes three (3) registrations:*

Conference Mobile App       Welcome Reception       Registration Desk

Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:

#### Platinum Sponsorship \$10,000

*Platinum Sponsorship includes two (2) registrations:*

Conference Padfolio or Bag (SOLD)       Awards Ceremony Booth

Name (First, Last):	Title:	Email:	Phone:
Name (First, Last):	Title:	Email:	Phone:



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

### Gold Sponsorship \$8,000

Keynote Speaker ( 2 opportunities)  Plenary Lunch (2 opportunities)  Gourmet Coffee & Snack Bar

Gold Sponsorship includes 2 registrations:

Name (First, Last): Title: Email: Phone:

Name (First, Last): Title: Email: Phone:

### Silver Sponsorship \$6000

Nametag Lanyard (**SOLD**)  Networking Breaks (3 opportunities)  Plenary Breakfast (2 opportunities)

Silver Sponsorship includes 1 registration:

Name (First, Last): Title: Email: Phone:

### Bronze Sponsorship \$5000

Promotional Item (**1 SOLD**, 3 opportunities remaining)  Hotel Room Key Card (**SOLD**)

Bronze Sponsorship includes 1 registration:

Name (First, Last): Title: Email: Phone:

### For-Profit Exhibitor \$4000 (**5 SOLD**, 20 opportunities remaining)

For-profit exhibitor includes 1 registration:

Name (First, Last): Title: Email: Phone:

### Non-Profit Exhibitor \$1,000

Non-profit exhibitor includes 1 registration:

Name (First, Last): Title: Email: Phone:

Donation:  Enter amount \$

**Method of Payment:** Payment must accompany agreement to confirm attendance. Agreement, payment and artwork must be received by **April 21, 2023**.



# 2023 Primary Care Conference

June 7-9, 2023 | Washington Duke Inn and Golf Club & JB Duke Hotel | Durham, NC

## Transformation: Embracing A New Tomorrow

Total Enclosed: \$ \_\_\_\_\_

Signature\* (required): \_\_\_\_\_ Date: \_\_\_\_\_

\*Signature acknowledges understanding of refund policy.

Return completed form (Pages 8-11) with payment by April 21, 2023 to:  
North Carolina Community Health Center Association  
ATTN: FINANCE DEPARTMENT  
4917 Waters Edge Drive, Suite 165  
Raleigh, NC 27606  
Completed forms with payment information may also be emailed to [pryce@ncchca.org](mailto:pryce@ncchca.org)

The North Carolina Community Health Center Association is a 501(c)(3) charitable nonprofit. Contributions are tax-deductible to the extent allowed by law. The deductible portion of your contribution is the amount paid, minus the fair market value of any goods or services provided. Information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 888-830-4989. The license is not an endorsement by the state.

For more information, please contact:  
North Carolina Community Health Center Association,  
Karen Pryce, Director of Business Development, [pryce@ncchca.org](mailto:pryce@ncchca.org) or 336-267-8567