2018
ANNUAL

Participant and Member Meetings

Sponsorship Opportunities

eHealth Exchange™

the sequoia® project

carequality

You're Invited To Be A Part Of Our
Annual Member Meetings

We're thrilled to announce the success of last year's The Sequoia Project's first annual member meeting. Due to member demand, we are expanding this year's event to three days, with dedicated meetings for The Sequoia Project, eHealth Exchange, and Carequality.

The 2018 meetings will be held at the Gaylord National Harbor, located just minutes outside of Washington, DC on:

eHealth Exchange™	the Sequoia® project	carequality
Wednesday, October 24th	**Thursday, October 25th**	**Thursday, October 25th & Friday, October 26th**
The eHealth Exchange's inaugural All Participant in-person meeting is expected to draw 100 attendees including federal agencies, health systems, physicians, regional and state health information exchanges, as well as the eHealth Exchange Validated Vendors supporting them.	With nearly 200 attendees expected, The Sequoia Project Annual Member Meeting 2017 will be a valuable opportunity to network with executive, IT, and operations professionals across the health IT field all focused on improving interoperability for physicians and patients. The Sequoia Project meeting will include supporters of the PULSE and RSNA Image Share Validation programs.	The Carequality inaugural member meeting will include not only the nearly 30 implementers of the nation's interoperability and trusted exchange framework, but 200 high-level attendees from member health information networks, vendors, service providers, personal health record companies, and others.

These events promise to be a must-attend gathering of health IT interoperability experts. Take advantage of this unique opportunity to network with members of The Sequoia Project and its initiatives as well as showcase your company's capabilities. The robust agenda will include product roadmaps, government representatives, data sharing case studies, technical tips and tricks, networking events, and much more.

Attached is the Sponsorship Prospectus which outlines our available sponsorship packages. You may choose to sponsor one, two, or all three meetings. These packages provide great visibility with our attendees, but to boost your exposure, select an upgrade! If you have any questions or would like to discuss these opportunities further, please contact me at dvandyke@sequoiaproject.org or 571.346.2439.

Sincerely,
Dawn Van Dyke
Director, Marketing

Sponsor Fact Sheet

Meeting Dates

October 24-26, 2018

Hotel Information

Gaylord National Harbor

201 Waterfront Street

National Harbor, MD

Room Rate

$227/night (room rate is available until

October 2 or until room block is sold out)

Projected Attendance

eHealth Exchange™	the sequoia® project	carequality
100 Attendees	200 Attendees	200 Attendees

Attendee Roles

- President/CEO
- CIO/ CTO
- CMIO
- Executive Director
- VPs of Operations & Information Systems
- Directors of IT, Health Information Systems, & HIE

eHealth Exchange™
Agenda-at-a-Glance*

Wednesday, October 24th

7:30AM	Continental Breakfast
8:30 AM	Welcome
8:45 AM	Opening Remarks
9:00 AM	Ecosystem Roundtable
10:00 AM	Break
10:30 AM	Federal Patient Stories
11:30 AM	Panel Content Testing Tips
12:30 PM	Lunch
1:30 PM	Non-Treatment Use Cases
2:30 PM	eHealth Exchange Roadmap
3:30 PM	Break
4:00 PM	Next Steps on the Roadmap
4:50 PM	Closing Remarks
5:00 PM	Sequoia Project Joint Technical Workgroup Networking Session
5:15 PM	Cocktail Reception

the
sequoia®
project

Agenda-at-a-Glance*

Thursday, October 25th

7:30AM   Continental Breakfast

8:30 AM   Welcome

8:45 AM   Government Keynote (invited)

9:15 AM   Government Panel:
State of the Union

10:00 AM   Break

10:20 AM   Patient Matching Update:
From Framwork to Real Work

11:10 AM   Pulse Update:
When Disaster Strikes

12:00 PM   Lunch

carequality

Agenda-at-a-Glance*

Thursday, October 25th

1:00 PM	Welcome / Opening Remarks: Scaling Carequailty's Nationwide Interoperability Framework
1:30 PM	Content Workgroup Panel: Unlocking the Value of Exchange with Better Content:
2:15 PM	Break
2:45 PM	Panel: Lighting the FHIR
3:30 PM	Consumer Access
4:!5 PM	Carequality Roadmap
5:00 PM	Cocktail Reception in POSE

Friday, October 26th

7:30AM	Breakfast
8:30 AM	Welcome
8:40 AM	Roundtable: Making the Carequality Connection
9:30 AM	Roundtable: Focusing on Value
10:20 AM	Break
10:40 AM	Innovation Keynote
11:30 AM	Closing Remarks

Sponsorship Opportunities

Platinum Sponsorship (1 available)

$12,000
($10,000 for eHealth Exchange)

PRE-MEETING BENEFITS
- Company highlighted in Meeting marketing email communications (2 emails)
- Company Name in The Sequoia Project Annual Member Meeting Media Release (1 release)
- Company Logo and URL link from Meeting website to Sponsor's homepage
- 150-word company description and Logo in Meeting Program Guide
- One-time use of pre-event and post-event registration list
- Full-page Ad in Meeting Program Guide

ONSITE MEETING BENEFITS
- Exclusive Co-Sponsorship of Evening Networking Reception
- 5-minute opportunity to address reception attendees
- Verbal Sponsor recognition at Evening Networking Reception
- Logo displayed on Evening Networking Reception signage
- Logo on cocktail napkins at reception
- 2-minute Introduction of Keynote Speaker on Tuesday
- Company Logo displayed on Meeting Signage as Platinum Sponsor
- Company Logo in Meeting Program Guide
- Verbal recognition in General Session (Also Dedicated Slide)

EXHIBIT SPACE
- (2) Tabletop exhibit spaces (Priority selection of location)

MEETING PASSES
- (4) Complimentary Meeting passes (a $300 value)

POST-MEETING BENEFITS
- One-time use of post-event registration list
- Company Logo and URL link from Meeting website to Sponsor's homepage (for four weeks post meeting)

Sponsorship Opportunities

Gold Sponsorship (1 available)

$8,000
($6,000 for eHealth Exchange)

PRE-MEETING BENEFITS

- Company logo and URL Link from Meeting website to Sponsor's homepage
- Company highlighted in Meeting marketing email communications (1 email)

ONSITE MEETING BENEFITS

- Exclusive Sponsorship of Wednesday (eHealth Exchange) or Thursday (The Sequoia Project) Lunch
- 2-minute introduction of Afternoon Session speaker
- Sponsorship recognition during Lunch (Dedicated slide)
- Logo displayed on Lunch signage as Sponsor
- Logo displayed on Meeting Signage as Gold Sponsor
- 100-word company description and Logo in Meeting Program Guide
- Half-Page Ad in Meeting Program Guide

EXHIBIT SPACE

- (1) Tabletop exhibit space

MEETING PASSES

- (3) Complimentary Meeting passes (a $300 value)

POST-MEETING BENEFITS

- Company logo and URL Link from Meeting website to Sponsor's homepage (for four weeks post meeting)

Sponsorship Opportunities

Silver Sponsorship (2 available)

$6,000
($4,000 for eHealth Exchange)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Choice of sponsorship: Breakfast on Wednesday (eHealth Exchange), Thursday (The Sequoia Project), or Friday (Carequality) (first come, first served)
- Sponsorship recognition during Breakfast (Dedicated slide)
- Company logo displayed on Breakfast signage as Breakfast Sponsor
- Company logo displayed on Meeting Signage as Silver Sponsor
- 75-word company description and logo in Meeting Program Guide
- Quarter-page Ad in Meeting Program Guide

EXHIBIT SPACE

- (1) Tabletop exhibit space

MEETING PASSES

- (2) Complimentary Meeting passes (a $300 value)

POST-MEETING BENEFITS

- Company logo on Meeting website (for four weeks post meeting)

Sponsorship Opportunities

Bronze Sponsorship (2 available)

$4,000
($2,000 for eHealth Exchange)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Choice of sponsorship: Break on Wednesday (eHealth Exchange), Thursday Morning (The Sequoia Project), Thursday afternoon or Friday (Carequality) (first come, first served)
- Sponsorship recognition during Break (Dedicated slide)
- Company Logo displayed on Break signage as Sponsor
- Company Logo displayed on Meeting Signage as Bronze Sponsor
- 50-word company description and logo in Meeting Program Guide

EXHIBIT SPACE

- (1) Tabletop exhibit space

MEETING PASSES

- (1) Complimentary Meeting passes (a $300 value)

POST-MEETING BENEFITS

- Company logo on Meeting website (for four weeks post meeting)

Sponsorship Upgrades

(must purchase a Sponsorship package to purchase upgrades)

Wi-Fi
(1 available)

$4,000

Sponsorship of
conference Wi-Fi

Meeting Bag
(1 available)

$3,500

Co-sponsorship with The Sequoia Project
of the meeting bag each attendee
receives at registration

Hotel Room Literature
or Gift Drop
(3 available)

$1,500

Sponsor supplies collateral piece and/or gift
to be delivered to each attendee's room who
is a guest at the Gaylord National Hotel

Hotel
Key Cards
(1 available)

$3,000

Co-sponsorship with The Sequoia Project
of the hotel key card each hotel guest
receives at check-in

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**To reserve your sponsorship or discuss customizing an opportunity,
please contact Dawn Van Dyke, dvandyke@sequoiaproject.org or 571.346.2439.**