

Annual Meeting • **NOV 15 - 17**

2023

SAN DIEGO

California

the
sequoia[®]
project

carequality

SPONSORSHIP OPPORTUNITIES

YOU'RE INVITED TO BE A PART OF OUR
ANNUAL PARTICIPANT MEETING

Join us in sunny San Diego where we will host our 5th Annual Meeting. It's sure to be our best event yet as we have boosted the amount of content, networking opportunities, and meeting days!

The Sequoia Project and Carequality Annual Meeting 2023 is expected to draw a record number of 250-300 attendees including federal agencies, health systems, health IT developers, physicians, interoperability service providers, regional and state health information exchanges, and others.

This annual event promises to be a must-attend gathering of health IT interoperability experts. Take advantage of this unique opportunity to network with The Sequoia Project and Carequality attendees as well as showcase your company's capabilities. The robust agenda will include ONC's Trusted Exchange Framework and Common Agreement, public health, patient access (IAS), FHIR, data usability, privacy and security, unconference sessions, and much more.

Attached is the Sponsorship Prospectus which outlines our available sponsorship packages. These packages provide great visibility with our attendees.

If you have any questions or would like to customize any opportunities, please contact us at marketing@sequoiaproject.org.

Sincerely,

The Marketing Team



SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship

\$50,000

(1 AVAILABLE)



PRE-MEETING BENEFITS

- Company highlighted in Meeting marketing email communications (2 emails)
- Company Name in The Sequoia Project/Carequality Annual Meeting Media Release (1 release)
- Company Logo and URL link from Meeting website to Sponsor's homepage
- 150-word company description and Logo in online Meeting Program Guide
- One-time use of opt-in pre-event registration list (Communications to be sent through The Sequoia Project/Carequality)
- Pre-event Social Media post promoting company as Platinum Sponsor (1 post)

ONSITE MEETING BENEFITS

- Exclusive Co-Sponsorship of Evening Networking Reception
 - 2-minute opportunity to address reception attendees
 - Verbal Sponsor recognition at Evening Networking Reception
 - Logo displayed on Evening Networking Reception signage
 - Logo on cocktail napkins and reception décor at reception
 - Specialty Beverage named after Sponsor (optional: Sponsor to name and create ingredients)
 - Servers to wear apron with Sponsor logo alongside The Sequoia Project/Carequality logo
- 2-minute Introduction of Keynote Speaker
- Guaranteed one (1) spot in a panel during event
- Co-sponsorship of reusable water cup/bottle (will have The Sequoia Project, Carequality and Company logo) for attendees to use throughout conference (provided by The Sequoia Project and Carequality)
- Sponsor tagged in two (2) Social Media postings with photographs
- Company Logo displayed on Meeting Signage as Platinum Sponsor
- Company Logo in Meeting Program Guide
- Verbal recognition in General Session (Also Dedicated Slide)
- Full-page Acknowledgement in Meeting Program Guide
- Cocktail table with signage in Conference Foyer space to place collateral (optional)

MEETING PASSES

- (6) Complimentary Meeting passes (a \$4,800 value)

POST-MEETING BENEFITS

- One-time use of opt-in post-event registration list (Communications are sent through The Sequoia Project/Carequality)
- Company Logo and URL link from Meeting website to Sponsor's homepage (for four weeks post meeting)
- One post-meeting social media post thanking our Platinum Sponsor



SPONSORSHIP OPPORTUNITIES

Gold Sponsorship \$25,000 (2 AVAILABLE)

PRE-MEETING BENEFITS

- Company logo and URL Link from Meeting website to Sponsor's homepage
- Company highlighted in Meeting marketing email communications (1 email)
- One-time use of opt-in pre-event registration list (Communications to be sent through The Sequoia Project/Carequality)

ONSITE MEETING BENEFITS

- Exclusive Sponsorship of one (1) Lunch (first come, first served on particular day)
- 2-minute introduction of one (1) Afternoon Session speaker
- Sponsorship recognition during one (1) Lunch (Dedicated slide)
- Logo displayed on Lunch signage as Sponsor
- Logo displayed on Meeting Signage as Gold Sponsor
- Opportunity to place (1) give-away at each lunch table (optional)
- 100-word company description and Logo in Meeting Program Guide
- Half-Page Acknowledgement in Meeting Program Guide
- Cocktail table with signage in Conference Foyer space to place collateral (optional)

MEETING PASSES

- (4) Complimentary Meeting passes (a \$3,200 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 **\$15,000** (3 AVAILABLE)

PRE-MEETING BENEFITS

- Company logo on Meeting website
- Company highlighted in Meeting marketing email communications (1 email)

ONSITE MEETING BENEFITS

- Sponsorship recognition during one (1) Breakfast (Dedicated slide) (first come, first served on particular day)
- Opportunity to place (1) marketing piece at each table
- Company logo displayed on Breakfast signage (1 day) as Breakfast Sponsor
- Company logo displayed on Meeting Signage as Silver Sponsor
- 75-word company description and logo in Meeting Program Guide
- Quarter-page Acknowledgement in Meeting Program Guide
- Cocktail table with signage in Conference Foyer space to place collateral (optional)

MEETING PASSES

- (2) Complimentary Meeting passes (an \$1600 value)

POST-MEETING BENEFITS

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



SPONSORSHIP OPPORTUNITIES

Bronze Sponsorship

\$7,000

(4 AVAILABLE)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Sponsorship recognition during one (1) Break (Dedicated slide) (first come, first served on particular break)
- Company Logo displayed on one (1) Break signage as Sponsor
- Company Logo displayed on Meeting Signage as Bronze Sponsor
- 50-word company description and logo in Meeting Program Guide
- Time-limited raffle and drawing hosted during the break, with winner announced by sponsor on main stage at the start of the next session (optional)
- Fun activity to be mutually agreed upon (optional) (examples may include ice cream cart, puppy playtime, ice tea bar, etc.)

MEETING PASSES

- (1) Complimentary Meeting pass (a \$800 value)

POST-MEETING BENEFITS

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



SPONSORSHIP OPPORTUNITIES

Co-Sponsorship with The Sequoia Project and Carequality of the Meeting Bag given to each attendee at Registration. The bag will give you long term exposure as attendees will utilize the bag at the event then take it with them.

Meeting Bag Sponsorship

\$5,000

(EXCLUSIVE)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Company Logo displayed on Signage at Registration as Meeting Bag Sponsor
- Company Logo displayed on bag along with The Sequoia Project/ Carequality logos
- Ability to insert one single-page promotional piece (no larger than 8.5 inches x 11 inches) in the conference bags (Sponsor is responsible for production and shipping/handling to show site; insert must be approved in advance by The Sequoia Project/Carequality)

MEETING PASSES

- (1) Complimentary Meeting pass (a \$800 value)

POST-MEETING BENEFITS

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



SPONSORSHIP OPPORTUNITIES

The Wi-Fi Sponsorship is a great opportunity for constant exposure as most attendees will utilize the Wi-Fi throughout the event!

Wi-Fi Sponsorship

\$5,000
(EXCLUSIVE)

PRE-MEETING BENEFITS

- Company logo on Meeting website
- Recognition as the Wi-Fi sponsor in pre-event attendee email

ONSITE MEETING BENEFITS

- Company Logo displayed on Wi-Fi signage as Sponsor
- Opportunity to create the password all attendees will need to log into the Wi-Fi
- Custom Wi-Fi landing page (Sponsor to provide graphics in requested format)

MEETING PASSES

- (1) Complimentary Meeting pass (a \$800 value)

POST-MEETING BENEFITS

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



SPONSORSHIP OPPORTUNITIES

As the Lanyard sponsor, you will have non-stop exposure with your logo around the necks of all attendees! Lanyards are distributed at registration and hold badges that are required for entrance. The Lanyard will display your logo alongside The Sequoia Project/Carequality logo.

**Lanyard
Sponsorship**
\$5,000
(EXCLUSIVE)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Company Logo displayed in Program Guide as Lanyard Sponsor
- Company Logo displayed on Signage at Registration as Lanyard Sponsor

MEETING PASSES

- (1) Complimentary Meeting pass (a \$800 value)

POST-MEETING BENEFITS

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



SPONSORSHIP OPPORTUNITIES



A great opportunity to spotlight your company as everyone needs a charge at some point during the event! The Charging Station will be located near the General Session and will be branded with your logo.

Charging Station Sponsorship **\$2,500** (EXCLUSIVE)

PRE-MEETING BENEFITS

- Company logo on Meeting website

ONSITE MEETING BENEFITS

- Company Logo displayed on Signage near station as Charging Station Sponsor
- Monitor near Charging station with Company logo or looping video (no sound) - (Sponsor to provide video in requested format and Show Management will produce and install)
- Logo placed on Charging towers

MEETING PASSES

- (1) Complimentary Meeting pass (a \$800 value)

POST-MEETING BENEFITS

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