



the  
sequoia<sup>®</sup>  
project

Annual  
Meeting  
2025



carequality

NASHVILLE  TENNESSEE

SPONSORSHIP OPPORTUNITIES

YOU'RE INVITED TO PARTICIPATE IN OUR  
**ANNUAL INTEROPERABILITY MEETING**



**Join us once again in vibrant Nashville for our most exceptional Annual Meeting yet, featuring dynamic presentations, panels, and networking opportunities!**

The Sequoia Project and Carequality Annual Meeting 2025 is expected to draw a record number of 250-300 attendees including federal agencies, health systems, health IT developers, physicians, pharmacists, payers, 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 members and Carequality participants as well as showcase your company's capabilities. The robust agenda will include Trusted Exchange Framework and Common Agreement™, patient access (i.e., IAS), FHIR®, data usability, privacy and consent, government affairs, unconference sessions, and much more.

Attached is the Sponsorship Prospectus, which outlines our available sponsorship packages. These packages provide considerable brand engagement opportunities and visibility with meeting attendees.

New this year, we are offering the annual karaoke tradition as a part of the official agenda and available for sponsorship.

If you have any questions or would like to customize a sponsorship opportunity, please contact us at [marketing@sequoiaproject.org](mailto:marketing@sequoiaproject.org).



# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsorship

**\$20,000**

**(2 AVAILABLE)**



### PRE-MEETING BENEFITS

- Pre-event opt-in registration List (Name, Company, Titles only)
- Company highlighted in meeting marketing email communications (2 emails)
- Company name in The Sequoia Project Annual Meeting news release (1 release)
- Company logo and URL link from meeting website to sponsor's homepage
- One promotional email sent by The Sequoia Project on sponsor's behalf to conference registrants (sponsor to provide HTML content<sup>1</sup>) approximately two weeks prior to the event.

### ONSITE MEETING BENEFITS

- 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 decor at reception
  - Specialty beverage named after sponsor (optional: sponsor to name and create ingredients)
- 2-minute introduction of keynote speaker in mutually agreed upon session
- Guaranteed one (1) spot in a panel during event
- Co-sponsorship of reusable water cup/bottle (will have The Sequoia Project, and platinum sponsors company logo(s)) for attendees to use (may be more than one sponsor) throughout conference (provided by The Sequoia Project)
- Sponsor tagged in two (2) social media postings with photographs
- Company logo displayed on meeting signage as platinum sponsor
- Verbal recognition in general session (also dedicated slide)
- Cocktail table with signage in conference foyer space to place collateral (optional)

### MEETING PASSES

- (6) Complimentary meeting passes (a \$5,700 value)

### POST-MEETING BENEFITS

- 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
- Post-event opt-in registration list (name, company, and titles only)

<sup>1</sup>Content to be approved by The Sequoia Project

# SPONSORSHIP OPPORTUNITIES

## Gold Sponsorship

**\$15,000**  
(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 promotional email sent by The Sequoia Project on sponsor's behalf to conference registrants (sponsor to provide HTML content<sup>1</sup>)

### ONSITE MEETING BENEFITS

- Exclusive sponsorship of one (1) lunch
- 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)
- Cocktail table with signage in conference foyer space to place collateral (optional)

### MEETING PASSES

- (4) Complimentary meeting passes (a \$3,800 value)

### POST-MEETING BENEFITS

- Company logo and URL link from meeting website to sponsor's homepage (for four weeks post meeting)

<sup>1</sup>Content to be approved by The Sequoia Project



# SPONSORSHIP OPPORTUNITIES

## Carequality Karaoke and Silver Sponsorship

**\$10,000**

**(3 AVAILABLE)**

### PRE-MEETING BENEFITS

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

### ONSITE MEETING BENEFITS

- Sponsorship of Karaoke hosted by Carequality. For the first time ever, this Carequality tradition is part of the official annual meeting agenda and available for sponsorship. The event will follow the Tuesday evening networking reception.
  - Sponsorship of karaoke event
  - 2-minute opportunity to address karaoke attendees
  - Verbal sponsor recognition throughout karaoke event
  - Logo displayed on karaoke event signage
  - Logo on cocktail napkins and decor at karaoke
  - Specialty beverage named after sponsor (optional: sponsor to name and create ingredients)
- Opportunity to place (1) marketing piece at each general session table
- Company logo displayed on meeting signage as silver sponsor
- Cocktail table with signage in conference foyer space to place collateral (optional)

### MEETING PASSES

- (2) complimentary meeting passes (a \$1,900 value)

### POST-MEETING BENEFITS

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



# SPONSORSHIP OPPORTUNITIES

## Bronze Sponsorship

**\$6,000**

(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
- 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)

### MEETING PASSES

- (1) Complimentary meeting pass (a \$950 value)

### POST-MEETING BENEFITS

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



# SPONSORSHIP OPPORTUNITIES

## Co-Branding Swag Sponsorship

**\$7,500**  
(EXCLUSIVE)

Co-Sponsorship with The Sequoia Project and Carequality of the attendee gift (aka swag) given to each attendee at registration. The swag will give you long term exposure as attendees will utilize the item at the event then take it with them.

### PRE-MEETING BENEFITS

- Company logo on meeting website

### ONSITE MEETING BENEFITS

- Company logo displayed on signage at registration as swag sponsor
- Company logo displayed on swag along with The Sequoia Project and Carequality logos (exact swag item to be determined at a later date and communicated to sponsor)

### MEETING PASSES

- (1) Complimentary meeting pass (a \$950 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

**\$7,500**  
(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 SSID and password all attendees will need to log into the Wi-Fi

### MEETING PASSES

- (1) Complimentary meeting pass (a \$950 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. Lanyards will be supplied by The Sequoia Project and will display your logo alongside The Sequoia Project and Carequality logos.

## Lanyard Sponsorship

**\$7,500**  
(EXCLUSIVE)

### PRE-MEETING BENEFITS

- Company logo on meeting website

### ONSITE MEETING BENEFITS

- Company logo displayed on signage at registration as lanyard sponsor

### MEETING PASSES

- (1) Complimentary meeting pass (a \$950 value)

### POST-MEETING BENEFITS

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



# SPONSORSHIP OPPORTUNITIES

## Charging Station Sponsorship

**\$7,500**  
(EXCLUSIVE)



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.

### PRE-MEETING BENEFITS

- Company logo on meeting website

### ONSITE MEETING BENEFITS

- Company logo displayed on signage near station as charging station sponsor
- Logo placed on charging towers

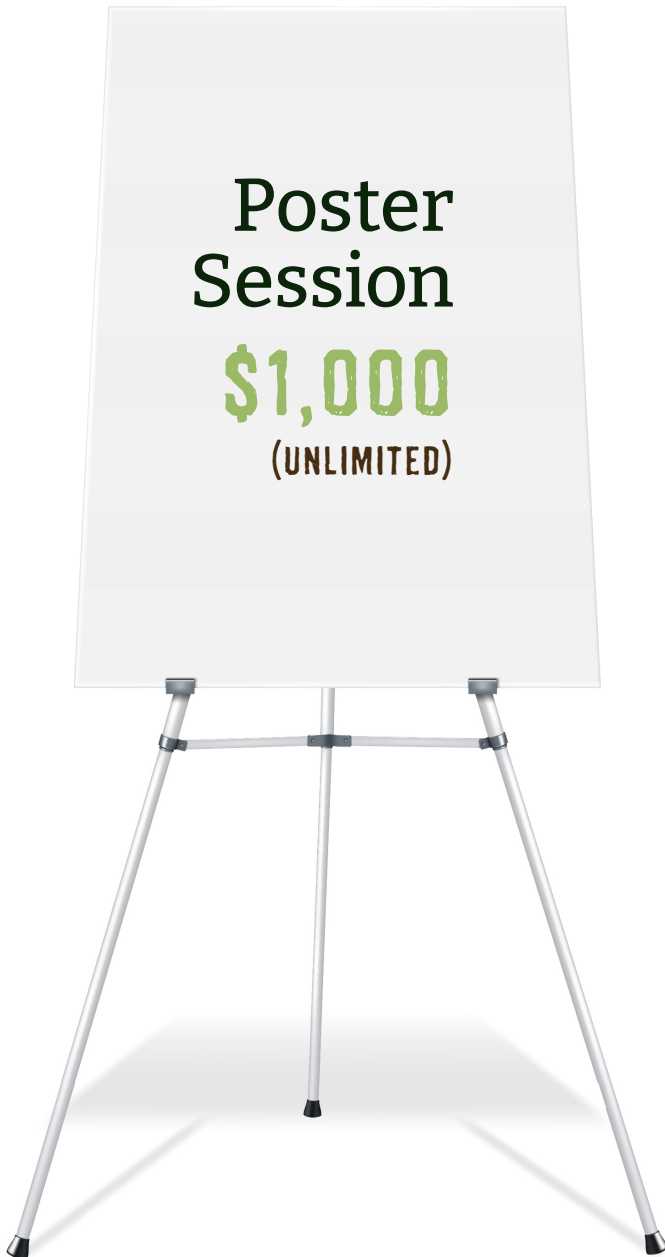
### MEETING PASSES

- (1) Complimentary meeting pass (a \$950 value)

### POST-MEETING BENEFITS

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

# SPONSORSHIP OPPORTUNITIES



## PRE-MEETING BENEFITS

- Company logo on event website
- Company recognition in event marketing email (1 email)
- Company recognition in event posts on social media (1 post)

## ONSITE MEETING BENEFITS

- Sponsorship recognition on slide during break
- Foamcore poster (2' x 3') displayed at annual meeting. Content to be provided by sponsor and approved by The Sequoia Project. The Sequoia Project will provide the printed poster.

## MEETING PASSES

- (1) Complimentary meeting pass (a \$950 value)

## POST-MEETING BENEFITS

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

Poster session will be presented with a minimum of 10 participants.