

HL7 PAYER SUMMIT SPONSORSHIP OPPORTUNITIES

HL7's first Payer Summit convenes September 18 -19, 2014 in conjunction with the HL7 Working Group Meeting in Chicago, IL. This is an exclusive event, open only to payers and limited to 40 participants. HL7 invites you to take advantage of this unique opportunity to expose your company and its products to payer participants, many of whom are new to HL7. Sponsorships are limited and, depending on the level purchased, include exciting new opportunities such as providing literature or giveaways to all Summit participants, supplying questions for them to answer on an HL7-sponsored survey, and the opportunity to convene a focus group with Summit participants during lunch on Thursday. If you want input from and exposure to payers, you'll want to take advantage of these sponsorship opportunities

Sponsorships will be award on a first come, first served basis. To reserve a sponsorship or for more information, please contact Karen Van Hentenryck at Karenvan@HL7.org 734-677-7777 x104

Opportunities

Networking reception sponsor (~~2 available~~ ALL HAVE BEEN SOLD): \$2,500 each (member price); \$3750 (non-member price)

The networking reception will be open only to participants of the Payer Summit (approximately 40 payers total). As the sponsor of this event, your organization will receive the following:

- Name and logo on HL7 Payer Summit program
- Name and logo on HL7 website as sponsor of the Payer Summit
- Name and logo in outreach communications as sponsor of the Payer Summit
- Your banner displayed in the Payer Summit room and/or at the general session all week
- Name and logo on cocktail napkins at reception
- Recognition during the Wednesday general session (slide) as a sponsor of this event
- One piece of your literature or a giveaway in Payer Summit Attendee bags
- Five minutes to welcome payers to the HL7 meeting/payers only reception
- Two tickets for the reception

Gold sponsor (~~3 available~~ ALL HAVE BEEN SOLD): \$3,000 (member price); \$4,500 (non-member price)

As a Gold Sponsor of this event, your organization will receive the following:

- Name and logo on the HL7 Payer Summit Program
- Name and logo on HL7 website as sponsor of the Payer Summit
- Name and logo in outreach communications as sponsor of the Payer Summit
- Your banner displayed in the Payer Summit room and/or at the general session all week
- Recognition during the Wednesday general session (slide) as a sponsor of this event

- Ability to submit 5 questions you'd like the participants of this event to answer as part of an HL7 survey distributed at the event and via online survey following the event. Answers to be returned to sponsor following the event (note: HL7 policy prohibits sharing email addresses of participants with sponsors)
- Up to three pieces of your literature or giveaways (e.g., pen) in Payer Summit Attendee bags
- Ability to invite participants to a 1.25 hour focus group during lunch on Thursday, September 18, from 12:30 – 2:15 pm. Max of 10 participants*
- Two tickets to the Payer Summit
- Three tickets to the Payer Summit networking reception on Thursday evening (open only to Payer Summit participants)

Silver Sponsor (~~3 available~~ **1 left**): **\$2,000 (member price); \$3,000 (non-member price)**

As a Silver Sponsor of this event, your organization will receive the following:

- Name and logo on the HL7 Payer Summit Program
- Name and logo on HL7 website as sponsor of the Payer Summit
- Name and logo in outreach communications as sponsor of the Payer Summit
- Your banner displayed in the Payer Summit room and/or at the general session all week
- Recognition during the Wednesday general session (slide) as a sponsor of this event
- Ability to submit 5 questions for participants of this event to answer as part of an HL7 survey distributed at the event and via online survey following the event. Answers to be returned to sponsor following the event (note: HL7 policy prohibits sharing participant email addresses with sponsors)
- Up to two pieces of your literature or giveaways (e.g., pen) in Payer Summit Attendee bags
- Two tickets to the Payer Summit networking reception on Thursday evening (open only to Payer Summit participants)

***HL7 does not guarantee attendance at your focus group. HL7 will provide lunch and invite all Summit participants to your focus group, but Summit attendees are free to choose which, if any, of the focus groups to attend. To make the most of this opportunity, we encourage Gold sponsors to offer Summit participants an incentive to attend your focus group. Examples of incentives offered at other successful industry focus groups include items such as Visa gift cards, tablets, iPods, Fitbits, etc.**