



Sponsorship and Support Opportunities

The 2020 PQA Leadership Summit is focused on the social determinants of health. We will engage Summit attendees to help PQA determine the scope and focus of an SDOH resource guide that will be developed by PQA and detail the SDOH interventions most likely to improve the quality of medication use and where pharmacists are best positioned to provide screening, evaluation and services to address SDOH factors. Additional emphasis will be placed on SDOH interventions that can address racial and ethnic disparities in health. PQA has selected this topic and approach because of the growing importance of SDOH and because there is not an existing resource that aggregates SDOH interventions as they relate to medication use quality and pharmacy services.

Select content from the PQA Leadership Summit will be recorded and available on-demand for PQA members and other industry stakeholders. We anticipate more than 300 attendees will join us for the meeting.

The virtual PQA Leadership Summit will deliver value in brand exposure, increased engagement, and business development. The packages and benefits detailed below include opportunities with our diverse meeting audience to showcase your organization's work in the SDOH and medication use quality space.

Platinum Sponsorship - \$15,000

- Opportunity to sponsor a specific general session or networking reception activity
- 3 business-to-business introductions made by PQA staff to support lead generation
- 2 invitations to an exclusive PQA Board and Sponsors Virtual Event: "PQA Board Connect" where sponsors will have the opportunity to join a 60-90 minute virtual moderated discussion with select members of the PQA Board of Directors. (Date TBD)
- Dedicated networking rooms available prior to the meeting for 1:1 meetings between sponsor and attendees (TBD)
- Silver sponsor benefits as follows:
 - Scripted pitch or video commercial (30 seconds) delivered during session transitions or breaks
 - Company logo and URL link on PQA website for one year
 - Company logo and recognition on all marketing materials and promotional communications
 - Company logo and URL link plus dedicated section for sponsor marketing resources (e.g., .pdf file, .ppt file, or video)
 - Recognition of sponsorship on PQA social media
 - Recognition and thank you throughout the virtual meeting (sessions will be recorded and enduring)
 - Summit pre-registration list provided one week prior to the meeting (.pdf format)
 - Summit final attendee list provided one week after the meeting (.pdf format)

Gold Sponsorship - \$10,000

- 2 business-to-business introductions made by PQA staff to support lead generation
- 2 invitation to an exclusive PQA Board and Sponsors Virtual Event: "PQA Board Connect" where sponsors will have the opportunity to join a 60-90 minute virtual moderated discussion with select members of the PQA Board of Directors. (Date TBD)
- Dedicated networking rooms available prior to the meeting for 1:1 meetings between sponsor and attendees (TBD)
- Silver sponsor benefits as follows:
 - Scripted pitch or video commercial (30 seconds) delivered during session transitions or breaks
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 - Summit final attendee list provided one week after the meeting (.pdf format)

Silver Partnership - \$5,000

- 1 business-to-business introductions made by PQA staff to support lead generation
- 1 invitation to an exclusive PQA Board and Sponsors Virtual Event: "PQA Board Connect" where sponsors will have the opportunity to join a 60-90 minute virtual moderated discussion with select members of the PQA Board of Directors. (Date TBD)
- Silver sponsor benefits as follows:
 - Scripted pitch or video commercial (30 seconds) delivered during session transitions or breaks
 - Company logo and URL link on PQA website for one year
 - Company logo and recognition on all marketing materials and promotional communications
 - Company logo and URL link plus dedicated section for sponsor marketing resources (e.g., .pdf file, .ppt file, or video)
 - Recognition of sponsorship on PQA social media
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 - Summit final attendee list provided one week after the meeting (.pdf format)

Partner Sponsorship - \$3,500

- Company logo and URL link on PQA website for one year
- Company logo and recognition on all marketing materials and promotional communications
- Company logo and URL link plus dedicated section for sponsor marketing resources (e.g., .pdf file, .ppt file, or video)
- Recognition of sponsorship on PQA social media
- Recognition and thank you throughout the virtual meeting (sessions will be recorded and enduring)

Exclusive Leadership Summit Sponsorship Opportunities

Meeting Break Sponsorship - \$17,500

- Exclusive opportunity for direct marketing give-away to attendees during meeting break (give-away item will be at cost)
- 5 minutes of commercial programming during the meeting break
- Platinum sponsor benefits

Waiting Room Sponsorship - \$10,000

- Sponsorship of the attendee waiting room open 20 minutes before the start of the virtual meeting
- Company logo and 90-second video commercial delivered during the 20 minutes before the start of the virtual event
- Silver sponsor benefits

Additional PQA Sponsorship Opportunities

PQA Commercial Webinar Sponsorship - \$5,000

- Commercial and promotional topic, content, and speakers selected and prepared by sponsor
- Webinar recorded and housed as enduring content in the PQA Education Center
- Webinar to be held separate from the PQA Leadership Summit programming
- Promotion of sponsoring company through various communications channels promoting the forum, including email distribution to more than 3,000 active PQA members and contacts, calendar placements on the PQA website, announcement of/promotion through PQA channels and the PQA Quality Connection e-newsletter (timing dependent), social media posts on Twitter, LinkedIn and Facebook with regional targeting of posts on Twitter

Custom sponsorship packages are also available.

Contact Loren to explore additional options (LKirk@PQAalliance.org)