



2019

POQA

LEADERSHIP
SUMMIT
SPONSORSHIP
OPPORTUNITIES

PARTNERSHIP
LEVELS & FEATURES



ABOUT PQA

PQA is the nation's leading developer of consensus-based measures for medication safety, adherence and appropriate use. A non-profit organization with more than 250 diverse members across healthcare, PQA's quality initiatives support improvements in medication use and medication services.

PQA was established in 2006 as a public-private partnership with the Centers for Medicare and Medicaid Services shortly after the implementation of the Medicare Part D Prescription Drug Benefit. PQA measures help healthcare professionals assess the quality of health plans and the services they cover. They are used in the Medicare Star Ratings program and Medicaid and have been endorsed or implemented by numerous other healthcare organizations.

A neutral and respected convener, PQA annually brings together through conferences and events, a wide spectrum of healthcare quality professionals to learn, network, engage and collaborate to improve care delivery, quality measurement and patient outcomes.



“One of many benefits of attending the PQA meeting is the actionable insights gleaned from conversations and sessions regarding every corner of the industry.”

— a 2019 PQA national meeting attendee

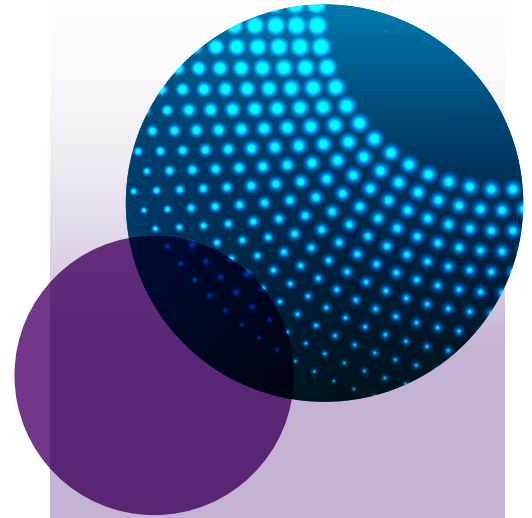
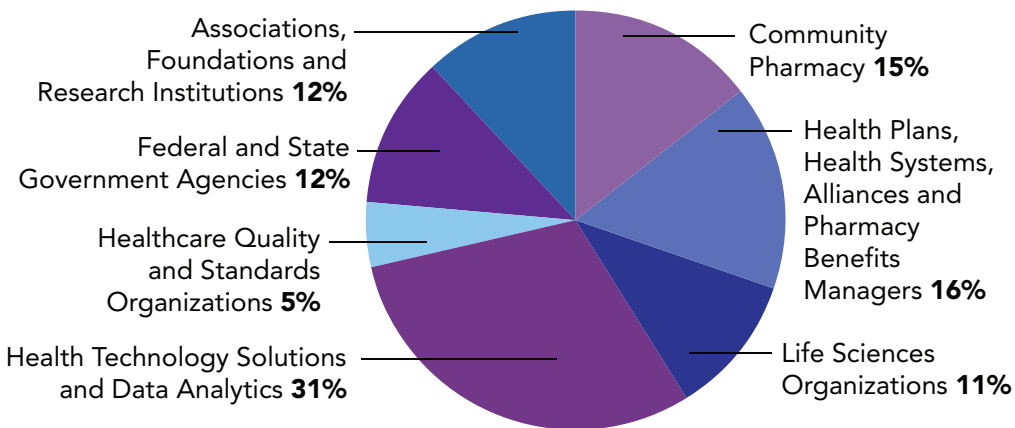


LEADERSHIP SUMMIT

November 20-21, 2019 • Renaissance Arlington Capital View Hotel • Arlington, VA

PQA'S annual Leadership Summit is attended by more than 200 senior healthcare executives and quality professionals from across PQA's multi-stakeholder membership:

- Community Pharmacy
- Health Plans, Health Systems, Alliances and Pharmacy Benefits Managers
- Life Sciences Organizations
- Health Technology Solutions and Data Analytics
- Healthcare Quality and Standards Organizations
- Federal and State Government Agencies
- Associations, Foundations and Research Institutions





WHAT PEOPLE ARE SAYING ABOUT PQA'S MEETINGS

"A PERFECT BALANCE OF VALUABLE, RELEVANT CONTENT AND TIME TO CONNECT WITH COLLEAGUES AND EXHIBITORS"

"BEST MEETING WE ATTEND ALL YEAR!"

"A FIRST-CLASS AGENDA DELIVERING HIGH-QUALITY CONTENT AND PROVIDING NUMEROUS OPPORTUNITIES TO COLLABORATE WITH OTHER ATTENDEES."

"THE BREAKOUT SESSIONS WERE SO ENGAGING. I WISH I COULD HAVE ATTENDED ALL OF THEM!"

"BEST MEETING WE ATTEND ALL YEAR"

"INSPIRING"

"SO VALUABLE"

96%

SAID ATTENDANCE AT PQA MEETINGS WAS A VALUABLE MEMBER BENEFIT

97%

SATISFIED WITH THEIR OVERALL MEETING EXPERIENCE

95%

SATISFIED WITH THE NETWORKING OPPORTUNITIES

95%

SATISFIED WITH THE QUALITY OF THE SPEAKERS AND CONTENT



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SPONSORSHIP OPPORTUNITIES

Maximize your exposure with thought leaders, key decision makers, and quality stakeholders as they interactively and collaboratively strategize at the PQA 2019 Leadership Summit on the many issues affecting healthcare and quality measurement. During this invitation-only meeting, more than 200 attendees from PQA's diverse membership will help shape the coming year's initiatives and collaborations to ensure the continued success and advancement of meaningful and actionable performance measures that can help improve patients' health. Thought leaders from PQA's stakeholder organizations cover a myriad of issues via interactive breakout sessions that provide attendees with valuable and actionable strategies.





2019 SPONSORSHIP LEVELS

SPONSOR PACKAGE

SPONSORSHIP BENEFIT	PLATINUM	GOLD	SILVER
	\$15,000 +	\$12,500	\$7,500
INVITATION/TICKET TO ATTEND THE PQA LEADERSHIP & SPONSOR APPRECIATION DINNER	3 TICKETS	2 TICKETS	1 TICKET
COMPANY LOGO AND URL LINK ON PQA WEBSITE FOR ONE YEAR	★	★	★
COMPANY LOGO AND RECOGNITION ON ALL MARKETING MATERIALS AND PROMOTIONAL COMMUNICATIONS	★	★	★
THANK YOU SIGNAGE IN HIGH TRAFFIC AREAS THROUGHOUT THE MEETING	★	★	★
RECOGNITION DURING ALL GENERAL SESSIONS	★	★	★
MENTION OF SPONSORSHIP IN PQA SOCIAL MEDIA	★	★	★
MEETING ATTENDEE LIST PROVIDED IN ADVANCE OF MEETING	★	★	★
RESERVED SEATING IN ALL GENERAL SESSIONS	★	★	
OPPORTUNITY TO PROVIDE MARKETING MATERIALS IN MEETING REGISTRATION TOTE BAGS	★		
OPPORTUNITY TO INTRODUCE SESSION SPEAKERS	★		

EXCLUSIVE SUMMIT SPONSORSHIP ENHANCEMENTS

CONSIDER ADDING SPECIFIC SPONSORSHIP ITEMS TO ROUND OUT EITHER YOUR PLATINUM, GOLD OR SILVER PACKAGE:

PQA MEETING APP	+\$5,000
WI-FI SPONSOR	+\$3,500
MEETING BAG WITH COMPANY LOGO	+\$2,500
BADGE LANYARDS RESERVED	+\$1,500

FOR MORE INFORMATION OR TO DISCUSS THE CUSTOM SPONSORSHIP PACKAGES WITH BENEFITS TAILORED TO YOUR PREFERENCES, E-MAIL SPONSORSHIP@PQAALLIANCE.ORG.

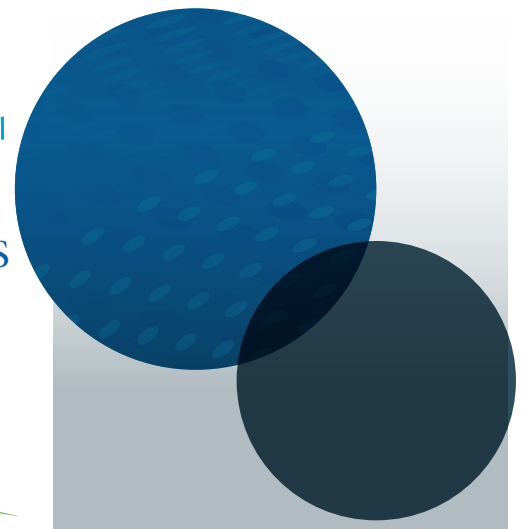


PREVIOUS SPONSORS

Below is a list of companies who have generously supported Pharmacy Quality Alliance meetings:



PREVIOUS SPONSORS



PREVIOUS SPONSORS





CONTACT US

For more information or to discuss the custom sponsorship packages with benefits tailored to your preferences, contact:

SPONSORSHIP@PQAALLIANCE.ORG

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Pharmacy Quality Alliance



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