



2024 SPONSORSHIP PROSPECTUS

Opportunities to sponsor PQA meetings



PQA, the Pharmacy Quality Alliance, is a national quality organization dedicated to improving medication safety, adherence and appropriate use. A measure developer, researcher, educator and convener, PQA's quality initiatives support better medication use and high-quality care.

A non-profit, non-governmental organization, PQA represents the spectrum of health care leaders involved in prescription drug coverage, medication use, medication services and quality improvement. Nearly 240 diverse member organizations, including pharmacies, health plans, health care providers, pharmacy benefit managers, biopharmaceutical companies, technology vendors, government agencies, associations, health information technology organizations, researchers, accrediting organizations and academia. PQA's work is patient-centered and includes participation from individuals with relevant lived experience.

PQA's membership represents:

- More than 100 million lives covered by member health plans, pharmacy benefit managers, and healthcare payers
- Tens of thousands of community pharmacies throughout North America
- Nearly 15 of the top global life science organizations
- Over 50 innovative health technology developers delivering today's and cultivating tomorrow's healthcare solutions
- Nearly 50 academic institutions representing a variety of healthcare professional programs
- Countless pharmacists, physicians, healthcare providers, thought leaders, experts, decision makers, and quality stakeholders

PQA was established in 2006 as a public-private partnership with the Centers for Medicare and Medicaid Services (CMS) shortly after the implementation of the Medicare Part D Prescription Drug Benefit. PQA was created because there were no organizations or national programs focused on quality improvement for prescription drug programs. PQA develops medication- focused performance measures through a consensus-based, multi-stakeholder process.

Five PQA measures are included in the Medicare Part D Star Ratings program. Fifteen PQA measures are used across CMS' quality programs and more are used in state and regional quality programs.

To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

2024

SPONSORSHIP PROSPECTUS

This prospectus includes opportunities to sponsor the **PQA Annual Meeting** and the **PQA Leadership Summit**.

Market exposure, branding opportunities, and lead generation abound at PQA convening programs and PQA events. PQA's programs are the most concentrated and diverse gathering of influencers and decision makers across sectors in medication use quality.

Through PQA, from health plans, health systems, pharmacy benefit managers, community pharmacy organizations, technology vendors, healthcare associations, government agencies and researchers. There is no other place where these leaders gather to build business and pursue shared goals.



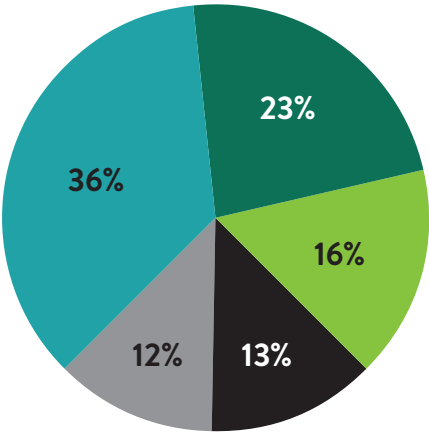
TOP 3 BENEFITS OF SPONSORSHIP

**POSITION
YOUR
ORGANIZATION
AS A NATIONAL
LEADER
IN QUALITY**

**BUILD
STRATEGIC
PARTNERSHIPS
AND GENERATE
BUSINESS
LEADS**

**GAIN
INSIGHTS
ON MARKET
TRENDS
AND BEST
PRACTICES**

ATTENDEE OVERVIEW AT PQA MEETINGS



ATTENDEES BY JOB TITLE

- Vice President, Senior Director, or Director
- Associate, Assistant Director, or Manager
- Other stakeholders
- Clinical Pharmacist
- C-suite

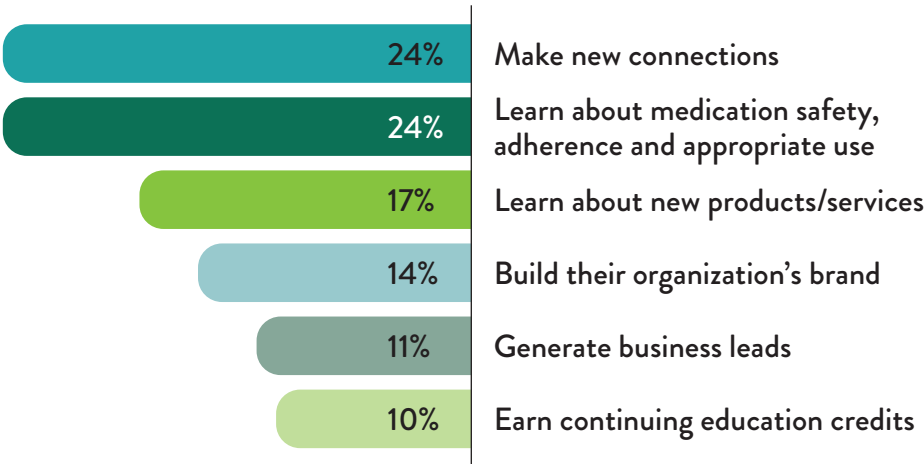
ATTENDEES' TOP PRIORITIES AND TOPICS OF FOCUS AT PQA MEETINGS

- Value based pharmacy and payment methods
- Social determinants of health and health equity
- Healthcare quality best practices: specialty pharmacy, opioids, MTM, mental and behavioral health, diabetes, HIV, Hepatitis C, immunizations, cardiovascular disease, oncology
- Big data trends in healthcare quality
- Multidisciplinary strategies to improve star ratings



56% OF ATTENDEES
are influencers and primary decision makers in purchasing decisions

ATTENDEES' TOP GOALS FOR PARTICIPATING THE PQA ANNUAL MEETING



2024 PQA ANNUAL MEETING

The **PQA Annual Meeting** attracts more than 450 healthcare executives and quality professionals from across PQA's multistakeholder membership. PQA's collaborative approach makes its meetings a preferred destination for quality improvement professionals, who attend to learn, network and engage fellow decision makers and influencers in healthcare quality.

The three-day meeting features dozens of speakers and educational sessions addressing top issues and emerging trends in medication quality, measure development and implementation, care transformation and technology.

Timing: This meeting is held each May. The 2024 PQA Annual Meeting is scheduled for Tuesday, May 14 – Thursday, May 16, 2024, at the Hilton Baltimore Inner Harbor in Baltimore, Md.

Audience: Chief Executive Officers; Medical Officers; Pharmacy Officers; Directors of: Medicine, Pharmacy, Policy, Quality Management, Quality Operations, Quality Networks, Medication Therapy Management, Patient Safety and Pharmacy Operations; Researchers of: Utilization Management, Compliance, Health Economics, Outcomes; Clinical Pharmacists; and Academicians, Fellows, Residents and Students

2023: The 2023 PQA Annual Meeting took place May 10 – 12 in Nashville, Tenn. Pharmacy quality professionals gathered to learn, network and engage with each other. Here are the highlights:

- The 3 General Sessions addressed: Navigating the Future of Medicare Part C & D Quality Programs, Exploring Solutions to Improve Equity in Medication Use Quality, Implications of the *Inflation Reduction Act*
- 15 Breakout Sessions, 2 Briefing Sessions, and 24 poster presentations addressed value-based care, health equity and pharmacist-provided care
- 3 contact hours (0.3 CEU) of continuing pharmacy education (CPE) credits were available
- PQA recognized multiple Medicare plan contracts with quality awards for high achievement or significant improvement in PQA medication quality measures



“One of the most valuable parts of the meeting was exploring the industry showcase to learn about sponsors and their products.”

– 2023 Annual Meeting attendee

PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	Platinum \$30,000+	Gold \$20,000	Silver \$15,000	Partner \$10,000
Complimentary registrations to the Annual Meeting	6	4	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Dinner	4	3	2	1
Showcase tabletop display	Preferred location	★	★	★
Recognition throughout the meeting, during General Sessions, and on signage in high-traffic areas	★	★	★	★
Company logo and URL link on PQA website	★	★	★	★
Registration list at least one week prior and attendee list at least one week after the meeting in PDF format	★	★	★	★
Registration list updated weekly for the six weeks prior to the meeting in PDF format	★	★		
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's Twitter and LinkedIn channels	★	★		
Opportunity to play a 30-second video commercial during a general session	★	★		
Meeting app, Wi-Fi, or badge lanyard sponsor <i>*Eligible only to committed platinum or gold sponsors; first come, first served</i>	★	★		
Collaborative meeting room <i>*Eligible only to committed platinum sponsors; first come, first served; benefit tentative based on space availability</i>	Private room, entire meeting			
Sponsorship of one featured general session and the opportunity to deliver two minutes of introductory remarks during the session	★			
Opportunity to provide sponsor marketing materials distributed at meeting registration	★			
Company recognition in marketing materials, attendee communications and social media including: <ul style="list-style-type: none"> • Company name and handle (if provided) in two pre-meeting Twitter and LinkedIn posts • Company name, handle (if provided) and logo in two Twitter and LinkedIn posts during the meeting • Company logo in a minimum of four pre-meeting promotional emails (distributed to more than 4,000 PQA contacts); must commit to sponsorship by April 1st to ensure inclusion in all of these emails 	★	★	★	★

SPONSORSHIP A LA CARTE OPPORTUNITIES

Consider special sponsorship opportunities and the benefits of sponsorship to **further amplify** your support and brand exposure:

Industry Showcase Tabletop Display\$5,500

- One (1) complimentary registration to the Annual Meeting
- More than 8 hours of exhibit time available to connect with attendees
- Choice in tabletop location (first come, first served after platinum sponsors)
- Registration list one week prior and attendee list one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Innovation Theater presenter\$8,500

- One (1) complimentary registration to the Annual Meeting
- Opportunity to deliver a 15-minute presentation
- Presentation will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Registration list one week prior and attendee list one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Briefing Session.....\$15,000

- Opportunity to deliver a 30-minute presentation
- Session will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Automatic Silver sponsor benefits

Sponsor Focus Group.....\$30,000*

Host your own focus group during the PQA Annual Meeting. Tap into the perspectives and expertise of PQA's diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Annual Meeting attendees.
- PQA will provide the following on site: conference room-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group's participants, provide moderators, or partake in content or planning of the focus group
- Automatic Platinum sponsor benefits

**PQA is not responsible for the on-site attendance during the event*

Meeting Break (Coffee, Recharge).....\$7,500

- Naming of the break as "Coffee Break sponsored by Organization"
- Recognition through signage during the break
- Registration list one week prior and attendee list one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Reception (Wednesday, Thursday)\$15,000

- Naming of the reception as "Reception sponsored by Organization"
- Recognition through signage during the reception
- Automatic Silver sponsor benefits

SPONSORSHIP A LA CARTE OPPORTUNITIES

Session Sponsorships

Poster Session.....\$15,000

Featuring quality improvement and research projects, the session provides an opportunity for authors to showcase their work and for attendees to engage in insightful dialogue about health care quality.

- Naming of the session as the “2024 PQA Annual Meeting Poster Session Sponsored by Organization”
- Recognition in marketing materials, attendee communications and social media
- Recognition through poster awards (Gold, Silver, Bronze, and Student)
- Automatic Silver sponsor benefits

Rapid Fire Research Session\$5,000

Up to four poster authors present their work in a rapid-fire format to complement their poster display during the PQA Poster session. All accepted abstract authors are invited to participate. A committee of PQA stakeholders will help select presenters.

- Naming of the session as the “2024 PQA Annual Meeting Rapid Fire Research Session Sponsored by Organization”
- Opportunity to deliver two minutes of introductory remarks during the session
- Company recognition in marketing materials, attendee communications and social media

First Timer Orientation Session\$2,500

Session to support attendees in meeting and greeting other first-time PQA Annual Meeting attendees, as well as PQA leadership, during this well attended and engaging session.

- Naming of the session as the “2024 PQA Annual Meeting First Timer Orientation Session Sponsored by Organization”
- Opportunity to deliver two minutes of introductory remarks during the session
- Company recognition in marketing materials, attendee communications and social media



Wi-Fi Sponsor\$20,000*

- Sponsor of complimentary wireless high-speed Internet throughout the conference spaces.
- Custom Wi-Fi network password
- Exclusive company recognition throughout the meeting
- Automatic Silver sponsor benefits

**Eligible only to committed platinum or gold sponsors; first come, first served*

Meeting Mobile App Sponsor\$20,000*

- Branded recognition of sponsor on the meeting app
- Automatic Silver sponsor benefits

**Eligible only to committed platinum or gold sponsors; first come, first served*

“The wide variety of people that we are able to network and connect with is why we love to sponsor PQA meetings.”

– 2023 PQA Annual Meeting sponsor

2024 PQA LEADERSHIP SUMMIT

The **PQA Leadership Summit** convenes thought leaders, key decision makers and quality stakeholders to interactively and collaboratively strategize on the development of medication use measures to address gaps in care, as well as discuss the many issues affecting quality measures. More than 200 attendees from PQA's diverse membership attend to 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.

Timing: The 2024 PQA Leadership Summit will be held November 7-8, 2024 at the Renaissance Arlington Capital View Hotel in Arlington, Va.

Audience: The PQA Leadership Summit is an invitation-only event for member organization leaders from the director level and above.

Format: Typically a "roll up your sleeves" meeting with keynotes, discussion panels, collaborative activities, networking opportunities and receptions.

2024: The 2023 PQA Leadership Summit was focused on measure modernization and PQA's role in the national effort to advance and align measures across providers and value-based programs. Measurement must evolve to keep pace with our rapidly changing health care environment. We need high-impact measures that address key health areas, are person-centered and focused on outcomes and equity. At the same time, we must mitigate measurement burden and move towards digital measures that leverage high-quality, robust and interoperable data. PQA members learned about and provided input on the priorities, opportunities and barriers to addressing each of these important areas.

"A first-class agenda delivering high-quality content and providing numerous opportunities to collaborate with other attendees." – Leadership Summit attendee



PQA LEADERSHIP SUMMIT SPONSORSHIP OPPORTUNITIES

Maximize your exposure with thought leaders, key decision makers and quality stakeholders as they discuss collaborative strategies at the 2024 PQA Leadership Summit to address the day's leading healthcare and quality improvement issues.

SPONSOR BENEFIT	Platinum \$20,000	Gold \$15,000	Silver \$10,000
Additional invitations to the Leadership Summit	2	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Dinner	3	2	1
Recognition throughout the meeting, during all general sessions, and on signage in high-traffic areas	★	★	★
Company logo and URL link on PQA website	★	★	★
Company recognition in marketing materials, attendee communications and social media	★	★	★
Registration list at least one week prior and attendee list at least one week after the meeting in PDF format	★	★	★
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's Twitter and LinkedIn channels	★	★	
Sponsor Tabletop: high-top cocktail table (with electrical power supply) to support conversation and collaboration with attendees	★	★	
Collaborative meeting room <i>*Eligible only to committed platinum sponsors; first come, first served; benefit tentative based on space availability</i>	Private room, entire meeting	Private room, half day (Thursday PM or Friday AM)	
Wi-Fi or badge lanyard sponsor <i>*Eligible only to committed platinum sponsors, first come; first served</i>	★		
Opportunity to deliver two minutes of introductory remarks during one general session	★		

SPONSORSHIP A LA CARTE OPPORTUNITIES

Consider special sponsorship opportunities and the benefits of sponsorship to **further amplify** your support and brand exposure:

Keynote Speaker Sponsor \$20,000

- Opportunity to deliver two minutes of introductory remarks during the Keynote session
- Automatic Platinum sponsor benefits

Friday Breakfast Sponsor (*exclusive sponsorship*) \$15,000

- Opportunity to speak during a Friday General Session
- Recognition through signage during the event as “Breakfast sponsored by” your organization
- Automatic Gold sponsor benefits

Thursday Reception Sponsor (*exclusive sponsorship*) \$15,000

- Recognition through signage during the reception as “Reception sponsored by” your organization.”
- Branded napkins
- Automatic Gold sponsor benefits

Thursday or Friday Break Session \$7,500

- Recognition through signage during the reception as “Break sponsored by” your organization.”

Collaborative Meeting Room \$6,500

Reserve a private meeting room during the PQA Leadership Summit to connect with your collaborators and clients. Custom sponsorship packages are available based on size of space, length of reservation, and room requirements (i.e. audio/visual, refreshments)

- Full day and half day options available
- Availability is limited and space will be assigned on a first come, first served basis

Briefing Session..... \$15,000

- Opportunity to deliver a 30-minute presentation
- Session will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor’s speaker of choice
- Automatic Silver sponsor benefits

Sponsor Focus Group..... \$30,000*

Host your own focus group during the PQA Leadership Summit. Tap into the perspectives and expertise of PQA’s diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

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- PQA will provide the following on site: conference room-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group’s participants, provide moderators, or partake in content or planning of the focus group
- Automatic Platinum sponsor benefits

**PQA is not responsible for the on-site attendance during the event*