



2025 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 220 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 was established in 2006 as a public-private partnership with the Centers for Medicare and Medicaid Services (CMS). 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.



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

2025

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. PQA does not endorse, recommend or favor any product, service or organization that is a sponsor.



TOP 3 BENEFITS OF SPONSORSHIP



POSITION YOUR ORGANIZATION AS A NATIONAL LEADER IN QUALITY

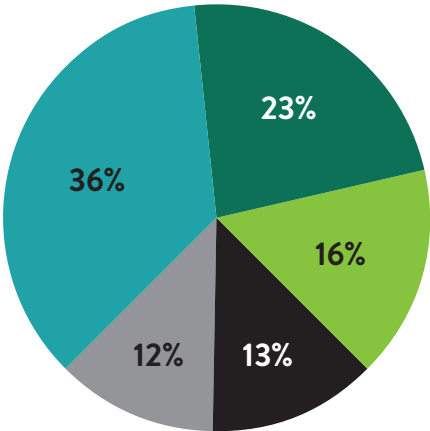


BUILD STRATEGIC PARTNERSHIPS AND GENERATE BUSINESS LEADS



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

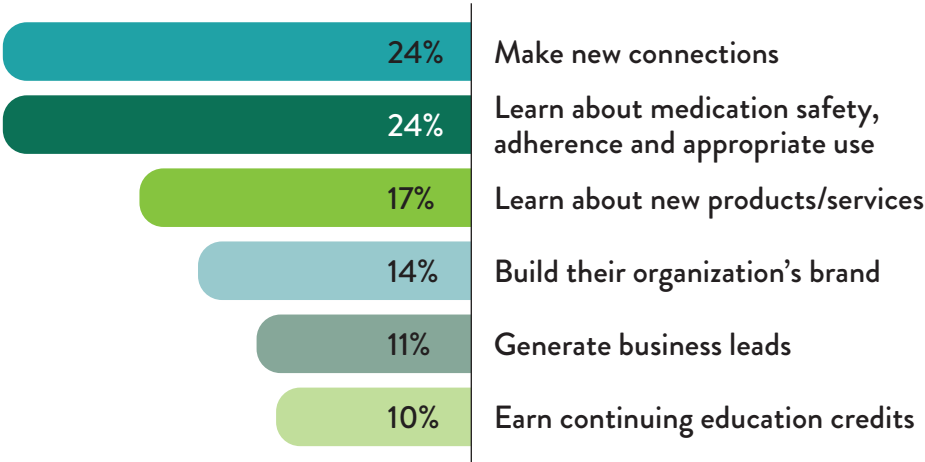
ATTENDEES' TOP PRIORITIES AND TOPICS OF FOCUS AT PQA MEETINGS

- Healthcare quality best practices: Medication Therapy Management, specialty pharmacy, diabetes, immunizations, cardiovascular disease, oncology, opioids
- Value based pharmacy and payment methods
- Big data trends in healthcare quality
- Multidisciplinary strategies to improve Star Ratings
- Social determinants of health and health equity



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

ATTENDEES' TOP GOALS FOR PARTICIPATING THE PQA ANNUAL MEETING



2025 PQA ANNUAL MEETING

The **PQA Annual Meeting** attracts more than 400 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 2025 PQA Annual Meeting is being held May 19-21, 2024 at the JW Marriott Tampa Water Street in Tampa, Fla.

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

2024: The 2024 PQA Annual Meeting took place May 14-16 in Baltimore, Md. Pharmacy quality professionals gathered to learn, network and engage with each other. Here are the highlights:

- The 4 General Session topics included: advancing value-based care, improving medication access and affordability: the Inflation Reduction Act and Medicare, new developments in Medicare quality, and Medication Therapy Management
- 12 CE breakout sessions, 1 special CE seminar on building quality improvement skills for quality medication use, 1 Briefing Session, 3 Innovation Theaters and 23 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.”

– 2024 Annual Meeting attendee

PQA ANNUAL MEETING SPONSORSHIP PACKAGES

Opportunities to sponsor the PQA Annual Meeting are only available to PQA members as a benefit of membership.* Non-members interested in sponsoring or participating in the meeting, please contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org) *Exceptions include Industry Showcase Tabletop Displays and Innovation Theaters

SPONSOR BENEFIT	Platinum \$35,000+	Gold \$25,000	Silver \$18,000	Partner \$12,500
Complimentary registrations to the Annual Meeting	6	4	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Event	4	3	2	1
Industry Showcase Tabletop Display	★	★	★	★
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 two weeks prior and attendee list no more than one week after the meeting in PDF format	★	★	★	★
Registration list updated weekly for the four 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 social media channels	★	★		
Opportunity to play a 30-second video commercial preceding one general session	★	★		
Meeting app, Wi-Fi, or badge lanyard sponsor <i>*Eligible first 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 introduce that 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 social media posts Company name, handle (if provided) and logo in two social media posts during the meeting Company logo in a minimum of four pre-meeting promotional emails (distributed to more than 3,000 PQA contacts); must commit to sponsorship by April 1st to ensure inclusion in all of these emails 	★	★	★	★

PQA ANNUAL MEETING SPONSORSHIP A LA CARTE OPPORTUNITIES

Consider special sponsorship opportunities and the benefits of sponsorship to further amplify your support and brand exposure (i.e., commitment to a sponsorship package is not necessary to commit to the a la carte opportunities). To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

Industry Showcase Tabletop Display PQA Member \$5,500 / Non-Member \$6,500

Elevate your organization’s profile and market presence through PQA’s unique exhibit experience.

- One (1) complimentary registration to the Annual Meeting
- Industry Showcase Tabletop Display (6ft table with 2 chairs in an 8ft space)
- More than 8 hours of exhibit time available to connect with attendees
- Registration list at least two weeks prior and attendee list no more than 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..... PQA Member \$9,500 / Non-Member \$12,500

Showcase your organization’s latest innovations and groundbreaking solutions to a diverse audience with a dynamic 15-minute presentation.

- 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 at least two weeks prior and attendee list no more than 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

Engage a diverse audience through a 30-minute presentation, demoing new technology solution functionalities or highlighting successes of your patient care programs.

- 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 Partner 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 Gold sponsor benefits

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

PQA ANNUAL MEETING SPONSORSHIP A LA CARTE OPPORTUNITIES

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

- Naming of the break as “Coffee Break sponsored by Organization”
- Recognition through signage during the break
- Registration list at least two weeks prior and attendee list no more than 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

Opening Reception or Awards Reception (*exclusive sponsorship*).....\$15,000

- Naming of the reception as “Reception sponsored by Organization”
- Recognition through signage during the reception
- Automatic Partner sponsor benefits

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 “2025 PQA Annual Meeting Poster Session Sponsored by Organization”
- Recognition in marketing materials, attendee communications and social media
- Recognition through poster awards (Best Student, Resident, or Fellow Poster)
- Automatic Partner sponsor benefits

First-Timer Orientation Session.....\$5,000

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 “2025 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.....\$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 first to committed platinum or gold sponsors; first come, first served*

Meeting Mobile App.....\$20,000*

- Exclusive branded recognition of sponsor on landing page of meeting app and all related signage and communications.
- Automatic Silver sponsor benefits

**Eligible first 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.”

– 2024 PQA Annual Meeting sponsor

2025 PQA LEADERSHIP SUMMIT

The **PQA Leadership Summit** convenes thought leaders, key decision makers, and quality stakeholders to interactively and collaboratively develop strategies to improve medication use quality. 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 2025 PQA Leadership Summit will be held November 13-14, 2025 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.

2024: PQA engaged payers, community pharmacies, and technology vendors to use pharmacy measures and measure concepts in real-world settings to assess feasibility of data capture, reporting, and improvement towards evidence-based goals. These projects address hemoglobin A1C and blood pressure improvement and control and specialty pharmacy turnaround time. This PQA Leadership Summit showcased the results of those projects and the lessons learned that can be applied to future partnerships between pharmacies, payers and technology vendors. Through a series of interactive general session discussions, PQA staff and implementation project participants detailed their approach, experience and outcomes. These projects and their results may become the foundation of standardized, and consensus-based approaches to quality measurement and improvement.

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



PQA LEADERSHIP SUMMIT SPONSORSHIP PACKAGES

Maximize your exposure with thought leaders, key decision makers and quality stakeholders at the 2025 PQA Leadership Summit. To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

SPONSOR BENEFIT	Platinum \$25,000	Gold \$20,000	Silver \$15,000
Additional invitations to the Leadership Summit	2	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Event	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 two weeks prior and attendee list no more than 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 social media channels	★	★	
Sponsor Tabletop: high-top cocktail table to support conversation and collaboration with attendees	★	★	
Collaborative meeting room <i>*Eligible first 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>	★		
Sponsorship of one featured general session and the opportunity to introduce that session.	★		

PQA LEADERSHIP SUMMIT A LA CARTE OPPORTUNITIES

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Thursday Reception (exclusive sponsorship) \$15,000

- Recognition through signage during the event as “Breakfast Sponsored by Organization”
- Automatic Silver sponsor benefits

Friday Breakfast (exclusive sponsorship) \$15,000

- Recognition through signage during the event as “Breakfast Sponsored by Organization”
- Automatic Silver sponsor benefits

Thursday or Friday Meeting Break (Coffee, Recharge) \$7,500

- Recognition through signage during the event as “Break Sponsored by Organization”

Collaborative Meeting Room Full day \$6,500 / Half day \$4,500

Reserve a private meeting room during the PQA Leadership Summit to connect with your collaborators and clients.

- Full meeting and half day (Thursday PM or Friday AM) options available
- Custom sponsorship packages are available based on size of space, length of reservation, and room requirements (i.e. audio/visual, refreshments)
- Availability is limited and space will be assigned on a first come, first served basis

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.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Leadership Summit 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*