



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 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

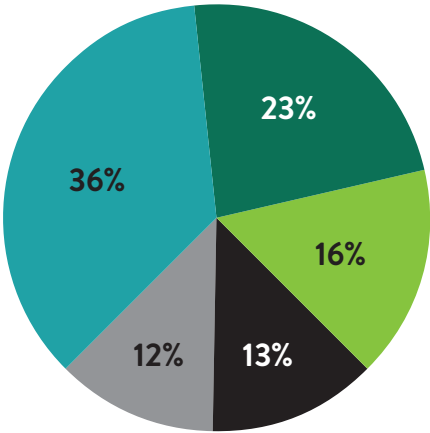


BUILD STRATEGIC PARTNERSHIPS AND GENERATE BUSINESS LEADS



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

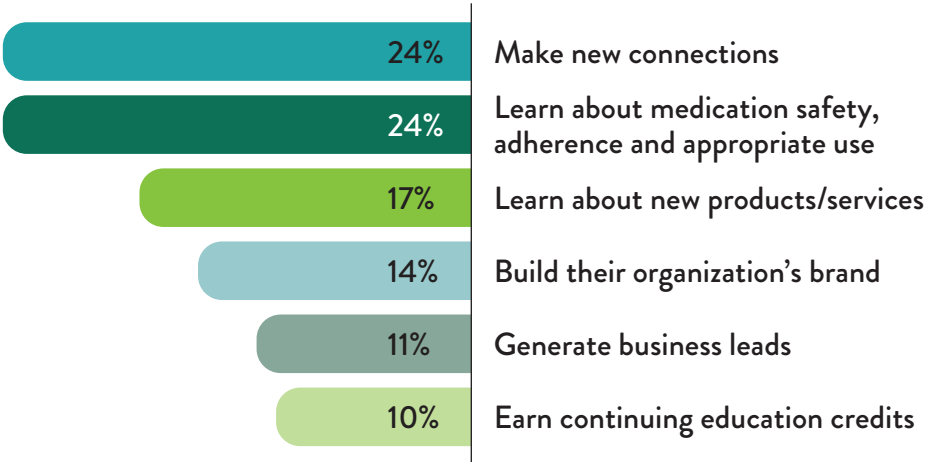
ATTENDEES' TOP PRIORITIES AND TOPICS OF FOCUS AT PQA MEETINGS

- 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 AT PQA MEETINGS



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.

2025: This year's summit will focus on *Blueprint PQA 2030*, PQA's strategic plan that is in development and will guide the organization's work from 2026 through 2030. PQA has developed proposed goals that are focused on the largest and most timely opportunities facing PQA and its multistakeholder member organizations, who are working across the industry to improve the quality of medication use and outcomes. The draft plan builds upon and continues key elements of PQA's current strategic plan, *Blueprint PQA 2025*. The summit will leverage PQA members' expertise to inform the strategies and tactics that will be key to successfully implementing the plan.

"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

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).

Thursday Reception (exclusive sponsorship) \$15,000

- Recognition through signage during the event as “Reception 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 (e.g., 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*