



2019

POQA

SPONSORSHIP  
OPPORTUNITIES

PARTNERSHIP  
LEVELS & FEATURES



## SPONSORSHIP OPPORTUNITIES

**M**arket exposure and branding opportunities abound by becoming a sponsor of PQA's meetings and educational programs that boast a multi-stakeholder audience of healthcare executives from health plans, PBMs, community pharmacy, pharmaceutical research and technology companies, government agencies, healthcare associations and academia. Choose the sponsorship opportunities that best fit your organization and take advantage of the benefits associated with the various Sponsorship Levels.





# 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

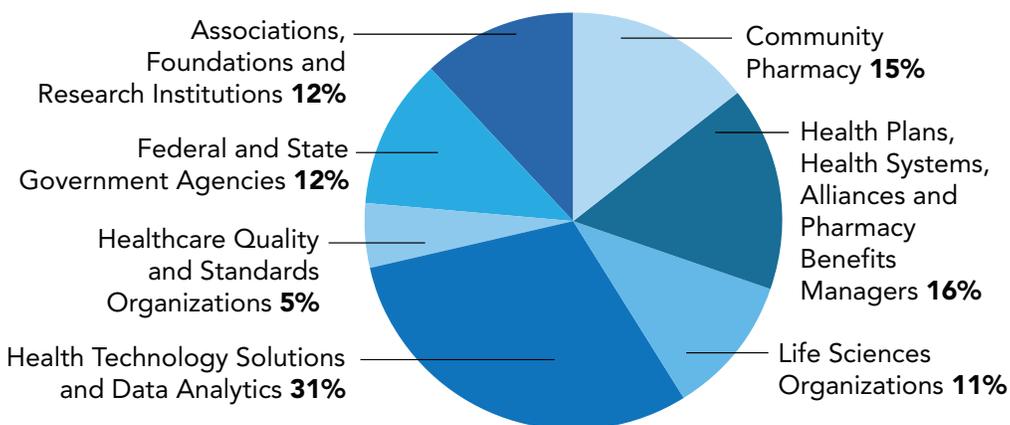
# PQA19

## ANNUAL MEETING

May 15-17, 2019 • Hilton Baltimore • Baltimore, MD

**PQA** is a leading healthcare quality organization and the nation's top developer of consensus-based medication performance measures. The PQA Annual Meeting attracts over 600 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



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Now in its 14th year, the three-day meeting features over 50 speakers and educational sessions addressing top issues and emerging trends in medication quality, measure development and implementation, care transformation and technology. PQA's collaborative approach to quality makes its meetings a preferred destination for quality improvement professionals to learn, network and engage fellow decision makers and influencers in the quest for innovative ideas to advance healthcare quality.

### Meeting attendee roles include:

- C-Suite Executives
- Pharmacists
- Medical Officers
- Quality Leaders
- Quality Staff
- Clinical Operations Leaders
- Strategy Officers
- Regional Directors

### What you can expect from the PQA Annual Meeting:

- Visibility with over 600, quality-focused healthcare leaders
- Countless networking opportunities with executives, thought leaders and speakers
- Enhanced business development and marketing
- Alignment with PQA's mission of optimizing health by advancing the quality of medication use



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## SPONSORSHIP LEVELS

### SPONSOR PACKAGE

SPONSORSHIP BENEFIT	PLATINUM	GOLD	SILVER
	\$25,000 +	\$15,000	\$12,500
INVITATION/TICKET TO ATTEND THE PQA LEADERSHIP & SPONSOR APPRECIATION DINNER	4 TICKETS	3 TICKETS	2 TICKETS
TABLE-TOP DISPLAY EXHIBIT DISCOUNT	COMPLIMENTARY	35%	20%
COMPLIMENTARY MEETING REGISTRATIONS	4	3	2
COMPANY LOGO AND URL LINK ON PQA WEBSITE	★	★	★
COMPANY LOGO AND RECOGNITION ON ALL MARKETING MATERIALS AND PROMOTIONAL COMMUNICATIONS	★	★	★
MEETING ATTENDEE LIST PROVIDED IN ADVANCE OF MEETING	★	★	★
THANK YOU SIGNAGE IN HIGH-TRAFFIC AREAS THROUGHOUT THE MEETING	★	★	★
RECOGNITION DURING ALL GENERAL SESSIONS	★	★	★
RESERVED SEATING IN ALL GENERAL SESSIONS	★	★	
OPPORTUNITY TO PROVIDE SPONSOR MARKETING MATERIALS IN MEETING REGISTRATION TOTE BAGS	★		
OPPORTUNITY TO BE SESSION MODERATOR	★		

## SPONSORSHIP ENHANCEMENTS

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

PQA MEETING APP (EXCLUSIVE SPONSORSHIP)	+\$5,000
WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)	+\$5,000
MEETING BAG W/COMPANY LOGO (EXCLUSIVE SPONSORSHIP)	+\$3,500
BADGE LANYARDS (EXCLUSIVE SPONSORSHIP) <b>RESERVED</b>	+\$2,500

FOR MORE INFORMATION OR TO DISCUSS THE CUSTOM SPONSORSHIP PACKAGES WITH BENEFITS TAILORED TO YOUR PREFERENCES, E-MAIL [SPONSORSHIP@PQAALLIANCE.ORG](mailto:SPONSORSHIP@PQAALLIANCE.ORG).

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# PREMIER OPPORTUNITIES

## PQA AWARDS LUNCHEON .....

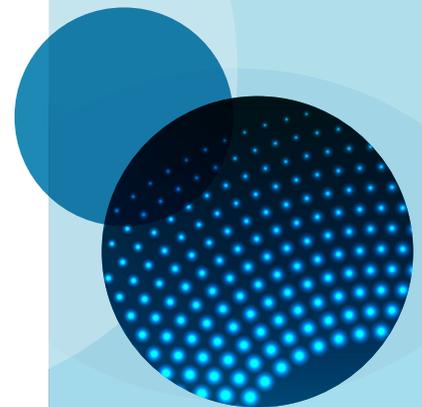
**\$15,000**

A much anticipated and special highlight of the PQA Annual Meeting has always been the **Awards Recognition Program**, now in its 9th year, which recognizes health plans that achieve excellence in medication use and safety based on the CMS Star Ratings Program. Highlighted awards include:

- **PQA Excellence in Quality Award**, which recognizes the highest level of combined achievement in overall performance and in medication-use quality.
- **PQA Quality Improvement Award** given to one Medicare Advantage Drug Plan (MA-PD) and one Prescription Drug Plan (PDP), who not only received a 5-star rating on the 2018 CMS Quality Improvement measure but also achieved the greatest combined improvement in star ratings from 2018 to 2019 on the PQA medication measures used within the CMS Star Ratings Program.
- **Community Pharmacy Innovation in Quality (CPIQ) Awards** given to an individual and a pharmacy and celebrates innovations in community pharmacy practice that promote improvements in quality of care, medication optimization, and patient outcomes.

The Awards Luncheon Sponsor benefits include:

- **Exclusive thank-you signage recognizing your company**
- **VIP seating as special reserved table with the award winners.**
- **Podium recognition**
- **Plus Gold Level Sponsor benefits** (see page 5)



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# PREMIER OPPORTUNITIES

## PQA POSTER SESSION & COMPETITION SPONSORSHIP (EXCLUSIVE SPONSORSHIP)

**RESERVED**

\$15,000

Take advantage of sponsoring this major component of the PQA Annual Meeting. Over 50 posters will be displayed all day on Thursday, followed by an interactive session that evening. For authors, the session is highly sought-after and competitive educational opportunity; for attendees, it is a unique opportunity to learn about the latest quality-based research and improvement projects conducted across the country. The Poster Session Sponsor benefits include:

- **Qualified Company representative participation as a poster evaluator**
- **Podium recognition and participation on Friday announcing the winners of the poster competition**
- **Exclusive thank you signage recognizing your company**
- **Plus Gold Level Sponsor benefits (see page 5)**



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## BREAKFAST BRIEFINGS .....

**\$15,000**

Utilize this unique breakfast forum to showcase your organization's innovative products, services, or research. With over 600 attendees expected at the meeting and only 2 briefing sessions available, your audience could be packed with senior healthcare executives and decision makers during the more than hour long session. Breakfast Briefing Organization benefits include:

- **Full autonomy of the briefing session content**
- **Featured in-depth summary description of the briefing topic in the meeting brochure Meeting room signage and basic AV set-up for a maximum of 75 individuals**
- **Meeting registration list provided in advance of meeting for sponsoring organization's use in session marketing and promotion.**
- **Plus Gold Level Sponsor benefits (see page 5)**

\*Note: PQA will include the Breakfast Briefings in its general marketing of the PQA Annual Meeting. Invitations to session and marketing of Breakfast Briefings is the sole responsibility of the sponsoring organization. PQA does not guarantee an audience for the Breakfast Briefing sessions.

**FOR MORE INFORMATION OR  
TO DISCUSS BREAKFAST  
BRIEFINGS' AVAILABILITY,  
E-MAIL SPONSORSHIP@  
PQAALLIANCE.ORG.**

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# PREMIER OPPORTUNITIES

## INNOVATION THEATERS .....

**\$4,500**

Showcase your organization's innovations, technology, services, or research through this unique breakfast forum. With over 600 attendees expected at the meeting, your audience could be packed with senior healthcare executives and decision makers during your 20 minute pitch presentation. There are only 6 Innovation Theaters available. Innovation Theater benefits include:

- **Full autonomy of the briefing session content**
- **Featured in-depth summary description of the briefing topic in the meeting brochure Meeting room signage and basic AV set-up for a maximum of 75 individuals**
- **Meeting registration list with e-mail addresses provided in advance of meeting for sponsoring organization's use in session marketing and promotion\***
- **20% discount on table-top display exhibit**
- **2 complimentary meeting registrations**
- **Company logo and URL link on the PQA website**
- **Company logo and recognition on all marketing**
- **Thank you signage**
- **Recognition during all general sessions**

\*Note: PQA will include the Innovation Theaters in its general marketing of the PQA Annual Meeting. Invitations to session and marketing of Innovation Theater is the sole responsibility of the sponsoring organization. PQA does not guarantee an audience for the Innovation Theaters.

**FOR MORE INFORMATION OR TO DISCUSS INNOVATION THEATERS' AVAILABILITY, E-MAIL SPONSORSHIP@PQAALLIANCE.ORG.**

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# EXHIBIT OPPORTUNITIES

## TABLE-TOP DISPLAY/EXHIBIT .....

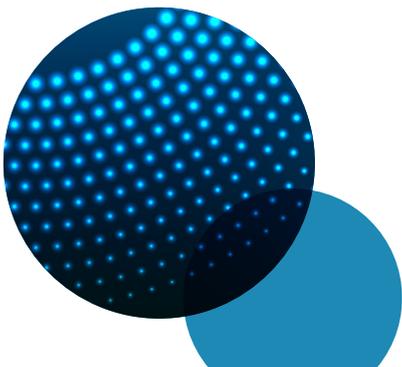
Leverage more than 10 hours of exhibit time (7 hours of non-competing exhibit time!) to connect with an audience of highly influential and experienced healthcare professionals from PQA's diverse membership and more. Exhibitor benefits include:

- **Prominent placement of exhibitor logo and name on posters, signage, and main ballroom presentation screens throughout the meeting**
- **Recognition on all meeting marketing and promotional materials, PQA Annual Meeting event registration page, and PQA website** (Logo, Name, and URL)
- **Choice in booth location** (on a first come, first served basis)
- **Meeting registration list provided in advance of meeting**
- **One complimentary registration to the PQA Annual Meeting**

**\$3,500 MEMBERS**

**\$4,500 NON-MEMBERS**

FOR MORE INFORMATION OR TO DISCUSS THE TABLE-TOP EXHIBIT AVAILABILITY, E-MAIL [SPONSORSHIP@PQAALLIANCE.ORG](mailto:SPONSORSHIP@PQAALLIANCE.ORG).





## LEADERSHIP SUMMIT

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

**M**aximize 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
INVITATION/TICKET TO ATTEND THE PQA BOARD/LEADERSHIP & SPONSOR APPRECIATION DINNER	3 TICKETS	2 TICKETS	1 TICKET
COMPANY LOGO AND URL LINK ON PQA WEBSITE	★	★	★
COMPANY LOGO AND RECOGNITION ON ALL MARKETING MATERIALS AND PROMOTIONAL COMMUNICATIONS	★	★	★
MEETING ATTENDEE LIST PROVIDED IN ADVANCE OF MEETING	★	★	★
THANK-YOU SIGNAGE IN HIGH-TRAFFIC AREAS THROUGHOUT THE MEETING	★	★	★
RECOGNITION DURING ALL GENERAL SESSIONS	★	★	★
RESERVED SEATING IN ALL GENERAL SESSIONS	★	★	
OPPORTUNITY TO PROVIDE SPONSOR MARKETING MATERIALS IN MEETING REGISTRATION TOTE BAGS	★		
OPPORTUNITY TO INTRODUCE SESSION SPEAKERS	★		

## SUMMIT SPONSORSHIP ENHANCEMENTS

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WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)	+\$3,500
MEETING BAG W/COMPANY LOGO (EXCLUSIVE SPONSORSHIP)	+\$2,500
BADGE LANYARDS (EXCLUSIVE SPONSORSHIP) <b>RESERVED</b>	+\$1,500

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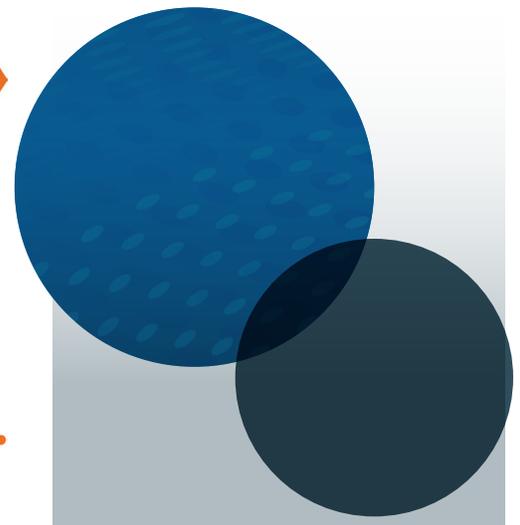


# PREVIOUS SPONSORS

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



PREVIOUS SPONSORS





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## CONTACT US

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

**[SPONSORSHIP@PQAALLIANCE.ORG](mailto:SPONSORSHIP@PQAALLIANCE.ORG)**

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ALEXANDRIA, VIRGINIA 22315  
[WWW.PQAALLIANCE.ORG](http://WWW.PQAALLIANCE.ORG)**



Pharmacy Quality Alliance



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