High Value Behavioral Healthcare

2019 Sponsorship & Exhibition Prospectus

KHC 5th Annual Conference | March 5, 2019
The Olmsted, Louisville, KY

www.KHCollaborative.org
Why Participate in the KHC Annual Conference?

Join key healthcare leaders for the 5th Annual KHC Conference to learn what it takes to create high value behavioral healthcare in a community. We will discuss how we can ensure that our community has access to high quality and affordable preventive care, management, and treatment of behavioral health issues. Keynote speakers will include Paul Gionfriddo, CEO, Mental Health of America, and Mike Thompson, CEO, National Alliance of Healthcare Purchaser Coalitions.

Why Participate?

Expert learning opportunities
Learn from world class speakers

Visionary leaders
Network with key healthcare stakeholders in Kentucky and Southern Indiana.

Who?

Primary Audience
All healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and others

Where?

The Olmsted
3701 Frankfort Avenue
Louisville, KY 40207

The Olmsted is located on the campus of the former Masonic Widows and Orphans Home in the historic Crescent Hill-St. Matthews area.

Overall conference rating
4.7 of 5
Dear Valued Partner,

The behavioral healthcare system we have today is unable to serve all those who need it. Both costs and access are barriers to treatments -- but so are attitudes about mental health. On March 5, 2019, the Kentuckiana Health Collaborative (KHC) will spend a full day looking at what it would take to create a high value behavioral healthcare system where citizens have access to high quality, affordable behavioral healthcare.

As you well know, the KHC works to create a space for key healthcare stakeholders to work collaboratively towards the Triple Aim goals of better health, better care, and better value. Each year the KHC’s annual conference takes a deep dive into a priority topic with national and local speakers that inspire, educate, and motivate participants to transform the current healthcare delivery system into one that drives better outcomes for our community.

Last year, we hosted 200 key healthcare stakeholders representing large employers, hospitals, providers, plans, consumers, state and local governments, academic institutions, and nonprofits with seven sponsors and 25 exhibitors. We had rave reviews about the quality of the content of our event, and we expect 2019’s event to be even bigger and better. We believe our conference is one of the best opportunities to network with key leaders from each of the healthcare sectors. We offer a wide range of sponsorship opportunities to suit your needs and encourage you to review our sponsorship prospectus. Do not delay; March is just around the corner.

On behalf of the entire KHC team, we hope you’ll choose to partner with us for what’s shaping up to be our most successful KHC annual conference yet!

Sincerely,

Teresa Côuts
KHC Executive Co-Director

Randa Deaton
KHC Executive Co-Director
**Sponsorship Opportunities**

**Presenting Sponsor | $10,000**

**Presence**
- **Welcome Remarks** - your company spokesperson placed on the conference agenda for a three-minute welcome or video (unbranded)
- **Innovation Showcase Opportunity** – your company can apply to present a 10-minute presentation with a customer on how you have been able to impact conference topic (Click here for more information)
- **Premier Exhibitor Booth Location** - your company given a complimentary premier exhibitor booth, front and center location
- **Verbal Recognition** - your company recognized as the presenting sponsor at the beginning and end of conference

**Access**
- **Four (4) Conference Attendee Passes** - provide access to full day conference, exhibitor hall, meals, and reception
- **Two (2) Exhibitor Passes** - provide access to exhibitor hall, meals, and reception

**Website**
- **Logo on Event Website Homepage** - your logo placed in a prominent location on the high traffic homepage
- **Company Profile** - your company logo and name published by sponsorship level, website link and company description

**Social/Email**
- **Welcome Tweet** - broadcast on KHC Twitter account once contract is signed
- **Company Logo** - your company logo on all advertisements

**On-Site**
- **Sign Advertisement** - your company logo placed on sponsor signage

"Excellent speakers and knowledge of content!"
"Great panelists! Loved the differences in perspectives and insights!"

Register [here](#) to be a Sponsor
Deadline: February 1, 2019
Sponsorship Opportunities
Gold Sponsor | $7,500

Presence
• **Verbal Recognition** - your company recognized as a Gold Sponsor at the beginning and end of conference
• **Innovation Showcase Opportunity** – your company can apply to present a 10-minute presentation with a customer on how you have been able to impact conference topic (Click [here](#) for more information)
• **Standard Exhibitor Booth Location** - your company given a complimentary exhibitor booth

Access
• **Three (3) Conference Attendee Passes** - provide access to full day conference, exhibitor hall, meals, and reception
• **Two (2) Exhibitor Passes** - provide access to exhibitor hall, meals, and reception

Website
• **Logo on Event Website Homepage** - your logo placed in a prominent location on the high traffic homepage
• **Company Profile** - your company logo and name published by sponsorship level, website link and company description

Social/Email
• **Welcome Tweet** - broadcast on KHC Twitter account once contract is signed
• **Company Logo** - your company logo on all advertisements

On-Site
• **Sign Advertisement** - your company logo placed on conference sponsor signage
• **Stretch break Sponsor** – your company recognized as the stretch break sponsor

Register [here](#) to be a Sponsor
Deadline: February 1, 2019
Sponsorship Opportunities

Silver Sponsor | $5,000

Presence
- **Verbal Recognition** - your company recognized as a Silver Sponsor at the beginning and end of conference

Access
- **Two (2) Conference Attendee Passes** - provide access to full day conference, exhibitor hall, meals, and reception

Website
- **Logo on Event Website Homepage** - your logo placed in a prominent location on the high traffic homepage
- **Company Profile** - your company logo and name published by sponsorship level, website link and company description

Social/Email
- **Welcome Tweet** - broadcast on KHC Twitter account once contract is signed
- **Company Logo** - your company logo on all advertisements

On-Site
- **Sign Advertisement** - your company logo placed on conference sponsor signage
- **Prize Drawing Sponsor** – your company recognized as the sponsor during the prize drawing

“Wow. An eye opener for employers!”

“Best KHC conference yet!”

Register [here](#) to be a Sponsor
Deadline: February 1, 2019
Sponsorship Opportunities

Bronze Sponsor | $2,500

Presence
• **Verbal Recognition** - your company recognized as a bronze sponsor at the beginning and end of conference

Access
• **One (1) Conference Attendee Passes** - provide access to full day conference, exhibitor hall, meals, and reception

Website
• **Logo on Event Website Homepage** - your logo placed in a prominent location on the high traffic homepage
• **Company Profile** - your company logo and name published by sponsorship level, website link and company description

Social/Email
• **Welcome Tweet** - broadcast on KHC Twitter account once contract is signed
• **Company Logo** - your company logo on all advertisements

On-Site
• **Sign Advertisement** - your company logo placed on conference sponsor signage

Register [here](#) to be a Sponsor
Deadline: February 1, 2019
Sponsorship Opportunities
Reception Sponsor | $3,500

Presence
• **Verbal Recognition** - your company recognized as the Reception Sponsor at the reception
• **Welcome Remarks** - your company spokesperson placed on the reception agenda for a three-minute welcome or video (unbranded)

Access
• **One (1) Conference Attendee Passes** - provide access to full day conference, exhibitor hall, meals, and reception

Website
• **Logo on Event Website Homepage** - your logo placed in a prominent location on the high traffic homepage
• **Company Profile** - your company logo and name published by sponsorship level, website link and company description

Social/Email
• **Welcome Tweet** - broadcast on KHC Twitter account once contract is signed
• **Company Logo** - your company logo on all advertisements

On-Site
• **Sign Advertisement** - your company logo placed on reception signage
• **Company Logo** - your company logo on reception napkins

Register [here](#) to be a Sponsor
Deadline: February 1, 2019
Exhibitor Opportunities

Premier Exhibitor | $2,500

Presence
• Conference and Reception with elite location - exhibitor booth placed front and center in exhibitor area with option to exhibit at the reception

Access
• One (1) Conference Attendee Passes - provide access to full day conference, exhibitor hall, meals, and reception
• Two (2) Exhibitor Passes - provide access to exhibitor hall, meals, and reception*

Website
• Logo on Event Website Homepage - your logo placed in a prominent location on the high traffic homepage

Social/Email
• Company Logo - your company logo on all advertisements

On-Site
• Sign Advertisement - your company logo placed on exhibitor signage


Standard Exhibitor | $1,250

Presence
• Conference and Reception - exhibitor booth in exhibitor area with option to exhibit at the reception

Access
• Two (2) Exhibitor Passes - provide access to exhibitor hall, meals, and reception*

Website
• Logo on Event Website Homepage - your logo placed in a prominent location on the high traffic homepage

Social/Email
• Company Logo - your company logo on all advertisements

On-Site
• Sign Advertisement - your company logo placed on exhibitor signage

Non-Profit Exhibitor | $625
Same benefits as a Standard Exhibitor

Please note: Extra exhibitor passes may be purchased for $50.

Register here to be an Exhibitor
Deadline: February 1, 2019
# Sponsorships at a Glance

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting ($10,000)</th>
<th>Gold ($7,500)</th>
<th>Silver ($5,000)</th>
<th>Bronze ($2,500)</th>
<th>Reception ($3,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Remarks - your company spokesperson placed on the agenda for a three-minute welcome or video (unbranded)</td>
<td>Conference agenda</td>
<td></td>
<td></td>
<td></td>
<td>Reception agenda</td>
</tr>
<tr>
<td>Exhibitor Booth Location - your company given a complimentary exhibitor booth</td>
<td>Premier exhibitor ($2,500 value)</td>
<td>Standard Exhibitor ($1,250 value)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two (2) Exhibitor Passes - provide access to exhibitor hall, meals, and reception</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Innovation Showcase – your company given the opportunity to apply to be a presenter with an innovative solution to address mental health</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Conference Attendee Passes - provide access to full day conference, exhibitor hall, meals, and reception</td>
<td>4 ($1,200 value)</td>
<td>3 ($900 value)</td>
<td>2 ($600 value)</td>
<td>1 ($300 value)</td>
<td>1 ($300 value)</td>
</tr>
<tr>
<td>Verbal Recognition - your company recognized as a sponsor at the beginning and end of conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
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<td>Logo on Event Website Homepage - your logo placed in a prominent location on the high traffic homepage</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Logo - your company logo on all advertisements</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Sign Advertisement - your company logo placed on conference sponsor signage</td>
<td>Exclusive Presenting Sponsor Signage</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Register [here](#) to be a Sponsor

Deadline: February 1, 2019
### 2018 Sponsors and Exhibitors

#### GOLD SPONSOR

- artemis HEALTH

#### SILVER SPONSORS

- Kentucky Primary Care Association
- NORTON HEALTHCARE

#### BRONZE SPONSOR

- Alkermes

#### TABLE SPONSORS

- Anthem BlueCross BlueShield
- KentuckyOne Health Partners
- Family Health Centers
- Novo Nordisk
- Walgreens
- THE BROOK HOSPITALS
- University of Louisville School of Public Health & Information Sciences
- Qsource
- Kentycky REC
- KENTUCKY HEALTH INFORMATION EXCHANGE
- Johnson & Johnson
- CleanSlate
- Transforming Stigma
- Merck
- Cerner
- LiveHealth Online
- AbbVie
- Aetna
- Alkermes
- NKU Northern Kentucky University
- Boehringer Ingelheim
Conference Attendee Registration

KHC Members | $200
Non-Members | $275
Students | $45

Register for the conference here.

Read last year’s blog post about the 2018 conference.

Register by February 1, 2019

KHC Members | $250
Non-Members | $299
Students | $45

A $10 service charge will be added to each registration

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