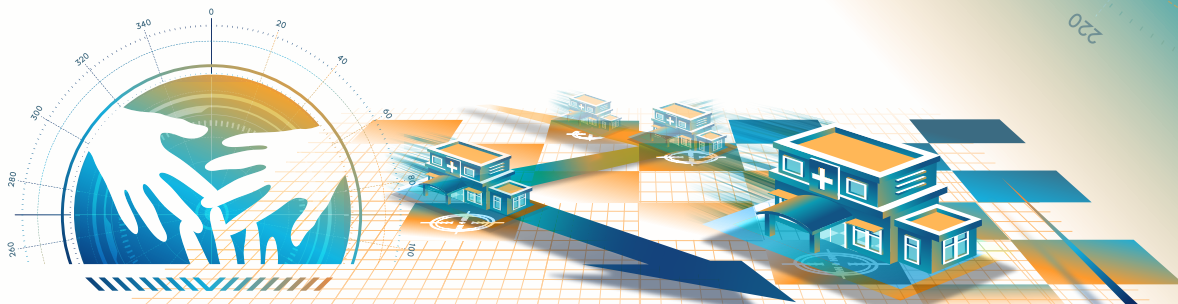


Health Choice Network's
31st Annual Board
Educational Conference

June
20-22 | 2025



TACTICAL MOVES

CONNECTED BY PURPOSE

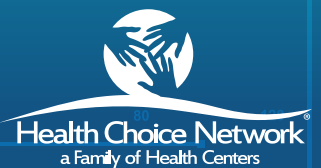
Every Move Counts

SPONSORSHIP PROSPECTUS

Elevate your brand at our educational conference.
Unlock growth opportunities with premier
sponsorship packages.

#HCNFRWD25

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Health Choice Network's 31st Annual Board Educational Conference

Dear HCN Partner,

On behalf of Health Choice Network (HCN) and our Boards of Directors, we are thrilled to invite you to our 31st Annual Board Educational Conference, taking place June 20–22, 2025, at the JW Marriott Marco Island Beach Resort in sunny South Florida. This year's theme, "**Tactical Moves Connected by Purpose – Every Move Counts**," underscores our unwavering commitment to purposeful action and strategic collaboration in navigating challenges. Every move we make strengthens our foundation, positioning us for a brighter and more impactful future. Together, let's connect with purpose to create lasting change.

Through your partnership, we continue to drive enhanced policies, advocacy, and technological advancements that expand access to quality care in underserved and uninsured communities. This annual event has grown in both size and significance, and we are excited to share our 2025 Sponsorship Prospectus with you. Your generous support enables us to provide essential education and resources to safety-net healthcare leaders and support staff.

HCN is proud to be recognized as the first-funded Health Center-Controlled Network (HCCN) a collaboration of 59 safety-net organizations serving diverse communities across 18 states and Puerto Rico. Together, these organizations deliver over 8 million patient visits annually, advancing our mission of providing high-quality, affordable healthcare for all.

As an exhibitor, this event offers you an unparalleled opportunity to showcase your services to top-level healthcare executives, influential partners, and key decision-makers from both the public and private sectors. HCN's 31st Annual Board Educational Conference is the perfect venue to exchange knowledge, foster connections, and celebrate the achievements that propel our mission forward.

For questions or additional information, please contact Michelle Fundora, Community Engagement Manager, at friends@hcnetwork.org. Sponsorship opportunities are available through **Friday, May 9, 2025**; secure your spot today to join us in shaping the future of health centers nationwide!

Let's make every move count as we work together to build a healthier, more equitable future. Thank you in advance for your generous support of safety-net providers continuing education.

A handwritten signature in blue ink, appearing to read "Alex Romillo", is positioned above the typed name.

Alejandro [Alex] Romillo
President and CEO
Health Choice Network, Inc.

ABOUT OUR CONFERENCE



Betsey K. Cooke, founder and first President and CEO of Health Choice Network, started HCN's Board of Directors Annual Retreat 31 years ago as a way for the five founding member centers, their board of directors and leadership teams to get together for a strategic planning retreat. Through the years, the conference has grown in attendance and evolved from a strategic session to a 3-day educational conference with over 500 participants while still staying true to Betsey's vision.



The Audience

Federally Qualified Health Centers, Center Leadership, Center Board Members, Partners and National Experts, and Executives to include Quality Leaders, Physicians and Clinicians, Operations Leaders, Finance Leaders, Value Based Care Teams, Human Resource Leaders, and Information Systems Leaders.



Our Venue

Health Choice Network is headquartered in Miami, Florida and we are honored to host our annual educational conference with local partners in our new conference location at the **JW Marriott Marco Island Beach Resort located at 400 South Collier Blvd., Marco Island, Florida 34145**. Special conference rates have been reserved for all conference participants.



Our Program

Our conference theme this year is **Tactical Moves Connected by Purpose – Every Move Counts**. Our event provides attendees the opportunity to experience exciting speakers throughout general sessions and various educational track sessions. In addition, participants are engaged in our "Dinner with the Family" reception, partner showcase and many more networking opportunities.



Our Sponsorship Opportunities

Our sponsorship program offers tiered opportunities to align with your focus and impact area, each uniquely tailored to reflect your commitment to our mission. Whether you're building foundational support or commanding transformational change, every level is designed to recognize and amplify your contributions.

Benefits of Sponsoring:



Build and strengthen relationships through **NETWORKING OPPORTUNITIES** with key decision makers and potential collaborators.

Leave a lasting **IMPACT** through compelling presentations that effectively communicate the value and benefits of your services.



Brand visibility to a targeted audience with enhanced **EXPOSURE** through event marketing materials and promotional efforts.



Attract potential leads and drive **ENGAGEMENT** by connecting with an audience eager to learn about your products and services.





LAST YEAR'S CONFERENCE HIGHLIGHTS

Attendees

452

Sessions

45

Tracks

8

Speakers

73

Sponsors

48

Exhibitors

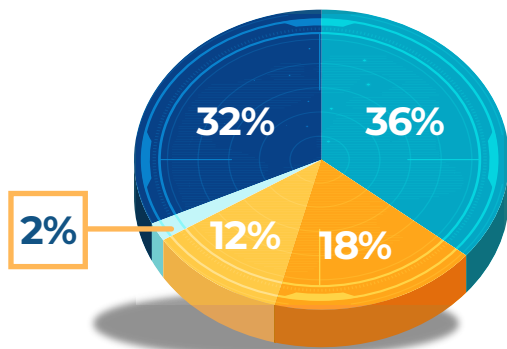
42

Poster Presentations

19

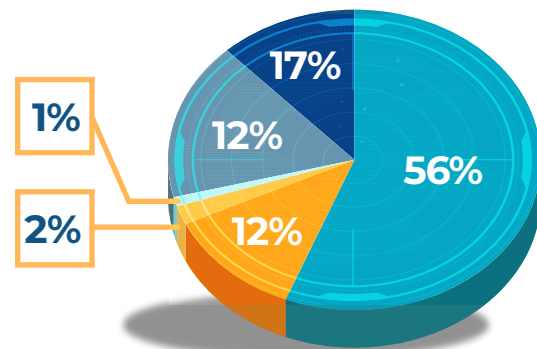


Audience Profile



- Executive / C-Suite
- Sr. Management / Clinical Leadership
- Managers
- Staff
- Other

Employment Setting



- Health Center
- HCCN
- PCA
- Academia
- Services
- Other

What Our Sponsors Said About Our Conference Last Year

100%

-  Had their primary objectives met
-  Would sponsor the conference again
-  Felt they received the right level of recognition according to their sponsorship level
-  Were very satisfied with the conference
-  Agreed attendees were the right level of decision-makers for their product or service

Key Sponsorship Objectives

 Networking

 Lead Generation

 Health Center Support



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ACCOLADES FROM

What did you enjoy most about our conference?

"Conference traffic was impressive on Thursday, with a steady flow of engaged attendees throughout the following days."



"HCN continues to be a hub of innovation and growth, offering endless opportunities to learn and stay inspired. Love the HCN family."



"HCN is a welcoming and supportive family, and I feel truly blessed to be part of it. Thank you for your unwavering dedication and genuine care - it makes all the difference."



"This event has been absolutely fantastic, offering so many valuable insights and connections. The energy, speakers, and overall experience has been top-notch!"



"The HCN Conference consistently delivers both educational insights and cutting-edge innovations."



SPONSORS AND ATTENDEES

What are you looking forward to the most in our next conference?

"I'm looking forward to exchanging ideas with healthcare professionals, understanding how they've navigated obstacles, and discovering innovative strategies to enhance our operations and patient care."

"I'm eager to connect with healthcare leaders, explore their success stories, and uncover new approaches to drive continuous improvement in our services."

"I'm looking forward to continuing to build relationships within the network and to understand the future roadmap."

"I'm excited to learn from other healthcare facilities, gain insights into the challenges they've overcome, and ensure our practices align with the industry's best standards."

"I'm truly looking forward to the next conference. HCN always does an exceptional job creating a meaningful and inspiring experience."



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Trailblazer Sponsor

■ Exclusive Host Sponsor of HCN's 31st Annual Board Educational Conference

- Five-minute presentation during the HCN Member Meeting at the Conference

■ Sponsor Keynote Speaker

- Recognition of organization and services during session welcome
- Company video featured before keynote session and throughout breaks
- Announced as keynote sponsor during session introduction
- Session Marketing eblast recognition

■ Sponsor of the HCN Mix and Mingle Event

- Announced as Mix and Mingle sponsor at the beginning of the event
- Five-minute speaking opportunity
- Prominent logo throughout event space
- Event marketing eblast recognition

■ Exclusive Sponsor of "Dinner with the Family"

- Event sponsor for 1,000+ attendees
- Recognition of organization and services during session welcome
- Announced as Dinner with the Family sponsor throughout the event
- Prominent logo featured throughout event space
- Company video played throughout the event
- Social media sponsor highlight
- Event marketing eblast recognition

■ Two (2) tables in the Partner Showcase Exhibit in a prominent location

■ Branding and Visibility

- Sponsor of the VIP gifts
- Conference program journal full page ad
- Logo on exclusive promotional item
- Sponsorship recognition on all attendee emails
- Social media sponsor highlight
- Prominent logo featured on:
 - Conference website
 - General Session Podium Display
 - Conference banners
 - Thank you loop video
- A daily sponsor shoutout announcement on conference app
- Unique banner ad in landing page of conference app

\$50,000

Exclusive Opportunity

■ Interactive Mobile App Branded Booth with the following features:

- Ten (10) available booth design options that fit your unique style and needs
- About Us section to provide an overview of your organization
- Upload up to six (6) company videos
- Upload up to six (6) of your product and sales collateral pieces
- Up to four (4) links to your external websites
- Downloadable business card
- One on one chat capabilities to create engagement

■ Lead Retrieval

- Capture information for event attendees that visit your booth

■ Ten (10) Conference Registrations

■ Pre-Event Data

- Access to contact list for all opt-in attendees

Year Round Marketing Support and Opportunities:

June 2025 – May 2026

- Access to present at two (2) HCN Health Center Leadership meetings
- Annual meeting with key HCN Executive Leadership
- Co-branded slide deck template to be used when promoting your services to health centers within our network
- Ongoing large logo displayed on monthly HCN Insights Newsletter sent to health center C-Suite Members and Staff with linked logo
- Organization services highlight in two (2) Corporate Edition HCN Insights Newsletters sent to health center C-Suite Members and Staff with linked logo
- Large logo with boilerplate message on the Partner page of HCN's website with linked logo
- Social media post highlighting services shared to our 9,000+ followers on social media platforms quarterly



Connector Sponsor

\$40,000

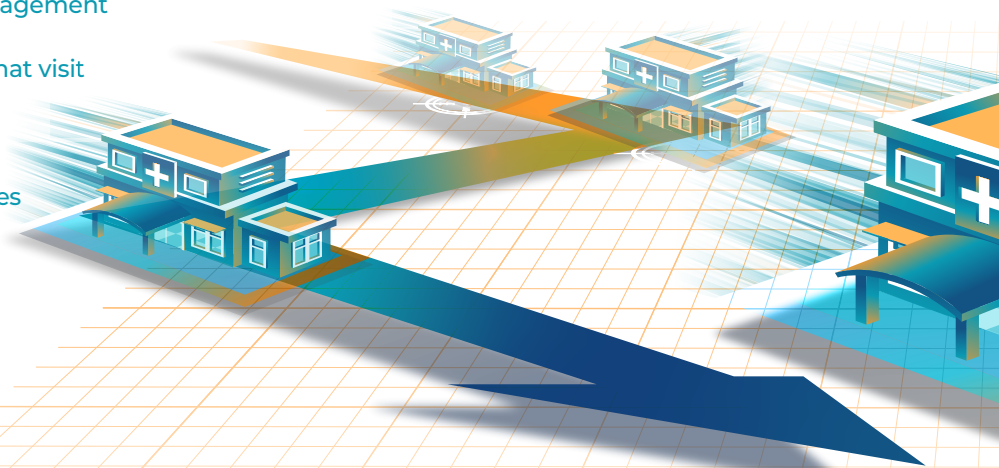
Exclusive Opportunity

- **Exclusive Sponsor of the HCN Conference App:**
 - Logo displayed on conference app
 - Promoted as sponsor of the conference app
- **One (1) table in the Partner Showcase Exhibit in a prominent location**
- **Branding and Visibility**
 - Conference program journal full page ad
 - Social media sponsor highlight
 - Medium logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
 - One (1) sponsor shoutout announcement on conference app
 - Unique banner ad in landing page of conference app
- **Interactive Mobile App Branded Booth** with the following features:
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to five (5) company videos
 - Upload up to five (5) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Lead Retrieval**
 - Capture information for event attendees that visit your booth
- **Eight (8) Conference Registrations**
- **Pre-Event Data**
 - Access to contact list for all opt-in attendees

Year Round Marketing Support and Opportunities:

June 2025 – May 2026

- Access to present at one (1) HCN Health Center Leadership meeting
- Annual meeting with key HCN Executive Leadership
- Ongoing medium logo displayed on monthly HCInsights Newsletter sent to health center C-Suite Members and Staff with linked logo
- Organization services highlight in one (1) Corporate Edition HCInsights Newsletter sent to health center C-Suite Members and Staff with linked logo
- Medium logo with boilerplate message on the Partner page of HCN's website with linked logo
- Social media post highlighting services shared to our 9,000+ followers on social media platforms bi-annual





Tactical Sponsor

\$30,000

Exclusive Opportunity

- **Sponsor an event with the Board and Member CEO's**
 - Exclusive opportunity to network with Board and Member CEO's during a one-hour event
 - Recognition of organization and services during event welcome
 - Company video featured before one (1) general session
 - Event marketing eblast recognition
- **One (1) table in the Partner Showcase Exhibit in a prominent location**
- **Branding and Visibility**
 - Conference program journal half page ad
 - Social media sponsor highlight
 - Medium logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
 - One (1) sponsor push notification on conference app
- **Interactive Mobile App Branded Booth with the following features:**
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to four (4) company videos
 - Upload up to four (4) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Lead Retrieval**
 - Capture information for event attendees that visit your booth
- **Seven (7) conference registrations**
- **Pre-Event Data**
 - Access to contact list for all opt-in attendees



Innovator Sponsor

\$25,000

Exclusive Opportunity

- **Exclusive Sponsor of the Gallery of Innovation**
 - Exclusive branding on posters of innovation developed by community health centers and partners
 - Prominent logo displayed on signage in the poster presentation area
 - Logo included in poster presentation marketing eblast
- **One (1) table in the Partner Showcase Exhibit in a prominent location**
- **Branding and Visibility**
 - Conference program journal half page ad
 - Exclusive branding on full page Gallery of Innovation ad
 - Social media sponsor highlight
 - Medium logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
- **Interactive Mobile App Branded Booth with the following features:**
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to three (3) company videos
 - Upload up to three (3) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Lead Retrieval**
 - Capture information for event attendees that visit your booth
- **Six (6) Conference Registrations**
- **Pre-Event Data**
 - Access to attendee list

Year Round Marketing Support and Opportunities:

June 2025 – May 2026

- Annual Meeting with key HCN Executive Leadership
- Ongoing small logo on monthly HCN Insights Newsletter sent to health center C-Suite Members and Staff with linked logo
- Small logo with boilerplate message on the Partner page of HCN's website with linked logo
- Social media post highlighting services and shared to our 9,000+ followers on social media platforms annually

SPONSORSHIP OPPORTUNITIES



1 Impact Sponsor

\$20,000

3 Opportunities Available

- **Sponsor your choice of an exclusive promotional item**
 - Multifunction Survival Tool
 - Anti-Lost GPS Tracker
 - Tote Bag
- **One (1) table in the Partner Showcase Exhibit**
- **Branding and Visibility**
 - Logo on promotional item
 - Medium logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
- **Interactive Mobile App Branded Booth** with the following features:
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to two (2) company videos
 - Upload up to two (2) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Lead Retrieval**
 - Capture information for event attendees that visit your booth
- **Five (5) conference registrations**
- **Pre-Event Data**
 - Access to attendee list

Precision Sponsor

\$15,000

4 Opportunities Available

- **Sponsor your choice of an exclusive conference item:**
 - Badge
 - Lanyard
 - Hotel Key Card
 - Conference Wi-Fi
- **One (1) table in the Partner Showcase Exhibit**
- **Branding and Visibility**
 - Logo on conference item chosen
 - Small logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
- **Interactive Mobile App Branded Booth** with the following features:
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to two (2) company videos
 - Upload up to two (2) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Lead Retrieval**
 - Capture information for event attendees that visit your booth
- **Four (4) conference registrations**
- **Pre-Event Data**
 - Access to attendee list



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Pathfinder Sponsor

\$10,000

6 Opportunities Available

- **Sponsor an Educational Track**
 - Company video featured before session
 - Announced as a track sponsor during session introduction
 - Ability to supply marketing materials at sponsored track session
 - Session marketing eblast recognition
- **One (1) table in the Partner Showcase Exhibit**
- **Branding and Visibility**
 - Conference Journal half page ad
 - Small logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
- **Interactive Mobile App Branded Booth** with the following features:
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload up to two (2) company videos
 - Upload up to two (2) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Three (3) conference registrations**
- **Pre-Event Data**
 - Access to attendee list

Catalyst Sponsor

\$8,000

20 Opportunities Available

- **One (1) table in the Partner Showcase Exhibit**
- **Branding and Visibility**
 - Organization Name featured on:
 - Conference website
 - Conference banners
 - Thank you loop video
- **Interactive Mobile App Branded Booth** with the following features:
 - Ten (10) available booth design options that fit your unique style and needs
 - About Us section to provide an overview of your organization
 - Upload one (1) company video
 - Upload one (1) of your product and sales collateral pieces
 - Up to four (4) links to your external websites
 - Downloadable business card
 - One on one chat capabilities to create engagement
- **Two (2) conference registrations**





Community Health Sponsor

\$3,000

Unlimited

■ Branding and Visibility

- Logo featured on:
 - Conference website
 - Conference banners
 - Thank you loop video

■ Interactive Mobile App Branded Booth with the following features:

- Ten (10) available booth design options that fit your unique style and needs
- About Us section to provide an overview of your organization
- Upload one (1) company video
- Upload one (1) of your product and sales collateral pieces
- Up to four (4) links to your external websites
- Downloadable business card
- One on one chat capabilities to create engagement

■ Two (2) conference registrations

Cannot attend in person? Engage attendees virtually:

Virtual Exhibit Booth: \$1,500

Sponsor virtually through an interactive mobile app branded booth with the following features:

- Ten (10) available booth design options that fit your unique style and needs
- About Us section to provide an overview of your organization
- Up to six (6) welcome / product / services videos
- Up to six (6) product and sales collateral to share
- Up to four (4) links to your external websites
- Downloadable business card
- One on one chat capabilities to create engagement



A-La Carte Opportunities

Available for confirmed conference sponsors

- **Refreshment Break Sponsor: \$5,000**
Have your organization name on a Beverage Station being offered to attendees throughout the conference.
- **Promotional Post on all Social Media Platforms: \$3,000**
Reach HCN's 9,000+ followers by promoting your product or service.
- **Branded Game Cards at 10K Alley: \$2,000**
Gain visibility with branded game cards for the hotel's arcade and game room, 10K Alley, fostering entertainment and engagement in a family-friendly environment.
- **Attendee Contact List: \$1,500**
Purchasing the attendee contact list gives you access to all opt-in attendees.
- **Lead Retrieval: \$500**
If your sponsorship package does not include lead retrieval, you are able to add it.
- **Conference App Push Notification: \$500**
Send one (1) push notification to all event attendees via the conference web platform.
- **Add a promotional item to attendee grab bags: \$250**
Add an item of your choice to all attendee bags promoting your business or service.
- **Ads in Conference Journal:**
 - Quarter Page Ad: \$500
 - Half Page Ad: \$750
 - Full Page Ad: \$1,000
- **Branding Opportunities:**
Maximize your brand's visibility with exclusive sponsorship options strategically placed throughout the conference space—pricing varies by opportunity.





Health Choice Network's 31st Annual Board Educational Conference

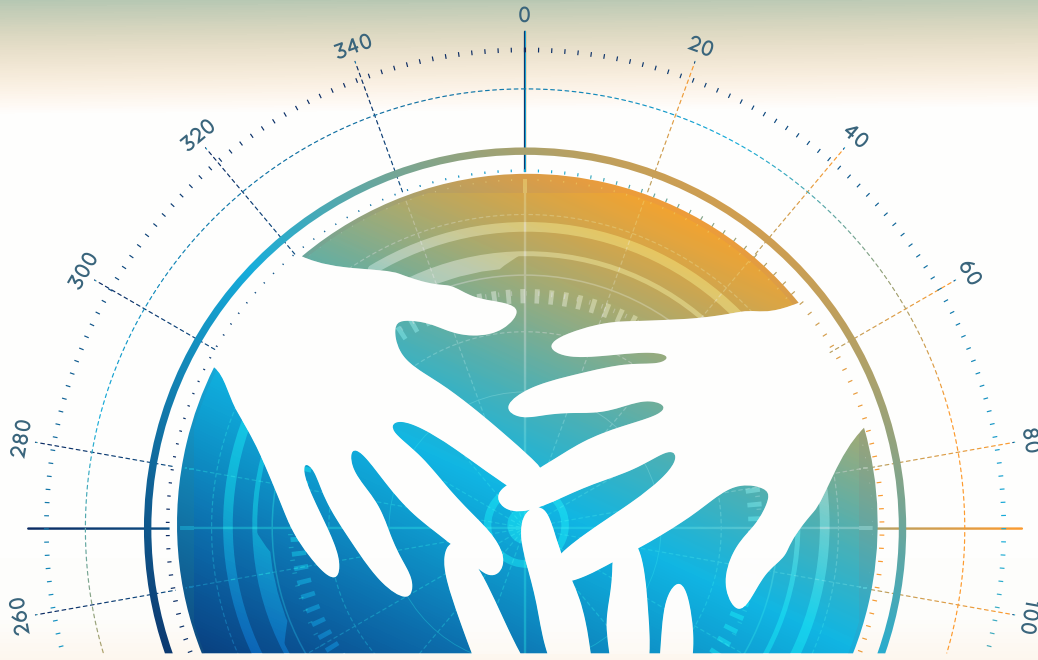


PREVIOUS SPONSORS



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Health Choice Network's 31st Annual Board Educational Conference



For additional information,
please contact:

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305-392-8034

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Phone: 305.599.1015

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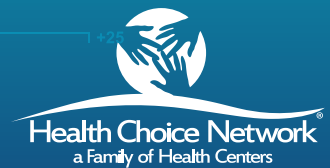
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