

## 2024 ANNUAL CONFERENCE SPONSOR PROSPECTUS

The Missouri Primary Care Association (MPCA) is seeking sponsors for our MPCA Annual Conference: 40 Years of Creating Connections. We can provide extensive exposure and face-to-face interaction with more than 300 conference participants. As an industry leader, your involvement as a corporate sponsor brings us closer to reaching a mutual goal of promoting high-quality, cost-effective healthcare.

### WHY SHOULD YOU SPONSOR?

- **Prominent Visibility:** Gain unparalleled exposure to a diverse audience of industry leaders, decision-makers, and enthusiasts, showcasing your brand's commitment to innovation and excellence.
- **Strategic Networking:** Forge meaningful connections, establish valuable partnerships, and unlock new opportunities through exclusive networking sessions and engagements.
- **Targeted Marketing:** Access targeted marketing opportunities to reach your desired audience effectively, maximizing your brand's reach and impact.
- **Customized Benefits:** Enjoy tailor-made sponsorship packages designed to meet your specific marketing objectives, ensuring maximum ROI and value for your investment.

Join us in commemorating four decades of fostering connections, driving innovation, and shaping the future of community healthcare.

### ABOUT US

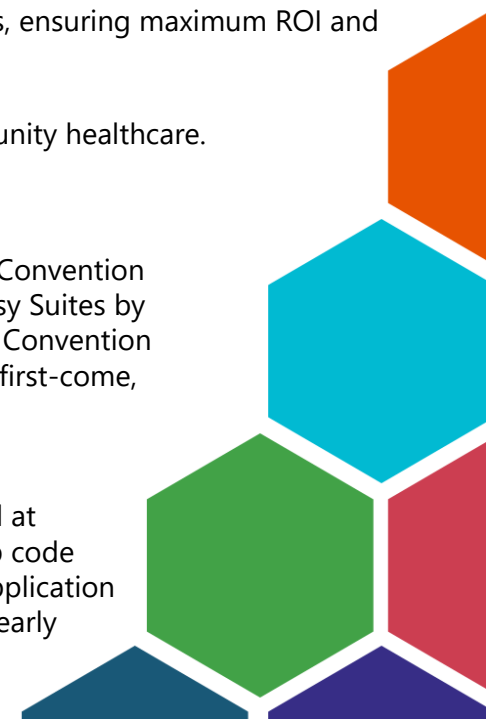
MPCA is a nonprofit membership association representing Missouri's Community Health Centers at over 200 sites in urban and rural areas of the state. Our mission is to ensure the people of Missouri have access to high quality, affordable primary care, dental, and behavioral health care via Missouri's 28 Community Health Centers, also known as Federally Qualified Health Centers (FQHCs). Collectively, FQHCs are the largest healthcare system in the nation and are considered one of the most effective programs within the U.S. Department of Health and Human Services.

Attendees of the MPCA Annual Conference are physicians and residents, dentists, board members, administrative and financial staff, CEOs, COOs, CFOs, and quality personnel from throughout Missouri's FQHC network.

### LODGING

A block of rooms adjoining the Convention Center is reserved at the Embassy Suites by Hilton St. Louis, St. Charles, Two Convention Plaza, at a discounted rate on a first-come, first-served basis.

Reservations can be made after June 1, 2024 by calling the hotel at (800)-EMBASSY using the group code provided by MPCA after your application is accepted. Rooms are limited, early reservations are encouraged.



# CORPORATE SPONSORSHIPS

Maximize your dollars throughout the year with a corporate sponsorship opportunity through Missouri Primary Care Association. Receive key sponsorship benefits at MPCA's Annual Conference and tailor your benefit package to your specific needs. All sponsors will have a page in the Annual Conference web app and have their logos included in digital and printed conference materials.

*Choose your preferred benefits*

SPONSORSHIP OPTIONS	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
<b>PREMIER BENEFITS</b>	Select 3 Premier	Select 2 Premier	Select 1 Premier	N/A	N/A
Ad space on MPCA home page - 12 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Ad space in MPCA newsletters - 6 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Sponsorship mention at select MPCA trainings - 12 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
4 Complimentary Annual Conference registrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
2 Tickets to the Wednesday evening Awards Gala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
No additional benefits needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>PREMIUM BENEFITS</b>	Select 4 Premium	Select 3 Premium	Select 2 Premium	Select 2 Premium	Select 1 Premium
8x10 Exhibitor Booth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Complimentary Annual Conference registrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital signage on the convention center marquees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page conference brochure ad (8.5 X 11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Minute video played at Annual Conference Thursday & Friday Luncheons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No additional benefits needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CHOICE BENEFITS</b>	Select 4 Choice	Select 3 Choice	Select 3 Choice	Select 2 Choice	Select 1 Choice
4 Tickets to the Thursday evening networking reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Tickets to Friday's Quality Awards luncheon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 Daily push notification in the Annual Conference web app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo displayed on main screens at Annual Conference with other sponsors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No additional benefits needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Additional Ad Hoc Sponsorship Opportunities

- Wednesday Evening Awards of Excellence Gala Dinner**  
\$10,000 / 4 sponsorships available

All sponsors will share large screen displays throughout this ticketed, invitation only event. This bi-annual gala dinner recognizes recipients of the Christopher S. "Kit" Bond Community Health Scholarships, the Rodgers Achievement Awards, Hometown Hero Awards, and Champion of Community Health Center Awards.

- Keynote Speaker**  
\$10,000 / 1 sponsorship available

You will be identified as the sponsor of this year's keynote address Thursday morning.

- Thursday Luncheon**  
\$5,000 / 4 sponsorships available

Sponsors will be identified on large screen displays and via table cards at Thursday's luncheon for all conference participants.

- Thursday Networking Reception**  
\$7,500 / 4 sponsorships available

An evening hors d'oeuvres and cocktail reception - all sponsors will share large screen displays throughout the event.

- Friday Clinical Quality Awards Luncheon**  
\$10,000 / 2 sponsorships available

Awards ceremony for winners of the Clinical Quality Awards - sponsors will be identified on large screen displays and via table cards and the special Awards Luncheon brochure.

- Refreshment Breaks**  
\$2,000 / 4 sponsorships available

Be a conference hero by providing afternoon coffee, tea, & soda.

- Wifi for Attendees**  
\$3,500 / 1 sponsorship available

This sponsorship covers internet service for all participants at the conference. Sponsor slide is displayed for each session and your company name is the wifi password.

- Reusable Water Bottles**  
\$2,500

Help our conference go green and eliminate plastic waste! Conference attendees will receive a high quality reusable water bottle with your printed logo. Deadline to have logo included is July 15, 2024.

- Tote Bags**  
\$3,000 sole sponsor or \$750 for one section

Conference attendees will receive a high quality tote with 1 - 4 sponsored logos displayed each time they reach for their conference schedules! Deadline to have logo included is July 15, 2024.

- Name Badges**  
\$1,000

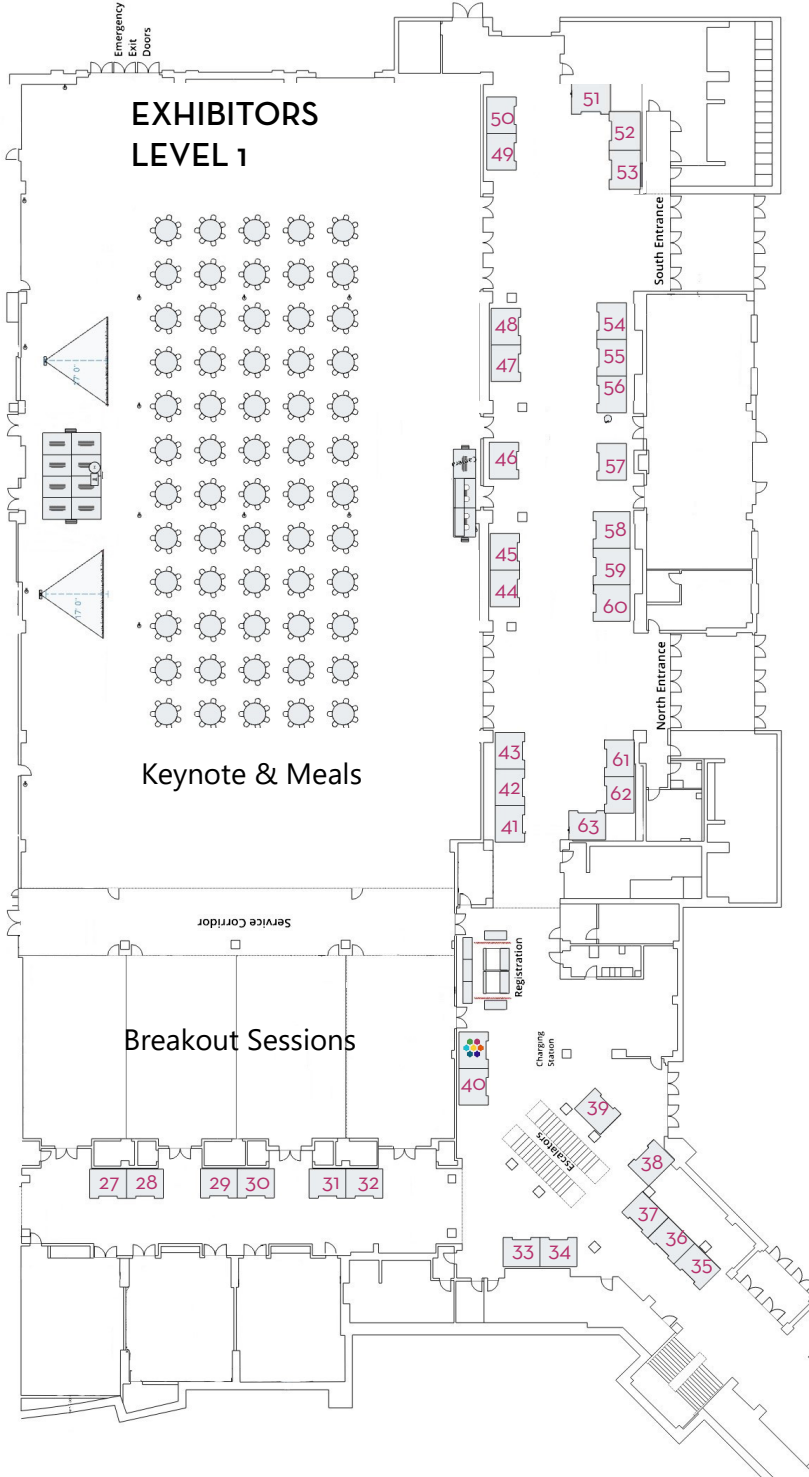
We will provide name/logo branded name badges for annual conference attendees. Deadline to have logo included is July 15, 2024.

- Conference Recreation & Game Room**  
\$4,500

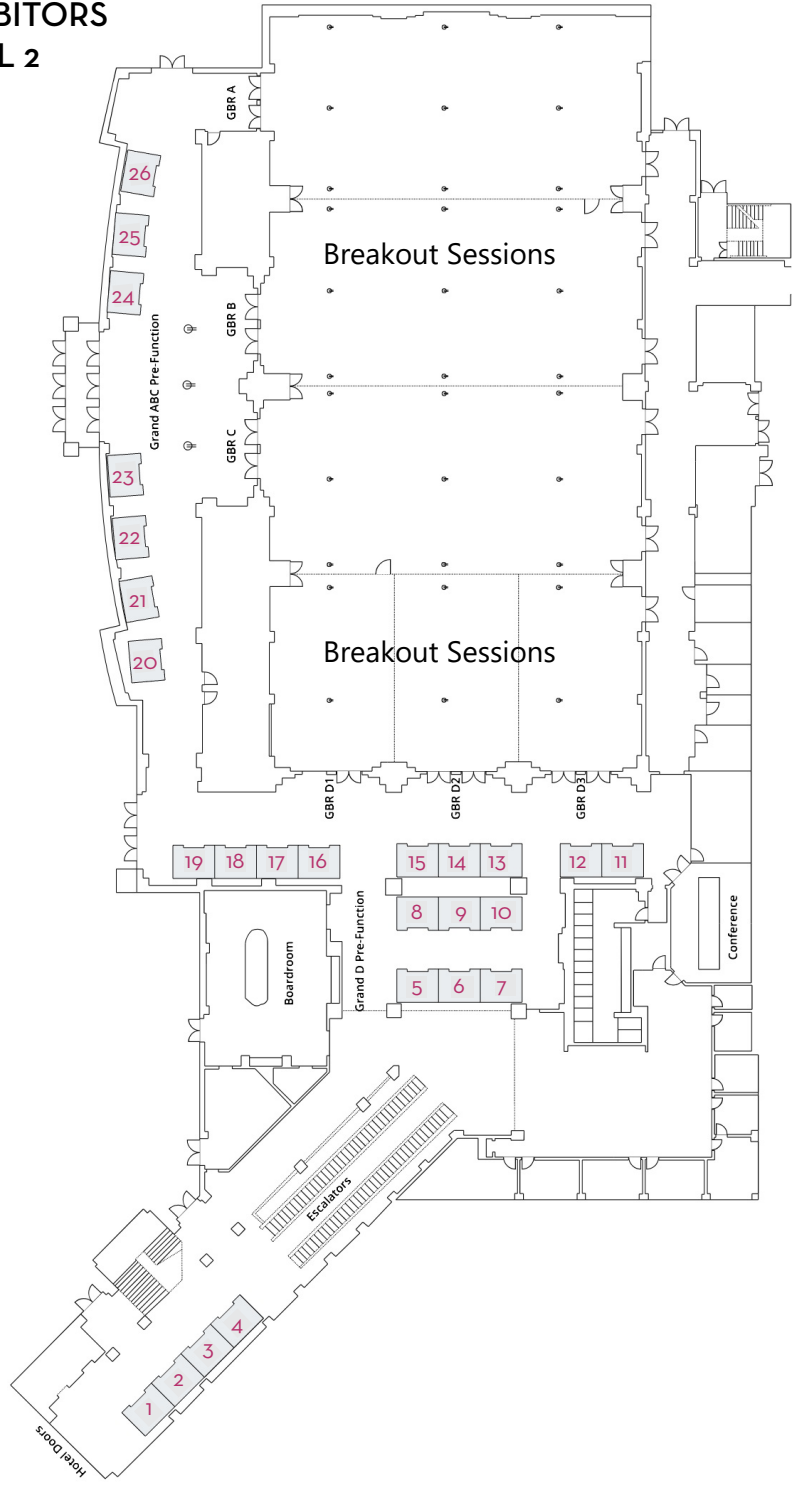
Be the sole sponsor for a recreational arcade and game room for attendees to relax and compete. Your logo will be prominently displayed so attendees know who to thank!



# Exhibit space map



# EXHIBITORS LEVEL 2



## MPCA EXHIBITOR TERMS & CONDITIONS 2024

1. **APPLICATION AND ELIGIBILITY.** This exhibitor application, executed by an individual who has authority to act for exhibitor, shall constitute, after its acceptance by MPCA, a valid and binding contract.
2. **EXHIBIT MANAGER.** Amanda Keilholz and Jessica Long with MPCA shall serve as exhibit managers. Additional MPCA staff may be assigned as warranted.
3. **NON-ENDORSEMENT.** Exhibitor agrees and understands that by MPCA's approving its exhibitor application, MPCA does not in any way endorse or signal its approval of Exhibitor's product or service. Accordingly, exhibitor agrees that it shall not, in any manner, in its advertising, promotional or similar materials or undertakings, state, suggest, or imply any approval or endorsement by MPCA of exhibitor's product or service. Further, exhibitor agrees not to use MPCA's name or make any reference to MPCA in any other undertakings (e.g. survey, questionnaire, letter of introduction) without the prior written permission of MPCA.
4. **AGREEMENT TO CONDITIONS.** Exhibitor, for itself and its employees and agents and subcontractors, agrees to abide by the conditions stated herein, it being understood and agreed that the sole control of the exhibit hall rests with the MPCA.
5. **ASSIGNMENT OF SPACE.** While the exhibitor may be consulted about preferences for or selections of exhibit space, final classification of exhibits and final assignment of exhibit space will be solely determined by MPCA based on the character of the proposed exhibits and individual requirements as to location of each exhibitor. MPCA reserves the right to move exhibit space at any time prior to the beginning of the conference, however, exhibitors shall be entitled to a refund of the difference in price, if any, between the booth locations in the event of such reassignment.
6. **SUBLEASING SPACE.** Exhibitor shall not assign or sublet its space applied for via this exhibitor application, in whole or in part, nor exhibit any products or services other than those manufactured or handled in exhibitor's normal course of business, nor permit any third party to solicit business in exhibitor's booth. Only one company/organization can occupy a booth.
7. **PAYMENT.** Payment of exhibitor fee must be received with this exhibitor application. An application to exhibit does not constitute a contract to exhibit unless and until MPCA accepts the application. MPCA reserves the right to accept or reject any application at its sole discretion. In the event that MPCA rejects an exhibitor application, MPCA will return the exhibitor fee.
8. **CANCELLATION OF AGREEMENT.** MPCA reserves the right to cancel any already accepted exhibitor application for any reason no later than ten (10) days prior to the beginning of the conference. In the event of cancellation of an already accepted exhibitor application, MPCA agrees to give notice of such cancellation at least ten (10) days prior to the date of the conference to the company contact identified in the exhibitor application.
9. **BOOTHS.** The exhibitor fee for the 2024 MPCA Annual Conference is \$1500 for an exhibitor booth and \$1000 for non-profit/governmental agencies. The booth shall comprise a space measuring approximately 8' X 10', and include a 8' skirted table, two-four chairs depending on your exhibitor package, a sign with the exhibitor's name, and a trash can. Additional charges at the rate determined by the conference venue will be applicable for electricity and other special requests.
10. **BOOTH STIPULATIONS.** If exhibitor plans to install a completely constructed display of such character that exhibitor will not require or desire the use of the table provided as part of the exhibitor fee, no part of the display will be permitted to obstruct the view of adjacent booths, and no part of the display may be more than 8' in height. The rear 3' of the booth may be occupied from the floor up to 8' in height; the front of the booth may be occupied from the floor up to only 4'. MPCA's exhibit manager retains sole discretion to determine if exhibitor has complied with the terms of this section, and exhibitor agrees to abide by MPCA's exhibit manager's decision.
11. **CARE OF EXHIBIT SPACE.** Exhibitor must, at its expense, maintain and keep in good order its exhibit and booth space it is assigned.
12. **PROTECTION OF THE EXHIBIT FACILITY.** Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibit area without the exhibit manager's permission in writing. Packing, unpacking, and assembly of exhibit materials will be done only in designated areas and in conformity with the MPCA's exhibit manager's direction. Exhibitor shall be solely responsible for any and all damage to the facility caused by exhibitor, its employee(s), contractors, representatives, agents, invitees, licensees, or its contractors' subcontractors.
13. **SETUP, STAFFING, AND DISMANTLING OF EXHIBIT.** Exhibitor agrees to have its exhibit set up by 12 p.m. on Wednesday, October 23, 2024 and staffed in accordance with BOOTH INFORMATION and BOOTH STIPULATIONS (above). Late set up will be allowed at 7 a.m. on Thursday morning, but exhibitor agrees to inform the exhibit manager of their plans for late arrival. Disassembly MUST occur by 11:45 a.m. on Friday, October 25. Failure to comply with this section may result in the exhibitor not being allowed to exhibit at future MPCA events.
14. **Shipping and Electrical Services, ETC.** Exhibitors can purchase additional booth spaces to accommodate their needs, and they can purchase amenities such as electrical hookups, if needed, from Spectra Venue Management, the conference's exclusive services provider. Many additional services are offered directly through the hotel. Please let them know you have registered with us (and feel free to order additional services) by following this link: <https://www.stcharlesconventioncenter.com/equipment-services>. There are additional hotel charges for storing shipped materials, etc. Please contact the hotel directly for that information.

15. MEAL INFORMATION. Exhibitors are invited to lunch on Wednesday and Thursday, as well as the networking reception on Thursday evening.

16. CONFERENCE ATTENDEE BREAKS. Conference attendees are given 20-30 minute breaks between each session, and also have some free time during lunch breaks. Attendees are encouraged to visit exhibitors and incentives will be offered to encourage all conference attendees to visit each exhibit booth. Meals and beverages for attendees will be located in the main ballroom requiring attendees to pass by exhibitor booths multiple times a day.

17. CONFLICTING MEETING AND SOCIAL EVENTS. Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of conference attendees or other exhibitors from the conference or exhibit hall during conference sessions or events. Noncompliance with this clause will result in Exhibitor being required to leave the premises and not being allowed to exhibit in the following year.

18. CANCELLATION BY EXHIBITOR OR RELOCATION OF CONFERENCE. In the event exhibitor is unable to occupy and use the booth space applied for and notifies MPCA, in writing, no later than thirty (30) days prior to the beginning of the conference, then all fees paid by the exhibitor (less an MPCA processing fee of \$250) will be refunded. NO refund of any fees will be made if notice of cancellation is received after this deadline. In the event of cancellation or relocation of an event (including moving an event to an online format) due to circumstances outside the MPCA's direct control, MPCA's liability is limited to refund of exhibitor's fee. In the event MPCA has no control over the cancellation or relocation of an event including moving an event to an online format and including, but not limited to, in any instance in any way associated with COVID-19 or a pandemic or concerns related thereto, MPCA will have no liability of any kind to exhibitor. MPCA retains sole authority to determine in its discretion whether cancellation or relocation of an event was due to a circumstance within its control.

19. CONFERENCE SESSIONS. Exhibitor shall not be permitted admittance to any of the conference sessions unless the exhibitor is a registered participant of the conference.

20. VIOLATIONS OF THE CONDITIONS. Any of the following actions by exhibitor shall constitute a violation of the conditions of the exhibitor's contract:

- a. Non-adherence to this exhibitor Application/ agreement;
- b. Use of a display of equipment, products or services that vary in any significant way from the description on the application;
- c. Violation of any municipal, state, or federal laws, rules or regulations, including safety codes;
- d. Failure to remove property from the facility at the end of the conference, or upon cancellation or relocation of the conference.

21. LIABILITY.

a. The MPCA undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of exhibitor, its officials, officers, directors, agents, employees or subcontractors, or for the protection of the

property of the exhibitor or its representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause(s). Exhibitor shall ensure that small and easily portable articles will be properly secured or removed from the exhibit when not staffed. Any protection for such items provided by MPCA shall be deemed purely gratuitous on its part and shall in no way be construed to make MPCA liable for any loss or inconvenience suffered by the exhibitor.

b. To the extent permitted under Missouri Law and without waiving sovereign immunity or other statutory defense, Exhibitor agrees to indemnify and hold harmless MPCA and its agents, officials, directors, and employees from all claims, losses, or liability of any nature whatsoever, including but not limited to court costs, arising from the activities of Exhibitor or any of its representatives, agents, employees, or others acting for it, including exhibitor's display or use of its property, whether or not such activities are authorized by exhibitor.

22. AMENDMENT. Neither this exhibitor application nor any provision hereof may be changed, amended, modified, waived or discharged orally or by any course of dealing, but only by an instrument in writing signed by the party against which enforcement of the change, amendment, modification, waiver or discharge is sought.

23. APPLICABLE LAW AND VENUE. This exhibitor application shall be governed by and construed and enforced in accordance with the laws of the State of Missouri and the parties agree that the exclusive venue for any legal proceeding relating to or arising out of this exhibitor application will be in the Circuit Court of the County of Cole, Missouri.

24. WAIVER. Failure of MPCA to exercise any right given hereunder or to insist upon strict compliance with regard to any term, condition or covenant specified herein, shall not constitute a waiver of MPCA's right to exercise such right or to demand strict compliance with any term, condition or covenant hereunder.

25. ENTIRE CONTRACT AND BINDING EFFECT. This exhibitor application, after its execution by an individual who has authority to act for exhibitor and after its acceptance by MPCA, shall constitute a valid and binding contract, and constitutes the sole and entire agreement of the parties and is binding upon exhibitor and MPCA, their heirs, successors, and assigns. The parties may not assign their interests hereunder without written consent of all other parties. If any provision(s) of this agreement shall be held invalid or unenforceable for any reason by a court of competent jurisdiction, then such invalidity or unenforceability shall not affect any other part of the agreement executed hereby and the parts of this agreement not invalid or unenforceable shall remain in full force and effect.

26. AUTHORITY. The representatives of the parties warrant that this exhibitor application is being executed pursuant to direction and approval by the governing bodies of the parties.

27. HEADINGS. The headings herein are for convenience only and are in no way intended to describe, interpret, define, or limit the scope, extent or intent of this exhibitor application or any of its provisions.