


AMERICA'S
PHYSICIAN
GROUPS 

ANNUAL CONFERENCE 22

Jun 1-3 | Marriott Marquis San Diego Marina



SPONSOR & EXHIBITOR PROSPECTUS



ADVOCACY



EDUCATION



LEADERSHIP

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ABOUT the conference

Welcome to the America's Physician Groups (APG) Annual Conference 2022 Sponsor and Exhibitor Prospectus.

Here you will find the information you need to showcase your products and services to a key audience of healthcare leaders and decision-makers.

So... *let's go!*



The APG Annual Conference 2022 will be held
June 1 - 3 at the Marriott Marquis San Diego Marina.



Each year the Conference attracts senior decision-makers
from across the healthcare landscape.

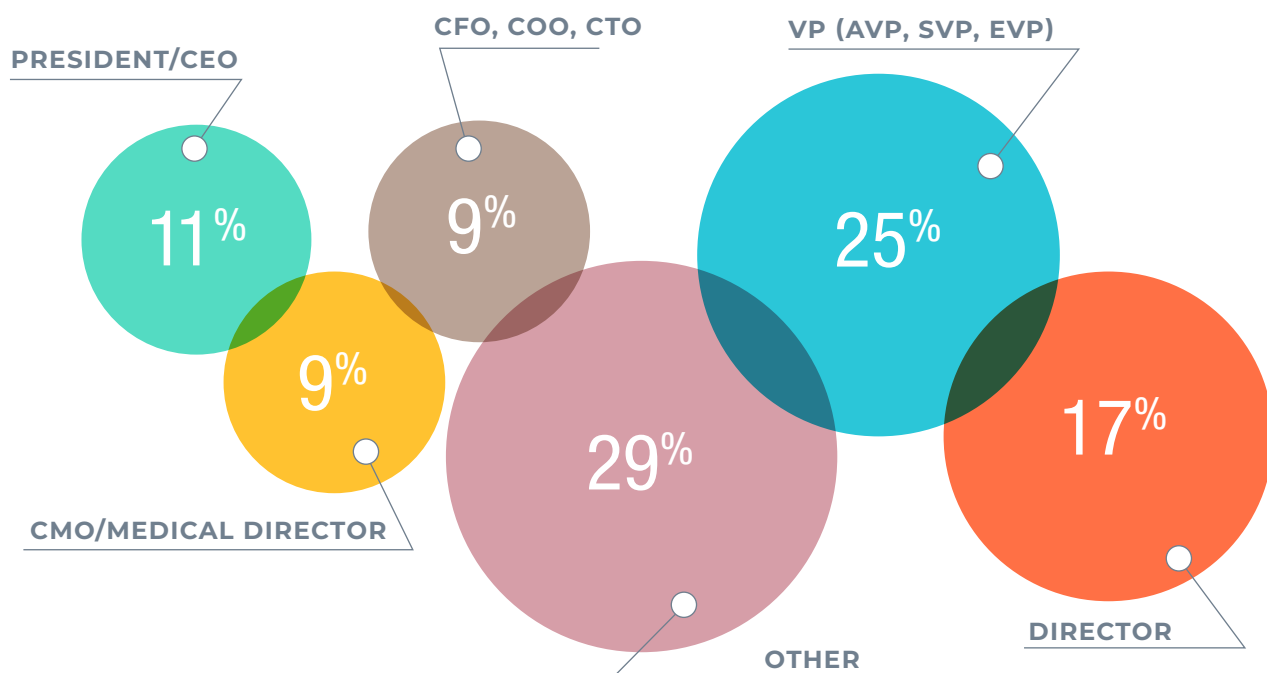


These decision-makers include physician and medical
groups, independent practice associations (IPAs),
health plans, and hospitals.



WHO ATTENDS the conference?

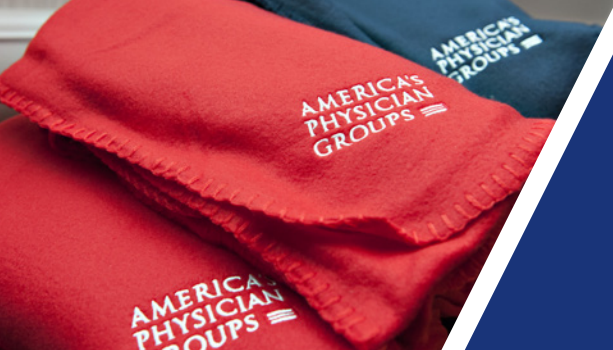
The Annual Conference 2021 drew a diverse group of leaders in the value-based care movement. Here's a snapshot of attendees who shared their positions within their organizations:



WHAT ATTENDEES WILL TAKE AWAY

APG's Annual Conference 2022 is specifically designed for anyone committed to value-based payment models, no matter where they might be on the implementation spectrum. During the Conference, attendees will hear from nationally recognized speakers about the current state of healthcare and will gain the information and tools needed to thrive in multiple payer arrangements.

We combine our educational programming with unparalleled networking opportunities and even a little bit of fun. That's why our Annual Conference has been described as "...the can't-miss conference for anyone engaged in coordinated and accountable care."



SPONSORSHIP

at APG Annual Conference 2022

Thank you for considering an APG Annual Conference sponsorship. The options on the next several pages can be selected individually or bundled with a major sponsorship and include the listed benefits. To reserve your sponsorship opportunity, please visit apg.org/sponsor2022.

Please note that major health plans are asked to register as an Elite or Diamond sponsor only.

SPONSORING THE APG ANNUAL CONFERENCE 2022 BENEFITS YOUR ORGANIZATION BY:



Providing face time with senior leadership of the top physician organizations in the country.



Increasing your company's visibility with organizations that are interested in taking risk.



Helping your company reach its marketing goals, as well as providing a prime opportunity to acquaint new and influential customers with your services and products.



Offering complimentary registrations (based on sponsorship level) to engage with attendees throughout the event.



And much more!



ADVANCE commitment to sponsorship

Please sign up by **February 28, 2022**, to take advantage of the additional benefits listed below for your sponsorship level.



ELITE OR DIAMOND SPONSORS

Preferential exhibit booth space selection, acknowledgment in select preconference marketing messages and corporate logo on Conference website with early commitment



PLATINUM SPONSORS

Acknowledgment in select preconference marketing messages and corporate logo on Conference website with early commitment



GOLD SPONSORS

Corporate logo on Conference website with early commitment



CONTRIBUTING SPONSORS

Corporate name listed on Conference website with early commitment.

Note: Event selection must be approved by APG. Sponsors from the previous conference will have priority selection for the 2022 events up to February 28, 2022.



EXHIBITORS

Corporate name listed on Conference website with early commitment



PREMIUM

sponsorship benefits comparison

SPONSORSHIP BENEFITS	ELITE \$50,000			
Private retreat with your management team at the Conference	✓			
Complimentary half-page ad in the <i>Journal of APG</i> Conference issue	✓			
Video screen ad and/or mobile app ad	✓	DIAMOND \$35,000		
Sponsorship acknowledgment during a General Session and two VIP seats at Friday's General Session or reserved table at Friday's breakfast	✓	✓		
One deluxe upgraded hotel room Wednesday to Friday nights	✓	✓		
Sponsor-provided single-page insert in Conference bag	✓	✓		
Two premium 8' x 10' adjoining booths at Exhibit Fair and Strolling Dinner	✓			
Premium 8' x 10' booth at Exhibit Fair and Strolling Dinner		✓	PLATINUM \$25,000	GOLD \$15,000
8' x 10' booth at Exhibit Fair and Strolling Dinner			✓	✓
Premium signage with logo prominently displayed during Conference	✓	✓		
Signage with logo prominently displayed during Conference			✓	✓
Complimentary all-event Conference registrations / APG Partners	12/14	6/8	4/6	2/4
Two booth attendee registrations (Thursday night only)	✓	✓	✓	✓
Selected sponsorship level recognition in Conference meeting materials	✓	✓	✓	✓
Discount advertising in the <i>Journal of APG</i> Conference issue		✓	✓	✓
Pre- and Post-Conference attendee list (name, company, title, state)	✓	✓	✓	✓
Slides of logo displayed prior to all General Sessions	12	10	8	4
Logo displayed on Sponsor page of Conference media	✓	✓	✓	✓
Company listing in Post-Conference Virtual Trade Show	✓	✓	✓	✓



SPONSORSHIP opportunities

This top-level sponsorship offers premium exposure and unique opportunities for visibility at the event.

Elite Sponsor \$50,000

- ◆ Sponsorship acknowledgment during a General Session and two VIP seats at Friday's General Session or reserved table at Friday's breakfast
- ◆ Premium placement of two (2) side-by-side 8'x10' booth spaces at the Thursday Exhibit Fair and Strolling Dinner
- ◆ Twelve (fourteen for APG Partners) complimentary Conference registrations with admission to all events; plus two (2) Thursday-night-only booth attendee registrations
- ◆ One (1) deluxe upgraded room accommodation for Wednesday–Friday nights
- ◆ Elite Level sponsorship acknowledgment in Conference meeting materials and the Annual Conference edition of the *Journal of America's Physician Groups*
- ◆ Sponsor-provided single-page promotional insert in Conference bag
- ◆ Complimentary half-page ad in the Annual Conference edition of the *Journal of America's Physician Groups*
- ◆ Video screen ad and/or mobile app ad
- ◆ Pre- and Post-Conference attendee list with names, companies, job titles, and states
- ◆ Premium signage featuring your corporate logo prominently displayed during the Conference
- ◆ Twelve (12) color slides of your logo displayed prior to all General Sessions
- ◆ Option to reserve a private room to host a strategic planning retreat with your management team during scheduled retreat times at the Conference; room must be reserved at least one (1) month before the event
- ◆ Logo displayed on Sponsor page of Conference media
- ◆ Listing of company information in Post-Conference "Virtual Tradeshow"
- ◆ First priority consideration to add sponsorship of Annual Conference Opening Reception and/or presentations



SPONSORSHIP

opportunities *continued*

Diamond Sponsor \$35,000

- ◆ Sponsorship acknowledgment during a General Session and two VIP seats at Friday's General Session or reserved table at Friday's breakfast
- ◆ Premium placement of 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- ◆ Six (eight for APG Partners) complimentary Conference registrations with admission to all events; plus two (2) Thursday-night-only booth attendee registrations
- ◆ One (1) deluxe upgraded room accommodation for Wednesday–Friday nights
- ◆ Diamond Level sponsorship acknowledgment in Conference meeting materials and the Annual Conference edition of the *Journal of America's Physician Groups*
- ◆ Sponsor-provided single-page promotional insert in Conference bag
- ◆ Discount rate to advertise in the Conference edition of the *Journal of America's Physician Groups*
- ◆ Pre- and Post-Conference attendee list with names, companies, job titles, and states
- ◆ Premium signage featuring your corporate logo prominently displayed during the Conference
- ◆ Ten (10) color slides of your logo displayed prior to all General Sessions
- ◆ Logo displayed on Sponsor page of Conference media
- ◆ Listing of company information in Post-Conference "Virtual Tradeshow"

Platinum Sponsor \$25,000

- ◆ 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- ◆ Four (six for APG Partners) complimentary Conference registrations with admission to all events; plus two (2) Thursday-night-only booth attendee registrations
- ◆ Platinum Level sponsorship acknowledgment in Conference meeting materials and the *Journal of America's Physician Groups*
- ◆ Discount rate to advertise in the Conference edition of the *Journal of America's Physician Groups*
- ◆ Pre- and Post-Conference attendee list with names, companies, job titles, and states
- ◆ Signage featuring your corporate logo, along with other top sponsors, prominently displayed during the Conference
- ◆ Eight (8) color slides of your logo displayed prior to all General Sessions
- ◆ Logo displayed on Sponsor page of Conference media
- ◆ Listing of company information in Post-Conference "Virtual Tradeshow"



SPONSORSHIP opportunities *continued*

Gold Sponsor \$15,000

- ★ 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- ★ Two (four for APG Partners) complimentary Conference registration with admission to all events; plus two (2) Thursday-night-only booth attendee registrations
- ★ Gold Level sponsorship acknowledgment in Conference meeting materials and the *Journal of America's Physician Groups*
- ★ Discount rate to advertise in the Conference edition of the *Journal of America's Physician Groups*
- ★ Pre- and Post-Conference attendee list with names, companies, job titles, and states
- ★ Signage featuring your corporate logo, along with other top sponsors, prominently displayed during the Conference
- ★ Four (4) color slides of your logo displayed prior to all General Sessions
- ★ Logo displayed on Sponsor page of Conference media
- ★ Listing of company information in Post-Conference "Virtual Tradeshow"

See pages 12-14
for additional
sponsorship and
exhibit
opportunities.

Advertising in the *Journal of America's Physician Groups*

An ad in the *Journal of America's Physician Groups* is your direct connection to healthcare decision-makers. With a readership of nearly 20,000, its reach includes the C-suite, medical directors and senior management of physician organizations, employers, and large health systems.

The 2022 Conference issue is accepting advertisements now.

For more information, contact [Valerie Okunami](#).





SPONSORED presentations

Increase your visibility with these two unique opportunities to showcase your knowledge or share information about your product or service.

HEALTHCARE EDUCATIONAL PROGRAM

\$15,000

Many of your organizations utilize resources on research, new advancements in healthcare, and programs designed to improve health. This is your opportunity to share this information with our Conference attendees. We invite you to submit a proposal for consideration to provide an education program. Programs must be educational in nature (not promotional).

The Healthcare Educational Program and Product Showcase sessions are reserved for top level sponsors only. For additional information, please email [Lura Hawkins](mailto:Lura.Hawkins@apg.org).

PRODUCT SHOWCASE

\$15,000

Product Showcase sessions provide opportunities for APG sponsors to showcase their latest products, healthcare services, and technologies. These 30-minute sessions are promotional and are not eligible for continuing education credits. This is a unique opportunity to share in-depth information about a product or service your organization has to offer.



ADDITIONAL SPONSORSHIP opportunities & add-ons

EVENING RECEPTIONS

- **WEDNESDAY WELCOME RECEPTION**
- **THURSDAY NIGHT DANCE PARTY**

Evening reception sponsorships vary in price, please email [Lura Hawkins](mailto:Lura.Hawkins@apg.org) for details.

CONTRIBUTING SPONSOR \$2,000 TO \$15,000

- **OPPORTUNITY TO SPONSOR CONFERENCE EVENT(S) OR MATERIALS**

These are single-event opportunities, unless specified, that will be assigned on a first-come-first-serve basis and must be approved by APG.

Events include signage and may also include complimentary registration(s). Opportunity to bundle multiple offerings for discounts are available.

Please email [Cassandra Perkins](mailto:Cassandra.Perkins@apg.org) for details. Please note that 2021 Annual Conference event sponsors have first right of refusal up to February 28, 2022.

CONTRIBUTING SPONSOR OPPORTUNITIES

- **CONFERENCE BAGS (\$15,000)**

Logo on Conference bag along with APG logo; one (1) Conference registration

- **CONFERENCE WI-FI SPONSOR (\$15,000)**

Premium exposure — custom homepage appears when attendees log onto the Wi-Fi network; one (1) Conference registration

- **EVENT MOBILE APP SPONSOR (\$15,000)**

Signage; Company name listed in app navigation; two (2) promoted posts on top of activity feed at select times during event; one (1) Conference registration

- **KEY CARD SPONSORSHIP (\$15,000)**

Tri-colored company logo on hotel key cards of event guests; one (1) Conference registration

- **HEADSHOT ZONE (\$15,000)**

Presenters and high-level attendees always need a new headshot done by professional photographers, and you can help them get it! One (1) free full conference registration is included so your company's representative can make sure the line flows smoothly, all the while talking to the decision-makers standing in line. Your company logo on signage indicating you are the sponsor of the Headshot Zone.



ADDITIONAL SPONSORSHIP opportunities & add-ons

- **WATER BOTTLE SPONSORSHIP (\$8,000)**

As a sponsor of the APG Annual Conference, you get maximum brand exposure with your company logo on a durable, reusable water bottle to help attendees stay hydrated. Each attendee will receive a high-quality, environmentally-friendly water bottle to carry with him/her throughout the meeting and then take home afterward.

Package includes exclusive sponsor of water bottle with sponsor logo included on bottle.

- **THURSDAY BREAKFAST (\$7,000)**

Signage; one (1) reserved table; one (1) Conference registration

- **THURSDAY BUFFET LUNCH (\$7,000)**

Signage; one (1) reserved table; one (1) Conference registration

- **THURSDAY NIGHT PHOTO SHOOT (\$7,000)**

Signage; Sponsor's logo on photo; one (1) Conference registration

- **FRIDAY BREAKFAST (\$7,000)**

Signage; one (1) reserved table; one (1) Conference registration

- **MORNING FITNESS PROGRAMS (\$5,000)**

Signage; T-Shirts with logo

- **CONFERENCE BREAK SESSIONS (2 AVAILABLE, \$4,000 EACH)**

Signage

- **PHONE RECHARGING STATION**

Signage; company logo displayed on kiosk. Contact [Cassandra Perkins](#) for details and pricing.

- **BRANDED ITEM IN THE CONFERENCE BAG**

An opportunity to add your branded item to the conference bag handed to all attendees. Items include: Branded face masks, antibacterial wipes, and hand sanitizers.

Contact [Lura Hawkins](#) for details and pricing (must be combined with an additional sponsorship).



EXHIBIT FAIR and strolling dinner: Show Your School Spirit

EXHIBITOR \$5,500 | APG PARTNERS \$4,500

- 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- Two (2) complimentary Conference registrations with admission to all events
- Pre- and Post-Conference attendee list with names, companies, job titles, and states
- Two (2) color slides of your logo displayed prior to all General Sessions
- Acknowledgement on Conference media
- Listing of company information in Post-Conference "Virtual Tradeshow"

APG's Annual Conference Exhibit Fair and Strolling Dinner on Thursday, 6-9 pm, is unlike any other healthcare tradeshow. This three-hour event is packed wall-to-wall with the senior executives that you want to meet. This year's theme is "Show Your School Spirit!" Our vendors find this format extremely beneficial, as they have time to attend sessions and network with attendees at meals.

ELECTRONIC CONTACT RETRIEVAL

Sponsors and exhibitors can purchase the LeadCapture service provided through Cvent. Purchase an app license to use on your Android or iOS device, or rent a device scanner to use at the Thursday night Exhibit Fair and Strolling Dinner.

How it Works:

- Scan badges to gather lead information
- Score leads and take notes
- Export leads to any database on demand

More information provided after sponsorship selection.

Cvent is a leading meetings, events, and hospitality technology provider. Our comprehensive suite of solutions automates and simplifies the entire event management process to maximize the impact of events.



EXHIBIT FAIR and strolling dinner

“
...the can't-miss
conference for
anyone engaged
in coordinated &
accountable care.”

STACEY HROUNTAS, CEO
SHARP REES-STEALY
MEDICAL CENTERS

“
Every year, APG's Annual
Conference helps us
gain access to and build
relationships with the
perfect mix of healthcare
decision-makers.”

ROBERT TAKETOMO, PHARM.D, MBA
PRESIDENT AND CEO, VENTEGRA

“
APG Conferences always
have the speakers and
programming that
matter to me.”

MARK MANTEI, CEO
THE VANCOUVER CLINIC, INC. P.S.



THANK YOU

2021 Sponsors

ELITE

CareAllies

DIAMOND

agilon health

Anthem

Blue Shield of California

Cigna Healthcare

Health Net

Humana

Lumeris

Optum

UnitedHealthcare

VillageMD

PLATINUM

AbbVie

Apixio

Applied Research Works, Inc./Cozeva

GOLD

AMC Health

AmeriHealth Caritas

Conifer Health Solutions

Episource

Joint Academy

Olio Health, Inc.

Sheppard Mullin

CONTRIBUTORS

Apixio

Applied Research Works, Inc. / Cozeva

Buchalter

California Health Care Foundation

Conifer Health Solutions

DermTech

Episource

Hogan Marren Babbo & Rose, Ltd.

Mazars USA

Merck & Co., Inc.

Sanofi Genzyme

SCAN Health Plan

SullivanCotter

The Doctors Company

Ventegra



THANK YOU

2021 Exhibitors

EXHIBITORS

Adaptive Biotechnologies
Advantage Surgical And Wound Care
Advantmed
ARKRAY USA, Inc.
Armanino LLP
Babylon
BIOVENTUS
BrainCheck
California Specialty Pharmacy
CAPAssurance, a division of Cooperative of
American Physicians
Care at Home Solutions
Caris Life Sciences
Cedar Gate Technologies
Connecting for Better Health
Conversio Health
Curation Health
DermTech
Easy Health Medical Solutions
ECG Management Consultants
Emerge
Exact Sciences
ExpertMRI
ForeSee Medical
Genentech
Geniq Inc
GYANT
Health Industry Collaboration Effort of
California (HICE)
HealthCare Information Management, Inc.
Hillrom
Hippo Education
Hologic- Biotheranostics
IHA
Innovaccer Inc
Inovalon
Kara Health
Kareo
Kindred Healthcare
Labcorp
Landmark Health

MAGMUTUAL Insurance Company
MedCloud Depot
MedVision, Inc.
Milliman
Mom's Meals
Myriad Genetics, Inc.
Natera
Novartis Pharmaceuticals
Corporation
Novo Nordisk
Olive AI
Partners in Care Foundation
Persivia
PracticeMatch
Prairie Health
Prospect Medical Systems, Inc.
Qmetrics
Quest Diagnostics
Ralphs Pharmacy
RCxRules
RepuGen / GMR Web Team
Salient Healthcare
Sanofi Genzyme
Scipher Medicine
Shield HealthCare
Simpliphy - Physician
Compensation Software
Skilled Wound Care
Soleo Health
SullivanCotter
The Medicus Firm
Trella Health
United Medical Imaging
Healthcare, Inc.
Ventegra
Vynca
Welby Health, Inc.



PARTNERSHIP with APG

Why limit your access to APG members to the Annual Conference?

Enhance your sponsorship by becoming a partner with APG. This is your company's opportunity to enhance visibility among, and access to, physician organization decision-makers.

For more information on APG Partnerships, go to apg.org/join-apg, or email [Lura Hawkins](mailto:Lura.Hawkins@apg.org).

SIGN UP TO SPONSOR

To reserve your
sponsorship
opportunity, visit
**[apg.org/
sponsor2022](https://apg.org/sponsor2022)**

Sponsorship
deadline is
**February 28,
2022**

For questions
or to secure
your sponsorship,
please email
[Cassandra Perkins](mailto:Cassandra.Perkins@apg.org)



AMERICA'S PHYSICIAN GROUPS

2022 COLLOQUIUM

Oct 31–Nov 2

Grand Hyatt

Washington, DC

2023 ANNUAL CONFERENCE

May 31–Jun 2

Marriott Marquis

San Diego Marina

AMERICA'S PHYSICIAN GROUPS



apg.org