



2024

Sponsor & Exhibitor Prospectus

REGISTER



FOUNDATIONS OF CARE
Building on Tradition, Pioneering the Future

LPCA's 41st Annual Conference
Shreveport, LA | October 2-3, 2024



Welcome & THANK YOU

On behalf of Louisiana's network of Federally Qualified Health Centers, our board members and staff, I want to thank you for your interest in supporting LPCA's 41st Annual Continuing Education Conference. We have an incredible conference lined up this year and we very much hope that your organization will choose to be a part of it!



This year, please consider supporting our conference by serving as a sponsor or exhibitor. Your company/organization will have unparalleled access to some of our state's most important healthcare leaders. With many scheduled networking events and dedicated time set aside for sponsors/exhibitors, we know you will find our annual conference to be well worth your valuable time and resources. Perhaps most importantly, by supporting our event, you are making an investment in LPCA and the work we do on behalf of our members. Your participation will ensure our ability to continue providing these high-quality conferences and educational events.

Thank you very much for your consideration. I look forward to seeing you in Shreveport, LA!

A handwritten signature in blue ink that reads "Gerrelda Davis". The signature is fluid and cursive, written in a professional style.

Gerrelda Davis
Executive Director
Louisiana Primary Care Association

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For questions or concerns about Sponsorship & Exhibitor Opportunities, please reach out to Ms. Ann Williams at awilliams@lpca.net.

ABOUT LPCA

Established in 1982 as a non-profit organization, the Louisiana Primary Care Association, Inc. (LPCA) promotes accessible, affordable, quality primary healthcare services for the uninsured and medically underserved populations in Louisiana. It is a membership organization of Federally Qualified Health Centers (FQHCs) and supporters committed to the goal of achieving health care access for all.

For over 50 years, Federally Qualified Health Centers (commonly known as Community Health Centers) have been providing primary care, oral health, and behavioral health services for our nation's rural and underserved communities.

LPCA represents 41 federally funded Community Health Center organizations across Louisiana. These organizations operate over 500 individual sites and serve over 470,000 patients per year.

Louisiana's **COMMUNITY HEALTH CENTERS**



489,478

Patients Served

In 2022, CHCs served:

- 25.1% Children & Adolescents
- 91.9% Low Income Patients
- 4,566 Agricultural Workers
- 3,852 Veterans
- 31,096 Homeless Patients



42.5%

of CHCs provide
Pharmacy Services



8,354

total jobs created
throughout the state



100%

of CHCs provide
Telehealth Care



SCHEDULE AT A GLANCE

Tuesday, October 1

7:30 a.m. - 4:30 p.m.	Participant & Speaker Registration
8:30 a.m. - 2:00 p.m.	Pre-Conference Sessions
1:00 p.m. - 5:00 p.m.	Exhibitor Setup
2:00 p.m. - 4:00 p.m.	Clinical Branch Meeting
2:00 p.m. - 4:00 p.m.	Advocacy Branch Cocktail Hour
4:00 p.m. - 6:00 p.m.	Board of Directors' Meeting
6:30 p.m. - 8:30 p.m.	LPCA Welcome Reception

Wednesday, October 2

7:00 a.m. - 5:00 p.m.	Participant, Speaker, & Exhibitor Registration
8:00 a.m. - 9:30 a.m.	Opening Plenary
9:45 a.m. - 10:45 a.m.	Concurrent Educational Sessions
10:45 a.m. - 11:15 a.m.	Networking Break with Exhibitors
11:30 a.m. - 12:30 p.m.	Concurrent Educational Sessions
12:30 p.m. - 2:00 p.m.	Lunch & Keynote Speakers
2:15 p.m. - 3:15pm	Concurrent Educational Sessions
3:15 p.m. - 3:30 p.m.	Networking Break with Exhibitors
3:30 p.m. - 4:30 p.m.	Concurrent Educational Sessions
6:00pm - 8:30pm	Community Healthcare Excellence Awards Banquet

Thursday, October 3

8:00am - 9:00am	Breakfast & Keynote Speaker
9:15am - 10:15am	Concurrent Educational Sessions
10:15am - 10:45am	Networking Break with Exhibitors
10:45am - 11:45am	Concurrent Educational Sessions
11:45am - 1:45pm	Closing Lunch Session & LPCA Door Prize Giveaways
1:45pm - 2:30pm	Designated Time for Exhibitor Display Take Down
2:00pm - 5:00pm	Post-Conference Board Governance Session
6:00pm - 8:00pm	Advocacy Branch Meeting & Dinner

Friday, October 4

8:00am - 2:00pm	Post-Conference Sessions
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EXPLORE THE BENEFITS



Session Sponsorships

Sponsoring at the **Diamond**, **Platinum**, or **Gold** level, or choosing to sponsor a **pre-** or **post-conference session** allows you exclusive access to speak before key decision-makers and health center staff. Each option provides a unique opportunity to provide an introduction to your organization through welcome remarks to anywhere from 50 to 350 audience members.

Totes & Lanyards

Start sharing who you are from the moment attendees walk in the door. Conference lanyards and totes are supplied to every attendee.

Display your company logo and tagline across items that will be carried around all week long!



LPCA Resource Catalog

Every exhibitor is automatically included in LPCA's bi-annual Resource Catalog. This publication is a one-stop shop for Community Health Centers to access throughout the year when they are looking for services just like yours!

The book is organized by service type and will link healthcare providers and staff directly to your organization's website and your preferred point of contact.



EXPO Table Space

Exhibitor tables are the biggest attraction at our conference and at healthcare conferences nationwide. Your booth space comes with a table skirt and two chairs but can be customized to best showcase your product, service, or organization. Stock your space with promotional materials and speak face-to-face with participants!

Throughout our event, we've built in networking opportunities where attendees will be encouraged to visit the exhibit space.

Conference App

Pheedloop is a highly-customizable event management platform that allows you to choose your booth space once you're registered. Your organization will have its own profile to host documents, videos, and more. You'll also receive reminders leading up to the event to make sure attendees have all of the information they need to access your services and learn more about YOU. Conference App sponsors will have a splash image shown every time someone opens the Pheedloop App.

Opportunities are also available for lead retrieval and meeting scheduling.



More information about Pheedloop will be available soon!

Conference Program Ad Space

Conference programs are given to every attendee of our full conference. This booklet serves as a directory of events, sessions, and critical information. Ads are always full color and spread throughout the booklet.



Full Page Ad	5.5" x 8.5"	\$550
Half Page Ad	5.5" x 4.25"	\$400
1/4 Page Ad	2.75" x 4.25"	\$300
First & Last Page Ads	5.5" x 8.5"	\$650

SPONSOR OPPORTUNITIES



Diamond Sponsor **\$31,000**

2 Diamond Sponsorships Available

- 8' x 10' Exhibitor Booth in high profile area
- All Exhibitor Benefits
- 3 Complimentary Registrations
- Lead Retrieval
- Full page advertisement in conference book
- Exclusive sponsor of Opening General Session
- Opportunity to address conference participants
- Invitation to speak at LPCA Board of Directors' Meeting
- Banner display on conference app, agenda, and attendee profiles Customizable exhibitor webpage
- Company items included in Conference tote bags



Platinum Sponsor **\$20,000**

2 Platinum Sponsorships Available

- 8' x 10' Exhibitor Booth in high profile area
- All Exhibitor Benefits
- 2 Complimentary Registrations
- Lead Retrieval
- Full page advertisement in conference book
- Sponsor for the LPCA Awards Banquet
- Banner display on conference app, agenda, and attendee profiles
- Customizable exhibitor webpage
- Company items included in Conference tote bags

Gold Sponsor \$14,000

3 Gold Sponsorships Available

- 8' x 10' Exhibitor Booth in high profile area
- All Exhibitor Benefits
- 1 Complimentary Registration
- Lead Retrieval
- Full page advertisement in conference book
- Sponsor for lunch keynotes
- Banner display on conference app, agenda, and attendee profiles
- Customizable exhibitor webpage

Silver Sponsor \$8,000

4 Silver Sponsorships Available

- 1 Exhibitor Table Space in high profile area
- All Exhibitor Benefits
- 1 Complimentary Registrations
- Half page advertisement in conference book
- Banner display on conference app, agenda, and attendee profiles
- Customizable exhibitor webpage

Bronze Sponsor \$6,500

7 Bronze Sponsorships Available

- 1 Exhibitor Table Space in high profile area
- All Exhibitor Benefits
- 1 Complimentary Registrations
- Quarter page advertisement in conference book
- Banner display on conference app, agenda, and attendee profiles
- Customizable exhibitor webpage

Exhibitor \$3,000

*A maximum number of two representatives are allowed to participate at each table.
Limited Space Available.*

- 1 Exhibitor Table (Includes Skirt, Signage, and Two Chairs)
- Complimentary Breakfast & Lunch for each representative
- Complimentary Admission to Welcome Reception, Opening Plenary, Keynote Sessions, and LPCA Awards Banquet
- Complimentary Wi-Fi Access in Conference Space
- Listing in Conference Book, App, & Signage

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ADDITIONAL OPPORTUNITIES

Pre-Conference & Post-Conference Sponsorship \$2,000

Provide a 5-Minute Welcome at one of the following Pre- or Post-Conference Sessions

- Health Center Controlled Network Pre-Conference Session
- Health Center Advocacy Pre-Conference Session
- Customer Service Bootcamp Post-Conference Session
- Board Governance Post-Conference Session

Conference App Sponsorship \$3,500

The event platform, Pheedloop, will be the space where attendees go to build their schedule, receive updates, and locate session information. Sponsors for the Pheedloop app will have the ability to be the first thing participants see when opening the app in a "splash image" or loading screen. Your organization's logo will also be featured on registration pages and interactive floor maps.

CEU Sponsorship & Wi-Fi Sponsorship \$1,500

Sponsors for both CEUs and Wi-Fi will be listed in our conference booklet and displayed on the conference app.

Conference Totes Sponsorship \$3,000



Conference Lanyards Sponsorship \$2,000

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CONNECT WITH PHEEDLOOP

Pheedloop allows you to create a profile and interact with attendees leading up to, during, and following the conference! Once you've signed up, you'll receive reminders to fully build your space where attendees can get in touch, see where your booth is located, and learn about your product, service, or organization. Get started as soon as you register.



- 1. In the coming months, after you are registered as a Sponsor or Exhibitor for our Annual Conference, you will receive a link and password to log onto the Pheedloop platform.**
- 2. Each exhibitor/sponsor will have their own page with step-by-step instructions on building your profile into the best representation of your organization.**
- 3. Once you've finished filling out your profile, be sure to assign the correct manager to your profile so that they can interact with attendees leading up to and during the conference!**
- 4. We'll send updates and reminders periodically through the platform as well as to your email to make sure you're making the most of the Pheedloop platform.**

THE HILTON SHREVEPORT & CONVENTION CENTER



Book Your Stay

King Room	\$149
Double Queen	\$139

Room Block Cutoff Date: September 16, 2024

[Click Here to Book Your Room](#)



Shipping

Please notify Abigail Giroir, Marketing & Communications Coordinator II, at agiroid@lpca.net when shipping any items or set up material to the Shreveport Convention Center.

All conference sponsors and exhibitors are expected to abide by the conference rules and regulations listed below. By registering, you and your company agree to the following:

Space Rental Regulations

The LPCA, in its sole discretion, determines the eligibility of an entity or product for exhibit space. The LPCA Board of Directors has adopted the following Guidelines for Acceptance of Technical Exhibits at its meetings:

- Products and services to be exhibited must meet standards of generally accepted medical practices.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other governmental agency.
- Food products and nutritional supplements will be accepted for exhibition at our event only when their safety and usefulness are documented to the satisfaction of the LPCA.
- Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the LPCA.
- Products and services will be accepted for exhibit only if they are in harmony with the LPCA's missions to serve the medically underserved and uninsured.

Payment

An application for exhibit space or sponsorship will not be official unless it is accompanied by payment in full for the requested amount and received by the LPCA. Applications received without full payment will not be processed, not will exhibit space be assigned. **Payment is expected before the event, no later than 30 days after the receipt of invoice.**

Hospitality Rooms & Exhibitor Events

Hospitality rooms and special exhibitor events should be discussed with LPCA staff. Such activities must be scheduled when no other LPCA activity is in progress. All activities hosted outside of conference schedule must be approved by the LPCA.

Promotional Literature & Giveaways

No goods may be displayed in any part of the hotel except within the limits of the exhibitor space contracted with the LPCA and assigned to the exhibitor. LPCA does not encourage giveaways to be given out at the exhibitor table.

Decorations and Damage to Venue

Exhibitors shall be responsible for compliance with all rules and regulations with respect to such decorations, including local fire codes. In order to maintain the integrity and aesthetic quality of the convention center, nothing shall be posted, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture.

Use or Subletting of Exhibit Space

No exhibitor shall assign, sublet, share, or otherwise transfer its assigned exhibit space with another entity unless prior written approval has been obtained from LPCA. The LPCA, in its sole discretion, determines the eligibility of an entity or product for exhibit space.

Refund Policy

Written cancellations must be received by September 15, 2023 in order to receive 50% money back pending approval from LPCA's Executive Director. Approved refunds will be mailed within 30 days post-conference. After September 15, 2023, there will be no refunds issued. There are no refunds for no-shows.

Americans with Disabilities Act (ADA)

Exhibitor represents and agrees that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations...

...implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the LPCA exempt from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against the LPCA, its directors, agents or employees, on the basis of exhibitor's breach of this paragraph

Applicable Laws

Exhibitor shall comply with all laws, ordinances, and regulations pertaining to health, fire prevention and public safety, as well as rules of the meeting facility that are provided. The LPCA shall have no responsibility pertaining to exhibitor's compliance with such laws, ordinances, rules, and regulations. This contract shall be governed by the laws of the state of Louisiana, without regard to its conflict of laws principles.

Liability and Insurance

All property of the exhibitor is understood to remain under its custody and control in transit to, from and while at the event. Neither the LPCA, nor any of its directors, agents or employees are responsible for the safety of the property of the exhibitor from theft, damage by fire, accident, vandalism, or other causes. The exhibitor expresses, waives, and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the exhibitor's property.

Indemnification

Exhibitor shall protect, indemnify and hold harmless the LPCA, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including exhibitor, its agents, employees, and business invitees, which arise from, out of, or by reason of exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands, or actions against LPCA and its officers, directors, agents, and employees resulting from any act or omission of exhibitor, its employees, agents, and invitees.

Inability to Perform

If the LPCA is prohibited from conducting the meeting or is unable to permit the exhibitor to occupy its space due to circumstances beyond its control, including without limitation strike, civil disobedience, government regulations and/or acts of God, LPCA will refund to exhibitor the amount of fee paid, less a proportionate share of LPCA expenses. Exhibitor agrees that the LPCA will give no liability for any costs, damages, or expenses that exhibitor incurs as a result of the meeting being cancelled.

Interpretation, Adherence to General Rules

All matters not specifically covered by the preceding rules shall be subject solely to the decision of the LPCA. The LPCA shall have sole authority to interpret, amend, and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each exhibitor and its employees agree to abide by these rules and regulations, and by any amendments to them. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole opinion of the LPCA, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.

Liability and Insurance

All property of the exhibitor is understood to remain under its custody and control in transit to, from and while at the event. Neither the LPCA, nor any of its directors, agents or employees are responsible for the safety of the property of the exhibitor from theft, damage by fire, accident, vandalism, or other causes. The exhibitor expresses, waives, and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the exhibitor's property.



May, 2024