

LPCA'S

40<sup>th</sup>



**CONTINUING  
EDUCATION  
CONFERENCE**

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**Oct. 18-19, 2023**  
Golden Nugget  
Lake Charles, LA

**SPONSOR & EXHIBITOR  
PROSPECTUS**



# 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 40th 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!

As you likely know, the Louisiana Primary Care Association (LPCA) has been hard at work serving the needs of Louisiana's Federally Qualified Health Centers for over four decades. Whether through advocacy in Washington D.C. or by providing technical support and resources for day-do-day operations, LPCA offers an array of important programs and services. We work with one goal in mind: **to support and sustain our FQHC network so that THEY have the tools they need to serve Louisiana's most underserved and vulnerable populations.**

Over the past 40 years, we have made tremendous progress in expanding access to affordable, high-quality healthcare services – but not through our efforts alone. We have been blessed with wonderful community partners that, in one way or another, have helped to advance the health center mission. These stakeholders are vital to the work of FQHCs.

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 Lake Charles!**

A handwritten signature in blue ink that reads "Gerrelda Davis". The signature is fluid and cursive.

**Gerrelda Davis**  
Executive Director  
Louisiana Primary Care Association

# TABLE OF CONTENTS

- 3** About LPCA
- 4** Schedule At A Glance
- 5** Explore the Benefits
- 7** Sponsorship Opportunities
- 9** Additional Opportunities
- 11** Visiting the Golden Nugget
- 12** Rules & Regulations

For questions or concerns about Sponsorship & Exhibitor Opportunities, please reach out to Ms. Ann Williams at [awilliams@lpca.net](mailto:awilliams@lpca.net).

# ABOUT US

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 39 federally funded Community Health Center organizations across Louisiana. These organizations operate over 300 individual sites and serve over 470,000 patients per year.

## LOUISIANA'S Community Health Centers

**470,000**

Patients Served



In 2021, CHCs served:

- 24.8% Children & Adolescents
- 92.6% Low Income Patients
- 4,406 Agricultural Workers
- 3,654 Veterans
- 30,004 Homeless Patients



**100%**  
of CHCs provide  
Telehealth Care



**35.9%**  
of CHCs provide  
Pharmacy Services



**8,203**  
total jobs created  
throughout the state

# SCHEDULE AT A GLANCE

## Tuesday, October 17

8:30 a.m. - 2:00 p.m.  
1:00 p.m. - 4:30 p.m.  
1:00 p.m. - 5:00 p.m.  
6:30 p.m. - 8:30 p.m.

Pre-Conference Sessions  
**Participant, Speaker, & Exhibitor Registration**  
**Exhibitor Setup**  
LPCA Welcome Reception

## Wednesday, October 18

7:00 a.m. - 5:00 p.m.  
8:00 a.m. - 9:30 a.m.  
9:45 a.m. - 10:45 a.m.  
10:45 a.m. - 11:15 a.m.  
11:30 a.m. - 12:30 p.m.  
12:30 p.m. - 2:00 p.m.  
2:15 p.m. - 3:15pm  
3:15 p.m. - 3:30 p.m.  
3:30 p.m. - 4:30 p.m.

**Participant, Speaker, & Exhibitor Registration**  
Opening Plenary  
Concurrent Educational Sessions  
**Networking Break with Exhibitors**  
Concurrent Educational Sessions  
Lunch & Keynote Speakers  
Concurrent Educational Sessions  
**Networking Break with Exhibitors**  
Concurrent Educational Sessions

6:00pm - 8:30pm

**Community Healthcare Excellence Awards Banquet**

## Thursday, October 19

8:00am - 9:00am  
9:15am - 10:15am  
10:15am - 10:45am  
10:45am - 11:45am  
11:45am - 1:45pm  
1:45pm - 2:30pm  
2:00pm - 5:00pm  
6:00pm - 8:00pm

Breakfast & Keynote Speaker  
Concurrent Educational Sessions  
**Networking Break with Exhibitors**  
Concurrent Educational Sessions  
**Closing Lunch Session & LPCA Door Prize Giveaways**  
**Designated Time for Exhibitor Display Take Down**  
Post-Conference Board Governance Session  
Advocacy Branch Meeting & Dinner

## Friday, October 20

8:00am - 3:00pm  
8:30am - 2:00pm

Post-Conference Customer Service Boot Camp  
Post-Conference Board Governance Training

# 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.

## 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.



## 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!

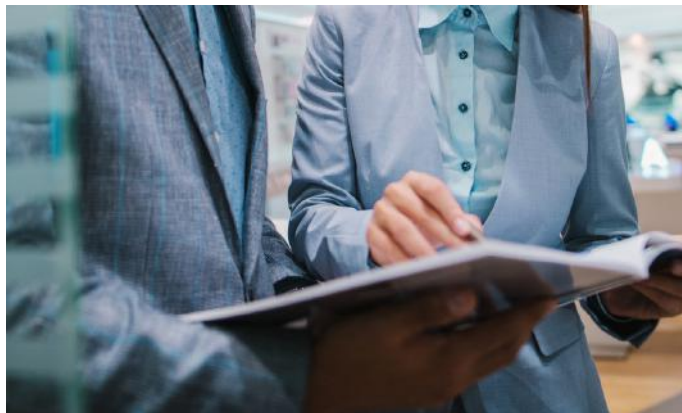
## Conference App

**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.



## 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.

## 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.

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

# SPONSOR OPPORTUNITIES

## Diamond Sponsorship **\$31,000**

### 2 Diamond Sponsorships Available

- 3 Exhibitor Booth Spaces in high profile area & Exhibitor Benefits
- 3 Complimentary Registrations
- Full page advertisement in conference book
- Exclusive sponsor of Opening General Sessions & 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 Sponsorship **\$20,000**

### 2 Platinum Sponsorships Available

- 2 Exhibitor Booth Spaces in high profile area & Exhibitor Benefits
- 2 Complimentary Registrations
- 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 Sponsorship **\$13,250**

### 3 Gold Sponsorships Available

- 1 Exhibitor Table & Exhibitor Benefits
- 1 Complimentary Registrations
- Full page advertisement in conference book
- Sponsor for all keynote general sessions
- Exclusive sponsor of Closing Plenary
- Banner display on conference app, agenda, and attendee profiles
- Customizable exhibitor webpage



# Silver Sponsorship

**\$8,000**

## 4 Silver Sponsorships Available

- 1 Exhibitor Table & Exhibitor Benefits
- 1 Complimentary Registrations
- Half page advertisement in conference book
- Shared sponsor showcase during 2nd-day sessions
- Banner display on attendee profiles
- Customizable exhibitor webpage
- Ability to set up giveaways/coupons

# Bronze Sponsorship

**\$6,750**

## 7 Bronze Sponsorships Available

- 1 Exhibitor Table & Exhibitor Benefits
- 1 Complimentary Registrations
- Quarter-page advertisement in conference book
- Banner display on attendee profiles
- Customizable exhibitor webpage
- Ability to set up giveaways/coupons

# Exhibitor

**\$2,800**

**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

Click Here for

**Sponsorship Opportunities**



Click Here for

**EXPO Opportunities & More**



# Additional Sponsorship Opportunities

Opportunities listed below will be offered on a first come, first served basis & do not include a vendor table.

## HCCN Pre-Conference Session Sponsorship

**\$3,500**

The Louisiana Health Center Controlled Network (HCCN) is a HRSA-funded initiative focused on quality improvement in health care through the adoption of health information technology (HIT). The focus of the network is to support health centers in leveraging health information technology and data to deliver high-quality, culturally competent, equitable, and comprehensive primary health care.

**Sponsor this pre-conference session for exclusive access to welcome the program's 33 participating Health Centers.**

## The Delta Center Project Session Sponsorship

**\$3,500**

Last Fall, the Delta Center for a Thriving Safety Net (Delta Center) received three additional years of support from the Robert Wood Johnson Foundation to continue the initiative. The initiative seeks to advance payment, policy, and practice change that ultimately cultivates health policy and a care system that are more equitable and better meets the needs of individuals and families.

**Sponsor this pre-conference session for exclusive access to welcome attendees.**

## Board Governance Post-Conference Session Sponsorship

**\$3,500**

LPCA recognizes the important role that board members play in the health center and community at large. For this reason, we work to ensure that the Board of Directors of each existing or new FQHC in Louisiana has a firm understanding of its' roles and responsibilities. LPCA's intensive Board Governance Training focuses on the core responsibilities of health center board members, such as their legal and financial obligations, clinical oversight, fundraising, and advocacy expectations.

**Sponsor this post-conference session for exclusive access to new and existing health center board members.**

## Customer Service Boot Camp Post-Conference Session Sponsorship

**\$3,500**

This post-conference training session covers various aspects of providing quality customer service, staff responsibilities in infection control and communicable disease, a review of the National CLAS standards, and relevant aspects of clinic workflow. This training is focused on meeting the specific needs of clerical personnel, medical records technicians, and their supervisors.

**Sponsor this post-conference session for exclusive access to attendees.**

## Conference App Sponsorship

**\$3,500 | Two Opportunities Available**

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.**

## Wi-Fi Sponsorship

**\$3,500**

## CEU Sponsorship

**\$1,500**

**Sponsors for both WiFi & CEUs will be listed in our conference booklet and displayed on conference app.**

## Conference Totes Sponsorship

**\$2,750**

## Conference Lanyards Sponsorship

**\$1,650**



Click Here for

**Sponsorship Opportunities**

Click Here for

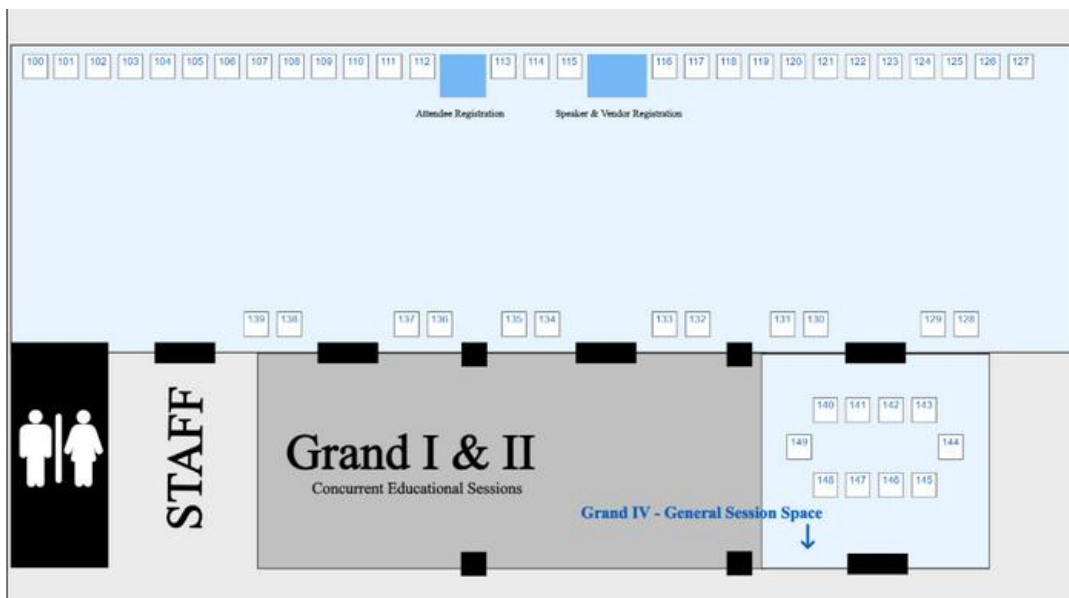
**EXPO Opportunities & More**

# 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. Once 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. Find the "Floor Map" section of your profile, and click the booth you'd like to claim in order to reserve your space.
4. 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!
5. 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.



CONNECT WITH  
**PHEEDLOOP**

**Information Coming Soon...**

# VISITING THE GOLDEN NUGGET



**Book Your Stay**

**\$159/Night**

Please send all credit card authorization form requests, and tax exemption forms to [reservations@gnlcm.com](mailto:reservations@gnlcm.com). All Authorization forms and Checks are due 2 weeks prior to arrival. Event Room Block is available until October 2, 2023 or until block is full.

**Reservations**

## Shipping

Please notify Abigail Giroir, Marketing & Communications Coordinator II, at [agiroid@lpca.net](mailto:agiroid@lpca.net) when shipping any items or set up material to the Golden Nugget's shipping address. Shipping and handling fees may apply over a certain weight/height.

**ATTN: Lorin All , Catering and Sales Office.  
2550 Golden Nugget Blvd.  
Lake Charles, LA 70601**

# RULES & REGULATIONS

**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, nor 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.





**June, 2023**