



**FOUNDATION FOR  
Health Care Quality**

Washington

**PATIENT SAFETY COALITION**

## **THE 18TH ANNUAL NORTHWEST PATIENT SAFETY CONFERENCE**

May 11, 2020

Hilton Seattle Airport & Conference Center



## **2020 SPONSORSHIP PACKAGES**

**FINAL DEADLINE FOR PACKAGES: APRIL 15, 2020.**

**We are pleased to invite interested sponsors to support our 18<sup>th</sup> annual conference.**

The Northwest Patient Safety Conference is an annual event that brings together an average of 200 healthcare leaders and advocates concerned with the critical topic of patient safety, from across the northwest and beyond.

Our conference this year will be themed around ***Driving Towards Collaboration and Safety*** with presentations by nationally-recognized speakers, interactive workshops, poster sessions, and networking opportunities.

Last year's sponsors included: **Comagine Health, PeaceHealth, Confluence Health, Physician's Insurance, Parker|Smith|Feek, First Choice Health, WSMA Foundation, Beta Healthcare, Kaiser Permanente, WSNA, WGU Washington, Virginia Mason, Seattle Children's and Cellnetix**

## THIS YEAR'S PACKAGES OFFER SEVERAL LEVELS FROM WHICH TO CHOOSE

### PLATINUM SPONSOR - \$10,000+ (DESIGNATION AS PRESENTING SPONSOR)

- **NEW THIS YEAR: Platinum sponsorship will be considered a “presenting sponsor” of the conference and therefore will be listed on conference materials directly after the conference name Ex: “The 18<sup>th</sup> Annual Northwest Patient Safety Conference Presented by:....”**
- Recognition as Platinum Sponsor in all promotional material:
  - Lead position on all key marketing materials
  - Lead logo position in all sponsor lists
  - Full page ad space in agenda
  - Conference signage: Lead prominence for logo placement and organizational description
- **Introduction of your choice of Keynote Speaker: Morning, Plenary or Closing**
- Opportunity to place promotional flyer/brochure in conference packets or giveaway item on tables during event
- Complimentary exhibit space:
  - Choose your size and location
  - Opportunity to hang a banner (*provided by sponsor*)
- Six (6) free registrations to the conference
- Designated table for general session(s)/meal(s), if desired
- Detailed attendee roster provided to sponsor prior to event date
- 300-500 word ‘Sponsor spotlight’ feature and designation as Top Sponsor in Friday Five newsletter (1700 weekly recipients) and social media platforms
- Presenting Sponsor Designation and Logo placement on all material in perpetuity
- Logo placement in email reminder to attendees the week prior to the conference and post conference survey email

### GOLD SPONSOR(S) \$7,500-\$9,999

- Recognition as Gold Sponsor in all promotional material:
  - Prominent position on all key marketing materials
  - Prominent logo placement in all sponsor lists
  - Half page ad space in agenda
  - Conference signage- Prominent logo placement and organizational description
- Opportunity to place promotional flyer/brochure or giveaway item on tables during event
- Complimentary exhibit space – 6’ x 8’ space with optional standard table (**choice of location**)
- Four (4) free registrations to the conference
- Designated table for general session(s)/meal(s), if desired
- Detailed attendee roster provided to sponsor prior to event date
- 200 word ‘Sponsor spotlight’ feature in Friday Five newsletter (1700 weekly recipients) and social media platforms
- Opportunity to choose one of the following additional items:
  - **Host Breakfast or Lunch (2 available)**
    - *Host one of our meals (your choice!), with your organization’s sponsorship recognized on buffet and table signage and acknowledged with the day’s announcements.*
  - **Coffee Break Sponsor (1 available)**
    - *Host our morning coffee break, with your organization’s sponsorship recognized on buffet and table signage and acknowledged with the day’s announcements.*

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### SILVER SPONSOR(S) \$5,000-\$7,499

- Recognition as Silver Sponsor in all conference material:
  - Prominent logo placement in all sponsor lists
  - Introduction of concurrent sessions speaker
  - Conference signage logo and mention
- Opportunity to place promotional flyer/brochure at entrance of session
- Complimentary exhibit space – *6' x 8' space with optional standard table*
- Three (3) free registrations to the conference
- Designated table for general session(s)/meal(s), if desired
- 100 word 'Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients) and social media platforms
- Detailed attendee roster provided to sponsor prior to event date
- Opportunity to choose one of the following additional items:
  - **Breakout Room Sponsor (3 available)**
    - *Your organization's sponsorship recognized on signage directly outside of the breakout room and acknowledged with the day's announcements and in the agenda*
    - *2 reserved seats for your organization in your sponsored breakout room*
  - **Host Raffle Drawing (1 available)**
    - *Your organization's sponsorship recognized on Raffle table signage and acknowledged with the day's announcements*
    - *Representative from your organization presents the raffle prizes to winners*

### BRONZE SPONSOR(S) \$2,500-\$4,999

- Recognition as Bronze Sponsor in all conference material:
  - Logo placement in all sponsor lists
  - Conference signage logo and mention
- Complimentary exhibit space – *6' x 8' space with optional standard table*
- Two (2) free registrations to the conference
- Logo in 'Bronze Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients)
- Detailed attendee roster provided to sponsor prior to event date
- Opportunity to choose one of the following additional items:
  - **Host a Patient Bundle (1 per Sponsor)**
    - *Show your support for including patients and families in the work we do. Hosting the registration of a patient/ family member includes "Sponsored by..." mention of your support on their badge. All organizations hosting Patients will also be listed on the event program and marketing materials. This bundle item sponsors 2 patients or family members*
  - **Registration Table Sponsor (1 available)**
    - *Your organization's sponsorship recognized on registration table signage and acknowledged with the day's announcements, VIP Registration process for all conference registrants for your organization*

### SUPPORTER(S) OF PATIENT SAFETY \$1,500

- Recognition as Supporter of Patient Safety in all conference materials
- Complimentary exhibit space – *standard 6' x 30" rectangular table with skirting and two chairs*
- One (1) free registration to the conference

\*Newsletters go out every other Friday. Number of e-mail blasts will be dependent upon timing of sponsorship agreement.

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# 2020 SPONSORSHIP PACKAGES

## Organization Information:

*Note: Please complete this section with information as it should appear on promotional materials:*

**Full Organization Name:**

**Website:**

**Address:**

Logo attached     Organization description attached     Will send by:

## Contact Information:

**Lead Contact Name:**

**Title:**

**Email:**

**Phone Number:**

## Sponsor Level (Choose All That Apply):

- |  |   |
|--|---|
| <input type="checkbox"/> Platinum Sponsor (\$10,000)           | <input type="checkbox"/> Silver Sponsor (\$5,000-\$7,499) |
| <input type="checkbox"/> Gold Sponsor (\$7,500-\$9,999)        | <input type="checkbox"/> Bronze Sponsor (\$2,500-\$4,999) |
| <input type="checkbox"/> Supporter of Patient Safety (\$1,500) |   |

## A la Carte Add Ons:

### Gold Sponsor

- Host Breakfast
- Host Lunch
- Coffee Break Sponsor

### Silver Sponsor

- Breakout Room (3 available)
- Raffle Drawing

### Bronze Sponsor

- ~~Registration Table~~
- Patient Bundle

## Payment Options:

- Check enclosed for \$                       Please invoice us for \$                       We are sending a check for arrival  
by:

### Please email this form to:

Kinsey Gray, Steve Levy  
[kgray@qualityhealth.org](mailto:kgray@qualityhealth.org);  
[slevy@qualityhealth.org](mailto:slevy@qualityhealth.org)

### And/or mail with check to:

ATTN: Washington Patient Safety Coalition  
705 2<sup>nd</sup> Ave, Suite 410  
Seattle, WA 98104