

## 2021 SPONSORSHIP PACKAGES



**OCTOBER 6 & 7, 2021, half days**

**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 healthcare leaders, advocates, and patients concerned with the critical topic of patient safety. This year's virtual conference, **½ days on October 6 & 7**, expands our boundaries beyond Washington state and into Oregon and British Columbia through partnerships with the Oregon Patient Safety Commission and the British Columbia Patient Safety and Quality Council. Our expanded reach allows us to include speakers from around the world, including Dr. Sidney Dekker who has won worldwide acclaim for his groundbreaking work in human factors and safety.

This year's conference topics will include population health safety, workforce capacity, health equity, and patient and community engagement. More information can be found on the [WPSC website](#). Consider being a part of the biggest patient safety event in the Pacific Northwest!

**2021 Committed Sponsors:**

First Choice Health, Virginia Mason

**Last year's sponsors included:**

**Silver:** PeaceHealth, Kaiser Foundation

**Bronze:** Amerigroup, BETA Health Group, Physician's Insurance, The Everett Clinic, Washington State Nursing Association

**Supporters:** Seattle Children's, Kaiser Permanente, Parker, Smith & Feeks, Washington State Hospital Association, Washington State Medical Association, CellNetix

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

All sponsors will be recognized on the Washington Patient Safety Coalition website and marketing materials, as well as have access to a virtual exhibit booth on the conference platform throughout the duration of the event. Exhibit booths can include images, videos, links to organization website, and live chat with attendees. All conference sponsors will have the option to purchase an upgraded premium exhibit booth for an extra \$99 USD that includes lead retrieval, live video with attendees, and visibility in a virtual exhibit space. Higher conference packages include premium exhibit booths. In addition to those benefits, there are several packages that offer improved visibility and marketing options.

### PLATINUM SPONSOR - \$10,000 (1 AVAILABLE - DESIGNATION AS PRESENTING SPONSOR)

- **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
  - Logo listed as presenting sponsor on event registration website
  - Conference platform visibility: Prominent logo placement on log-in page, lobby banner, and webpage header carousel
  - All conference announcements during the event will include your organization’s logo
- Introduction of Sydney Dekker, Keynote Speaker with your organization’s logo on the session webpage and a one-minute recorded pre-roll before Dr. Dekker’s presentation starts
- Complimentary Premium Exhibit Booth open throughout the duration of the conference
- Ten (**10**) free registrations to the conference
- Detailed attendee roster provided to sponsor prior to event date
- ‘Sponsor spotlight’ feature and designation as Presenting 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 (3 AVAILABLE)

- 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
  - Logo listed as gold sponsor on event registration website
  - Conference platform visibility: Prominent logo placement on log-in page, lobby banner, and webpage header carousel
- Introduction of Plenary Speaker (3 available) with your organization’s logo on the session webpage and a one-minute recorded pre-roll before the plenary speaker’s presentation starts
- Complimentary Premium Exhibit Booth
- Five (**5**) free registrations to the conference
- Detailed attendee roster provided to sponsor prior to event date
- ‘Sponsor spotlight’ feature in Friday Five newsletter (1700 weekly recipients) and social media platforms

### **SILVER SPONSOR(S) \$5,000**

- Recognition as Silver Sponsor in all conference material:
  - Logo placement in all sponsor lists
  - Logo listed as silver sponsor on event registration website
  - Conference platform visibility: logo placement on webpage sponsor carousel
- Introduction of breakout room sessions with your organization's logo on the session webpage and a one-minute recorded pre-roll before the breakout session begins.
- Complimentary Virtual Exhibit Hall space
- Three (3) free registrations to the conference
- Detailed attendee roster provided to sponsor prior to event date
- 'Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients) and social media platforms

### **BRONZE SPONSOR(S) \$2,500**

- Recognition as Bronze Sponsor in conference material:
  - Logo placement in all sponsor lists
  - Logo listed as bronze sponsor on event registration website
- Complimentary Virtual Exhibit Hall space
- Two (2) free registrations to the conference
- Detailed attendee roster provided to sponsor prior to event date
- Logo in 'Bronze Sponsor spotlight' feature in Friday Five newsletter (1700 weekly recipients)
- Detailed attendee roster provided to sponsor prior to event date

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

- Recognition as Supporter of Patient Safety in conference materials
- Complimentary Virtual Exhibit Hall space
- 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.*

# 2021 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):

- Platinum Sponsor (\$10,000)                       Silver Sponsor (\$5,000)  
 Gold Sponsor (\$7,500)                               Bronze Sponsor (\$2,500)  
 Supporter of Patient Safety (\$1,500)

## Payment Options:

Check enclosed for \$                       Please invoice us for \$                       Sending a check for arrival by:

<b>Please email this form to:</b> Nick Locke, Steve Levy <a href="mailto:nlocke@qualityhealth.org">nlocke@qualityhealth.org</a> ; <a href="mailto:slevy@qualityhealth.org">slevy@qualityhealth.org</a>	<b>And/or mail with check to:</b> ATTN: Washington Patient Safety Coalition 705 2 <sup>nd</sup> Ave, Suite 410 Seattle, WA 98104
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**FINAL DEADLINE FOR PACKAGES: September 17, 2021**