

Government Health Care Congress

July 16-17, 2019 | WASHINGTON, D.C.

MEDICARE | MEDICAID | COMPLEX CARE

GHCC
Sponsorship Prospectus

Get Connected: Jay Mulhern | Jay.Mulhern@worldcongress.com



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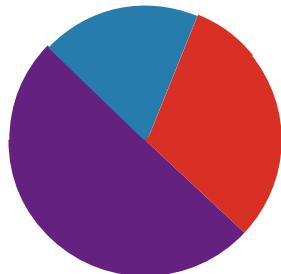


BUILD RELATIONSHIPS. GENERATE LEADS. CREATE ROI.

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World Congress's Government Health Care Congress (GHCC) convenes industry leaders from Medicare, Medicaid, and Complex Care looking for solutions for their members.

Join us and gain exposure for your organization in front of the people who matter. This is the place to showcase your products and services and build lasting relationships with leading executives in the industry.



2018 Attendee Profile

31%

Vice President/C-Suite

50%

Director/Manager

19%

Other

50+ Industry Leaders

Previous speakers include industry experts from **Aetna**, **Kaiser Permanente**, **Centene Corporation**, **Anthem**, and other influential leaders from the government health care industry.



Not too big. Not too small. Just right.

At GHCC, we maintain a balanced ratio of attendees to sponsors. Here, you will have the opportunity to network with high-level executives from health plans and health systems. Create relationships, gain brand awareness, and present your solutions to key decision makers in the industry.



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ONE CONFERENCE. THREE SUMMITS. THE ULTIMATE SPONSORSHIP EXPERIENCE.

No company's goals are the same at World Congress. We tailor our offerings to the needs of each individual sponsor to ensure value and assist in building relationships at our conferences. What do you need for 2019? We can help with that. Pick and choose what your organization needs to gain valuable return on your investment. Whether it's hosting a networking event or one of our educational sessions, we will find the solution that best fits the needs of your organization.



Speaking Opportunities:

Are you or someone in your organization an industry expert? We are always looking for leaders in health care to join our speaking faculty. Create a speaking opportunity for your organization through a sponsorship at GHCC and share your best practices and knowledge on industry relevant topics and trends.



Turnkey Exhibits:

Set your organization up for success by promoting your business in the GHCC sponsorship hall. A booth will be provided to each sponsor, giving the opportunity to network and be face-to-face with industry leaders during networking breaks and down time from sessions. Educate attendees on your value proposition and have impactful discussions with the people who matter.

Explore your opportunities

Included Benefits

- ✓ **Prominent Sponsor Title and Thought Leader Recognition**
- ✓ **50 Word Company Overview on all Marketing Communications**
- ✓ **Company Logo Highlighted on Conference Brochure**
- ✓ **Pre-Conference Email to Attendees**
- ✓ **Dedicated Audience Development Campaign: Give us your Wish List**

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EXTEND YOUR BRAND: SEE THE RETURN ON YOUR INVESTMENT

Elevate Your Brand Experience

- Lanyards
- Conference Folder
- One-on-One Meetings
- Wireless Sponsor
- Company Banner
- Retractable Sign
- Fact Tent Card
- Cocktail Reception Host
- Networking Break Host
- Conference App
- Chair Drops
- Webinar
- Specialty Marketing Handout



EMAIL BLASTS, WEBINARS, & WHITEPAPERS :

Gain heightened visibility by sponsoring GHCC. Stretch your marketing efforts further in 2019 by having dedicated marketing sent to the World Congress database as a partner of our event.



BRAND AWARENESS

Become a sponsor of GHCC and have your logo and a 100-word profile in a prominent location on the event website and brochure.



BREAKS, LUNCHES, RECEPTIONS

Sponsor one of our unique networking functions. Whether it's a coffee break, a lunch, or even a networking and cocktail reception, have your logo visible to attendees and be the topic of conversation at GHCC in 2019.

LET'S WORK TOGETHER.

For more information on how to become a valued sponsor
at one of our events contact us today!

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WHY SHOULD YOU SPONSOR AT GHCC?

“Loved it! A great learning experience to hear from key thought leaders in the government health care space.”

Lawrence Kissner
CEO, **Aetna Better Health of IL**

“The summit provided great content, both useable today and thought provoking for tomorrow.”

Kirk Kissner
Senior Manager, **Philips**

“Knowledgeable speakers and great breakout sessions.”

Ryan High
Chief Operations Officer,
Silver State Health Insurance Exchange

“The wealth of knowledge held by the speakers is incredible. I am able to stay abreast of emerging issues to accurately and efficiently represent clients.”

Matt Schappa
Attorney, **Hall Render Killian Heath and Lyman, P.C.**

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