



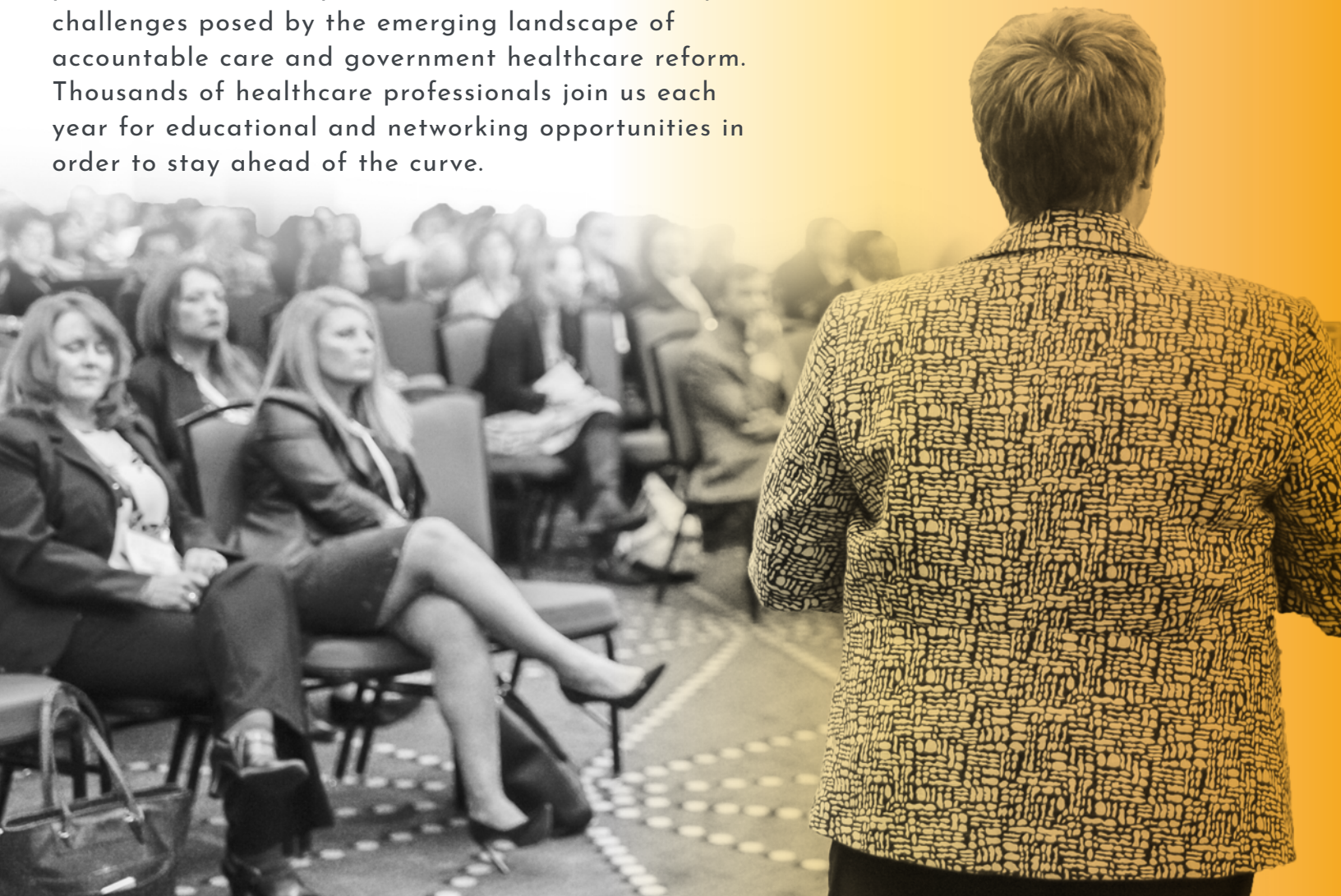
CONNECT WITH US

Call Trey Shalley at
(704) 341-2391 or
Tshalley@risehealth.org
www.risehealth.org

Sponsorship & Exhibit Opportunities

REACH MORE PEOPLE

RISE is the premier community for healthcare professionals who aspire to meet the extraordinary challenges posed by the emerging landscape of accountable care and government healthcare reform. Thousands of healthcare professionals join us each year for educational and networking opportunities in order to stay ahead of the curve.



WHY PARTNER WITH RISE?

Recognized industry-wide as the number one source for information on a variety of topics within healthcare, RISE produces more than 30 cutting edge conferences annually for thousands of executives from mid- to senior-level and C-suite. Our team of subject matter experts is often first to market with emerging topics, providing a unique opportunity for intimate face-to-face time with prospects.

OUR TARGET AUDIENCE

You'll reach our highly refined and targeted audience in the primary areas of:

- Health Insurance
- Medicare/Medicaid
- Hospital/Physician Group
- Healthcare IT
- Health Benefit Exchanges



A SAMPLE OF TITLES YOU CAN REACH INCLUDES:

- Chief Compliance Officer
- Chief Financial Officer
- Chief Medical Officer
- Chief Quality Officer
- Chief Risk Officer
- Chief Medical Officer
- Director, Clinical Analytics and Risk Adjustment
- Director, Government Programs
- Director, Network Development & Provider Relations
- Director, Pharmacy Services
- Director, Quality and Performance Improvement
- Director, Risk and Revenue Optimization
- Director, Vendor Oversight
- General Counsel
- Medical Director, Formulary & Utilization Management
- Regulatory Operations Manager
- VP, Contract Development and Payor Relations
- VP, Data Quality and Submissions
- VP, Finance and Analytics
- VP, Physician Engagement

OUR EVENTS

- RISE Nashville
- RISE West
- Risk Adjustment Forum
- Star Ratings Master Class
- Symposium on Social Determinants of Health
- Medicare Marketing & Sales Summit
- CompliancePalooza
- HEDIS & Quality Improvement Summit
- Medicare Advantage Member Accounting & Reconciliation Summit
- Medicare Product Design Master Class
- Medicare Advantage Bidding Bootcamp
- Medicare Secondary Payer Master Class
- Women in Leadership Summit
- Utilization Management Conference
- Appeals & Grievances Forum
- Special Needs Plan Leadership Summit
- HCC Coding & Documentation Workshops
- RISE Quality Leadership Summit



Ask me for an up-to-date list of our upcoming conferences!

SPONSORSHIP BENEFITS

RISE provides sponsors with the opportunity to interact with a uniquely targeted audience, who we reach through conference-specific marketing strategies which include email marketing, social media campaigns, search engine optimization, paid media, direct mail and more. As a sponsor, your logo, company profile and speaker information will be included on marketing materials before, during and after the conference concludes*. Each sponsor exclusively receives the complete attendee list with all contact details specific to the conference sponsored. You'll realize the return on your investment quickly!

*Based on level of sponsorship



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CONFERENCE SPONSORSHIP OPPORTUNITIES

RISE CAN CUSTOMIZE ANY CONFERENCE SPONSORSHIP TO MEET YOUR SPECIFIC MARKETING OBJECTIVES. OUR STANDARD OFFERINGS INCLUDE:

PRE-CONFERENCE BENEFITS

| | PLATINUM \$25,000 | GOLD \$15,000 | SILVER \$10,500 | BRONZE \$5,000* |
|---|----------------------|------------------|--------------------|--------------------|
| Full color ad in electronic conference documentation for all levels | 4 pages | 3 pages | 2 pages | 1 page |
| Profile in digital conference brochure | 250 words | 150 words | 75 words | logo only |
| Logo hyperlinked on website | ✓ | ✓ | ✓ | ✓ |
| Attendee List | 30 days prior | 25 days prior | 15 days prior | 10 days prior |

LIVE CONFERENCE BENEFITS

| | Main agenda (Co-chair if available) | Main agenda | Moderator or panel | |
|------------------------------------|--|---------------|--------------------|---------------|
| Speaking role | | | | |
| Listed on Signage | ✓ | ✓ | ✓ | ✓ |
| Listed on Sponsor Slide | ✓ | ✓ | ✓ | |
| Exhibit space | ✓ | ✓ | ✓ | ✓ |
| Reception or registration sponsor | ✓ | | | |
| Luncheon or Breakfast Sponsor | | ✓ | | |
| Morning or afternoon break sponsor | | | ✓ | |
| Sponsor passes | 10-full access | 7-full access | 5-full access | 3-full access |

POST-CONFERENCE BENEFITS

| | | | | |
|--|---------|---------|---------|--------|
| Final Attendee List | ✓ | ✓ | ✓ | ✓ |
| Full color ad in electronic conference documentation | 4 pages | 3 pages | 2 pages | 1 page |

MULTI-CONFERENCE SPONSORSHIP DISCOUNT

| | | |
|--------------------------------|---------------------------------|---------------------------|
| 3-4 Conferences 5% Discount | 5-6 Conferences 10% Discount | 7 or more 15% Discount |
|--------------------------------|---------------------------------|---------------------------|

ADDITIONAL BRAND EXPOSURE OPPORTUNITIES

- Wifi Sponsor
- Exhibit Hall Banners
- GOBO
- Column Wraps
- Welcome Kits
- Welcome Packets
- Bag Sponsor
- Hotel Key Cards

DON'T JUST TAKE OUR WORD FOR IT

SEE WHAT RECENT SPONSORS AND ATTENDEES ALIKE HAVE TO SAY ABOUT THEIR RISE CONFERENCE EXPERIENCE!



"The conference reinforced information that I know and filled in the blanks I was missing"

-Karrie Howard, Humana, Attendee



"I've been working on bids for 3 years now and really wanted a sense of timeline and structuring from the industry; this was exactly that"

-James Head, Connecticare, Inc & Affiliates, Attendee



"Good mix of sessions; variety of perspectives (regulators, advocates) & topics"

-Yekaterina Bogush, Aetna, Attendee



"People are always pumped at the end of these conferences. The premier thing that makes RISE conferences better than any others is the customer service, friendliness and flexibility of staff. Well done again this year."

-Mike Madden, Datafied, Sponsor



"I've been participating in conferences since 2006; this was my first RISE Nashville and it is by far the best! I've already had follow up conversations with some and feeling strongly we will get new business this year and next - all because of the RISE Nashville event."

-Joe Dahlkemper, Hallmark Business Connections, Sponsor

