



## 2021 Annual Conference Sponsorship

**National Quality Forum's 2021 \*Virtual\* Annual Conference *The Care We Need: Driving Better Health Outcomes for People and Communities* will be held from July 20-22, 2021.**

This year's conference program is inspired by *The Care We Need*, [a roadmap](#) for ensuring care is high value for every person, every time, everywhere by 2030. As we have for over 20 years, we will bring together diverse groups of attendees and recognized leaders in transforming the field of healthcare quality for a series of keynotes, panels, celebrations, and immersive experiences. We invite you to sponsor this premier gathering of hundreds of healthcare quality leaders and show your support for our collective mission to make safe, quality, personalized care a common experience for every person.

### Why Sponsor?

With hundreds of healthcare quality leaders in attendance, NQF's Annual Conference is an opportunity to show your support for this community's collective mission to define the next generation of healthcare quality where modern, digital, inclusive systems of measurement help us all achieve the care we need.

**INCREASE** brand awareness and **SHOWCASE** your contributions to healthcare quality

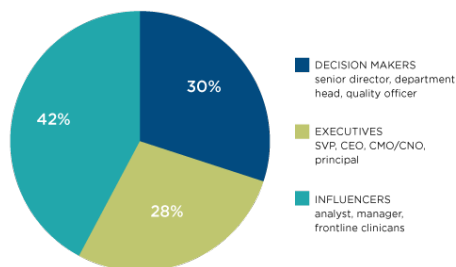
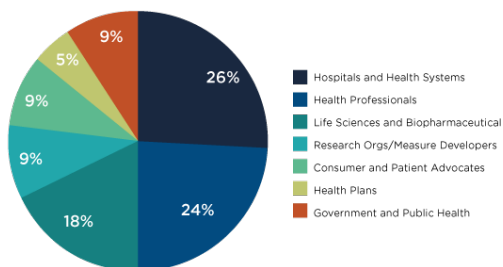
**INTERACT** with the most diverse group of leaders dedicated to improving the safety and effectiveness of our healthcare system

**PARTICIPATE** in the premier discussion of key issues surrounding patient safety and healthcare quality

**DEMONSTRATE** your commitment to the quality community

### Who Attends?

Hundreds of decision makers and influencers from every sector of healthcare.



## Sponsorship Levels and Benefits

NQF provides a range of sponsorship levels and benefits.

Benefits	Mission \$75,000	Platinum \$50,000	Gold \$35,000	Silver \$25,000	General \$10,000	Direct
Logo recognition on: Plenary PowerPoint Presentation, the Conference website & virtual event platform	X	X	X	X	X	X
Recognition in all Conference communications	X					
Recognition in social media	X	X	X	X	X	X
Contact information included in the virtual platform	X	X				
Complimentary registrations to the conference (\$500 value)	Unlimited	10	7	5	3	
Video promotion of item to be included in virtual platform	X	X	X			
Link to your Zoom room in the conference platform	X	X				
Opportunity to virtually introduce a keynote presentation (subject to availability)	X					
Opportunity to virtually introduce a plenary presentation or moderate a deep dive session (subject to availability)		X				
Opportunity to present a 3-min video and welcome remarks	X					
Opportunity to curate a 60-min session during the virtual conference	X					
Year-round engagement opportunity (see below)	X					

### *Year-round Engagement Opportunity for Mission Sponsors*

Mission Sponsorship is NQF's highest-tier sponsorship and includes opportunities to support our Mission beyond the Annual Conference. Through Mission Sponsorship, you can extend your reach to NQF's 350+ member organizations and thousands of member organization staff through Mission-level sponsorship. Opportunities include *one* of the following:

#### **Host a Member Webinar**

Guide content selection and development, curate speakers, and have a brand presence for a topical webinar for NQF Members. There are typically about 100 registrants and 60 attendees for a one-hour Member webinar.

#### **Co-Sponsor an NQF Symposium or Webinar Series**

Expand your brand awareness beyond the Annual Conference by sponsoring a half-day symposium program or a webinar series for NQF Members. This type of programming takes a deep dive into a particular subject or addresses a particular audience. There are typically 100-150 registrants and 75-100 attendees for a half-day symposium.

#### **Participate in a Call with NQF Leaders**

Utilize NQF's expertise and reach in convening multi-stakeholder groups to discuss important topics in healthcare. Identify topics related to *The Care We Need* to which you would like to contribute your expertise or gain insight from NQF to help inform and shape your organization's work.

### *Direct Sponsorship*

Priced in accordance with costs, Direct Sponsorship provides an opportunity for your organization to be listed as a sole sponsor of a specific conference feature/item.

### *Promotional Partnership*

Engage and encourage members to participate in the annual conference through a promotional partnership. Includes promotional language and discount code as well as recognition as an official event partner. This is a general opportunity open to anyone. You do not have to be in one of the other tiers to be a partner in promoting the conference.

## How to Sponsor

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Contact us today to discuss all the options that are currently available.

Marc Charon

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## Thank You to Our Previous Sponsors!

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