



2020 BMA

Medicare Advantage Summit

Virtual Event

October 14-16, 2020

Prospectus

BETTER MEDICARE
ALLIANCE

1411 K St. NW

Suite 1400

Washington, DC 20005

bettermedicarealliance.org

Sponsorship Opportunities **October 14-16 2020**



JOIN US ONLINE.

**For More Information Please
Contact:**

Tracy Tawes
443-477-3211
ttawes@federalconference.com

Shelene Coward
703-634-2861
scoward@federalconference.com

Join Us Virtually!

Join us for the 2020 BMA Medicare Advantage Virtual Summit as Better Medicare Alliance (BMA), along with leading industry experts, policymakers, and business leaders discuss the future of Medicare.

BMA's annual Medicare Advantage Summit, now in its fourth year, brings together representatives of major health plans, providers, community partners and government officials at the leading conference on policies and trends in Medicare Advantage. The 2019 summit drew over 255 attendees, with 63% of attendees representing high-level positions within their organizations. The two-day gathering generated 381.5K social media impressions, and 48 earned media mention. Our all-virtual event this year offers even more ways to reach a high-level audience of health care influencers with your message.

Past speakers at BMA's Medicare Advantage Summit include HHS Secretary Alex Azar, CMS Administrator Seema Verma, Congresswoman Donna Shalala (D-FL), Humana President and CEO Bruce Broussard, CVS Health President and CEO Larry J. Merlo, Avalere Health Founder Dan Mendelson, CMMI Director Adam Boehler, American Medical Group President and CEO Jerry Penso, and others.

National, State, and Local Allies

Better Medicare Alliance's work in support of Medicare Advantage is driven by the support of over 140 diverse ally organizations.

BETTER MEDICARE
ALLIANCE

Advocacy Organizations

Academy of Managed Care Pharmacy (AMCP)
Alliance for Aging Research
American Telemedicine Association
Asian & Pacific Islander American Health Forum
Association for Behavioral Health and Wellness
Association for Community Affiliated Plans Coalition of Texans with Disabilities
Coalition to Transform Advanced Care (C-TAC)
Consumer Action
Council for Affordable Health Coverage
Direct Primary Care Coalition
Global Alzheimer's Platform Foundation
Healthcare Leadership Council
Hearing Loss Association of America
National Alliance on Mental Illness
National Association of Nutrition and Aging Services Programs
National Caucus and Center on Black Aging
National Coalition on Health Care
National Hispanic Council on Aging
National Minority Quality Forum
National Patient Advocate Foundation
Patient-Centered Primary Care Collaborative
Population Health Alliance
Smarter Health Care Coalition
SNP Alliance
Society for Women's Health Research
The Gerontological Society of America
The Global Alzheimer's Platform (GAP) Coalition
The Latino Coalition
WomenHeart

Policy and Research Organizations

Health Care Transformation Task Force
Network for Excellence in Health Innovation
University of Michigan Center for V-BID

National/Local Community-Based Organizations

MANNA
Meals on Wheels America
Partners in Care Foundation
YMCA of the USA

Aging Service Organizations

Area Agency on Aging Palm Beach / Treasure Coast, Inc.
Elder Services of the Merrimack Valley
Florida Health Networks
International Council on Active Aging
LeadingAge
National Association of Area Agencies on Aging
Philadelphia Corporation for Aging
Senior Resource Alliance

Benefits Plans

Delta Dental of CA, PA, NY, & Affiliates
LIBERTY Dental Plan Foundation
National Association of Dental Plans
VSP Vision Care

Medicare Advantage Plans

Aetna
Health Partners Plans, Inc.
Humana
SCAN Health Plan
Tufts Health Plan
UnitedHealth Group
UPMC Health Plan

Public Sector Purchaser Organizations

Public Sector Healthcare Roundtable
Teachers' Retirement System of Kentucky

Provider Associations

Academy of Nutrition and Dietetics
American Academy of Audiology
American Association of Nurse Anesthetists
American Association of Nurse Practitioners
American Medical Group Association
American Nurses Association
American Occupational Therapy Association
American Osteopathic Association
American Podiatric Medical Association
American Physical Therapy Association
American Speech-Language-Hearing Association
Federation of American Hospitals
Gerontological Advanced Practice Nurses Association
Home Care Association of America
National Adult Day Services Association
National Association of Hispanic Nurses
National Association of Hispanic Nurses Garden State Chapter
National Black Nurses Association
National Hispanic Medical Association
National Hospice and Palliative Care Organization
National Medical Association
National Respite Coalition
New Jersey Association of Nurse Anesthetists
New Jersey State Nurses Association
Nurse Practitioner Association of New York State
Visiting Nurses Associations of America

National Business Organizations

American Benefits Council
Dental Trade Alliance
National Association of Health Underwriters
National Association of Manufacturers
National Business Group on Health
National Retail Federation
U.S. Chamber of Commerce

Health Companies

Tivity Health
Silver Sneakers – a Tivity Health Company
naviHealth

Health Systems/Provider Groups

Atrius Health
Austin Regional Clinic
Banner Health
Central Ohio Primary Care Physicians
ChenMed
Commonwealth Care Alliance
ConcertoHealth
Einstein Healthcare Network
Gundersen Health System
Health Quality Partners
Indiana University Health
Intermed
Iora Health
Landmark Health
Lehigh Valley Health Network
Martin's Point Health Care
Mercy Health
Northwell Health
Novant Health
Oak Street Health
Prevea Health
SSM Health
Summa Health
Temple Health
Trinity Health
UnityPoint
Vancouver Clinic
Virtua
Visiting Nurse Service of New York

State/Local Business Organizations

Arizona Association of Health Underwriters
Business Council of New York State
Chamber of Commerce Southern New Jersey
Commerce and Industry Association of New Jersey
Connecticut Association of Health Underwriters
Delaware State Chamber of Commerce
Denver Metro Chamber of Commerce
Greater Pittsburgh Chamber of Commerce
Greater Philadelphia Business Coalition on Health
Greater Philadelphia Chamber of Commerce
Inland Empire Association of Health Underwriters
New Jersey Business and Industry Association
New Jersey State Chamber of Commerce
Orange County Association of Health Underwriters
Oregon Association of Health Underwriters
Pacific Business Group on Health
Palm Coast Association of Health Underwriters
Pennsylvania Chamber of Business and Industry
Pittsburgh Business Group on Health
Texas Association of Business

SPONSORSHIPS

\$20,000

PLATINUM (1)

- Exclusive Sponsor for the event
- 20-min Live Keynote Speaking session.
- Exclusive branding throughout the virtual platform
- Access to selected speakers throughout the conference.
- Contact information of attendees
- 4 complimentary registrations.
- 2 sponsored roundtables

\$15,000

GOLD (2)

- One panelist placement on Simu-Live panel of your choice.
- Gold-Level branding throughout the virtual platform and during most sessions.
- Access to selected speakers throughout the conference.
- Contact information of attendees
- 3 complimentary registrations.

\$10,000

SPOTLIGHT ON INNOVATION (6)

- Spotlight on Innovation is a 15-min Simu-Live pre-record with live Q&A session.
- Logo listed on the virtual event platform.
- 2 complimentary registrations.

\$6,000

OPENING NIGHT HAPPY HOUR SPONSORSHIP (6)

- Company name and logo on the virtual platform website.
- List of all attendees who attend the happy hour.
- 2 complimentary registrations
- Company name and/or logo included wherever the Opening Night Party is mentioned.
- Company name mentioned on announcement invite to the Opening Night Party.
- One roundtable during the reception (similar to a zoom meeting).

\$6,000

LUNCH AND LEARN SPONSORSHIP (6)

- 2 complimentary registrations
- One Virtual Roundtable (similar to a zoom meeting).
- Logo on the virtual table.
- Topic included on the Lunch and Learn schedule.
- Includes six seats per table, including moderator.

\$5,000

EXHIBITOR

- 2 complimentary registrations
- Virtual Exhibitor page includes:
 - Company logo.
 - Company description.
 - Video playlist.
 - Literature upload.
 - Website link.
 - Ability for attendees to share contact information with one click (swipe badge feature).
 - Ability for attendees to schedule meetings, including one-on-ones video calls with your staff.
 - Analytics of your exhibitor page traffic.

\$4,000

SPONSORED MATERIALS

- 2 complimentary registrations
- Sponsored Materials includes:
 - Company logo.
 - Literature upload.
 - Website link.
 - Ability for attendees to share contact information with one click
 - Ability for attendees to schedule meetings, including one-on-ones video calls with your staff.

CREDIT CARD AUTHORIZATION FORM FOR SPONSORSHIP

Please indicate desired sponsorship level:

I _____ authorize Federal Conference to charge the credit card noted below in the amount of \$_____.

CREDIT CARD TYPE: *(circle one)*

Visa Mastercard American Express Discover

Credit Card No: _____

Expiration Date: _____ CVC: _____

Name as it appears on the card: _____

Billing Address of card: _____

Company Name: _____

Email for POC: _____

Cardholder Signature: _____ Date: _____

Please fax sponsorship form to 866-204-1828 *National Conferencing, Inc. will appear on your credit card statement.

FOR MORE INFORMATION PLEASE CONTACT:

Tracy Tawes

443-477-3211

ttawes@federalconference.com

Shelene Coward

703-634-2861

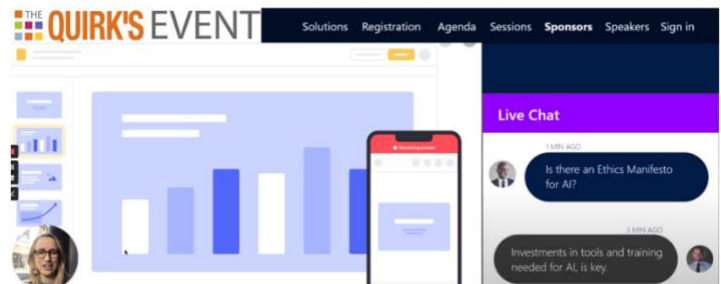
scoward@federalconference.com

PLATINUM Sponsorship (Exclusive – 1 available)

\$20,000

- Exclusive Sponsor for the 2020 Virtual Event, held October 14-16, 2020.
- 20-min Live Keynote Speaking session.
- Exclusive branding throughout the virtual platform and during every session.
- Access to selected speakers throughout the conference.
- Contact information of all attendees – (one week prior and post event; attendees can opt-out of providing contact information).
- A Twitter “shout out” announcing your firm as the Exclusive Sponsor of the event.
- Four complimentary registrations.
- Details on 20-min live Keynote Speaking Session:
 - 20-minute live session.
 - Scheduled rehearsal with event staff to go over session and technology.
 - Virtual stage manager to assist during the session (manages session logistics).
 - Moderated text chat feature (live) to answer questions during your session via the chat window.
 - Ability to add two content pieces to your session page.
 - List of those who attend your session – sent one week after the event (attendees can opt-out of providing contact information).
 - Session posted for on-demand viewing for 60 days after the event (leads provided weekly; attendees can opt-out of providing contact information).
- Two Sponsored Roundtables – one during the Happy Hour and one during the Lunch - to use for workshops, session follow-up Q&A and demos (similar to a zoom meeting):
 - Logo on the virtual table.
 - Topic included on the Lunch and Learn schedule.

Includes six seats per table, including moderator.



2020 BMA - Medicare Advantage Summit

October 14 – 16, 2020

Virtual Event Sponsorship Opportunities

GOLD Sponsorship (2 available)

\$15,000

A Simu-Live speaking session allows the panel to pre-record the session ahead of time, reducing the risk of any technical difficulties and enabling you to easily collaborate with any co-presenters. Then, when your session is made available during the Virtual Event audience on a set day at time, you will have access to the chat feature to answer audience questions live throughout the session via the chat window

- One panelist placement on Simu-Live panel of your choice.
- Gold-Level branding throughout the virtual platform and during most sessions.
- Access to selected speakers throughout the conference.
- Contact information of all attendees – (one week prior and post event; attendees can opt-out of providing contact information).
- A Twitter “shout out” announcing your firm as the Exclusive Sponsor of the event.
- Three complimentary registrations.
- Details on panelist placement on Simu-Live panel of your choice.
 - 30-minute pre-recorded panel and 30-min live Q&A session.
 - Scheduled rehearsal with event staff to go over session and technology.
 - Virtual stage manager to assist during the session (manages session logistics).
 - Moderated text chat feature (live) to answer questions during your session via the chat window.
 - Ability to add two content pieces to your session page.
 - List of those who attend your session – sent one week after the event (attendees can opt-out of providing contact information).
 - Session posted for on-demand viewing for 60 days after the event (leads provided weekly; attendees can opt-out of providing contact information).
- Two Sponsored Roundtables – one during the Happy Hour and one during the Lunch - to use for workshops, session follow-up Q&A and demos (similar to a zoom meeting):
 - Logo on the virtual table.
 - Topic included on the Lunch and Learn schedule.
 - Includes six seats per table, including moderator.

SPOTLIGHT on INNOVATION sponsorship (6 available)

\$10,000

Spotlights on Innovation is an opportunity to give a quick presentation on how your organization is innovating care delivery in a way to is adding value to the Medicare beneficiaries you serve.

- Spotlight on Innovation is a 15-min Simu-Live pre-record with live Q&A session.
- Logo listed on the virtual event platform.
- Two complimentary registrations.
- The Spotlight on Innovations sessions are:
 - 15-minute Simu-Live session will be pre-recorded with the speaker being available for live Q&A.
 - Scheduled rehearsal with event staff to go over session and technology.
 - Virtual stage manager during the session (manages session logistics).
 - Moderated text chat feature (live) to answer attendee questions during your session via the chat window.
 - Ability to add two content pieces to your session page.
 - List of those who attend your session – sent one week after the event (attendees can opt-out of providing contact information).
 - Session posted for on-demand viewing for 60 days after the event (leads provided weekly; attendees can opt-out of providing contact information).

Opening Night Happy Hour Sponsorship (6 available)

\$6,000

The Opening Night Happy Hour will feature live video roundtables (similar to a Zoom meeting) organized around various topics. Attendees will receive a complementary consumable voucher to order beverages and food on their own. Attendees can jump between tables to mingle with others. As one of the sponsors of this reception you will receive:

- Company name and logo on the virtual platform website.
- List of all attendees who attend the happy hour.
- Two complimentary registrations
- Company name and/or logo included wherever the Opening Night Party is mentioned.
- Company name mentioned on announcement invite to the Opening Night Party.
- One roundtable during the reception (similar to a zoom meeting):
 - Logo on the virtual table.
 - Topic included on the round table.
 - Includes six seats per table, including moderator.



2020 BMA - Medicare Advantage Summit

October 14 – 16, 2020

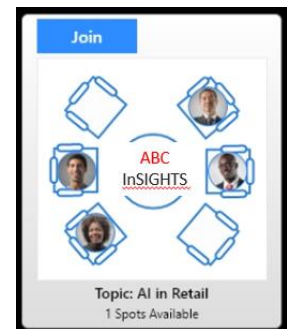
Virtual Event Sponsorship Opportunities

Lunch and Learn Sponsor (6 available)

\$6,000

During the Lunch break on October 15, you can host a roundtable topic. Each table can hold up to five attendees. Attendees will receive a complementary consumable voucher to order beverages and food on their own. Use this 30-minute opportunity as a follow-up conversation to your session; an interactive workshop; an in-depth conversation on a methodology or technique; or even as a demo session! Roundtable includes:

- 2 complimentary registrations
- 1 Virtual Roundtable (similar to a zoom meeting).
 - Logo on the virtual table.
 - Topic included on the Lunch and Learn schedule.
 - Includes 6 seats per table, including moderator.

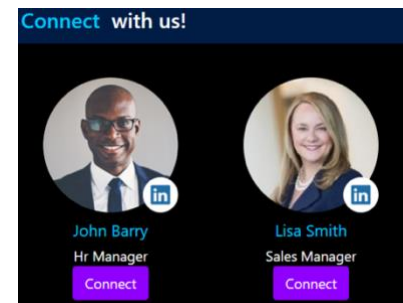


Exhibitor

\$5,000

Spotlight your company and its products and services in the exhibitor zone. The virtual zone is designed for attendees to find new solution providers. Exhibiting includes:

- Two complimentary registrations
- Virtual Exhibitor page includes:
 - Company logo.
 - Company description.
 - Video playlist.
 - Literature upload.
 - Website link.
 - Ability for attendees to share contact information with one click (swipe badge feature).
 - Ability for attendees to schedule meetings, including one-on-ones video calls with your staff.
 - Analytics of your exhibitor page traffic.



Sponsored Materials

\$4,000

Spotlight your company's latest news and reports in the sponsored materials section. This virtual zone is designed for attendees to find the latest reports and materials displayed during various sessions. Sponsored Materials includes:

- Two complimentary registrations
- Sponsored Materials includes:
 - Company logo.
 - Literature upload.
 - Website link.
 - Ability for attendees to share contact information with one click (swipe badge feature).
 - Ability for attendees to schedule meetings, including one-on-ones video calls with your staff.
 - Analytics of your exhibitor page traffic.