2020 Virtual Annual Rural Health Conference

October 28-30, 2020 | Denver, CO
Colorado Rural Health Center

NEW EXPANDED AUDIENCE!
2 CONFERENCES IN 1

46% OF ATTENDEES ARE C-SUITE/ MANAGEMENT
**EVENT OVERVIEW**

This year’s Annual Rural Health Conference, like so many things in 2020, will be a little different. After cancelling the Rural Health Clinics Forum in April of 2020 due to the pandemic, the Colorado Rural Health Center (CRHC) has made the decision to host a joint conference in October, welcoming RHC attendees from April’s conference to the robust collection of Critical Access Hospital leadership attendees that exhibitors and sponsors have come to expect from the Annual Rural Health Conference. All of this will be done in a virtual setting!

In the face of current events, this conference will be held online! The annual conference offers networking, education on a wide range of topics, resources, and many opportunities to interact with C-Level Executives, Directors, managers, support staff, rural health clinics administrators, and other important staff in rural healthcare with an emphasis on the state’s critical access hospitals. While the setting will be different, CRHC staff is working hard to make sure that the networking and exhibitor experience remains valuable.

The Annual Rural Health Conference is the year’s premier event for networking with representatives from Colorado’s rural hospitals. Sponsorship and exhibitor opportunities are limited in availability, so act now!

**SPONSOR PACKAGES TO FIT YOUR NEEDS**

Our sponsor and exhibitor packages are meant to give you the flexibility to meet your goals. We offer assorted levels of exposure and promotion to meet your specific needs. Don’t see what you’re looking for? Give us a call. We want your involvement in the state’s premier rural healthcare conference to pay dividends!

**ABOUT THE COLORADO RURAL HEALTH CENTER**

The Colorado Rural Health Center (CRHC) is Colorado’s nonprofit State Office of Rural Health. CRHC works with Federal, state and local partners to offer services and resources to rural healthcare providers, facilities and communities. We have a diverse and inclusive statewide constituency of over 3,500 people and organizations. Established in 1991 by members of the Colorado Rural Health Consortium, Colorado Rural Health Center (CRHC) was created with start-up support from the Federal Office of Rural Health Policy and several other public and private organizations around the state. CRHC was developed as a nonprofit organization and is one of only three nonprofit offices of rural health in the country.

**HOW DOES A VIRTUAL EVENT WORK?**

CRHC has partnered with industry leading event hosting app Whova and widely-used meeting platform Zoom to produce a socially distant, safe, conference experience. Whova offers exhibitors built in functionality to incentivize meaningful, substantive interaction with guests.
WHERE ARE OUR MEMBER FACILITIES?
The Colorado Rural Health Center serves rural facilities of all types across the state. Our members are primarily rural health clinics (RHCs) and Critical Access Hospitals from the rural and frontier counties of Colorado.

TARGET AUDIENCE
The Annual Rural Health Conference is Colorado Rural Health Center’s fall conference. The audience is primarily made up of hospital leadership, management, administrative staff, and quality improvement teams. This year will also feature members of the leadership and quality teams from Colorado’s Rural Health Clinics. We feature a full day of hands-on workshops, as well as general sessions and breakout sessions, for two and a half days packed with learning and networking. Engage these healthcare professionals with unopposed exhibit time, networking meals, and the option to sponsor breakout sessions.

WHY BE A PART OF THIS EVENT?
This is a rare opportunity to exhibit at one conference with an anticipated expanded and more diverse audience.

The Annual Rural Health Conference is a well-established, essential event for members of Colorado’s safety net which will this year also incorporate strong representation from certified RHCs. Attendees are motivated to engage, learn, and make the most of their time networking with peers and vendors alike.

Conference exhibitors are an essential component to the conference, as they connect our attendees with valuable resources and information that is applicable to their hospitals, clinics, staff and more.

ATTENDEE POSITION BREAKDOWN

2 CONFERENCES IN 1!
BOOTH OPPORTUNITIES

Below is a preview of how the Colorado Rural Health Center’s conference app will feature exhibitors and sponsors and drive engagement!

**Virtual Exhibit Hall** empowers exhibitors to generate more leads with demo videos & live streaming, coupons/giveaways, and lead engagement tools

- An anticipated expanded conference audience (Rural Health Clinic and Critical Access Hospital leadership)
- Exhibitor passport program within the event app supplies exhibitors with attendee contact information while incentivizing attendees to network with each exhibitor and sponsor
- Online exhibit hall allows exhibitors and sponsors to upload video “commercials” for their organizations
- Ability to upload documents for potential clients
- Direct messaging with potential clients
- Custom profile, live stream/videos, coupons/giveaways, lead retrieval from within conference app
Sponsor Levels

GOLD SPONSOR
$5,000
• All Silver Sponsor Benefits
• Option to introduce keynote speaker or play a video before the keynote
• App sponsorship (if not sold out separately)
• Pre and Post Conference Promotion:
  • Place an article on your work in CRHC’s monthly newsletter, sent to nearly 2,000 people
• Name, logo and company description in two issues of CRHC’s e-newsletter
• Pre-conference promotion in CRHC marketing materials
• Social Media Recognition

SILVER SPONSOR
$3,500
• All Bronze Sponsor Benefits
• Option to introduce general session speaker
• Sponsor may play a 2 minute video before a general session
• Post Conference Promotion:
  • Name, logo and company description in one issue of CRHC’s e-newsletter

BRONZE SPONSOR
$2,750
• 2 Event registrations
• Logo included on Event webpage and app
• Room sponsorship - have one of the virtual meeting rooms named after your organization
• Logo on conference agenda
• Sponsor may play a 2 minute video in a time slot at the beginning of a breakout session
• Verbal recognition from CRHC CEO during conference welcome address

A LA CARTE SPONSORSHIP OPPORTUNITIES
Can’t commit to a sponsorship level above? We have piece-by-piece sponsorship opportunities to meet every need. For questions on sponsoring a la carte, please contact Kinsey at 303.996.9698

Conference Room
$750

Mobile App Sponsor
$1,000

Additional Minutes on Promotional Videos
$75/minute - 3 minutes max

Pre-Conference CRHC Social Media Campaign for your Company
$300

Logo in Know Before you Go email - sent to attendees
$200