

# DIRECT PRIMARY CARE Summit

## 2017 Exhibitor and Sponsor Prospectus

### What is the DPC Summit?

The goal of the Direct Primary Care Summit 2017 is to continue advancing the growing awareness and adoption of the direct primary care (DPC) model of care delivery and payment as a meaningful alternative to the fee-for-service (FFS) payment paradigm.

The fifth annual DPC Summit builds upon the success of the prior conferences to help foster a broad-based DPC movement as the model garners continued attention among primary care physicians, policy makers, employers, and commercial insurance carriers alike. This year will also feature innovation and advocacy within the movement.

### Attendee Profile

The DPC Summit organizers project a total of 250-300 attendees for the 2017 DPC Summit. The event agenda has been developed to meet the needs of a core audience of physicians interested in taking practical, immediate next steps in establishing their DPC practices.

The 2016 Summit attendees were predominantly physicians (69.8%), either in the process of transitioning into a DPC setting (38%) or participating to get more information on this innovative model of care delivery (51%). Nearly 75% of the attendees came for the first time.

### Summit Sponsorship and Exhibitor Levels

#### Exhibitor (\$2,500)

- Tabletop exhibit space, draped
- Attendee mailing list (name and city/state unless member's permission is given to provide office address)
- Two exhibitor badges (additional registrations available at \$350 each)
- Access to all Summit meals and refreshments
- Booth amenities include:
  - One - 6-foot draped table
  - Two chairs
  - Electrical outlets
  - Wastebasket
  - Wi-Fi

#### Unique Sponsorship Opportunities

Please contact Bethany Burk at (913) 906-6000, ext. 4172 for pricing and availability of the following sponsorship opportunities.

- Registration and Exhibit Opening Reception
- Summit Happy Hour
- Lunch (Saturday or Sunday)
- Program Ads: Full or half page, limited availability
- Student Scholarship Fund

### 2017 DPC Summit Exhibit Schedule\*

Cumulative total of 6.0 dedicated exhibit networking hours.

#### Thursday, June 15

5:30-7:30 p.m. Exhibit Opening Reception

#### Friday, June 16

10:30-10:45 a.m. Morning Break and Exhibit Time

12:00-1:00 p.m. Lunch and Exhibit Time

3:00-3:30 p.m. Afternoon Break and Exhibit Time

5:30-6:30 p.m. Summit Happy Hour

6:30-9:00 p.m. Exhibitor Hospitality

#### Saturday, June 17

10:15-10:45 a.m. Morning Break and Exhibit Time

12:00-1:00 p.m. Lunch and Exhibit Time

\* Times are subject to change.

### Hotel and Accommodation Information

#### Crystal Gateway Marriott

(located minutes from downtown Washington, D.C.)  
1700 Jefferson Davis Highway  
Arlington, VA 22202  
Telephone: (816) 398-4943

The DPC Summit group rate of \$199 per night (plus tax) is valid through May 18, 2017.

### Shipping Information

Mail all packages no later than three days prior to the event.

Ship packages to:

#### Crystal Gateway Marriott

ATTN: (Your Name) with DPC Summit  
1700 Jefferson Davis Highway  
Arlington, VA 22202

For more information about sponsorship opportunities or to secure sponsorships, contact Bethany Burk at bburk@aafp.org or (913) 906-6000, ext. 4172.