



# Direct Primary Care Summit

# 2016 Direct Primary Care Summit

## Exhibitor and Sponsor Prospectus

### What is the DPC Summit?

The goal of the Direct Primary Care Summit 2016 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 fourth 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.

### Attendee Profile

The DPC Summit organizers project a total of 250-300 attendees for the 2016 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 2015 Summit attendees were predominantly physicians (69.8%), either in the process of transitioning into a DPC setting (35.2%) or participating to get more information on this innovative model of care delivery (47.3%).

### Summit Sponsorship and Exhibitor Levels

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

- Table top 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
  - 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.

1. Registration and Exhibit Opening Reception
2. Summit Happy Hour

### 2016 DPC Summit Exhibit Schedule\*

Cumulative total of 3.5 dedicated exhibit networking hours.

#### Friday, July 8

6:30-8:30 p.m. Registration and Exhibit  
Opening Reception

#### Saturday, July 9

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

#### Sunday, July 10

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

\* Times are subject to change.

### Hotel and Accommodation Information

**Westin Kansas City at Crown Center**  
1 East Pershing Road  
Kansas City, MO 64108  
Telephone: (816) 398-4943

The DPC Summit group rate of \$142 per night (plus tax) is valid through June 17, 2016.

### Shipping Information

Should you choose to mail your packages in advance, please ship them no later than three days prior to the event.

Please ship your packages to:

**Westin Kansas City at Crown Center**  
**ATTN: (Your Name) with DPC Summit**  
1 East Pershing Road  
Kansas City, MO 64108

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