

DIRECT PRIMARY CARE Summit

indianapolis

2018 Exhibitor and Sponsor Prospectus



What is the DPC Summit?

The goal of the Direct Primary Care Summit 2018 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 payment paradigm.

The sixth 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 200-250 attendees for the 2018 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 2017 Summit attendees were predominantly physicians (69.8%), either in the process of transitioning into a DPC setting (36%) or participating to get more information on this innovative model of care delivery (62%). Nearly 74% 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 only per AAFP privacy guidelines)
- Two exhibitor badges (additional registrations available at \$350 each)
- Access to all Summit meals and refreshments
- Booth amenities include:
 - Selected table setup
 - Two chairs
 - Electrical outlets
 - Wastebasket
 - Wi-Fi

Unique Sponsorship Opportunities

Please contact Courtney Sleyphen at (913) 906-6000, ext. 4103 for pricing and availability of the following sponsorship opportunities:

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

2018 DPC Summit Exhibit Schedule*

Cumulative total of 5 dedicated exhibit networking hours.

Friday, July 13

5:30–7 p.m. Exhibit Opening Reception

Saturday, July 14

10:15–10:30 a.m. Morning Break and Exhibit Time

12:15–1:30 p.m. Lunch and Exhibit Time

3–3:15 p.m. Afternoon Break and Exhibit Time

5:30–6:30 p.m. Summit Happy Hour

6:30–9 p.m. Exhibitor Hospitality

Sunday, July 15

10–10:15 a.m. Morning Break and Exhibit Time

* Times are subject to change.

Hotel and Accommodation Information

Marriott Indianapolis Downtown

350 W. Maryland St.
Indianapolis, IN 46225
Phone: (317) 808-9906

The DPC Summit group rate of \$169 per night (plus tax) is valid through June 14, 2018.

Shipping Information

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

Ship packages to:

Marriott Indianapolis Downtown
ATTN: (Your Name) with DPC Summit
350 W. Maryland St.
Indianapolis, IN 46225

For more information about sponsorship opportunities or to secure sponsorships, contact Courtney Sleyphen at csleyphen@aafp.org or (913) 906-6000, ext. 4103.