



## HealthCare Summit

**Date:** Friday, Feb. 10, 2012

**Time:** 7:30 a.m. - 1:30 p.m.

**Location:** The Hotel at Kirkwood Center

**Price:** \$50

**Register online at [www.corridorbusiness.com](http://www.corridorbusiness.com), under the Events tab click on Events/Registration, click Register Now and complete the registration form, or contact Kristin Reynolds at (319) 887-2251 ext. 314 or [kristin@corridorbusiness.com](mailto:kristin@corridorbusiness.com) by Feb. 3.**

CORRIDOR  
HEALTHCARE  
SUMMIT



Health care is an important and controversial issue facing our region and our nation. The HealthCare Summit will address the topics of wellness, insurance and health care reform through panel discussions and speakers. The event will conclude with the annual Health Care Hero Awards Luncheon.

**Past Keynote Speakers:**

Nico Pronk - Vice President for Health Management and Health Science Office for JourneyWell at HealthPartners

Dr. Mike Parkinson - former executive vice president with Lumenos and former associates director of medical programs and resources with the Office of the Surgeon General

Joe Massa - COO, Riverside Casino & Golf Resort

**Past Panelists:**

Tim Charles, Mercy Medical Center

Ron Reed, Mercy Iowa City

Jean Robillard, University of Iowa Health Care

John Sheehan, St. Luke's Hospital

Panel Moderator: Jim Levett, Physicians Clinic of Iowa

Judy Hawes, J-Tech Associates

Judy Fitzgibbons, Hy-Vee

Vicki Vargason, Quintrex

Keith Hindman, Metro Studios

Panel Moderator: Sara Dykstra, Rockwell Collins

Jim Liddle, Honkamp Krueger PC

Bill Boyd, Nyemaster Goode PC

Bart Casey, Mercer

Panel Moderator: Scott Fisher, McCrossen Consulting

# HealthCare Summit

## Average audience attendance – 180

	<b>Sold</b>				
		<b>PRESENTING SPONSOR (1 @ \$7,500)</b>	<b>LUNCHEON SPONSOR (1 @ \$5,500)</b>	<b>MAJOR SPONSOR (3 @ \$4,000)</b>	<b>SUPPORTING SPONSOR (5 @ \$2,250)</b>
<b>MARKETING BENEFITS:</b>					
Event collaboration & development w/ <i>CBJ</i> Publisher	X				
Opportunity to give brief remarks at the event	X		Luncheon only		
Present awards to honorees w/ <i>CBJ</i> Publisher			X		
Database of winners & attendees w/contact information	X	X	X	X	
Guaranteed first right of refusal at same level for 2013	X	X	X	X	X
Your logo on all promotional materials including:					
Event email blasts	X				
Nomination ads in <i>CBJ</i>	X	X	X	X	X
Nomination form	X	X	X	X	X
Event program	X	X	X	X	X
Displayed on screen in auditorium			Luncheon only		
Nomination forms (upon request) at your location(s)	X	X	X	X	X
Rights to event logo	X	X	X	X	X
Company name mentioned in all event press releases	X	X	X	X	X
<b>ADVERTISING BENEFITS:</b>					
Full color advertisement in Health focus issue	Full page		3/4-page	3/4-page	1/3-page
1/4-page, black & white sponsor welcome ad in <i>CBJ</i>	X		X	X	X
<b>EVENT SEATING:</b>					
	Table for 10 w/preferred seating	Table for 10 w/preferred seating	Table for 10 w/preferred seating		2 tickets
<b>ADDITIONAL AMENITIES:</b>					
Opportunity to host a welcome/photo luncheon			X		
Opportunity to provide a gift for each attendee	X				
Opportunity to supply a banner to be displayed at venue	X	X	X	X	X
Opportunity to place marketing materials at place settings	X	X	X	X	X

### 2011 HEALTHCARE HEROES

**Community Advancement** - George Estle, Tanager Place

**Advancement in Health Care** - Mechanical Circulatory Support Program, University of Iowa Heart & Vascular Center

**Physician** - Dr. Patrick D. Brophy, University of Iowa Hospitals and Clinics

**Non-Physician** - Stewart Peterson, CarePro Health Services

**Volunteer** -Kris Westphal, University of Iowa Hospitals and Clinics

To nominate a HealthCare Hero go to [www.corridorbusiness.com](http://www.corridorbusiness.com), click on events, click on the HealthCare Summit logo and complete the nomination form by Dec. 7.