

Health Care Summit



Friday, Feb. 8, 2019
7:30 am–1:30 pm
Cedar Rapids Marriott

Tickets \$50

The event examines national health policy issues and refocuses them to the regional level through speakers and panel discussions. Topics include total worker health, mental health issues and insurance plan design.



SPONSORSHIPS

Contact Rhonda Roskos
rhonda@corridorbusiness.com
319.665.6397, ext. 313



2018 PROGRAM

MORNING KEYNOTE: Dr. J. Brooks Jackson, UI Carver College of Medicine & UI Health Care

MODERATOR: Scott Fisher, McCrossen Consulting

PANELISTS:

Josh Budke, TrueNorth Companies
Sean McTaggart, Wellmark Blue Cross and Blue Shield
Jennifer Musick, Health Solutions LLC
Jeff Russell, Delta Dental of Iowa

PRESENTATIONS:

Scott Fisher, McCrossen Consulting
Dr. Karen Lloyd, HealthPartners UnityPoint Health
Jessica Peckover, Johnson County Sheriff's Office

LUNCHEON KEYNOTE:

Doug Ommen, Iowa Insurance Division

BY THE
NUMBERS



No. 3

Iowa's ranking on U.S. News & World Report's 2018 Best States for Health Care list. The state ranked within the **top 10** in the categories of health care access and quality, and **No. 11** for public health.

HEALTH CARE SUMMIT

2018 Attendance - 217

	PRESENTING SPONSOR SOLD 1 @ \$7,500*	LUNCHEON SPONSOR 1 @ \$6,000*	MAJOR SPONSOR 3 @ \$4,750*	SUPPORTING SPONSOR 5 @ \$2,950*
EVENT BENEFITS:				
Event collaboration and development with CBJ Publisher	X			
Industry exclusivity	X	X	X	X
Opportunity to give brief remarks at event	X	Luncheon only		
Database of winners and attendees with contact information	X	X	X	
Guaranteed first right of refusal at same level for next contract year	X	X	X	X
Event seating	Table of 10 w/preferred seating	Table of 10 w/preferred seating	Table of 10	2 Tickets
Mini Commercials:				
Provide 1-2 slides in PowerPoint widescreen format (white background preferred) to rotate before and after event	X	X	X	X
Provide a 20-word commercial that best describes your company to be read by the publisher	X	X	X	X
Recognized by publisher in opening remarks	X	X	X	X
Company banner to be displayed at venue. Pop-up banners or hanging, no larger than 3' x 8' (<i>other sized banners need to be pre-approved by Event Coordinator</i>)	X	X	X	X
Gift Giveaway, promoted in CBJ event marketing	X			
Provide marketing materials for attendee packets (<i>two pieces maximum: marketing piece and/or specialty item</i>)	X	X	X	X
ADVERTISING BENEFITS:				
Event logo and press release provided for internal marketing purposes	X	X	X	X
Company logo on all promotional materials including:				
Event email blasts	X			
Event program	X	X	X	X
CBJ website under EVENTS & Event Registration	X	X	X	X
CBJ house ads promoting the event	X	X	X	X
Page 0 promotion on CBJ Digital	X	X	X	X
Displayed on screen at venue	X	X	X	X
Event press release	X	X	X	X
Full color ad in CBJ focus issue	Full Page	Island	Island	1/2 Page
Social media marketing	X	X	X	
CBJ Lists as of 12.31.18	All Lists	10 Lists	10 Lists	5 Lists
*2-YEAR EVENT PRICING:	\$7,250/year	\$5,500/year	\$4,500/year	\$2,750/year

