



ADVERTISING – ON SITE PROGRAM

COVER – INSIDE FRONT, INSIDE BACK OR OUTSIDE BACK

\$1,850

FULL PAGE AD

\$1,100

HALF PAGE AD

\$750

Commitment and Payment in full: February 14

Artwork Due: March 8

Branding Opportunities

Aisle ID Signs x7– FRONT or BACK of Exhibit Hall -

\$2,500

Your company logo and booth number will be featured on a carpet decal at the front and back of every exhibit hall aisle on the aisle ID Sign. **Artwork deadline April 3.**

Advanced Brochure Mailing

\$5,000

Conference brochure mailed out to entire UCAOA mailing list, and included in one JUCM polybag prior to the conference with your company's logo on the front cover and an ad on an inside page.

Attendee Badge Holder

\$5,000

Your one-color logo on every attendee badge holder.

Lamp Post Banners

\$1,500 (7 available)

Convention attendees will see your message and branding as they walk from the hotel/casino to the convention center. You can capture their attention away from the hustle and bustle of the sessions (and your competitors!) with this double, DOUBLE-SIDED graphic.

Artwork deadlines must be met or additional fees will be the responsibility of the sponsor.

Artwork is due April 3 to jstasch@ucaoa.org (high res PDF, .ai or Illustrator)

24" x 36" double sided - 4 total images required.



(Lamp Post Banner, continued from above)



Mobile App Tile Ad

\$750

The UCAOA mobile app home screen will be laid out in a tile pattern.

“1/3 width” ads are available for purchase - do not miss the opportunity to be seen every time an attendee navigates the app. **Tile artwork can be linked to your URL.**



Carpet Decal

\$725

This decal will be placed at an intersection in YOUR exhibit hall aisle, drawing attendees to your booth.

Your 4' x 4' decal can be customized to include your company logo, web site, product, or service.

Artwork submission deadline, April 3, must be met or additional fees will be the responsibility of the sponsor. Want more than one? Discounts available for multiple decals.



Mirror Cling – Hall of Mirrors

\$250 each – can purchase multiples!

Your 18" x 18" artwork will be displayed along the mirrored hall that leads from the hotel into the convention center. Artwork submission deadline, April 3, must be met or additional fees will be the responsibility of the sponsor.



Paris Arch Column Front or Back

Back \$1,500 each column or

Front \$1,750 each column

Columns are sold individually, but all per front or back are available. Artwork deadline must be met in order for sponsorship to be executed. Sponsor is responsible for additional charges due to late artwork. Artwork deadline: April 3, 2018. Specifications will be shared with sponsor after purchase.





Framed Branding

Small \$1,250

Large \$1,750

These framed signs are available for you to brand! These can be seen from the walkway between the Paris Las Vegas and Bally's hotel and will be seen EVERY time attendees walk to the Convention Center. Your artwork will be affixed within the frame. Artwork deadline must be met in order for sponsorship to be executed. Sponsor is responsible for additional charges due to late artwork. Artwork deadline: April 3, 2018.



Mobile App

\$6,000

This exclusive opportunity guarantees that you will be seen each and every time an attendee uses the mobile app. (UCAOA has 80%+ app usage)

Your ad will be featured as the SPLASH screen after the event screen. This opportunity includes one Mobile App Tile ad of your choice (with hyperlink).

Networking Opportunities

Networking Reception in Exhibit Hall – Sunday or Tuesday

\$4,500

Exhibit Hall receptions include recognition signage at exhibit hall entrance and bars, and cocktail napkins with partnering company's one-color logo. Your team may welcome attendees upon arrival and distribute branded promotional items at the door. You may also add on at your expense unique/additional food & beverage to be served within the confines of your booth space at your expense. UCAOA will promote additional F&B as long as quantities meet audience size. Placement of F&B/Bars will be done on site with preference given to sponsoring company.



Coffee Breaks in Exhibit Hall

\$4,000

During the Monday coffee breaks in the Exhibit Hall, supporter will be recognized with signage at each coffee station. UCAOA will provide beverage napkins with supporter's one-color logo. Supporter may provide coffee sleeves or other accoutrement.

Specialty Items

In Booth Massage

\$10,000

Give attendees what they need - 2 Massage (head, neck, shoulder) Therapists in your booth during exhibit hall hours wearing your branded t-shirts/hats. This opportunity includes one adjacent inline booth (to your non-prime booth) for the Massage Lounge. If your booth can support the massage chairs/therapists/table, rate is reduced to \$8,000. UCAOA will promote the massage opportunity, and your support, on the exhibit hall floor plan. (Sponsor may need to adjust booth location to support this opportunity.)3000

Conference Emails Registered Attendees - Exclusive

\$3,000

As the Spring Convention & Expo email supporter, your logo/booth number will be included in each of the emails to the Convention & Expo registrants. These emails will give them all the tips and tricks they need to maximize their conference-going experience!

WiFi Sponsor

\$5,000

Thanks to your support, attendees will be able to access the mobile app, email and more in the conference session rooms.

Sponsor will be recognized on signage and in the mobile app. Network name and password may be able to be customized by sponsor (deadline permitting).

-or-

WiFi Sponsor with REDIRECT

\$7,500

Same as above, but everyone using the UCAOA wifi will be directed to your URL prior to receiving access.

Conference Notepad – Exclusive

\$3,500

All attendees will receive a notepad for use throughout conference with the partnering company's logo displayed on each sheet.

Pen/Stylus Combo – Exclusive

\$2,500



Attendee Totebag Insert

\$2,500

Insert your literature/collateral (some restrictions apply – and piece must be approved by UCAOA) into the convention tote bag.

750+ inserts must arrive at UCAOA HQ on or before April 18, 2018.

(attendee totebag insert continued from above)

Urgent Care Association

Attn: Bag Insert/ _____ (your company name)

28600 Bella Vista Pkwy., Ste. 2010

Warrenville, IL 60555

Push Notification – Mobile App

\$350 each

Your 231-character message delivered via the conference mobile app. A few notifications are available each day. Notifications are scheduled at UCAOA's discretion and subject to change.

Traffic Driver Game

\$250

Drive attendees to your booth! Attendees will have a game card in their conference totebag! They will get signatures from participating vendors as they make their way around the Expo. One completed card will be drawn during the closing reception and the winner will get a \$500 gift card!!!

PDF Brochure/Whitepaper to Exhibitor Listing

\$150

Add a whitepaper or other PDF to your mobile listing (website and conference app).

NEW! Thought Leaders' Summit SWAG Bag Insert

Would you like to get your brand in front of the top urgent care leaders in the country? UCAOA is inviting CEO's from the top 20 urgent care industry organizations to its 2nd Annual Thought Leaders' Summit. This event will take place on Tuesday, May 8th during the 2018 UCAOA Convention & Expo. It is a closed, invitation-only half-day session reserved for leaders to focus on the long-term growth and sustainability of the urgent care industry. During the event, each attendee will be presented with a gift bag containing high-end, (subtly) branded promotional products from a few select exhibitors/sponsors. If you are interested in learning more about this opportunity contact Kim Youngblood at kyoungblood@ucaoa.org or 630-544-6534.

Swag item must be approved by UCAOA. 40 items must be received in the UCAOA HQ by April 18, 2018 in order to be placed. Ship to:

UCAOA

TLSwag/your company name

28600 Bella Vista Parkway

Ste 2010

Warrenville, IL 60555



Thought Leadership

Industry Perspectives Session ~~SOLD OUT~~

\$1,250

~~These 50 minute session will be held in the new Industry Perspectives Theater in the Expo!~~

Telemedicine Workshop

\$6,000 Primary Sponsor - Exclusive

\$3,000 Sponsor – 2 total, 1 available

-Primary Sponsor will have 3 minutes at the podium to deliver a welcome and introduction to their company's product/service.

-Two individuals from each sponsoring company will attend this pre-conference session at no charge.

-UCAOA will create a flyer showcasing each of the sponsoring companies and will place at each attendee seat prior to the session.

-Sponsors will be recognized from the podium and on the walk-in/intro slides.

-Session sponsors will be provided a high-boy table during the in-room coffee break. Table will have signage indicating sponsor logo. Sponsor may distribute branded promotional items from this table during the scheduled coffee break.

Reimbursement Symposium

\$3,000 – only 4 available

Industry experts will share their experiences and strategies to ensure your organization is viable in the new normal. An alarming 52% of ambulatory care providers cited “reimbursement” as what they anticipate to be their greatest challenge of 2018 and beyond. Find out what payers and the government are monitoring and how to protect your practice and position yourself favorably. What do you do when a network closes? Have you considered direct-to- employer contracting? The panel of speakers will open up by hearing from the audience. The speakers will address your issues and concerns throughout the day.

Date: Tuesday, May 8, 2018

Time: 9:00 AM - 4:30 PM

Attendance: 25-50 participants

Sponsorship Benefits:

-One individual from each sponsoring company may attend this symposium at no charge.

-UCAOA will create a flyer showcasing each of the sponsoring companies and will place at each attendee seat prior to the session.

-Sponsors will be recognized from the podium and on the walk-in/intro slides.

-Session sponsors will be provided a high-boy table during the in-room coffee break. Table will have signage indicating sponsor logo. Sponsor may distribute branded promotional items from this table during the scheduled coffee break.

-Sponsors will be recognized on overall UCAOA Urgent Care Convention & Expo signage as “conference supporters” as well as in the conference mobile app. Staff attending as well as booth staff will receive “conference supporter” ribbons.

-Investment qualifies sponsoring company to select a PRIME booth in this event's Expo.