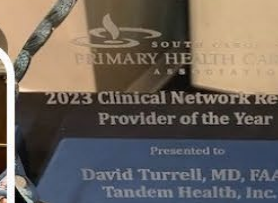


2025 EVENT SPONSORSHIP PROSPECTUS

Celebrating 45 years of service



About Us

Established in 1979, the South Carolina Primary Health Care Association is a 501 (c) 3, nonprofit organization representing the state's twenty-three (23) federally qualified health centers (FQHCs, (2) look-alike clinics, and the South Carolina Agricultural Worker Health Care Program.

The SCPHCA provides training and technical assistance for the CHCs while engaging in advocacy efforts that impact patients' health and improve access to care.

SCPHCA-affiliated community, migrant and homeless health centers are an integral part of the state's overall health care system. Our community health centers provide high-quality, affordable health care homes for any person seeking health care to include medical, dental, vision, mental health or behavioral health services.

As an advocate for those that do not have access to basic health services, the SCPHCA works to ensure the continued provision of community-based programs and centers that provide health care services for persons most in need.

The SCPHCA is committed to enhancing and expanding access to quality, community-responsive healthcare for South Carolina's medically underserved and uninsured.

Today, our members serve more than 430,000 patients in South Carolina and provide 1,896,387 visits.

Our Mission

To provide a unified supportive infrastructure that facilitates access to community-based primary, behavioral and other health care services to every community in South Carolina.

Our Vision

"Access to Quality Health Care for All of South Carolina"

Sponsorship Overview

The SCPHCA offers a wide range of opportunities for sponsors to connect with key players in the community health sector through various events, training sessions, and retreats. Our technical assistance and educational platforms reach individuals and organizations alike, ensuring that sponsors are aligned with the important work of improving healthcare access and delivery in South Carolina.

As a sponsor, you will have the opportunity to engage directly with attendees at our signature events, build relationships with community health center (CHC) staff, and showcase your support for the communities they serve. Below are three of our major events in 2025, each with unique opportunities for sponsors to connect and engage with CHC professionals.

Boutique Conferences

The SCPHCA's boutique conferences focus on specialized content to a niche health center audience and offer a unique and diverse opportunity for one-on-one networking in an intimate setting.

SEA Retreat (Service, Engage, Advocate)

March 6-9, 2025 | Hilton Head, SC

Formerly known as the Front Office/Revenue Cycle/Outreach & Advocacy Network Retreat, the SEA Retreat focuses on empowering the most critical frontline staff within health centers. This retreat draws a diverse group of attendees including managers, front office workers, agricultural workers, advocates, outreach teams, and billing/collections personnel. Attendees gather for a weekend of learning focused on customer service, engagement techniques, and health center advocacy skills essential for maintaining the health center's value and success.

ATTENDEES: Approximately 250+; **AUDIENCE:** billing, outreach, advocacy, customer service, and front desk personnel

Clinical Network Retreat

June 6-8, 2025 | Myrtle Beach, SC | Sheraton Myrtle Beach Hotel

Healthcare professionals often face significant changes in the healthcare landscape, particularly with the shift towards integrated value-based care. The Clinical Network Retreat (CNR) is designed to address these changes by bringing together physicians, nurses, behavioral health specialists, oral health providers, and other clinical staff for education on evidence-based practices and innovative care strategies. The Retreat's focus on team-based care offers a unique opportunity for sponsors to engage with healthcare providers who are dedicated to improving patient outcomes.

ATTENDEES: Approximately 300; **AUDIENCE:** Physicians, nurses, dentists, behavioral health staff, optometry specialists and other clinical personnel

Annual Leadership Conference and Board Governance Retreat

October 17-19, 2025 | Myrtle Beach, SC | Sheraton Myrtle Beach Hotel

The Annual Leadership Conference and Board Governance Retreat is the SCPHCA's flagship event for health center executives and board members. This conference covers a wide range of critical topics including governance, finance, operations, healthcare policy, compliance, and IT. Sponsors have the chance to interact with CHC decision-makers, including C-suite executives and board members, making it a premier event for those looking to shape the future of healthcare in South Carolina.

ATTENDEES: Approximately 200; **AUDIENCE:** C-Suite executives, CHC board members, finance, compliance, and information technology personnel

Becoming a Sponsor

Each event provides tailored sponsorship opportunities to ensure your brand receives maximum visibility and engagement with the right audience. Sponsorship packages include options such as:

- Exhibitor booths
- Speaking opportunities
- Branding via event signage, marketing materials, and digital platforms
- Networking opportunities with key decision-makers and clinical staff

Event App

The logo for Whova, featuring the word "Whova" in a light blue, rounded, handwritten-style font.

Maximize your time at the South Carolina Primary Health Care Association's conferences with our personalized event app, Whova. Whether you're using it to generate leads, message attendees, or helping to drive our attendees to your booths through the app's gamification, the app provides a new, digital tool to help drive your organization and products home.

App Fact:

- Did you know that you can scan any attendees badge to collect a lead? It will provide a digital business card for them.

Follow up with attendees directly through the app in 1-on-1 messaging or video chat.

Conference Sponsorship Levels

Platinum Sponsor: \$30,000 (All 3 Conferences)

Conferences and Exhibiting

- Choice of premier exhibit space (includes 2 tables, 4 chairs and 1 electrical outlet hook-up)
- Complimentary conference registrations for four (4) to include conference meals
- Reserved seating for four (4) at Conference Luncheon

Sponsorship Recognition

- Recognition on event promotional materials and logo in conference event app
- Recognition in the SCPHCA Annual Report
- Social Media Recognition via Facebook, Twitter, and Instagram
- Company recognition to be included in Weekly Update eblasts, featuring the sponsored event.
- Full color page (8.5 x 11) advertisement in conference bag
- Acknowledgement as a Platinum sponsor during conference announcements
- Organization's logo will be prominently displayed on conference signage.
- Commercial spotlight to be played before the plenary sessions at all conferences for the calendar year.

Marketing to Members

- Company logo/link on the SCPHCA's webpage for the calendar year.

Gold Sponsor: \$20,000

Conferences and Exhibiting (Choice of 2 Conferences)

- Choice of premier exhibit space (includes 2 tables, 4 chairs and 1 electrical outlet hook-up)
- Complimentary conference registrations for four (4) to include conference meals
- Reserved seating for four (4) at Conference Luncheon

Sponsorship Recognition

- Recognition on event promotional materials and logo in conference event app
- Social Media Recognition via Facebook, Twitter, and Instagram
- Company recognition to be included in Weekly Update eblasts, featuring the sponsored event.
- Full color page (8.5 x 11) advertisement in conference bag
- Acknowledgement as a Gold sponsor during conference announcements
- Organization's logo will be prominently displayed on conference signage.

Marketing to Members

- Company logo/link on the SCPHCA's webpage for six months.

Silver Sponsor: \$7,500

Conferences and Exhibiting (Choice of 1 Conference)

- Choice of premier exhibit space (includes 1 table, 2 chairs and 1 electrical outlet hook-up)
- Complimentary conference registrations for two (2) to include conference meals
- Reserved seating for two (2) at Conference Luncheon

Sponsorship Recognition

- Recognition on event promotional materials and logo in conference event app
- Social Media Recognition via Facebook, Twitter, and Instagram
- Acknowledgement as a Silver sponsor during conference announcements
- Organization's logo will be prominently displayed on conference signage.

Marketing to Members

- Company logo/link on the SCPHCA's webpage for six months.

Conference Sponsorship Levels

Individual Conference Options

Conference Luncheon Sponsor \$4,000 (SEA: 3 available | CNR: 3 available | Annual: 3 available)

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registrations for two (2) to include conference meals
- One (1) exhibitor table, two (2) chairs
- Acknowledgement as a Luncheon sponsor during lunch announcements
- Organization's logo presence will be prominently displayed at selected events on conference signage.

Conference Breakfast Sponsor \$4,000 (SEA: 3 available | CNR: 3 available | Annual: 3 available)

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registrations for two (2) to include conference meals
- One (1) exhibitor table, two (2) chairs
- Acknowledgement as a Breakfast sponsor during announcements
- Organization's logo presence will be prominently displayed at selected events on conference signage.

Conference Reception Sponsor \$4,000 (SEA: 3 available | CNR: 3 available | Annual: 3 available)

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registrations for two (2) to include conference meals
- One (1) exhibitor table, two (2) chairs
- Acknowledgement as a Reception sponsor during reception welcome
- Organization's logo presence will be prominently displayed at selected events on conference signage

Whova Event App Sponsor \$3,000 (SEA: 3 available | CNR: 3 available | Annual: 3 available)

Amenities include:

- Name recognition in the conference event app and on the session pages
- Complimentary conference registrations for two (2) to include conference meals
- One (1) exhibitor table, two (2) chairs
- Acknowledgement as a Whova Event App sponsor during conference announcements

For-Profit Exhibitor (SEA: \$2,500 | CNR: \$2,500 | Annual \$2,500)

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registrations for one (1) to include conference meals
- One (1) exhibitor table, one (1) chair

Non-Profit Exhibitor (SEA: \$1,500 | CNR: \$1,500 | Annual \$1,500)

Any 501 (c)(3) non-profit organization that supports the SCPHCA's mission and whose organizational interests do not conflict with the SCPHCA's mission, funding requirements, or the general purpose of improving access to quality affordable health care services for families and individuals in underserved communities.

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registration for one (1) to include conference meals
- One (1) exhibitor table, one (1) chair

Educational Institution Exhibitor (SEA: \$1,250 | CNR: \$1,250 | Annual \$1,250)

Any Educational Institution that supports the SCPHCA's mission and whose organizational interests do not conflict with the SCPHCA's mission, funding requirements, or the general purpose of improving access to quality affordable health care services for families and individuals in underserved communities.

Amenities include:

- Name recognition in the conference event app
- Complimentary conference registration for one (1) to include conference meals
- One (1) exhibitor table, one (1) chair

Additional Booth Representative (SEA: \$350 | CNR: \$350 | Annual \$350)

Amenities include:

- One additional conference registration to include conference meals
- One additional chair

Do you want to be a Corporate Partner? We have an exclusive package just for you. For more information contact us at sponsors@scphca.org.

General Information & Conditions for Sponsor/Exhibitor Agreements

Questions Regarding this Sponsorship Prospectus?

Please contact Chandra Beasley, at sponsors@scphca.org or (803) 788-2778 should you have any questions.

Application and Eligibility

This application, executed by an individual who has authority to act for the applicant (Exhibitor), shall constitute a valid and binding contract. The SCPHCA, a South Carolina nonprofit organization, serves as Exhibit Management and **reserves the right to reject any application.**

Non-Endorsement

The Exhibitor agrees and understands that by approving its application, the SCPHCA does not in any way endorse or signal its approval of the Exhibitor's product or service. Accordingly, the Exhibitor agrees that it shall not, in any manner, in its advertising, promotional or similar materials or undertakings, state, suggest, or imply such SCPHCA approval or endorsement. Further, the Exhibitor agrees not to use the SCPHCA's name or make any reference to the SCPHCA in any other undertakings (e.g., survey, questionnaire, letter of introduction) without the written permission of the SCPHCA.

Subleasing Space

Unless approved in advance and in writing by Exhibit Management, Exhibitor shall not assign or sublet this Contract, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's space. Exhibit Guide listings are limited to one entry per contracted exhibiting company. Organizations cannot share booth space.

Exhibit Space

In an effort to make best use of our exhibit space, the SCPHCA will assign exhibit space in the order of exhibit applications received. Standard exhibit space includes a 6' skirted exhibit table and two chairs. An exhibit schedule will be made available to confirmed exhibitors two weeks prior to each event.

Care of Exhibit Space

Exhibitor must, at its expense, maintain and keep in good order its exhibit and the space that it is assigned.

Conflicting Meeting & Social Events

Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of SCPHCA members or exhibitors from the conference or exhibit hall during the official hours of the conference and exposition. Doing so will result in Exhibitor not being allowed to exhibit the following year.

Logo Submission

If the sponsorship package you selected includes recognition in the event app and/or a logo display outside events, your organization must submit your high-resolution logo **no later than the deadline date provided before each event.** Due to printing deadlines, logos submitted after this date may not be included in event printing.

To ensure your company's logo is printed correctly, please send a high-quality JPG (300 dpi or greater) or vector file to sponsors@scphca.org. Lower quality JPGs may look blurry when printed.

General Information & Conditions for Sponsor/Exhibitor Agreements

Payment

Payment for booth space must be received before the event. Note, an application to exhibit does not constitute a contract to exhibit unless and until the SCPHCA accepts the application. The SCPHCA reserves the right to accept or reject an application at its sole discretion. The SCPHCA further reserves the right to cancel any contract for exhibit space at any time and for any reason, provided that it gives notice of such cancellations at least ten (10) days prior to the official opening date of the event. Please make checks payable to the **South Carolina Primary Health Care Association**. In the event that the SCPHCA declines to accept an application or the SCPHCA cancels a contract as set forth above, the SCPHCA will return the application fee. **An exhibitor will not be permitted to set up a booth unless payment has been received in full.**

Hotel Room Block Information

Hotel room block information will be made available to sponsors for each event.

Hotel Shipping Information

Hotel shipping information will be distributed at least 14 days prior to each event.

Registration Bag Insert

The Platinum Sponsorship includes a conference bag insert. Your organization may select to include one of the following items: pamphlet, flyer, notepad, or pen. The SCPHCA anticipates creating approximately 250-300 conference bags. Your organization's insert must be **delivered to the SCPHCA's office no later than the deadline date provided for each event**. The SCPHCA may not be able to accommodate materials delivered after this date. The mailing address is below:

South Carolina Primary Health Care Association
Attn. Sponsor/Exhibitor Coordinator
3 Technology Circle
Columbia, SC 29203

Invoicing Policy

Our policy has always stated "payment due upon registration". All event sponsorships should be paid at least two weeks before the date of the event. Balances are due upon receipt and must be received prior to the training or event.

Cancellation Policy

All cancellations must be made in writing and received by the SCPHCA 45 days prior to the event for a full refund less a 25% administrative fee. Cancellations received after the date listed for each event are non-refundable; however, substitutions are encouraged. Cancellations after the conclusion of the event are non-refundable and "no shows" are non-refundable. No cancellations for sponsorships will be accepted regardless of date if exclusive sponsorships materials have already been produced/purchased by the SCPHCA.

Additional Booth Representatives

Each exhibitor package includes a specific number of booth representatives based on the selected package level. If you plan to have additional representatives beyond what is included in your package, an additional fee of \$350 per representative will be applied.

Code of Conduct

At all South Carolina Primary Health Care Association (SCPHCA) events, it is our goal to provide a positive experience. All attendees, speakers, sponsors, and exhibitors at our conference(s) are required to agree and follow the conference Code of Conduct. The SCPHCA will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everyone. Unacceptable behavior will not be tolerated at any time and may result in removal from the event.

Expected Behavior

- Be considerate of those with whom you may interact with.
- Be collaborative with others.
- Be respectful of others' viewpoints that may be different from your own.
- Be mindful of your words and actions.
- Gain knowledge, network, and have fun!

Unacceptable Behavior

- Offensive or unwanted behavior or language, including, but not limited to, discriminatory behavior or language based on race, religion, color, national origin, sexual orientation, gender expression or identity, transgender status, age, disability, veteran or marital status, political affiliation or any other similar categories. Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions will not be tolerated.
- Intimidation or bullying, either online or in-person.
- Refusing to wear or display conference name badge to gain event or session access.
- Bringing a pet, that is not a service animal, to the event.
- Possession of a weapon or something that could be construed as a weapon during the event.
- Possession of illegal substances during the event.
- Bringing unregistered guest(s) into the conference/meeting venue (e.g., sessions, receptions, breakfast, and luncheons). The only exception is if a conference attendee receives an award during a session only—no meals. Permission must be granted by the SCPHCA's CEO (Dr. Vicki Young) or CAO (Shaletta Miller).
- Sharing your event registration information and/or conference badge, with another person(s) to gain access; including meals and beverages.
- Inappropriate disruption of sessions, discussions, or other events.
- Real or implied threat of physical, professional or financial damage or harm.
- Any other illegal activity not already covered above.