



GOLETA VALLEY MEDICAL CENTER

# connect healthcare

OCTOBER 29 & 30 • THE RESORT AT PELICAN HILL





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## EVENT SCHEDULE

### OCTOBER 29

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**6:00 - 7:00pm**      **Opening Cocktail Reception**

### OCTOBER 30

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**10:00 - 11:00am**      **Registration & Networking Roundtables**

**11:00 - 11:05am**      **Opening Remarks**

**11:05 - 11:55am**      **Market on Fire: The New Generation of MOB, Mixed-Use Facilities and More**

With a robust development pipeline and flood of investment, the red-hot MOB sector is poised for record growth and expansion. What is driving this growth in this area? What types of new projects are being developed to fit the new model of healthcare space? Where are the investment opportunities? How is value being unlocked from existing assets? Here from the pioneers in the space as to the mixed-use properties that are on the rise, the role SNFs, and senior housing are playing in the space and more.

**11:55am - 12:15pm**      **Lunch is Served**

**12:15 - 12:45pm**      **Lunchtime Keynote**

**12:45 - 1:05pm**      **Networking Break**

**1:05 - 1:50pm**      **REITs, Private Equity, and Foreign Capital Shaking Up the Market**

As healthcare continues to outperform other sectors of the economy, there has been a significant increase in the amount of capital from REITs, private equity, and foreign investors. This influx of capital has had a profound effect on the industry. As a result, there have been notable shifts in the flow of capital to specific property types as investors adjust their risk levels and investment strategies accordingly.

**1:50 - 2:10pm**      **Presentation: Bold Ideas and Innovations Transforming Healthcare**

Creativity and innovation have redefined healthcare in recent years. Hear from some of the most innovative minds in healthcare as they present bold new ideas and innovations in design, telemedicine, amenities, sustainability, wellness, and more.

**2:10 - 2:30**      **Networking Break**

**2:30 - 3:15**      **Crisis Management: Surging Demand for Behavioral Health**

Widespread acceptance of treatment for mental illness and the recent opioid crisis continue to fuel demand for behavioral health facilities. Several states have passed important legislation to fund treatment for this once overlooked segment of the population. Today behavioral hospitals are among the fastest-growing types of healthcare facilities with major REITs and healthcare systems competing to create new facilities. Learn from leading experts about the opportunities and challenges facing this burgeoning sector.

**3:15 - 4:00pm**      **The Convergence of Retail & Healthcare: The Sky's the Limit**

The retailization of healthcare continues and shows no signs of waning with pharmacies, grocery stores, and drugstores ramping up their real estate strategies to include urgent care, wellness centers, and full-service medical clinics. Today healthcare has become the preferred tenant of many developers, occupying space once reserved exclusively for big name retailers. Discover what opportunities and challenges lie ahead in the next phase of the retailization of healthcare.

**4:00 - 5:00pm**      **Closing Cocktail Reception**



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## SPONSORSHIP OPPORTUNITIES

### EVENT HOST

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- Speaker or moderator position
- Top recognition on all email promos, website, and ads
- Top recognition on all event signage
- 3-minute, company-supplied, video during panel change or opportunity to give brief opening remarks
- 12 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Dedicated e-blast to targeted list announcing your participation at the conference
- Opportunity to display pull-ups, property images, renderings, or visuals of some form at the event to promote the property or project
- Copy of attendee list with full contact information

### GOLD - \$6,000

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- Speaker position, space pending
- Recognition on all email promos, website, ads, and event signage
- 8 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information

### SILVER - \$4,000

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- Recognition on all email promos, website, ads, and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information

### EXHIBIT BOOTH - \$2,500

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- Room for a pop-up display
- Electric at booth space
- Copy of attendee list
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database

### TABLETOP EXHIBIT - \$1,500

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- Room for a pop-up display
- Copy of attendee list
- 1 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database

### COCKTAIL RECEPTION SPONSOR - \$6,000

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- Speaker position, space pending
- Recognition on all email promos, website, ads, and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded cocktail napkins at the reception
- Branded gobo light at the reception
- Option to include a signature drink at the reception
- Exhibit space
- Copy of attendee list with full contact information

### WI-FI SPONSOR - \$4,500

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- Recognition on all email promos, website, ads, and event signage
- Custom branded Wi-Fi network and login
- Wi-Fi and information cards on every chair
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Exhibit space
- Copy of attendee list with full contact information





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## PRIVATE LABEL EVENTS

Need help with your own conference, panel, party, or grand opening?

Give us a call to talk about how we can connect you with our community.

## NETWORKING BREAK SPONSOR - \$3,500

- Recognition on all email promos, website, ads and event signage
- 5 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Branded napkins at networking break
- Connect Media staff to announce sponsoring company before start of break
- Exhibit space
- Copy of attendee list with full contact information

## LANYARD SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded lanyards
- Copy of attendee list with full contact information

## STEP & REPEAT SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Co-branded Step & Repeat with company logo & Connect Media logo
- Copy of attendee list with full contact information

## ATTENDEE BAG SPONSOR - \$3,000

- Recognition on all email promos, website, ads and event signage
- 3 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded attendee bags placed on all attendee chairs
- Option to place a piece of company's marketing collateral in bag
- Copy of attendee list with full contact information

## WATER BOTTLE SPONSOR - \$2,000

- Recognition on all email promos, website, ads and event signage
- 2 complimentary registrations
- 20% discount code to be used for additional registrations & distribution to company database
- Custom branded water bottles placed at all attendee tables and for speakers on stage
- Copy of attendee list with full contact information

## PROGRAM BIO EMAIL SPONSOR

- Connect Conferences sends an email at the start of each panel to all attendees at the event, which includes the headshots, bios and a way to connect to all panelists on the stage. Add your branding to this email as a digital program ad.
- **\$750** per email
- **\$3,000** for all emails at National Event (6-7 emails)
- **\$2,000** for all emails at Regional Event (4-5 emails)
- 600 x 244 px banner or 600 x 90 px banner and 140 characters of text on panel email
- Full contact information for all ad clicks

## PASSPORT - \$5,000

The Connect Passport is the perfect solution for companies attending multiple events and sending many employees or hosting clients.

- 40 event registrations to use for your employees and clients (approximate 50% discount per registration)
- Valid for your choice of any events throughout the year