

THE JOE PUBLIC RETREAT
BY REVIVEHEALTH

FEBRUARY 12-14, 2020

*Partner
Prospectus*

The Joe Public Retreat

OUR 7TH ANNUAL THOUGHT LEADERSHIP EVENT
FOCUSED ON HEALTHCARE MARKETING

Much more than a conference, the Joe Public Retreat provides a unique atmosphere with a limited number of select participants each year. This encourages attendees to not only hear from industry leaders, but engage them in conversation about specific ideas and challenges.

For this two day event, senior-level marketers will gather with peers to exchange ideas with some of the most advanced marketers in the field. They will discover ways to transform their approach to marketing and branding and ultimately walk away being on the leading edge of healthcare marketing innovation.

Breakfast, lunch, and refreshments will be provided – and as always, we will host a spectacular dinner and reception at one of the city's most unique and memorable restaurants. We hope you will be there.

WHY THE JOE PUBLIC RETREAT?

1

GROW YOUR NETWORK

Marketers come from across the country to spend these days immersed in conversation. Connect with your customers, prospects, potential partners, analysts, and thought leaders.

2

GROW YOUR BUSINESS

Meet with key decision-makers from some of the country's leading provider organizations

3

GROW YOUR BRAND

Promote your organization to the entire Joe Public community — and ensure that your brand is top-of-mind when the time comes for selecting a partner.

Audience Profile

Attendees travel from more than 20 states (including Washington, D.C.) for thoughtful discussion with peers and industry leaders on hot-button issues facing today's healthcare system. In addition to time spent in conversational sessions, we host periods of both structured and unstructured networking time, including a full restaurant buy-out.

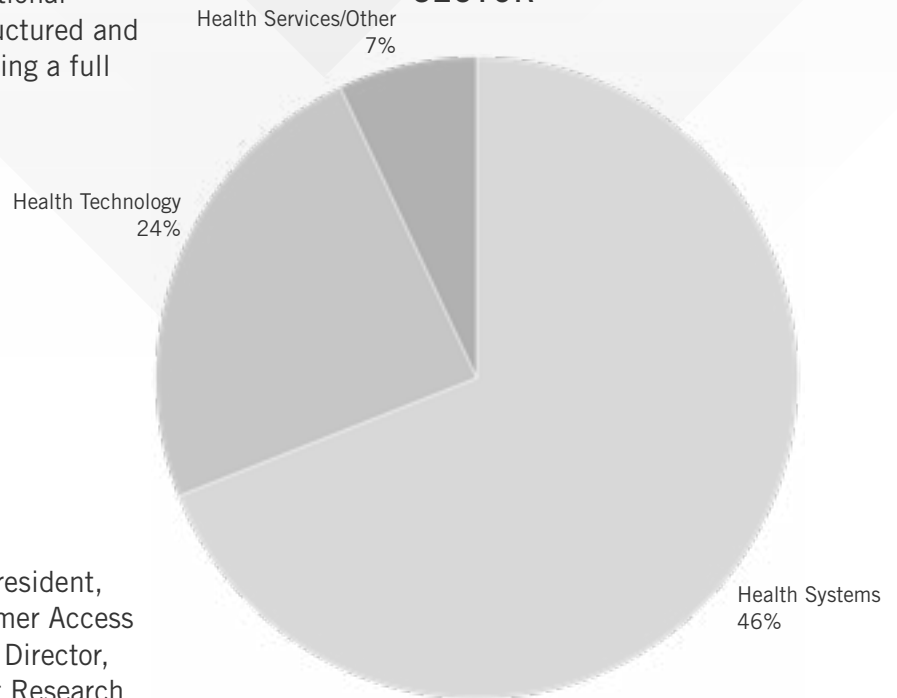
ATTENDEE LEVEL

| | |
|----------------------------------|-----|
| Executive (C-level) | 33% |
| SVP, VP | 27% |
| Senior Director, Director | 27% |
| Senior Manager, Other | 13% |

SAMPLE TITLES

- Chief Marketing & Communications Officer
- Chief Digital Officer
- Chief Consumer Officer
- Chief Experience Officer
- Vice President, Consumer Access
- Senior Director, Market Research
- Senior Director of Marketing
- Director, Marketing & Communication

SECTOR



Partnership Levels

THIS EVENT ONLY HAPPENS WITH OUR PARTNERS.

A conference like this simply doesn't occur for seven years in a row without attendees and partners that continue to return, invest, and push the event to be better each year than the last. If there's something not covered within the packages below, reach out — we'd love to hear any ideas you have for creative partnership.



MAIN DINNER
\$15,000



~~**BREAKFAST**~~
\$7,500

BrandActive



~~**WELCOME RECEPTION**~~
\$10,000



COFFEE STATION
\$6,000

MedTouch



~~**ATTENDEE GIFT**~~ – AirPods
\$10,000



~~**MOBILE APPLICATION**~~
\$6,000

binaryfountain



~~**LUNCH**~~
\$10,000

ADD-ONS:

| | |
|------------------------------|---------|
| 5 INTRODUCTIONS TO ATTENDEES | \$2,000 |
| DETAILED ATTENDEE PROFILES | \$2,000 |
| INTRODUCE A SPEAKER/PANEL | \$1,000 |

Main Dinner Event



\$15,000

- Dinner to be held at a top local restaurant
- 2 complimentary registrations to The Joe Public Retreat
- Introductions for 1:1 meetings with up to 3 attending organizations
- Free meeting lounge for 1:1 meetings with prospective clients / partners
- Exclusive discount code offering nearly 50% off for clients and prospects
- Opportunity to introduce a presentation / panel during conference
- Listing as partner in conference materials and in ballroom digital displays
- Full-page ad displayed in conference agenda and attendee materials
- Name and logo on conference registration materials
- Opportunity to distribute company brochure and other materials to all registrants
- Logo and company information displayed in ReviveHealth press releases announcing the event, a report on the event to be distributed widely, and other related promotions
- Logo and company information displayed in pre and post-event marketing
- Opportunity to come up with a fun “extra” item for the dinner based on the location and theme
- Logo displayed on signage during the dinner

Welcome Reception



\$10,000

- Listing as The Joe Public Retreat on all conference material and inside meeting rooms
- 1 complimentary registration to The Joe Public Retreat
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Logo displayed on signage during welcome reception

BrandActive

Attendee Gift – AirPods



\$10,000

- Listing as a Joe Public Retreat Partner on all conference material and inside meeting rooms
- 1 complimentary registration to The Joe Public Retreat
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Logo displayed on signage for the attendee gift

MedTouch

Lunch



\$10,000

binaryfountain

- Listing as a Joe Public Retreat Partner in conference material and inside meeting rooms
- 1 complimentary registration to The Joe Public Retreat
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Logo displayed on signage during break for lunch

Breakfasts



\$7,500

healthgrades

- Listing as a Joe Public Retreat Partner in conference material and inside meeting rooms
- 1 complimentary registration to The Joe Public Retreat
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Logo displayed on signage during breakfasts on both (2) days of The Joe Public Retreat

Coffee Breaks



\$6,000

- Listing as a Joe Public Retreat Partner in conference material and inside meeting rooms
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Logo displayed on signage at coffee stations throughout event

Mobile Application



\$6,000

- Listing as a Joe Public Retreat Partner in conference material and inside meeting rooms
- 1/4-page ad displayed in conference agenda and attendee booklet
- Logo displayed at conference sign-in table and across the spectrum of The Joe Public Retreat digital properties
- Branding displayed throughout mobile application and promotion of app

Medicom Health

Add-on Benefits

MAXIMIZE YOUR INVESTMENT.

A product of feedback from past years, the following add-ons are available à la carte to each partner with purchase of a partnership package.



1:1 INTRODUCTIONS
\$2,000

- Introduction from ReviveHealth to 5 attendees of your choice for private meetings



ATTENDEE PROFILES
\$2,000

- Detailed profiles on all attending organizations and individuals



PANEL INTRODUCTION
\$1,000

- Opportunity to introduce panelist or presenter(s) during The Joe Public Retreat sessions

THE JOE PUBLIC RETREAT

 BY REVIVEHEALTH

Questions? Let's get the conversation started about how you can show up well in front of your buying audience:

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