

THE JOE PUBLIC RETREAT

NASHVILLE, TN | FEBRUARY 7-9, 2022

*Sponsor
Prospectus*

The Joe Public Retreat

OUR 8TH 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 colleagues, customers, prospects, potential partners, analysts, and thought leaders.

2

GROW YOUR BUSINESS

Meet with key decision-makers from the country's leading provider & service 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 30 states 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.

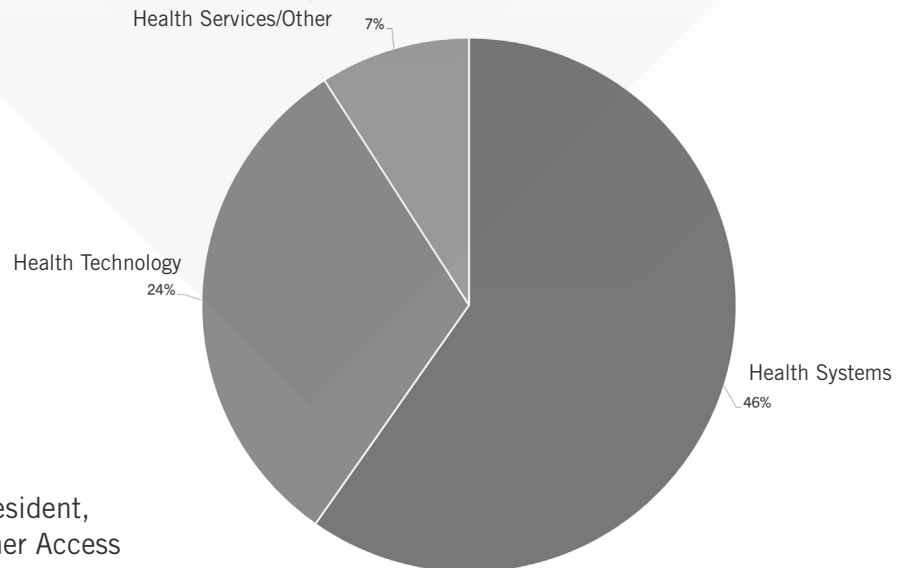
PAST ATTENDEE LEVEL

Executive (C-level)	31%
SVP, VP	24%
Senior Director, Director	14%
Senior Manager, Other	8%

PAST ATTENDEE 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



Sponsorship Levels

THIS EVENT ONLY HAPPENS WITH OUR SPONSORS.

A conference like this simply doesn't occur for eight years in a row without attendees and sponsors 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 a creative sponsorship.



MAIN DINNER
\$15,000



LUNCH
\$10,000



WELCOME RECEPTION
\$10,000



COFFEE & REFRESHMENT STATION
\$6,000



BREAKFASTS
\$10,000 (includes two breakfasts)



MOBILE APP
\$6,000

ADD-ONS:

3 INTRODUCTIONS TO ATTENDEES	\$2,000
DETAILED ATTENDEE PROFILES	\$2,000
INTRODUCE A SPEAKER/PANEL	\$2,000

Main Dinner Event



\$15,000

- Dinner to be held at top local restaurant
- 2 complimentary registrations to The Joe Public Retreat
- Introductions for 1:1 meetings with up to 2 attending organizations
- Free meeting lounge for 1:1 meetings with prospective clients / sponsors
- Exclusive discount code offering 25% off for clients and prospects
- Opportunity to introduce one presentation / panelist during the conference
- Listing as sponsor in conference materials and in ballroom digital displays and signage where general sessions are held
- 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

Welcome Reception



\$10,000

- Listing as The Joe Public Retreat sponsor 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 materials
- 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

Breakfasts



\$10,000

- Listing as The Joe Public Retreat sponsor 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



healthgrades

Lunch



\$10,000

- Listing as The Joe Public Retreat sponsor 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

Coffee & Refreshment Station



\$6,000

- Listing as The Joe Public Retreat sponsor 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 The Joe Public Retreat sponsor 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 app and on hand promotion of app

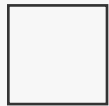


Medicom Health

Add-on Benefits

MAXIMIZE YOUR INVESTMENT.

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



1:1 INTRODUCTIONS
\$2,000

- Introduction from ReviveHealth to 3 attendees of your choice for private meetings



ATTENDEE PROFILES
\$2,000

- Detailed profiles on all attending organizations and individuals



PANEL INTRODUCTION
\$2,000

- Opportunity to introduce panelist or presenter(s) during a Joe Public Retreat session

THE JOE PUBLIC RETREAT

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

joepublic@thinkrevivehealth.com