



Invitation to Sponsor

Currently in its ninth year, the **NC CEO Forum** is an invitation-only leadership event that showcases North Carolina's reputation as a world-renowned center for medicine, biotech, and technology. The event brings together 450 senior executives, government officials, and non-profit leaders in the healthcare industry to focus on the future of care through lessons in leadership, innovation and transformation in the delivery of medical care.

Healthcare, like all science, will forever be improving, getting better, advancing in fits and starts. Our continued focus on the future of care will take the lessons from last year's Forum and advance the conversation on all aspects of the industry, including technology, breakthrough research, pharmaceuticals, insurance, and more. Our speakers include more than 10 CEOs of companies in every segment of healthcare as well as leaders with national healthcare policy experience and global influence.

While it is true that all healthcare is delivered locally, true innovations can be scaled globally. We will hear from top executives who will discuss how we will harness the power of innovation and build on the robust pharma, diagnostics and technology economy in NC. We expect this event to sell out, attracting healthcare leaders from across the state.

PLEASE JOIN US

We hope you will join us this year as a committed sponsor to support this executive event dedicated to the business, innovation, and transformation of healthcare. The Forum will be held at **North Ridge Country Club** in Raleigh on Monday, February 12th and will include executive presentations plus breakfast, lunch, and networking breaks. At the conclusion of the Forum, all attendees are invited to attend a cocktail reception and seated dinner, including entertainment as well as live and silent auctions at the **Angus Barn Pavilion**. All net proceeds will benefit Teen Cancer America. www.teencanceramerica.org.

Please join us in making the NC CEO 2018 Healthcare Summit as spectacular, educational and enjoyable as ever. Thank you for your support.

Rick Deckelbaum & Brian Kinahan

If you would like to sponsor please contact Rick Deckelbaum, Deckelbaum & Associates, at 919-247-5887 or rick@rdrecruiters.com.



EMCEE OF THE 2018 NC CEO FORUM

Brian Caveney MD, JD, MPH, Chief Medical Officer at LabCorp

SPECIAL GUEST SPEAKER:

Roy Cooper, Governor of North Carolina

FEATURED KEYNOTE SPEAKERS:

Mandy Cohen, MD, MPH, N.C. Secretary of Health & Human Services

Patrick Conway MD, MSc., president and CEO- elect at BCBSNC and former CMS Deputy Administrator of Innovation and Quality of Care for over 140 million Americans

KEYNOTE SPEAKERS:

Stefan Willemsen, CEO of BioMerieux, Inc.

David King, CEO of LabCorp

Julie Freischlag, MD, CEO of Wake Forest Medical Center

Boris Pasche MD PhD, Executive Director of the Comprehensive Cancer Center at Wake Forest Medical Center

Anthony Atala, MD, Director, Wake Forest Institute for Regenerative Medicine, W.H. Boyce Professor and Chair, Department of Urology

Neal Fowler, CEO at Liquidia

Dan Cain, Vice President & General Manager, SAS Health & Life Sciences

Eric Tomlinson, DSc, PhD, President of the Wake Forest Innovation Quarter & CIO of Wake Forest Baptist Medical Center

John McConnell, MD, CEO Emeritus of Wake Forest Medical Center and Executive Director and Chair of Wake Forest Healthcare Ventures

Mark Bouck, CEO of TrialCard

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KEYNOTE SPEAKERS:

Siu Tong, CEO of Smartlink Healthcare Solutions

Amy Amick, CEO of SPH Analytics

Kevin R. Campbell, MD, FACC, CEO, PaceMate™, On Air Television Medical Expert CBS, Fox News, CNN, MSNBC; Contributor, USNews and World Report; Contributor, Washington Examiner

TITLE SPONSOR BENEFITS (4)

\$40,000

- Sole representation in your market sector at the Title Sponsor level
- Opportunity to introduce keynote/featured speaker
- 10 complimentary attendee registrations for the day-long NC CEO Forum event
- 10 complimentary attendees at the Angus Barn Dinner
- 10 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Full-page color advertisement in program
- Logo on cover of event program
- Sponsor logo projected on screen throughout the event
- Sponsor logo projected on screen during featured/keynote introduction
- Sponsor logo displayed prominently on event banners
- Mention and thanks at VIP reception
- Title sponsor logo on table tent cards
- Title sponsor logo on website
- Title sponsor listing on press releases pre- and post-conference
- Title sponsor listing on print advertising
- Title sponsor listing on invitations
- Inclusion in social media campaign
- PR coordination before and after event

PLATINUM SPONSOR (4)

\$20,000

- Sole representation in your market sector at the Platinum Sponsor level
- Opportunity to introduce keynote/featured speaker
- 10 complimentary attendees at the Angus Barn dinner
- 8 complimentary attendee registrations for the day-long NC CEO Forum event
- 8 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Half-page color advertisement in program
- Logo on event banners
- Logo on screens throughout the day
- Platinum sponsor listing on website
- Inclusion in social media campaign
- PR coordination before and after event

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~~VIP DINNER SPONSOR (2) RESERVED \$25,000~~

- Welcome statement during VIP dinner for all attendees at Angus Barn
- 10 complimentary attendees at the Angus Barn dinner
- 6 complimentary attendee registrations for the day-long NC CEO Forum event
- 6 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Half-page advertisement in program
- Logo on event banners
- Logo on screens throughout the day
- Logo on dinner tables
- VIP Dinner Sponsor listing on website
- Inclusion in social media campaign

EVENT PROGRAM SPONSORS (2) \$10,000

- 5 complimentary attendees at the Angus Barn dinner
- 5 complimentary attendee registrations for the day-long NC CEO Forum event
- 5 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Quarter-page advertisement in program
- Logo on event banners
- Logo on screens throughout the day
- Event program sponsor listing on website
- Inclusion in social media campaign

EVENT BREAKFAST SPONSOR (1 Available) 1 at \$25,000 or 2 at \$12,500

- 5 complimentary attendees at the Angus Barn dinner
- 5 complimentary attendee registrations for the day-long NC CEO Forum event
- 5 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Quarter-page advertisement in program
- Logo on event banners
- Logo on screens throughout the day
- Event breakfast sponsor listing on website
- Logo on tent cards on breakfast tables
- Inclusion in social media campaign

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~~**EVENT LUNCH SPONSOR RESERVED** ————— **1 at \$25,000 or 2 at \$12,500**~~

- 5 complimentary attendees at the Angus Barn dinner
- 5 complimentary attendee registrations for the day-long NC CEO Forum event
- 5 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Quarter-page advertisement in program
- Logo on tent cards on lunch tables
- Logo on event banners
- Logo on screens throughout the day
- Event lunch sponsor listing on website
- Inclusion in social media campaign

TEAM TABLE SPONSOR (Table of 10) \$7,500

- Incl. discounts for up to 9 additional guest registrations at 25% off
- Reserved table with corporate logo
- Tombstone ad in conference book
- Team table sponsor listing on website

~~**PROGRAM BACK COVER SPONSOR (1) RESERVED** ————— **\$6,000**~~

- 4 complimentary attendees at the Angus Barn dinner
- 4 complimentary attendee registrations for the day-long NC CEO Forum event
- 4 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Quarter-page advertisement in program
- Logo on event banners
- Logo on screens throughout the day
- Program back cover sponsor listing on website
- Inclusion in social media campaign

~~**LANYARD SPONSOR (1) RESERVED** ————— **\$6,000**~~

- 4 complimentary attendees at the Angus Barn dinner
- 4 complimentary attendee registrations for the day-long NC CEO Forum event
- 4 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Quarter-page advertisement in program
- Logo and/or name on lanyard
- Logo on event banners
- Logo on screens throughout the day

If you would like to sponsor please contact Rick Deckelbaum, Deckelbaum & Associates, at 919-247-5887 or rick@rdrecruiters.com.



- Lanyard sponsor listing on website
- Inclusion in social media campaign

EVENT PANEL SPONSOR (1) ————— RESERVED ————— \$5,000

- 3 complimentary attendees at the Angus Barn dinner
- 3 complimentary attendee registrations for the day-long NC CEO Forum event
- 3 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Company listing in program
- Logo on event banners
- Logo on screens throughout the day
- Logo on screen behind all panel talks
- Event Panel sponsor listing on website
- Inclusion in social media campaign

BREAK SPONSOR (2 available) \$5,000

- 2 complimentary attendees at the Angus Barn dinner
- 2 complimentary attendee registrations for the day-long NC CEO Forum event
- 2 discounted (50%) attendee registrations for the day-long NC CEO Forum event
- Company listing in program
- *Logo on break tables*
- Logo on event banners
- Logo on screens throughout the day
- Break sponsor listing on website
- Inclusion in social media campaign

BRONZE SPONSOR \$5,000

- 2 complimentary attendees at the Angus Barn dinner
- 2 complimentary attendee registrations for the day-long NC CEO Forum event
- 4 *discounted (50%) attendee* registrations for the day-long NC CEO Forum event
- Company listing in program
- Logo on event banners
- Logo on screens throughout the day
- Bronze sponsor listing on website
- Inclusion in social media campaign

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RAFFLE & AUCTION SUPPORTER - Contribute item, service or experience value at > \$1,000

- Logo posted on auction exhibit
- Name promoted at auction
- Name listed in program (if received 4 weeks prior to event)

SPONSORSHIP RESERVATION FORM

- | | | |
|---|---|---|
| <input type="checkbox"/> TITLE (4) \$40,000 | <input type="checkbox"/> PLATINUM (4) \$20,000 | <input type="checkbox"/> VIP DINNER (2) \$ 25,000 |
| <input type="checkbox"/> EVENT PROGRAM (2) \$10,000 | <input type="checkbox"/> EVENT LUNCH (2) \$12,500 | <input type="checkbox"/> LANYARD \$6,000 |
| <input type="checkbox"/> EVENT BREAKFAST (2) \$12,500 | <input type="checkbox"/> PROGRAM BACK COVER \$6,000 | <input type="checkbox"/> BREAK (3) \$5,000 |
| <input type="checkbox"/> TEAM TABLE \$7,500 | <input type="checkbox"/> EVENT PANEL \$5,000 | <input type="checkbox"/> BRONZE \$5,000 |

Please select your sponsorship level above and complete the content below. Email this document to the attention of Blair Hofmann, 2018 NC CEO Forum Sponsor Liaison, blair@specialeventco.com or fax to 919-459-8793.

Sponsor Contact Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Email: _____

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Payment method:

- Invoice me at address above
- Credit card payment- via phone

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