



# 2020 LEAPFROG ANNUAL MEETING SPONSORSHIP PROSPECTUS

1775 K Street NW, Suite 400 Washington, D.C. 20006

[WWW.LEAPFROGGROUP.ORG](http://WWW.LEAPFROGGROUP.ORG)

## About The Leapfrog Group

The Leapfrog Group is the national nonprofit watchdog organization that serves as a voice for health care purchasers, using their influence to foster positive change in U.S. health care. Leapfrog is the nation’s premier advocate of health care transparency—analyzing and reporting critical health care quality and safety information. Visit [LeapfrogGroup.org](http://LeapfrogGroup.org) to learn more.



The flagship Leapfrog Hospital Survey collects and transparently reports hospital performance, empowering purchasers to find the highest-value care and giving consumers the lifesaving information they need to make informed decisions. Over 2,000 hospitals report data to the Leapfrog Hospital Survey every year.

Twice a year, the Leapfrog Hospital Safety Grade assigns letter grades to hospitals based on their record of patient safety, helping consumers protect themselves and their families from errors, injuries, accidents, and infections.

The Leapfrog Ambulatory Surgery Center (ASC) Survey launched in 2019 and the results will be publicly reported for the first time this fall. It assesses the safety, quality, and efficiency of ASCs based on measures that are of specific interest to purchasers and consumers.

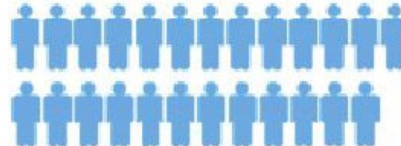
## Who Attends The Leapfrog Group’s Annual Meeting?

An anticipated audience of 300 to 500 senior leaders in patient safety and quality, health care, health insurance payers and purchasers, businesses and advocates. Breakdown of attendees from past Annual Meetings:

Purchaser/Payor Representatives – 35%



Hospital and Health System Directors - 25%



Hospital Senior Executives - 30%



Policymakers and Consumer Advocates - 10%



## Why Sponsor?

The Leapfrog Group gathers its key stakeholders and constituents for a meeting in December each year to discuss current topics, issues, and trends in purchasing, benefits, and health care safety, quality and value. The Leapfrog Group and our renowned speakers will provide the very best information and insight.

For information on the 2019 Annual Meeting and other past events, please visit our [website](#).

## A Virtual but Highly Interactive Event

This year, we are shifting to a virtual platform as a result of the COVID-19 pandemic. No travel will be required, minimizing out-of-office time for high profile speakers and attendees with demanding schedules. The platform will be interactive and allow for maximum networking among attendees.



## Sponsorship Levels:

\*One exclusive Platinum Sponsorship is available by invitation only. Please contact the Business Development Office for more information.

Sponsorship Benefits	Gold Sponsor - \$25,000	Silver Sponsor - \$18,000	Bronze Sponsor - \$10,000	Leapfrog Champion - \$5,000	Leapfrog Contributor - \$2,500
Exclusive 5-7 minute pre-recorded discussion with Leah Binder or opportunity to speak live for 1-2 minute introduction as the top sponsor	X				
Sponsor promoted with grand prize giveaway (provided by Leapfrog)	X				
Sponsored VIP Lunch (Meal delivery gift cards to be provided to attendees)	X	X			
Host a poll question with a company-sponsored prize drawing to create interactive engagement with attendees <ul style="list-style-type: none"> <li>Provide a prize valued at \$100 or greater</li> <li>Must be approved by Leapfrog</li> </ul>	X	X			
Pre-recorded greeting to be played during a break	N/A	X	X		
Sponsor eligible to provide gift or gift card to include with attendee giveaway	X	X	X	X	
Logo Promotion <ul style="list-style-type: none"> <li>Continuously shown on frame throughout the virtual event</li> <li>Rotating banner during segments of the event</li> <li>Sponsor recognition in pre-conference promotions</li> <li>Thank you emails to event attendees sent by Leapfrog</li> <li>Share materials with attendees</li> <li>Online listing as an Annual Meeting sponsor</li> <li>Highlighted in Leapfrog's newsletter</li> </ul>	Displayed prominently at the top of all materials	Displayed prominently	X	X	X
Complimentary registrations	5	4	3	2	1