

# 2023 Leapfrog Annual Meeting & Awards Dinner Sponsorship Opportunities

Our 2023 Annual Meeting will gather Leapfrog's constituency of employers and other purchasers, health plans, policymakers, consumer advocates, researchers and clinicians, and senior hospital and health system leaders. We'll host an exclusive discussion with thought leaders and those on the ground driving change. After the close of the Annual Meeting, we'll honor the achievements of the 2023 Leapfrog Top Hospitals and Top Ambulatory Surgery Centers during our Awards Dinner.

By sponsoring this event, you will reach leading proponents of health care transparency and payment reform. Your support of Leapfrog and its leaders, supporters, and top performing providers will drive our shared mission of giant leaps in patient safety.

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Contact Karen Jupiter, Vice President of Development  
at [kjupiter@leapfrog-group.org](mailto:kjupiter@leapfrog-group.org) with questions.



## 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.

See what past sponsors have had to say:

*"Leapfrog's Annual Meeting is one of the most talked about meetings in Washington. Sponsoring has truly made a difference for our business. This meeting is known for it's candor and influence which has a major impact on the direction of the health care industry."*

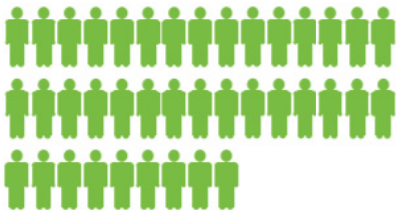
*"This is an elite group of people. There are top leaders in attendance that truly care about quality and safety. Sponsoring this event has gotten our foot in the door with some of the top hospitals in the country."*

*"You will meet a small percentage of the country's leading health care individuals and you will come away with countless great relationships. We plan to continue to sponsor this meeting and cannot wait to be back."*

## Who Attends?

An elite audience of more than 350 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 Leaders - 39%



Policymakers, Consumer Advocates and Media - 19%



Hospital/ASC Senior Executives - 23%



Hospital/ASC Quality Leaders - 11%



Other Industry Partners - 8%



Sponsorship Opportunities	Platinum \$38,500	Gold \$25,000	Silver \$18,000	Bronze \$13,500	Champion \$7,500
Complementary Registration for Annual Meeting & Awards Dinner	10	5	4	3	1
Company Highlight in Leapfrog Social Media	✓	✓	✓	✓	✓
<b>Logo Promotion:</b> <ul style="list-style-type: none"> <li>• Logo on event signage</li> <li>• Email promotions</li> <li>• Listed as sponsor on website</li> <li>• Highlight in Leapfrog's newsletter</li> </ul>	Large Size	Large size	Medium size	Medium size	Small size
Ad Placement in Program	Full Page (7.5in x 10.3in)	Full Page (7.5in x 10.3in)	1/2 Page (7.5in x 5in)	1/2 Page (7.5in x 5in)	1/4 Page (3.6in x 5in)
Item Inclusion in Gift Bag	✓	✓	✓	✓	
Event Naming Rights	Annual Meeting & Awards Dinner Lead Sponsor	Choice of panel session	Choice of Cocktail Reception or Dessert Reception	Annual Meeting Registration or Break Sponsor	
Exhibitor Visit Incentive Raffle	✓	✓	✓	✓	
Exhibit Space	✓	✓	✓	✓	
Attendee Contact Information	✓	✓	✓		
Logo Promotion on Photo Backdrop	✓	✓			
Introduce Keynote Speaker	✓				
Sponsored Raffle with Podium Announcement and Promotion	✓				
Branded Material on Attendee Chairs	✓				

### Additional Sponsorship Opportunities:

**Exclusive Hand Hygiene Sponsor (\$7,500)** - Benefits include company branded hand sanitizer stand placement in all meeting venues, sanitizer on all meeting tables, social media promotion, additional logo placement and sanitizer in gift bag (not exclusive), and advertisement in program book.

**Lanyard Sponsor (\$7,500)** - This benefit puts your brand around the neck of every attendee at the event! Lanyard sponsor also receives additional logo placement and advertisement in program book.

## Words from Our CEO

Dear Prospective Sponsors,

Our 2023 Annual Meeting will bring together stakeholders from all sides of health care – employers, policymakers, hospital and ASC leaders, patient advocates, and other industry partners – to discuss how we can all take immediate action to prioritize patient safety in American health care. We hope you'll join us as a sponsor of this meeting and show your commitment to patient safety.

Thank you for your support,



## 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 2,200 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, now in its third year, assesses the safety, quality, and efficiency of ASCs based on measures that are of specific interest to purchasers and consumers.



Thank You to Our Many Supporters!

