



## Event Guide



# Healthcare Project Delivery Conference

January 24 – 25, 2019

*Grand Hyatt Hotel | San Diego, CA*



## Healthcare Infrastructure Solutions: New Strategies for Facility Challenges

The Healthcare Project Delivery Conference focuses on tools available to facility administrators and developers evaluating their next capital investment.

This year's agenda explores innovative approaches with a specific emphasis on procurement, financing, planning, design, construction, and operations.

The program showcases upcoming projects and RFP opportunities, presents best practices in traditional and alternative project delivery, and provides incredible networking opportunities for industry leaders, developers, owners, and healthcare administrators.

In the following pages you will learn more about this year's conference program, audience, and what business development and marketing services we offer at one of the premier project delivery forums in our industry.



## DID YOU KNOW?

More than 650 public and industry leaders will be participating in the 2019 Healthcare Project Delivery Conference



## Program

This year's program presents a series of keynotes, case studies, panels, workshops, and diverse networking opportunities designed for attendees to deepen their understanding on the value proposition of behind different delivery models, and the role they can play in the delivery of essential healthcare infrastructure.

The two-day agenda has been programmed to help attendees plan and procure successful initiatives, understand best practices in selecting and negotiating with prospective partners, and take steps to ensure project success. Over 85 leading practitioners will present their firsthand observations of healthcare projects of all sizes in different markets. We will also offer in-depth roundtable discussions for owner and public sector delegates with interest in discussing specific healthcare project issues in a more candid and interactive forum.

Attendees with little experience in the development and operation of alternative delivery models will benefit from our industry experts presenting their knowledge, and valuable insights into market trends crucial for business decisions. More seasoned professionals will benefit from our incredible networking opportunities, cultivate relationships with project sponsors, and learn new methods to address complex project delivery goals.

The agenda offers multiple daily breaks, receptions, and specific events designed for you to meet with industry professionals, project sponsors/owners, and reconnect with old colleagues.

With over 600+ participating delegates, attendees find the Healthcare Project Delivery Conference to be one of the most effective places on their event schedule to cultivate relationships and network with the industry's most active and influential professionals.

## Conference Agenda

The agenda features a broad range of topics specifically tailored to the needs of hospital facility administrators evaluating their next project. This program will share examples of where different approaches can be applicable; and how they can save money and time when dealing with upgrades, repairs, and maintenance.

The program will also highlight when certain delivery structures do or do not make sense, and what major considerations need to be made once choosing this route, including the first steps. The agenda will offer numerous case studies (big, medium and small examples of successful and unsuccessful projects) of how alternative delivery can work.

## DID YOU KNOW?

The 2019 agenda will have more than 30 panel, roundtable, and case study sessions as part of the two day program.



## Agenda (continued)

The agenda takes a clear look at current trends in healthcare procurement, construction and design, while examining contract structures, facility types, and financing mechanisms in use. Through conversations with facility owners, operators, and advisers, the Conference explores best practices and lessons learned from successful partnerships..

A list of best practices and lessons learned will be presented, including:

### Pre-Award Discussion Topics:

- Assessing feasibility: what type of projects are best served by alternative delivery
- Steps to take to ensure your procurement process is setup for success
- Identifying the merits and risks of alternative delivery structures
- Options for small and medium facilities seeking partnerships
- Defining project requirements and identifying appropriate project delivery models
- How to score, select, and negotiate with prospective partners
- Understanding the potential credit impacts delivery models can have on rating and debt capacity
- Political considerations for developing and implementing community projects
- The role of a political or internal champion in building partnerships
- Coordinating internal and external stakeholders to optimize delivery
- Hidden costs and overlooked risks
- Meeting deferred O&M challenges: how major maintenance, repair and replacement should be considered when evaluating your next project
- How projects stumble and what are the lessons learned

### Teamwork and Collaboration Topics:

- The importance of early engagement with private partners
- Integration tools and techniques that enhance collaboration
- Owner roles/responsibilities in executing partnerships
- Risk balance and expectation management
- Stakeholder management
- Communication strategies - how to win political and local support with successful communication plans

### Advanced Project Delivery Topics:

- Aligning Owner and Developer perspectives
- Contract administration
- Risk identification, mitigation, and tradeoff strategies
- Asset monetization of non-core infrastructure assets
- Financing solutions and value propositions under alternative delivery
- The influence of design within the design-build process
- Value creation from transferring operations and maintenance
- International models
- Latest innovations and life-cycle efficiencies in project delivery



## DID YOU KNOW?

We expect a national audience: with owners representative from large, small, urban and rural healthcare systems.

## Participating Organizations Include



KAISER PERMANENTE

Johnson  
Controls



Plenary



Trinity Health  
Livonia, MI

hoag

CLARK  
CONSTRUCTION



GE Healthcare

St. Joseph Health   
St. Joseph Hospital



American Hospital  
Association®

JLL

KPMG

Sutter Health



UC Irvine Health

MCCARTHY 



WINSTEAD  
ATTORNEYS



PlanGrid



HEALTHCARE  
PROJECT DELIVERY  
CONFERENCE

## DID YOU KNOW?

The Conference organizer, P3C Media, has been hosting national infrastructure project delivery conferences since 2012.



## Registration Information

- Early Registration - \$895  
*Register by Friday, November 16th, 2018*
- Regular Registration - \$1,095  
*Register by Friday, December 14th, 2018*
- Last Minute Registration - \$1,295

*Register online by visiting [www.hcpdconference.com](http://www.hcpdconference.com)*



## Conference Location

The beautiful Manchester Grand Hyatt San Diego Hotel is our 2019 event headquarters. A block of rooms are being held at the hotel at a special rate of \$234. Reservations must be made by January 11, 2019 or before the block is sold out in order to guarantee this rate. Reservations made after this date can only be honored on a space and rate available basis.

To make your hotel reservations, call the hotel directly at (619) 232-1234 and identify yourself as part of The Healthcare Project Delivery Conference or book directly online by [clicking here](#).



## Getting There

The Manchester Grand Hyatt San Diego is located at 1 Market Pl, San Diego, CA 92101.

One major airport serves the San Diego area and is convenient for staying at Manchester Grand Hyatt Hotel:

San Diego International Airport – 3.0 miles

## DID YOU KNOW?

Over 5,000 public and private sector development professionals attend our events annually.



## Sponsorship and Exhibition Opportunities

The sponsorship program is structured to ensure maximum exposure and visibility for each organization both before and during the conference. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach to the industry.

**CO-CHAIR**  
**\$20,000**

Limited Availability  
**8 REGISTRATION PASSES**

### PRE CONFERENCE MARKETING

- » Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on event website
- » Your company logo on registration confirmation emails

### ONSITE MARKETING

- » Full page advertisement prominently located on the inside cover in the event guide
- » Top sponsorship recognition position during the conference (banner, posters, signage)
- » Meter board display with company advertisement prominently placed on event floor
- » Hospitality suite for two nights at the conference headquarters hotel (excludes food & beverage)
- » Exhibition space location at the event

### POST CONFERENCE MARKETING

- » Copy of registration list with names, addresses and phone numbers
- » Company logo placed on post conference survey

### CHOOSE FROM ONE OF THE FOLLOWING

- » **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- » **RECEPTION SPONSOR:** Your company is the sponsor for one of our breakfast or lunch receptions held during the event, includes signage with logo and event recognition
- » **TOTE BAG SPONSOR:** Distributed to all attendees upon arrival at the conference
- » **LANYARD SPONSOR:** Corporate logo displayed on identification badge lanyard, distributed to all attendees upon arrival at the conference
- » **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- » **CHARGING STATION SPONSOR:** Have your company logo and artwork be seen while attendees charge up
- » **WIFI NETWORK SPONSOR:** Help all conference attendees get connected at the as the Official WiFi sponsor
- » **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas



## DID YOU KNOW?

In addition to sponsorship opportunities, we provide exhibition packages as a way to connect with our audience.



## Sponsorship and Exhibition Opportunities

Commit to sponsorship early and maximize your visibility through pre-conference marketing efforts.

**DIAMOND**  
**\$15,000**

6 REGISTRATION PASSES

### PRE CONFERENCE MARKETING

- » Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on website

### ONSITE MARKETING

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- » Sponsorship recognition position during the conference (banner, posters, signage)
- » Meter board display with company advertisement prominently placed on event floor
- » Exhibition space location at the event

### POST CONFERENCE MARKETING

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## WANT TO LEARN MORE?

About sponsorships, exhibiting, or program participation? Please contact our event coordinator, Sandra Cole, at [sandra@thep3conference.com](mailto:sandra@thep3conference.com)



## Sponsorship and Exhibition Opportunities

Interested in an opportunity that isn't listed here? Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals.

### PLATINUM \$10,000

#### 4 REGISTRATION PASSES

##### ONSITE MARKETING

- » Full page advertisement in event guide
- » Exhibit space at the event
- » Sponsorship recognition position during the conference (banner, posters, signage)
- » 24" by 36" poster with company advertisement strategically placed on event floor

### GOLD \$8,000

#### 3 REGISTRATION PASSES

##### ONSITE MARKETING

- » Full page advertisement in event guide
- » Exhibit space at the event
- » Sponsorship recognition position during the conference (banner, posters, signage)

### Silver \$6,000

#### 2 REGISTRATION PASSES

##### ONSITE MARKETING

- » Full page advertisement in event guide
- » Sponsorship recognition position during the conference (banner, posters, signage)

#### CHOOSE FROM ONE OF THE FOLLOWING:

- » **REGISTRATION BOOTH SPONSOR:**  
Have your company logo and artwork be seen first by all conference participants
- » **METER BOARD ADVERTISEMENT:**  
Standing meter board with company advertisement strategically placed on event floor
- » **MOBILE APP SPONSOR:**  
Includes logo recognition each time a user opens the mobile app
- » **NETWORKING RECEPTION SPONSOR:**  
Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- » **REFRESHMENT BREAK SPONSOR:**  
Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition

#### CHOOSE FROM ONE OF THE FOLLOWING:

- » **NETWORKING RECEPTION SPONSOR:**  
Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- » **REFRESHMENT BREAK SPONSOR:**  
Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition
- » **METER BOARD ADVERTISEMENT:**  
Standing meter board with company advertisement strategically placed on event floor
- » **DIRECTIONAL SIGN SPONSOR:**  
Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas

#### POST CONFERENCE MARKETING

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# Sponsorship Application

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Company Name

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Address

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City

State/Province

ZIP/Postal Code

Country

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Contact Name

---

Title

---

Phone

Email

---

Company Website

## Sponsorship Levels

- ☐ Co-Chair Partner \$20,000
- ☐ Diamond Sponsor \$15,000
- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$8,000
- ☐ Silver Sponsor \$6,000

**Return this contract with  
payment to:**

Eric Iravani  
eric@thep3conference.com  
949-431-6478

*Checks payable to P3C Media,  
and mail to:*

P3C Media  
607 Rockefeller  
Irvine, CA 92612

## Partner Acknowledgement

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the Healthcare Project Delivery Conference.

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Signature

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Date

Payment Information

Payment Type: Check or Credit Card

\_\_\_\_ Visa    \_\_\_\_ Mastercard    \_\_\_\_ Amex    \_\_\_\_ Discover

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Credit Card Number

Expiration Date

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Security Code

Name (as it appears on card)