



2025

Health Policy
Conferences

stateofreform.com

SPONSOR PROSPECTUS

STATE OF REFORM

WELCOME & OVERVIEW

State of Reform develops expert-led, non-partisan conversations about the most pressing issues in state health policy. Our conferences offer a platform for each state's diverse array of health policy stakeholders—health plan leaders, health system executives, lawmakers, state agency officials, community advocates, clinicians, and others—to come together and have meaningful conversations about how to improve the state's healthcare system.

State of Reform conferences offer a unique opportunity to elevate your brand, attract new partnerships, and strengthen relationships with stakeholders in the market. Following the 2024 elections, the shift in power at the federal level means change is imminent. As federal and state leaders work through the details of their policy agenda, the opportunities and implications for publicly funded health and human services programs could be profound in direction and breadth. This is an opportune time to get in front of key stakeholders.



If you are interested becoming a State of Reform sponsor, please contact sponsorship@stateofreform.com.



2025 Conferences'

HIGH LEVEL TOPICS

Improving
Access to
Behavioral
Healthcare

Providing
Healthcare
to Justice
Involved
Populations

Growing and
Retaining the
Healthcare
Workforce

Addressing
Maternal and
Child Health

Navigating and
Integrating
AI into
Healthcare

Improving
Rural
Healthcare
Access

Caring for
the Aging
Population

Addressing
the Opioid
Crisis

Expectations
for the
Upcoming
Legislative
Session



MEET OUR AUDIENCE:

Share your thought leadership through conference sponsorships.

A variety of sponsorship packages is available to fit your needs and budget. These packages offer your company:

- + Exposure to senior leaders in a thought-provoking atmosphere
- + Face-to-face meetings
- + Significant and varied branding opportunities to build awareness of your company
- + Maximum return on investment (ROI)

- + State Government & Agency Officials
- + State Legislators
- + Representatives from CMS & HHS
- + Policy Makers
- + Hospital, Health System & Provider Practice Senior Leaders
- + Industry Associations
- + Academic Institutions
- + Behavioral Health Organizations
- + Community-Based Organizations
- + Anyone Invested in Their State's Healthcare System



2025 State of Reform CONFERENCE SCHEDULE

Conference	Date
Seattle	1 / 9 / 25
Hawaii	1 / 14 / 25
Utah	3 / 27 / 25
Michigan	4 / 17 / 25
Arizona	5/7/25
Florida	5 / 22 / 25
Illinois	May 2025
Maryland	June 2025
South Carolina	June 2025
Inland Northwest	9 / 3 / 25
Alaska	9/23/25
Minnesota	9/25/25
Colorado	October 2025
Indiana	October 2025
Southern California	October 2025
Oregon	11 / 4 / 25
North Carolina	Fall 2025



Sponsorship Opportunities

Sponsor Levels + Additional Packages

Sponsor Packages



Diamond Sponsor
\$20,000

Four Available

Package includes:

- + 6 complimentary conference registrations
- + 6 conference registrations at 25% off the regular price
- + 2 complimentary seats at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table
- + Full-page ad in printed program
- + Pre- and post-conference attendee list
- + Promotional item giveaway

*The VIP Dinner is an exclusive and intimate gathering hosted on the eve of the conference. This complimentary private dinner brings together select partners, legislators, and agency leaders to engage in discussions on pressing issues in a closed-door setting.

Sponsor Packages



Platinum Sponsor
\$15,000

Package includes:

- + 5 complimentary conference registrations
- + 5 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table
- + Half-page ad in printed program
- + Pre- and post-conference attendee list

*The VIP Dinner is an exclusive and intimate gathering hosted on the eve of the conference. This complimentary private dinner brings together select partners, legislators, and agency leaders to engage in discussions on pressing issues in a closed-door setting.

Sponsor Packages



Gold Sponsor
\$10,000

Package includes:

- + 3 complimentary conference registrations
- + 5 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table

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Sponsor Packages

Package includes:

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table

Silver Sponsor
\$7,500

Sponsor Packages



Bronze Sponsor
\$5,000

Package includes:

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program

Sponsor Packages



Price Dependent on Event

Association Sponsor

Available to Healthcare Associations

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post



Price Dependent on Event

Exhibitor Sponsor

Available to Conference Exhibitors

- + 2 complimentary conference registrations
- + 2 conference registrations at 25% off the regular price
- + Exhibitor table
- + Logo placement in the printed program

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Sponsor Packages



Post-Conference Reception Sponsor

Price Dependent on Event

Package includes:

- + 4 complimentary conference registrations
- + 3 discounted (25%) conference registrations
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + On-site banner
- + Exhibitor table

*Immediately following the conference, State of Reform will organize a small reception consisting of light appetizers, libations, and the opportunity to network and debrief the day. Your organization will be highlighted as a Post-Conference Reception sponsor.



Sponsor Packages

Breakfast Sponsor

Price Dependent on Event

4 complimentary conference registrations

2 discounted (25%) conference registrations

Logo placement on conference website, in marketing emails, and in the printed program

Social media post

On-site sign

Wi-Fi Sponsor

Price Dependent on Event

1 complimentary conference registration

1 discounted (25%) conference registration

Logo placement on conference website, in marketing emails, and in the printed program

On-site sign

Registration Sponsor

\$3,500

3 complimentary conference registrations

3 discounted (25%) conference registrations

Logo placement in event marketing

Scholarship Sponsor

Price Dependent on Number of Scholarships

Complimentary registration for individuals of your choice who may not otherwise have the opportunity to attend

Sponsor name featured prominently on scholarship recipients' nametags

A designated table reserved for these recipients during the event, if requested

A LA CART SPONSORSHIP

We proudly present a comprehensive suite of à la carte sponsorship opportunities designed to significantly enhance your visibility and engagement at our forthcoming conferences that include any of the following benefits:

- + Complimentary and discounted registrations
- + Exclusive access to our VIP Dinner (market dependent)
- + Custom-branded lanyards
- + Prominently placed floor clings throughout the event venue
- + Customized giveaways for conference attendees
- + Sponsored lounge for working at the conference
- + Opportunities to participate in expert panels
- + Promotional visibility on our conference website
- + Recognition on social media platforms
- + Exhibitor tables to display your services
- + Your logo featured in the printed program
- + Advertisements within the printed program

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STATE OF REFORM



State of Reform is focused on bridging the gap between healthcare and the policy that governs it. We do this by engaging stakeholders from each of the many silos in state healthcare—including providers, health plans, lawmakers, and many others—and providing a non-partisan, policy agnostic space to discuss how to improve the healthcare system. Founded in 2011, State of Reform hosts over 20 annual health policy conferences and produces thought leadership focused on the most important issues facing health policy today.

Spanning from Hawaii to Maryland, the State of Reform Health Policy conferences are multi-silo gatherings of senior market executives and health policy leaders that foster productive, collaborative conversations about the complex issues facing the health sector, now and in the future.

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