

APG Spring Conference

May 27 – 29

Marriott Marquis San Diego Marina

2026

An aerial photograph of the San Diego Marina area. It shows the city skyline with several skyscrapers, a large marina with many boats, and a bridge spanning a body of water. The image is tilted diagonally.

**SPONSOR
&
EXHIBITOR**
Prospectus

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PHYSICIAN
GROUPS

apg.org/springsponsor

Table of Contents

03	About the APG Spring Conference 2026	17	Vendor Solutions Poster Showcase
04	Who attends the APG Spring Conference?	18	Electronic Contact Retrieval
05	Benefits of Sponsorship	19	Become an APG Partner
06	Sponsor Levels	20	Thank You to Our 2025 Sponsors
12	Sponsored Presentations	21	Thank You to Our 2025 Exhibitors
13	Additional Sponsor Opportunities and Add-Ons	22	Future Meetings
16	Exhibit Fair and Strolling Dinner		

Questions?

Contact [Cassandra Perkins](#), cperkins@apg.org or
[Lura Hawkins, MBA](#), lhawkins@apg.org.

About the Conference

Welcome to the America's Physician Groups (APG) Spring Conference 2026 Sponsor & Exhibitor Prospectus.

Here you will find the information you need to showcase your products and services to a key audience of health care leaders and decision-makers.

- The APG Spring Conference 2026 will be held May 27 – 29 at the Marriott Marquis San Diego Marina.
- Each year the conference attracts senior level decision-makers from across the health care landscape.
- These decision-makers include physician and medical groups, independent practice associations (IPAs), health plans, and hospitals.



About America's Physician Groups

America's Physician Groups is a national association representing approximately 360 physician groups with approximately 170,000 physicians providing care to nearly 90 million patients. APG's motto, 'Taking Responsibility for America's Health,' represents our members' commitment to clinically integrated, coordinated, value-based health care in which physician groups are accountable for the costs and quality of patient care.

Who Attends the Conference

C-SUITE LEADERSHIP

Chief Executive Officer
Chief Operating Officer
Chief Clinical Officer
Chief Nursing Officer
Chief Financial Officer
Chief Medical Officer
Chief Strategy Officer
Chief Human Resources Officer

OPERATIONAL & BUSINESS LEADERSHIP

Chief Operationing Officer
Senior Vice President
Vice President, Network Strategy
VP, Business Development
VP Clinical Operations
Executive Director of Operations
Director of Operations
Director of Quality Improvement
Director of Health Analytics
Director of Innovation

CLINICAL LEADERSHIP

Chief Clinical Officer
Chief Medical Officer
Chief Nursing Officer
Medical Director
VP, Clinical Operations
Director of Clinical Integration
Director of Population Health

Why Become a Sponsor

- **Build direct relationships with 1300+ health care executives and decision-makers** from leading physician organizations driving value-based care.
- **Put your company in front of health care organizations** delivering value-based care and focused on optimizing and expanding these models.
- **Increase network and walk away with more leads** by connecting with a highly targeted health care audience.
- **Enjoy complimentary Spring Conference registrations** (based on sponsorship level), providing direct access to key industry stakeholders and valuable networking opportunities.

Sponsorship at the Spring Conference 2026

Please note that major health plans are asked to register as Elite or Diamond sponsors only.

Thank you for considering an APG Spring Conference sponsorship. The options on the next several pages can be selected individually or bundled with a major sponsorship and include the listed benefits.

To reserve your sponsorship opportunity, please visit apg.org/springsponsor.

Benefits of Sponsoring the APG Spring Conference 2026

- Provides face time with senior leadership of the top physician organizations in the country.
- Increases your company's visibility with organizations that are interested in taking risk.
- Helps your company reach its marketing goals, as well as providing a prime opportunity to acquaint new and influential customers with your services and products.
- Offers complimentary registrations (based on sponsorship level) that allows you to engage with attendees throughout the event.
- And much more!



Advance Commitment to Sponsorship

Please sign up by December 31, 2025, to take advantage of the additional benefits listed for your sponsorship level.

ELITE OR DIAMOND SPONSORS

Preferential exhibit booth space selection, acknowledgment in select preconference marketing messages, and corporate logo on conference website with early commitment.

PLATINUM SPONSORS

Acknowledgment in select preconference marketing messages and corporate logo on conference website with early commitment.

GOLD SPONSORS

Corporate logo on conference website with early commitment.

CONTRIBUTING SPONSORS

Corporate name listed on conference website with early commitment.

Note: Event selection must be approved by APG. Sponsors from the previous conference will have priority selection for the 2026 events up to December 31, 2025.

EXHIBITORS

Corporate name listed on conference website with early commitment.



Sponsorship Benefits

	ELITE \$50,000	DIAMOND \$35,000	PLATINUM \$25,000	GOLD \$15,000
Private retreat with your management team at the conference	✓			
Sponsor-provided ad for hotel video screen or wall, and mobile app	✓			
Sponsorship acknowledgment during a General Session and two VIP seats at General Session or reserved table at breakfast	✓	✓		
One deluxe upgraded hotel room Wednesday to Friday nights	✓	✓		
Sponsor-provided, custom PPT slide for the General Session's pre-show slides	✓	✓		
Two premium 8' x 10' adjoining booths at Exhibit Fair and Strolling Dinner	✓			
Premium 8' x 10' booth at Exhibit Fair and Strolling Dinner			✓	
8' x 10' booth at Exhibit Fair and Strolling Dinner				✓
Premium signage with logo prominently displayed during conference	✓	✓		
Signage with logo prominently displayed during conference				✓
Complimentary all-event conference registrations / APG Partners	12/14	6/8	4/6	2/4
Booth attendee registrations (Thursday night only), plus lead capture licenses	4	2	2	2
Selected sponsorship level recognition in conference meeting materials	✓	✓	✓	✓
Pre- and post-conference attendee list (name, company, title, state)	✓	✓	✓	✓
Slides of logo displayed prior to all General Sessions	12	10	8	4
Logo displayed on sponsor page of media portal, hotel video screen or wall, and app	✓	✓	✓	✓
Acknowledgment on conference media portal and app	✓	✓	✓	✓

Sponsorship Opportunities

Elite Sponsor \$50,000

This top-level sponsorship offers premium exposure and unique opportunities for visibility at the event.

- Sponsorship acknowledgment during a General Session and two VIP seats at General Session or reserved table at breakfast
- Premium placement of two (2) side-by- side 8'x10' booth spaces at the Thursday Exhibit Fair and Strolling Dinner
- Twelve (fourteen for APG Partners) complimentary conference registrations with admission to all events; plus four (4) Thursday-night-only booth attendee registrations; plus four (4) lead capture licenses
- One (1) deluxe upgraded room accommodation for Wednesday – Friday nights
- Sponsor-provided, custom PPT slide for the General Session's pre-show slides
- Sponsor-provided ad for hotel video screen or wall, and mobile app
- Pre- and post-conference attendee list with names, companies, job titles, and states
- Premium signage featuring your corporate logo prominently displayed during the conference
- Twelve (12) color slides of your logo displayed prior to all General Sessions
- Option to reserve a private room to host a strategic planning retreat with your management team during scheduled retreat times at the conference; room must be reserved at least one (1) month before the event
- Logo displayed on sponsor page of media portal, hotel video screen or wall, and app
- Acknowledgment on conference media portal and app
- First priority consideration to add sponsorship of Spring Conference Opening Reception and/or presentations



Sponsorship Opportunities

Diamond Sponsor \$35,000

- Sponsorship acknowledgment during a General Session and two VIP seats at General Session or reserved table at breakfast
- Premium placement of 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- Six (eight for APC Partners) complimentary conference registrations with admission to all events; plus two (2) Thursday-night-only booth attendee registrations; plus two (2) lead capture licenses
- One (1) deluxe upgraded room accommodation for Wednesday–Friday nights
- Sponsor-provided, custom PPT slide for the General Session's pre-show slides
- Pre- and post-conference attendee list with names, companies, job titles, and states
- Premium signage featuring your corporate logo prominently displayed during the conference
- Ten (10) color slides of your logo displayed prior to all General Sessions
- Logo displayed on sponsor page of media portal, hotel video screen or wall, and app
- Acknowledgment on conference media portal and app



Sponsorship Opportunities

Platinum Sponsor \$25,000

- 8' x 10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- Four (six for APG Partners) complimentary conference registrations with admission to all events; plus two (2) Thursday-night-only booth attendee registrations; plus two (2) lead capture licenses
- Pre- and post-conference attendee list with names, companies, job titles, and states
- Signage featuring your corporate logo, along with other top sponsors, prominently displayed during the conference
- Eight (8) color slides of your logo displayed prior to all General Sessions
- Logo displayed on sponsor page of media portal, hotel video screen or wall, and app
- Acknowledgment on conference media portal and app



Sponsorship Opportunities

Gold Sponsor \$15,000

- 8' x 10' booth space at the Thursday Exhibit Fair and Strolling Dinner
- Two (four for APG Partners) complimentary conference registration with admission to all events; plus two (2) Thursday-night-only booth attendee registrations; plus two (2) lead capture licenses
- Pre- and post-conference attendee list with names, companies, job titles, and states
- Signage featuring your corporate logo, along with other top sponsors, prominently displayed during the conference
- Four (4) color slides of your logo displayed prior to all General Sessions
- Logo displayed on sponsor page of conference media portal and app
- Acknowledgment on conference media portal and app



Sponsored Presentations

Increase your visibility with these two unique opportunities to showcase your knowledge or share information about your product or service. The Health Care Educational Program and Product Showcase sessions are reserved for Elite, Diamond, Platinum, and Gold sponsors only.

For additional information, please email [Lura Hawkins](#).

HEALTH CARE EDUCATION PROGRAM \$15,000

Many of your organizations utilize resources on research, new advancements in health care, and programs designed to improve health. This is your opportunity to share this information with our conference attendees. We invite you to submit a proposal for consideration to provide an education program. Programs must be educational in nature (not promotional). These 60-minute sessions will be held at various times that do not conflict with conference activities.

PRODUCT SHOWCASE PROGRAM \$15,000

Product Showcase sessions provide opportunities for APG sponsors to showcase their latest products, health care services, and technologies. These 30-minute sessions are promotional and are not eligible for continuing education credits. This is a unique opportunity to share in-depth information about a product or service your organization has to offer. These sessions will be held at various times that do not conflict with conference activities.



Additional Sponsorship Opportunities and Add-Ons

EVENING RECEPTION

- Wednesday, First-time Attendee Reception
- Wednesday Welcome Reception
- Thursday Night Afterparty

Evening reception sponsorships vary in price, please email [Lura Hawkins](#) for details.

SESSION SPONSORSHIPS

- There are potential opportunities to sponsor general sessions or breakouts.

Please email [Lura Hawkins](#) for details.

CONTRIBUTING SPONSOR

- Opportunity to sponsor conference event(s) or materials

Please email
[Cassandra Perkins](#)
for details.

Please note that 2025 Spring Conference event sponsors have first right of refusal up to December 31, 2025.



Contributing Sponsor Opportunities

CONFERENCE BAGS \$15,000

- Logo on conference bag along with APG logo; two (2) conference registrations.

CONFERENCE WIFI \$15,000

- Premium exposure — custom homepage appears when attendees log onto the Wi-Fi network; two (2) conference registrations.

EVENT MOBILE APP \$15,000

- Signage; Company name listed in app navigation; two (2) promoted posts on top of activity feed at select times during event; two (2) conference registrations.

HEADSHOT ZONE \$15,000

- Presenters and high-level attendees always need a new headshot done by professional photographers, and you can help them get it! Two (2) free full conference registrations are included so your company's representative can make sure the line flows smoothly, all the while talking to the decision-makers standing in line. Your company logo on signage indicating you are the sponsor of the Headshot Zone.

KEY CARD \$15,000

- Tri-colored company logo on hotel key cards of event guests; two (2) conference registrations.

WATER BOTTLE \$15,000

- Two (2) conference registrations
- As a sponsor of the APG Spring conference, you get maximum brand exposure with your company logo on a durable, reusable water bottle to help attendees stay hydrated.

Each attendee will receive a high-quality, environmentally-friendly water bottle to carry with him/her throughout the meeting and then take home afterward. Package includes exclusive sponsor of water bottle with sponsor logo included on bottle.



Contributing Sponsor Opportunities

THURSDAY BREAKFAST \$7,000

- Signage; one (1) reserved table; one (1) conference registration.

THURSDAY BUFFET LUNCH \$7,000

- Signage; one (1) reserved table; one (1) conference registration.

THURSDAY NIGHT PHOTO SHOOT \$7,000

- Signage; sponsor's logo on photo; one (1) conference registration.

FRIDAY BREAKFAST \$7,000

- Signage; one (1) reserved table; one (1) conference registration.

SPONSORED LANYARDS \$7,000

- Company name featured on custom conference lanyards distributed with badges.

MORNING FITNESS PROGRAMS \$5,000

- Signage; T-Shirts with logo.

CONFERENCE BREAK SESSION (TWO AVAILABLE, \$4,000 EACH)

- Signage

PHONE RECHARGING STATION

- Signage; company logo displayed on kiosk. Contact [Cassandra Perkins](#) for details and pricing.

BRANDED ITEM IN CONFERENCE BAG

- An opportunity to add your branded item to the conference bag handed to all attendees. Items include: Branded face masks, antibacterial wipes, and hand sanitizers. Contact [Cassandra Perkins](#) for details and pricing (must be combined with an additional sponsorship).

NO STRESS ZONE (Inquire for pricing)

- Meditation space
- Puppy Petting Park
- Chair Massage

FIRST-TIME ATTENDEE RECEPTION ON MAY 27

- Inquire for pricing



Exhibit Fair & Strolling Dinner

APG's Spring Conference Exhibit Fair and Strolling Dinner on Thursday, 6–9 pm, is unlike any other health care trade show. This three-hour event is packed wall-to-wall with the senior executives you want to meet.

Our vendors find this format extremely beneficial because they also have time to attend sessions and network with attendees at meals.

Stay tuned for the announcement of the Exhibit Fair theme!

EXHIBITOR \$5,500 / APG PARTNERS \$4,500

- 8'x10' booth space at the Thursday Exhibit Fair and Strolling Dinner.
- Two (2) complimentary conference registrations with admission to all events.
- Pre- and post-conference attendee list with names, companies, job titles, and states.
- Two (2) color slides of your logo displayed prior to all General Sessions.
- Acknowledgement on conference media portal and app.



Vendor Solutions Poster Showcase

\$4,000 for Add-On

\$6,000 for Stand-Alone

A Contributing Sponsorship opportunity to highlight your company's offerings and connect with APG executives and members.

Top Reasons to Register for the Vendor Solutions Poster Showcase:

- **PRIME PLACEMENT**

Your poster will be prominently displayed in the high-traffic foyer near registration.

- **MORE TIME WITH APG EXECUTIVES AND MEMBERS**

You requested more time, and we listened! This session provides more dedicated time to interact with APG executives and members, answer questions, and discuss your solutions, in addition to the Exhibit Fair.

- **EXTENDED VISIBILITY**

Your poster will be strategically positioned to maximize exposure, ensuring APG executives and members engage with your offerings.



Electronic Contact Retrieval

Sponsors and exhibitors can purchase the LeadCapture service provided through Cvent. Purchase an app license to use on your Android or iOS device or rent a device scanner to use at the Thursday night Exhibit Fair and Strolling Dinner.

HOW IT WORKS

- Scan badges to gather lead information
- Score leads and take notes
- Export leads to any database on demand

More information provided after sponsorship selection. Cvent is a leading meetings, events, and hospitality technology provider.

Deadlines for Sponsorship

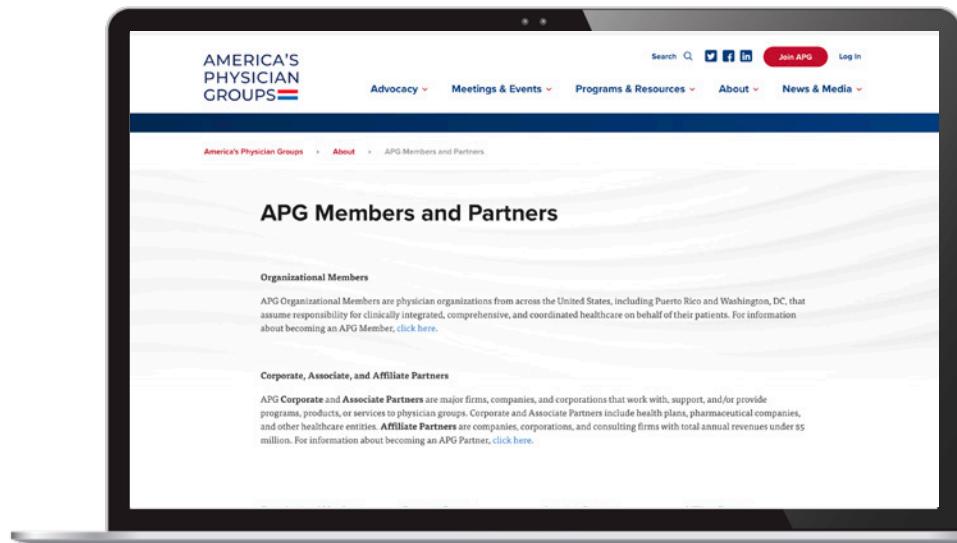
- Early Commitment Deadline: **December 31, 2025**
- Sponsor Deadline: **April 24, 2026**
- Sponsor and exhibitor cancellations received in writing or online by **April 24, 2026** will be subject to the following fees:
 - \$5,000 cancellation fee for sponsorships over \$10,000
 - \$500 cancellation fee for sponsorships \$10,000 and below
- To reserve your sponsorship opportunity, visit:
apg.org/springsponsor
- For questions, or to secure your sponsorship, please email:
[Cassandra Perkins](mailto:Cassandra.Perkins@apg.org)



Become an APG Partner

Why not increase your access to APG members? You can enhance your Spring Conference 2026 visibility by becoming a partner with APG. This is a prime opportunity for your company to enhance its visibility among, and access to, key physician organization decision-makers.

For more information on APG Partnerships, contact [Lura Hawkins](#) or visit apg.org/join-apg.



Thank You 2025 Sponsors

ELITE

Ventegra®
Ventric Health

DIAMOND

Aetna, a CVS Health Company
Blue Shield of California
Cigna Healthcare
UnitedHealthcare

PLATINUM

Abbvie
AnewHealth
Arcadia

GOLD

CareAllies
CareCode Pro
iRhythm Technologies
IsoPSA
Optum
Quest Diagnostics
Sanofi
Sheppard Mullin
Stance Health Solutions
Vertex Pharmaceuticals

EDUCATIONAL GRANTORS

California Health Care Foundation
The John A. Hartford Foundation

EDUCATIONAL PROGRAM SPONSORS

AnewHealth
Brilliant Care
Vertex Pharmaceuticals

CONTRIBUTORS

Acorn Credentialing Solutions
Aledade Inc.
Alignment Health
AnewHealth
Buchalter
CareAllies
Cozeva
IsoPSA
Moss Adams LLP
Office Ally
Sutter Health
The Permanente Medical Group, Inc.
Ventegra®



Thank You 2025 Exhibitors

Abbott Diabetes Care
Aledade Inc.
Astrana Health
Athelas
Aya Healthcare
BillionToOne Laboratory
Biomedix
Bloom Value Corporation
Byram Healthcare
Calcium Digital Health
Calibrated Healthcare
California Specialty Pharmacy
Caris Life Sciences
Cedar Gate Technologies
Ceresti Health
Clinii
Conversio Health
COPE Health Solutions
CoventBridge Group
Curamatic
DeepScribe
DrKumo
Elation Health
Epstein Becker Green
Evidently
evolvedMD
Exact Sciences
FinThrive
Foundation Medicine, Inc.
GoGo Technologies, Inc.
Health Catalyst
HealthCare Information Management, Inc. (HCIM)
Holland & Knight
Homestyle Direct
iCare
iHealth Labs
Impilo
Infucare Rx
Innovaccer
Integrated Healthcare Association
Keen Insurance Services
Labcorp
Linus Health
Lirio
Livara Health
Los Angeles Network for Enhanced Services (LANES)
Lumeris
MagMutual Insurance Company
Manifest MedEx
Medallion
MedsEngine LLC
MedVision Inc.
MHC Services Group
Milliman
ModifyHealth
Mom's Meals
Monument Systems, LLC
Mood Health
Neurotrack
Notable
Novartis
Office Ally
OptMyCare
Paobox
Persivia
Podimetrics
Qmetrics
RadNet
Ralphs Grocery Company
RepuGen
Rula
Sanofi-Aventis U.S. LLC.
SBHIS INSURANCE SERVICES
Scriptology
Serious Development
Shield HealthCare
Simpliphy
Skilled Wound Care
Soleo Health
Sound Long-Term Care Management
Stellus Rx
Symphony Risk
Talkiatry
Tempus
The Doctors Company
Third Way Health
ThriveAP
United Medical Imaging Healthcare
WellBeam
WellSky
Ziegler
Zventus



APG Fall Conference 2026

SAVE THE DATE! NOVEMBER 18 – 20



AMERICA'S
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Gaylord National Resort & Convention Center, National Harbor, MD

APG Spring Conference 2027

Marriott Marquis San Diego Marina San Diego, CA



AMERICA'S
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GROUPS

**SAVE THE
DATE!**

**MAY
25 – 27**