



Mid-Atlantic  
**Telehealth**  
Resource Center

# **SPONSORSHIP & SUPPORT PROSPECTUS**

The Mid-Atlantic Telehealth Resource Center invites you to join us at Kalahari Resorts & Conventions in the Poconos for #MATRC2024!

This year's Summit will be held April 14th - 16th, in-person only.

**TELEHEALTH: Reimagining Care Beyond the Unwinding of the PHE**



# About MATRC

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The Mid-Atlantic Telehealth Resource Center (MATRC) was established as one of the twelve regional TRCs in September 2011 with the mission of advancing the adoption and utilization of telehealth and telehealth best practices within the MATRC region. MATRC is committed to facilitating access to quality health care for rural and underserved communities and populations throughout Delaware, District of Columbia, Kentucky, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia.

## #MATRCSUMMIT2024

#MATRC2024 will gather healthcare pioneers, innovators, and professionals to explore the advancements and possibilities in telehealth beyond the year 2024. As we rapidly approach a time where telehealth is fully integrated into all of healthcare, we will be navigating the latest trends and best practices in telehealth implementation, remote patient monitoring, virtual consultations, and AI-driven healthcare solutions.

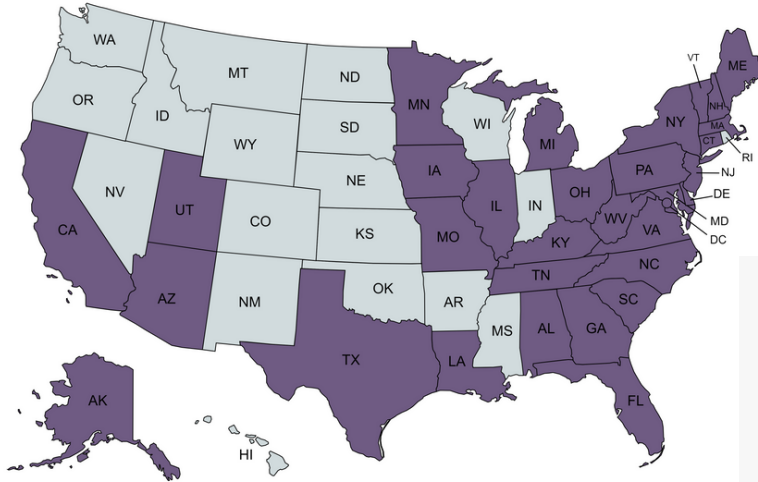
Through interactive workshops, panel discussions, and networking opportunities, we aim to foster collaboration and knowledge exchange, empowering attendees to embrace the full potential of telehealth for increasing accessibility, affordability, and quality of care for all.



“What a great intimate setting that was organized and facilitated by your peers in the telehealth industry. I was blown away by the level of interaction and participation from all involved. We appreciated the invite immensely and look forward to all of the follow up opportunities that were presented! It was well organized and attended! We are looking forward to next year!”

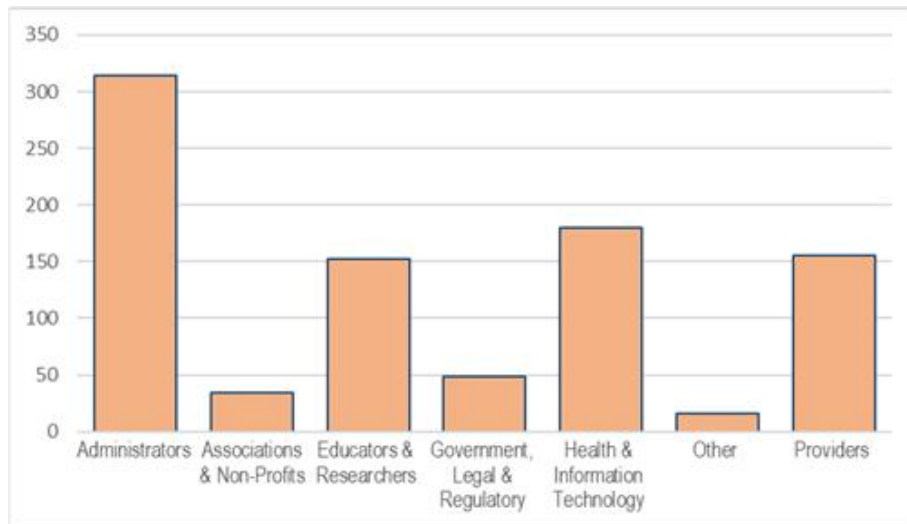
# Attendees by location

MATRC Summit attendees go beyond the 9 states in the MATRC regions, and reach a variety of demographics nationwide.



# Attendees by job focus

Join us to develop productive relationships with these professionals.



Professional Titles from Summit participants in 2022 and 2023. Some Summit participants have multiple titles.

# Event Location + Schedule

## Kalahari Resort

250 Kalahari Boulevard  
Pocono Manor, PA 18346



### **Day 1 - Sunday, April 14, 2024**

Exhibitor setup  
Pre-summit sessions  
Welcome reception



### **Day 2 - Monday, April 15, 2024**

Full day of keynotes, breakout sessions and poster sessions  
Networking Reception and optional Awards Dinner  
Exhibit Hall open all day



### **Day 3 - Tuesday, April 16, 2024**

Morning sessions and closing keynote  
Exhibitor tear down

# Sponsorship Overview



**Our MATRC Summits are focused on the quality of connections that lead to continued discussions.**

As a 2024 MATRC Summit Sponsor, you will have the opportunity to actively engage with over 300 telehealth professionals who are exploring ways to advance telehealth in their communities, both now and going forward.

As a full Summit participant and exhibitor, **included in all Sponsorship Levels**, you will immerse yourself in all Summit activities including:

- Sunday Welcome Reception - Join us as we kick off our 12th Annual Regional Telehealth Summit and celebrate the wonderful diversity of our telehealth community.
- Interaction with speakers and participants by fully participating in all keynotes, plenary and breakout sessions
- Meals (food and drinks are served in the Exhibitor area)
- Monday Networking Reception - meet up with your fellow telehealth professionals while enjoying hors d'oeuvres and using those drink tickets!
- Optional Networking & Awards Dinner Monday night (included with some sponsorship levels, and available for purchase with others)
- Customize your profile and optimize the MATRC Summit app to draw Summit participants directly to you

**For questions or more information about being an exhibitor or sponsor at the Summit, contact: Anita N. Browning, Outreach Specialist, Mid-Atlantic Telehealth Resource Center (MATRC) Email: [Anita.Browning@virginia.edu](mailto:Anita.Browning@virginia.edu) or Cell 434-270-5338**

# Sponsorship Overview

	Star	Awards	Diamond	Platinum	Gold	Silver	Bronze
Elevated Promotion							
Exclusive logo on landing page of registration site	X						
Banner Ad	X						
Prominent placement in the Platform + Program	X	X	X	X			
Listing in the Platform + Program					X	X	X
Gamification	X	X	X	X			
Exclusive sponsor	X	X					
Scholarships Provided	4		3	2			
Welcome to all Awards Dinner attendees		X					
Extra promotional opportunities during Awards Dinner		X					
Acknowledgements throughout the Summit	X	X					
Suite Upgrade	X						
Premium Exhibit Hall Package + Networking							
Company Reps	5	4	4	3	2	1	1
1- 8' table and tablecloth with chairs	X2	X	X	X	X	X	X
Lead retrieval	X	X	X	X			
Access to attendee lists (Pre-Summit)	X	X	X	X	X		
Access to attendee lists (Post-Summit)	X	X	X	X	X	X	X
Wi-Fi and Electricity	X	X	X	X	X	X	X
Bonus Drink Tickets	10	5	5	4			
Awards Dinner Tickets	5	4	4	3			

# Packages



## Star Sponsor

Elevated promotion of your company to telehealth professionals from the expansive Mid-Atlantic region (DE, DC, KY, MD, NC, NJ, PA, VA, and WV) through:

- Exclusive logo on landing page of 2024 MATRC Summit registration site
- Prominent promotional banner ad as well as additional logo placement in the 2024 MATRC Summit Platform and Program
- Acknowledgements throughout the Summit by Drs, Karen Rheuban and Kathy Wibberly
- Featured as the sponsor of four (4) Summit Scholarships
- Custom challenge code in the competitive Summit event game
- One complimentary upgrade to a Two-Bedroom, Two Bathroom Living Room Suite

New!

Premium Exhibit Hall Package that includes:

- 5 representatives with full in-person privileges, including meals and 2 drink tickets per person
- Largest and most prominent Exhibit space in the entry way of the Exhibit Hall with pipe and drape around 2-8 tables with tablecloths & 5 chairs.
- Lead retrieval through QR code badge scanning for all representatives
- Access to attendee list (both Pre-Summit and Post-Summit)
- Wi-Fi and Electricity
- Bonus Bundle of 10 Drink Tickets
- 5 Taste of Kalahari Networking & Awards Dinner Tickets

**\$10,000**

**1 Available**

# Packages



## Taste of Kalahari Networking & Awards Dinner Sponsor

Unique promotion of your company to telehealth professionals from the expansive Mid-Atlantic region (DE, DC, KY, MD, NC, NJ, PA, VA, and WV) through:

- Promoted and featured as the exclusive sponsor of the Taste of Kalahari Networking and Awards Dinner. Indulge in a culinary tour of all four on-site Kalahari restaurants. Kalahari Pocono Mountain chefs use flair and creativity to accommodate everyone's taste and appetite. Each chef will showcase their signature dishes, featuring cuisines from around the world. Explore all the delicious dishes produced while you network and enjoy musical talent throughout the evening.
- Opportunity to provide a Welcome to all participants during dinner.
- Promotional opportunities throughout the Taste of Kalahari include many logo opportunities from tablecloths to logo items on the tables – time to get creative!
- Prominent promotional placement in the 2024 MATRC Summit Platform and Program
- Acknowledgements throughout the Summit by Drs, Karen Rheuban and Kathy Wibberly
- Custom challenge code in the competitive Summit event game

Premium Exhibit Hall Package that includes:

- 4 representatives with full in-person privileges, including meals and 2 drink tickets per person
- Featured location in Exhibit Hall with 1- 8' table and tablecloth with 4 chairs
- Lead retrieval through QR code badge scanning for all representatives
- Access to attendee lists (both Pre-Summit & Post-Summit)
- Wi-Fi and Electricity
- Bonus Bundle of 5 Drink Tickets
- 4 Taste of Kalahari Networking & Awards Dinner Tickets

**\$8,000**

**1 Available**



# Packages



## Diamond Sponsor

Elevated promotion of your company to telehealth professionals from the expansive Mid-Atlantic region (DE, DC, KY, MD, NC, NJ, PA, VA, and WV) through:

- Prominent placement in the 2024 MATRC Summit Platform and Program
- Featured as the sponsor of three (3) Summit Scholarships
- Custom challenge code in the competitive Summit event game

Premium Exhibit Hall Package that includes:

- 4 representatives with full in-person privileges, including meals and 2 drink tickets per person
- Featured location in the Exhibit Hall with 1- 8' table and tablecloth & 4 chairs
- Lead retrieval through QR code badge scanning for all representatives
- Access to attendee lists (both Pre-Summit & Post-Summit)
- Wi-Fi and Electricity
- Bonus Bundle of 5 Drink Tickets
- 4 Taste of Kalahari Networking & Awards Dinner Tickets

**Early Bird \$4,950 | Regular \$5,150**

~~2 Available~~ 1 Available

## Platinum Sponsor



Advanced promotion of your company to telehealth professionals from the expansive Mid-Atlantic region (DE, DC, KY, MD, NC, NJ, PA, VA, and WV) through:

- Promotion in the 2024 MATRC Summit Platform and Program
- Featured as the sponsor of two (2) Summit Scholarships
- Custom challenge code in the competitive Summit event game

Premium Exhibit Hall Package that includes:

- 3 representatives with full in-person privileges, including meals and 2 drink tickets per person
- Featured location in the Exhibit Hall with 1- 8' table with tablecloth and 3 chairs.
- Lead retrieval through QR code badge scanning for all representatives
- Access to attendee list (both Pre-Summit and Post-Summit)
- Wi-Fi and Electricity
- Bonus Bundle of 4 Drink Tickets
- 3 Taste of Kalahari Networking & Awards Dinner Tickets

**Early Bird \$3,950 | Regular \$4,150**

**3 Available**

# Packages



## Gold Sponsor

Standard Exhibit Hall Package that includes:

- 2 representatives with full in-person privileges, including meals and 2 drink tickets per person
- Standard location in the Exhibit Hall with 1- 8' table with tablecloth and 2 chairs
- Access to Attendee list (both Pre-Summit and Post-Summit)
- Wi-Fi and Electricity
- Listing in the 2024 MATRC Summit Event Platform and the Program

**Early Bird \$2,750 | Regular \$2,950**

**10 Available**

## Silver Sponsor



Standard Exhibit Hall Package that includes:

- 1 representative with full in-person privileges, including meals and 2 drink tickets
- Standard location in the Exhibit Hall with 1- 8' table with tablecloth and 1 chair
- Access to Attendee list (Post-Summit)
- Wi-Fi and Electricity
- Listing in the 2024 MATRC Summit Event Platform and the Program

**Early Bird \$2,350 | Regular \$2,550**

**10 Available**



## Bronze Sponsor

Standard Exhibit Hall Package that includes:

- 1 representative with full in-person privileges, including meals and 2 drink tickets
- Selection of a standard location in the Exhibit Hall with 1-8' table with tablecloth and 1 chair
- Access to Attendee list (Post-Summit)
- Wi-Fi and Electricity
- Listing in the 2024 MATRC Summit Event Platform and the Program

**Early Bird \$750 | Regular \$850**

*Government and Non-Profit Organizations ONLY*

~~10 Available~~ **8 Available**

# Boost your Sponsorship



## Scholarships

Our desire at MATRC is for anyone wishing to attend the MATRC Annual Telehealth Summit to be able to do so. MATRC awards a limited number of scholarships based on the availability of funds provided through generous contributions from individuals and companies. Priority is given to full-time students and individuals who work in non-profit or government organizations whose mission is to serve rural and/or underserved populations. This amount can be any that fits your budget, and donations above \$1,000 will be additionally recognized in the 2024 Program.



## QR Code Lead Retrieval

**\$150**

Quick and easy lead retrieval through QR Code scanning. Fee includes **all** company representatives.

*\*Star, Awards Dinner, Diamond, and Platinum Sponsor Levels include QR Scanning Lead Retrieval.*



## Charging Station

**\$125**

Belkin Charging Station provided at tables in the Exhibit Hall. A sign with your company name and logo will be provided next to the charging station as the sponsor.



## Program Ads

**1/2 Page     \$1,500**  
**Full Page     \$2,000**



All AV can be purchased through Kalahari directly - [Click here for AV Menu](#)

# Shipping Info, Rules & Regulations

All Package rules and regulations are those of the Kalahari Resorts & Conventions. For questions, please contact: Group Sales 877.780.6440 | [Groups@KalahariResorts.com](mailto:Groups@KalahariResorts.com) | [KalahariMeetings.com](http://KalahariMeetings.com)

Request for Package Shipping & Delivery Form - [Click Here](#)

- Shipments received more than 3 days prior to the start of the event may be subject to storage fees.
- Outgoing shipping can be arranged with Convention Service Manager prior to end of event.
- Vendor is responsible for ALL Shipping costs.
- Advanced Rate is only available for Vendors completing and returning the above form a minimum of 5 Business Days prior to start of event. All Forms received after this date or on start date of event will be charged standard rates.



## GUEST SAFETY

To ensure the safety of all our guests, no portion of sidewalks, ramps, entries, doors, exits, corridors, hallways, lobbies, stairways, aisles, or driveways can be blocked in any way. Public utilities, fire extinguisher cabinets, alarms, heating and air-conditioning vents, lighting fixtures, and fire sprinkler systems may not be covered or tampered with.

## LIVE ANIMALS

Kalahari Resorts & Conventions does not allow live animals to be on the property unless it is a properly identified service animal or advanced written permission is granted.

## BANNERS, SIGNAGE, & DECORATIONS

Exhibitors, speakers, clients, and other event participants must have prior approval from the Catering or Banquet Manager before affixing any decorations to ceilings, floors, walls, painted surfaces, or lecterns. Only approved types of tape may be used. No stick pins of any kind can be used to affix signage or decorations. Please arrange the hanging of banners in advance with your Catering Manager, which will be subject to labor charges. All decorative materials must be made from a nonflammable material or treated and maintained in a flame-retardant condition.

## PENNSYLVANIA SELLER'S PERMIT

Any individual, partnership, corporation, or other organization making retail sales of products or taxable services in Pennsylvania may be required to have permits.

## RAFFLES

Organizations having their event at Kalahari Resorts & Conventions are expected to have any licensing or permitting as required by law.

## NO SOLICITING

Kalahari Resorts & Conventions will not permit clients or any agent of your event to solicit our guests or staff. No materials can be displayed outside of the area of your event, and all promotional materials displayed on the resort property must be approved by Kalahari Resorts & Conventions.