

Alliance of Wound  
Care Stakeholders

# Wound Care Evidence Summit™

*Exploring what and how much clinical evidence do payers  
need to cover wound care products and procedures?*

## SPONSOR PROSPECTUS

**MAY 19–20, 2022**

**Hyatt Regency Bethesda**  
One Bethesda Metro Center  
7400 Wisconsin Ave  
Bethesda, MD 20814

# WHAT IS OUR Wound Care Evidence Summit™?



**“We designed the Wound Care Evidence Summit™ to have all the stakeholders in one room collaboratively working to tackle today’s most pressing evidence and coverage issues to build actionable solutions.”**

*Marcia Nusgart, R.Ph.*

*Executive Director, Alliance of Wound Care Stakeholders*

Our objective for the Summit is to provide a critically needed multi-disciplinary and unique meeting for payers, government agency policymakers, prominent researchers, wound care medical specialty societies, patient and clinical associations, wound care clinics and manufacturers to address the shared goals of:

- addressing the current state of wound care research and clinical trial design
- communicating with payer medical directors on the development of coverage policies and their use of clinical practice guidelines
- exploring solutions to the quality and adequacy problems in the wound care evidence base and address future research needs
- defining “next steps” to actualize solutions that were discussed and recommended

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# SCHEDULE AT-A-GLANCE

*(TENTATIVE, SUBJECT TO CHANGE)*

## [DAY 1] MAY 19, 2022 (8:00 AM–6:30 PM)

- Opening Remarks and Expectations
- Challenges and Opportunities in Wound Care Research and Coverage
- State of Scientific Research in Wound Care: An Overview and Researchers' Perspective
- National Institutes of Health (NIH) and Agency for Healthcare Research and Quality (AHRQ): Perspectives on Wound Care Research, Data, and Grant Funding
- State of Clinical Practice Guidelines and Commercial Health Technology Assessment and Review Guidelines: How Are They Created and Used by Clinicians and Payers?
- **Payer Medical Director Panel 1: Perspectives on Current State of Wound Care Research & Clinical Practice Guidelines, HTAs, Utilization Review Guidelines**
- State of Coverage of Wound Care Products and Procedures by Commercial and Government Payers
- **Payer Medical Director Panel 2: Perspectives on Coverage – Process Issues and Evidentiary Requirements**
- Closing Panel with Wound Care Researchers to Summarize Day 1
- 5:30PM - 6:30PM Reception

## [DAY 2] MAY 20, 2022 (8:00 AM–3:30 PM)

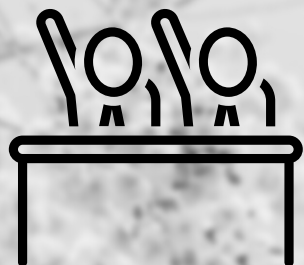
- FDA and Wound Care Evidence – Summary of FDA April 2022 Meeting – What Did We Learn and Next Steps?
- Using Real World Data to Generate Real World Evidence
- **Payer Medical Director Panel 3: Perspectives from Medical Director Payers on FDA Issues and Real-World Evidence Opportunities**
- **Payer Medical Director Panel 4: Perspectives from Medical Director Payers on Clinical Trial Design, Payer's Perspectives, and Possible Solutions**
- Closing Panel Discussion with Wound Care Researchers to Summarize Day 2, Identify Action Items, Next Steps, and Closing Remarks





# SPONSORSHIP BENEFITS

## WHY SPONSOR?



### PARTICIPATE

*Participate in a uniquely intimate gathering of leading decision makers including Medicare & Commercial Payers' Medical Directors*

### EXPLORE

*Explore the current state of wound care research, clinical trial design, coverage issues and future research needs*



### NETWORK

*Network with top wound care researchers, key senior leadership from FDA, AHRQ, CMS, and NIH, and government and commercial payer medical directors*

### ELEVATE

*Elevate your company's visibility among senior industry leaders and decision makers*



# SPONSORSHIP OPPORTUNITIES

	<b>Platinum \$45,000</b>	<b>Gold \$30,000</b>	<b>Silver \$15,000</b>	<b>Bronze \$5,000</b>
<b>Complimentary Registration(s) to the Wound Care Evidence Summit™</b>	3	2	1	
<b>Complimentary invitations to attend the dinner with payer medical directors</b>	3	2		
<b>Verbal thank you recognition at the Wound Care Evidence Summit™</b>	✓	✓	✓	✓
<b>Podium time to introduce a speaker &amp; share perspective</b>	✓	✓		
<b>Logo on Wound Care Evidence Summit™ agenda</b>	✓	✓		
<b>Logo on Wound Care Evidence Summit™ signage</b>	✓	✓	✓	
<b>Handout in the meeting folder</b>	✓	✓	✓	✓
<b>Logo on the Alliance website with link back to your organization</b>	✓	✓	✓	✓
<b>Ad in on-site program</b>	Full Page	Half Page	Quarter Page	Logo
<b>Social Media Posts</b>	4 Months (Feb - May)	3 Months (Feb - April)	2 Months (March - April)	
<b>E-newsletter - logo with link to your company website</b>	✓	✓	✓	✓
<b>Recognition on Alliance Member conference call</b>	Monthly	Bi-monthly		

*To purchase a sponsorship opportunity, please complete and return the form on page 7.*

# SPONSORSHIP OPPORTUNITIES CONTINUED

## Breakfast or Lunch

Secure a breakfast or lunch at the Wound Care Evidence Summit™. There is one breakfast and lunch opportunity available per-day, making this an exclusive opportunity! Sponsor(s) logo will appear on the conference website, electronic newsletter, onsite program and signage.

### **2 Breakfasts & 2 Lunches Available**

Breakfast - \$7,000

Lunch - \$10,000

## Cocktail Hour

Make a strong first impression with attendees by sponsoring the kick-off reception on Thursday night!

Sponsor(s) logo will appear on the conference website, electronic newsletter, onsite program, signage, and branded cocktail napkins.

### **1 Available**

Sole Sponsor - \$15,000

Co-Sponsor - \$7,500

## Schedule-at-a-Glance

*(Printed meter-board unit on-site at Summit)*

A schedule-at-a-glance with the company logo will be placed on a printed meter-board by registration throughout the Wound Care Evidence Summit™. Registrants will use this schedule-at-a-glance to see the agenda and speakers throughout the conference. The participating company will be recognized on the meter board and in the on-site program.

### **1 Available**

\$10,000

## Lanyards

An extremely visible sponsorship opportunity! Hang your company name and/ or logo on all Wound Care Evidence Summit™ lanyards that will be distributed to all 150 registrants when they arrive. Due to the intimate setting, these lanyards will be worn by attendees both days of the program.

### **1 Available**

\$8,000

## Electronic Charging Units

*(Located at the tables in the meeting room.)*

Whether it is a laptop, tablet, or cell phone, everyone needs to stay connected. Sponsor the electronic charging units located at each table during the two-days of the Wound Care Evidence Summit™. Sponsor logo will appear on each unit, the conference website, and signage.

### **1 Available**

\$15,000

## Morning or Afternoon Break

Keep attendees fueled through the end of the day by sponsoring a morning or afternoon break.

Sponsor(s) logo will appear on the conference website, electronic newsletter, onsite program, signage, and branded napkins

### **2 Morning & 2 Afternoon Breaks**

\$4,000 Per Break

*To purchase a sponsorship opportunity,  
please complete and return the form on page 7.*

# ON-SITE PROGRAM ADVERTISING

## AD PRICING

**FULL PAGE**  
\$3,000

**HALF PAGE**  
\$2,000

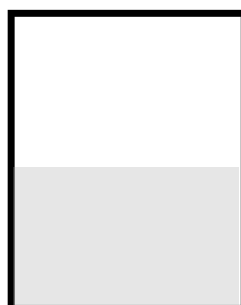
**QUARTER PAGE**  
\$1,000

## AD SIZE



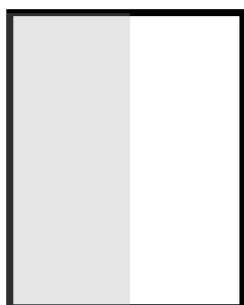
### FULL PAGE

Trim size: 8.5 x 11  
Bleed: 8.75 x 11.25  
Non-bleed: 8 x 10.5



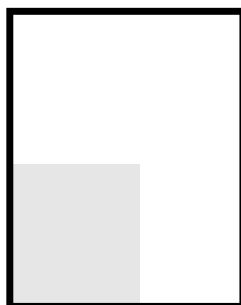
### HALF PAGE

(Horizontal)  
Bleed: 8.75 x 5.125  
No bleed: 8 x 5



### HALF PAGE

(Vertical)  
Bleed: 4.25 x 11.25  
No bleed: 4 x 10.5



### QUARTER PAGE

No bleed: 4 x 10.5

**DEADLINE:** Onsite Program Ads must be submitted by **March 31, 2022**

## AD MATERIAL SPECIFICATIONS

### PREFERRED FILE FORMATS:

**PDFX1A** with fonts and 300 dpi (CMYK) images embedded.

### ACCEPTABLE FILE FORMATS INCLUDE:

**Adobe InDesign CS/CS2/CS3/CS4/CS5/CS5.5/CS6** – include all mac screen and printer fonts and all resources used in the layout.

**Adobe Illustrator CS/CS2/CS3/CS4/CS5/CS5.5/CS6** –

images must be linked, not embedded, and included. All fonts must be converted to outlines.

**Adobe Photoshop CS/CS2/CS3/CS4/CS5/CS5.5/CS6** –

must be CMYK, 300 dpi resolution, layered photoshop document with all fonts included.

## UNACCEPTABLE FILE FORMATS

JPG, GIF, BMP, PNG, and any other file extensions are not acceptable.

*To purchase an advertisement, please complete and return the form on Page 7.*

# SPONSORSHIP FORM

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## PREMIER PARTNERSHIPS

☐ **Platinum** (\$45,000)    ☐ **Gold** (\$30,000)    ☐ **Silver** (\$15,000)    ☐ **Bronze** (\$5,000)

## OTHER OPPORTUNITIES

☐ **Cocktail Hour** \_\_\_\_ Sole Sponsor (\$15,000) or \_\_\_\_ Co-Sponsor (\$7,500)

☐ **Breakfast** (\$7,000) *\*Limited to 2*

☐ **Lunch** (\$10,000) *\*Limited to 2*

☐ **AM or PM Break** (\$4,000) *\*Limited to 4*

☐ **Electric Charging Units** (\$15,000) *\*Limited to 1*

☐ **Schedule-At-A-Glance** (\$10,000) *\*Limited to 1*

☐ **Lanyards** (\$8,000) *\*Limited to 1*

## PRINT ADVERTISING

☐ **Full Page** (\$3,000)

☐ **Half Page** (\$2,000)

☐ **Quarter Page** (\$1,000)

\*By signing up to be a sponsor, all attendees from our company have read and agree to the Rules and Regulations.

SIGNATURE

PRINT NAME

**Complete this form and email to:**  
evidencesummit@woundcareholders.org

## PAYMENT INSTRUCTIONS

All sponsor items must be paid by check made payable to:  
Alliance of Wound Care Stakeholders  
Attn: Marcia Nusgart  
5225 Pooks Hill Road, 627 South  
Bethesda, MD 20814

### PLEASE REMEMBER:

- A 50% deposit is due at the time of commitment for your partnership.
- The full balance must be paid by April 15, 2022.
- Your sponsorship is not deductible as a charitable contribution. It may be deductible as a business expense. Check with your tax advisor.

## Questions?

Please contact our team at evidencesummit@woundcareholders.org.



# INTERESTED IN MEMBERSHIP?

TAKE ADVANTAGE OF THE OPPORTUNITY TO CONNECT WITH ALLIANCE MEMBERS THROUGHOUT THE YEAR!



Through advocacy and educational outreach in the regulatory, legislative, and public arenas, the Alliance unites leading wound care experts to advocate on public policy issues that may create barriers to patient access to treatments or care. An umbrella organization that convenes the expertise of the full range of medical specialties involved in wound care, the Alliance of Wound Care Stakeholders provides a unique value proposition to members in that it:

- **Leverages the collective power** of the Alliance members to ensure that wound care has a strong voice and a seat at the regulatory table when policies are being developed and decisions that impact wound care are made.
- **Represents real-world clinical and technical expertise** on wound care issues, making the Alliance the champion on emerging issues of importance in wound care and positioning the Alliance as a recognized and respected go-to resource for regulatory agencies and other federal entities when addressing these issues.
- **Focuses exclusively on regulatory and legislative issues** impacting wound care coverage, payment, coding, FDA issues and quality measures.
- **Provides important access to regulatory and policy decision makers** via the strong network of federal and state regulatory and legislative contacts of Alliance leadership, staff and members.
- **Has the respect and recognition of regulatory and government agencies** following a proven track record of successful advocacy, led by an experienced and dynamic Executive Director who is passionate about ensuring patient access to and reimbursement of quality wound care.

## MEMBERSHIP CATEGORIES

**Clinical Associations / Physician Specialty Societies and Patient Associations**

**Non-Clinical Associations**

**Wound Care Business Entities or Support Business Entities**

**NEW!**

### **Wound Care Provider Groups**

*The Alliance is pleased to offer membership to Wound Care Provider Groups such as hospitals or non-hospital based Wound Care Clinics (WCC) and hospital systems operating one or more WCC.*

**NEW!**

### **Wound Care Business Entity Start-ups**

*The Alliance is pleased to offer membership to start-up companies with sales under \$1 M and in business for less than 2 years.*

**NEW!**

### **Professional Service Firms: Associate Membership**

*The Alliance is pleased to offer professional service firms such as: law firms, research firms, health economics and policy consulting firms, market research, wound care publications, clinical trial companies, and investment companies that support the wound care industry.*

*Membership and pricing discussed at time of inquiry.*

For more information and to become a member please contact our team at:  
[membership@woundcarestakeholders.org](mailto:membership@woundcarestakeholders.org)

# SPONSOR RULES & REGULATIONS

**TERMS OF PAYMENT** A 50% deposit must accompany your completed application for sponsorship. The balance of your sponsorship fee must be completely paid by the close of business (5:00 p.m. - Eastern Standard Time) on April 15, 2022. All payments made by the sponsoring company shall be retained by the the Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ should the sponsor cancel after April 15, 2022. All monies paid shall be retained by the Wound Care Evidence Summit™ as liquidated damages, in the event the sponsor violates this contract, cancels the sponsored item at any time after April 15, 2022 or withdraws from sponsorship at any time or fails to fulfill the terms of this contract. The Wound Care Evidence Summit™ reserves the right to reassign without refund any sponsored item not claimed for which special arrangements have not been made as of 5:00 pm EST on April 15, 2022.

**CANCELLATION** In the event that the Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ shall not be held for any reason whatsoever, then and thereupon the contract for sponsorship shall be terminated. In such case, the sponsor shall waive all damages and claims for damages and agrees that the sole liability of the Wound Care Evidence Summit™ will be to return to sponsors their payment on a pro rata basis after deduction of all Wound Care Evidence Summit™ related costs and expenses incurred by the Wound Care Evidence Summit™ through the date of cancellation, an administrative fee, non-refundable fees, and overhead charges.

**LIABILITY** Sponsor shall be fully responsible to pay for any and all damages to property owned by the Hyatt Regency Bethesda, its owners or managers that results from any act or omission of Sponsor. Sponsor agrees to defend, indemnify and hold harmless, Hyatt Regency Bethesda, The Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Sponsor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**INTELLECTUAL PROPERTY** Sponsor shall obtain any and all licenses or grants of authority required under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. Copies of such licenses and grants will be furnished to the Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ no less than thirty (30) days prior to the start of the event. In addition, Sponsor represents and warrants that it shall not display any product or related materials or take any action that infringes on the intellectual property rights of others, including, without limitation, copyright, patent, or trademark rights.

**PHOTOGRAPHY/MULTIMEDIA DISCLAIMER** The Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ reserves the right to use any photograph/videography or other, similar reproductions or recordings taken during the 2022 Wound Care Evidence Summit™ or at any event sponsored by the Wound Care Evidence Summit™. The Wound Care Evidence Summit™ reserves the right to use any photograph/videography without the written permission of those included within the photograph. Photographs may be used in publications or other forms of media produced, used, or contracted by the Wound Care Evidence Summit™. This includes, but is not limited to: magazines, web sites, social media, blog, presentations and other marketing materials. The Wound Care Evidence Summit™ reserves the right to utilize photographs taken during the event at their discretion, without the expressed written consent of the original owner. Any person attending the Wound Care Evidence Summit™ who does not wish to have their image recorded for distribution should make their wishes known to the photographer and/or the event organizers. Any person or organization not affiliated with the Wound Care Evidence Summit™ may not use, copy, alter or modify the Wound Care Evidence Summit™ photographs, graphics, videography or other, similar reproductions or recordings without the advance written permission of the Wound Care Evidence Summit™.

**OTHER REGULATIONS** The Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™ shall have the sole authority to interpret and enforce all rules and regulations governing Sponsors and the event. Any and all matters not specifically covered herein are subject to decision by the Wound Care Evidence Summit™. These rules and regulations may be amended at any time by the Wound Care Evidence Summit™ upon written notice to all Sponsors. Each Sponsor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the Wound Care Evidence Summit™ from time to time. Any Sponsor representative who, in the opinion of the Wound Care Evidence Summit™, conducts itself unethically may immediately be dismissed from the event without refund or other appeal.

**VIOLATION OF RULES** Any violation of these Rules and Regulations by Sponsor may, at the Alliance of Wound Care Stakeholders' Wound Care Evidence Summit™'s discretion, result in removal of the Sponsor and/or prohibition on future participation in Wound Care Evidence Summit™. In the event the Sponsor violates the Rules and Regulations, Sponsor will be prohibited from continued participation in the Wound Care Evidence Summit™ and will lose all benefits associated with their sponsorship.

**APPLICABLE LAWS** This contract shall be governed by the laws of the State of Maryland. Sponsor shall abide by these Rules and Regulations, as well as any rules and regulations of the Hyatt Regency Bethesda, including, without limitation, the terms and conditions set forth in its Sponsor Prospectus, and all applicable local, state, federal or other laws, rules and regulations.

**SEVERABILITY** Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect.

## QUESTIONS?

Contact Our Team at [evidencesummit@woundcarestakeholders.org](mailto:evidencesummit@woundcarestakeholders.org)

*We look forward to seeing you in 2022!*