

**june**  
**8-10**  
**2020**

NASHVILLE

# 2020 sponsorship & advertising opportunities

JW MARRIOTT  
201 8TH AVE SOUTH

**CROSSROADS:** An Artia Solutions Conference was the first event of its kind in 2018. The successful inaugural conference brought together more than 200 attendees, 14 state Medicaid officials, and seven sponsors to Nashville, Tennessee.

Crossroads 2018 featured Mark McClellan, MD, PhD, Director of the Duke-Margolis Center for Health Policy, as keynote speaker with 28 additional speakers, 12 sessions, and three panel discussions with multiple stakeholder opinions.

**In 2020, we're bringing even more movers and shakers to Crossroads.**

We will continue our most popular sessions from 2018: our sold-out Medicaid 101 and exclusive speed networking meetings with state Medicaid officials. Through dynamic presentations and panel discussions, we will highlight pressing Medicaid issues, including:

- DRUG COST EVALUATION METHODS
- MEDICAID REFORM
- VALUE-BASED AGREEMENTS
- MANAGED MEDICAID DRUG MANAGEMENT

 ARTIACROSSROADS.COM

**99%**

of attendees said they

would attend Crossroads again or might attend Crossroads again

**96%**

of attendees said that

Crossroads overall was excellent or very good

**94%**

of attendees said that

the agenda was excellent or very good

\*According to a post-conference survey sent to all Crossroads 2018 attendees

Artia Solutions, LLC specializes in managing pharmaceutical access in the Medicaid marketplace. The organization helps pharmaceutical companies navigate complex and changing government regulations, develop new drug launch strategies, maintain or improve current access, design financial rebate models and resolve clinical or reimbursement issues. From long-term strategic planning to day-to-day PDL bid tracking, analysis, and submission, the services offered are customizable given the needs and goals of the client.

For more information on the Tallahassee-based consulting firm, visit [ARTIASOLUTIONS.COM](http://ARTIASOLUTIONS.COM)

# become a sponsor

Join us in 2020 as a sponsor to spotlight your company as we bring together separate sectors to find common ground and innovative solutions for issues related to Medicaid.

## SPONSORS AT ALL FOUR LEVELS WILL RECEIVE:

- Company logo included in all Crossroads email campaigns
- Recognition on [artiacrossroads.com](http://artiacrossroads.com) with company logo linked to company website
- Company name and logo displayed on registration table banner
- Acknowledgement through company logo in conference program
- One (1) pre-meeting registration list

For more information about Crossroads sponsorships, please contact:

**MELODY KITCHENS**

Marketing and Events Manager

[mkitchens@artiasolutions.com](mailto:mkitchens@artiasolutions.com)

### Platinum 1 AVAILABLE

**\$30,000**

- Day 2 Dinner, Entertainment, and Extra Mile Award Presentation
  - Company name and logo will be displayed prominently inside and outside the reception
  - Company executive will give up to 5-minute welcome with Artia Solutions leadership and acknowledged as event sponsor at the reception
- Acknowledgement through company logo on WIFI log-in page
- Seven (7) conference registrations, including Medicaid 101 session
- Acknowledgement through company logo on homepage of [artiacrossroads.com](http://artiacrossroads.com)
- One (1) two-page spread, color ad in conference program

### Gold SOLD OUT

**\$20,000**

- Opening Reception
  - Company name and logo will be displayed prominently inside and outside the reception
  - Company executive will give up to 5-minute welcome with Artia Solutions leadership and acknowledged as event sponsor at the reception
- Five (5) conference registrations, including Medicaid 101 session
- One (1) full-page, color ad in conference program

### Silver 3 OF 4 AVAILABLE

**\$10,000**

- Choose From
  - DAY 2 ALL DAY SNACK AND BEVERAGE BREAK
  - DAY 2 BREAKFAST
  - DAY 2 LUNCH
  - DAY 3 BREAKFAST

Company name and logo will be displayed prominently at designated dining area
- Three (3) conference registrations, including Medicaid 101 session
- One (1) half-page, color ad in conference program

### Bronze 1 AVAILABLE

**\$5,000**

- Medicaid 101
  - Company name and logo will be displayed prominently inside and outside the Medicaid 101 session on Day 1
- One (1) conference registration, including Medicaid 101 session
- Company name and logo on binder given to all Medicaid 101 attendees

## ADVERTISE YOUR COMPANY

**Column Signs**  
**\$2,000** (per sign)

4 signs available

Company name, logo or product information will be custom-wrapped around columns outside general session space.

Sponsor is responsible for sending artwork to Crossroads at least three weeks prior to the conference. Crossroads is responsible for printing and setting up column signs.

**Tote Bags**  
**\$1,500**

Company name, logo or product information printed on outside of tote bag given to all attendees

**Badge Lanyards**  
**\$1,500** SOLD OUT

Company logo on badge lanyards given to all attendees

**Pens**  
**\$1,500**

Company logo on pen in tote bag

**Scratch Pads**  
**\$1,500**

Company logo on scratch pad in tote bag

**Tote Bag Inserts**  
**\$1,000**

One-page insert in tote bag

Sponsor is responsible for printing and shipping the inserts to Crossroads at least three weeks prior to the conference.

**Conference Program**  
**\$500+**

Full color ads

**TWO-PAGE SPREAD**  
**\$2,000**

**FULL PAGE**  
**\$1,000**

**HALF PAGE**  
**\$500**