



PQA

2026 SPONSORSHIP PROSPECTUS

Opportunities to sponsor PQA meetings



PQA, the Pharmacy Quality Alliance, is a national quality organization dedicated to improving medication safety, adherence and appropriate use. A measure developer, researcher, educator and convener, PQA's quality initiatives support better medication use and high-quality care.

A non-profit, non-governmental organization, PQA represents the spectrum of health care leaders involved in prescription drug coverage, medication use, medication services and quality improvement. Nearly 200 diverse member organizations, including pharmacies, health plans, health care providers, pharmacy benefit managers, biopharmaceutical companies, technology vendors, government agencies, associations, health information technology organizations, researchers, accrediting organizations and academia. PQA's work is patient-centered and includes participation from individuals with relevant lived experience.

PQA was established in 2006 as a public-private partnership with the Centers for Medicare and Medicaid Services (CMS). PQA was created because there were no organizations or national programs focused on quality improvement for prescription drug programs. PQA develops medication-focused performance measures through a consensus-based, multi-stakeholder process.



To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

2026

SPONSORSHIP PROSPECTUS

This prospectus includes opportunities to sponsor the **PQA 20th Anniversary Celebration, PQA Annual Meeting, and the PQA Leadership Summit.**

Market exposure, branding opportunities, and lead generation abound at PQA convening programs and PQA events. PQA's programs are the most concentrated and diverse gathering of influencers and decision makers across sectors in medication use quality.

Through PQA, you will engage healthcare executives from health plans, health systems, pharmacy benefit managers, community pharmacy organizations, technology vendors, healthcare associations, government agencies and researchers. There is no other place where these leaders gather to build business and pursue shared goals. PQA does not endorse, recommend or favor any product, service or organization that is a sponsor.



TOP 3 BENEFITS OF SPONSORSHIP



POSITION YOUR ORGANIZATION AS A NATIONAL LEADER IN QUALITY



BUILD STRATEGIC PARTNERSHIPS AND GENERATE BUSINESS LEADS



GAIN INSIGHTS ON MARKET TRENDS AND BEST PRACTICES



PQA 20TH ANNIVERSARY CELEBRATION

PQA will celebrate its 20th year in 2026. In addition to special events at the 2026 PQA Annual Meeting in Baltimore, Md., May 12-14, PQA will celebrate across the year the people, milestones and achievements that have defined our success. While commemorating PQA's impact on health care quality, we also will look forward to our future goals and growth as a trusted and high-impact alliance of organizations across the U.S. health care system working to improve the quality of medication use.

Help Celebrate Quality. Help Celebrate PQA.

This milestone year offers a unique opportunity to honor the people, partnerships and progress that have shaped PQA's work—while setting the stage for even greater impact in the years ahead. As a national leader in health care quality, we invite you to join us as a **PQA 20th Anniversary** sponsor.

Your partnership will support a yearlong celebration of quality featuring:

- **Signature event** at the 2026 PQA Annual Meeting, May 12-14 in Baltimore, Md.
- **Storytelling campaigns** and monthly themes that spotlight key milestones, people and impact of our work and our members. Through blogs, videos and social media, PQA will celebrate and elevate the importance of medication use quality in our health care system across the year.
- **Thought leadership forums** focused on the medication use quality, the evolving health care landscape and the future of quality.
- **Special recognitions** for the people, organizations and members that have driven PQA's success.

By sponsoring PQA's 20th Anniversary, your organization will receive branded visibility throughout the year – from dedicated webpages to special events and social media. You are not just commemorating past success, you are helping to communicate the important future work we will do together to improve quality and patient outcomes.

\$25,000

- Top named supporter of the PQA 20th Anniversary Celebration Event at PQA Annual Meeting.
- Two (2) invitations to the PQA Chairs reception at the PQA Annual Meeting.
- Additional recognition at the PQA Annual Meeting, including special signage.
- Recognition throughout the year via PQA's dedicated anniversary webpage and various communications, events and social media posts.
- Guest blog or video opportunity as part of "Share Your Quality Story".

\$10,000

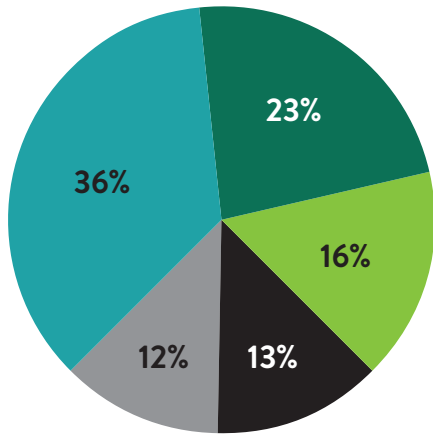
- Recognition throughout the year via PQA's dedicated anniversary webpage and various communications, events and social media posts.
- Guest blog or video opportunity as part of "Share Your Quality Story".
- One (1) invitation to the PQA Chairs reception at the PQA Annual Meeting.

\$5,000

- Recognition throughout the year via PQA's dedicated anniversary webpage, events and various communications and social media posts.

**Sponsorship benefits may evolve as celebration planning continues.*

ATTENDEE OVERVIEW AT PQA MEETINGS



ATTENDEES BY JOB TITLE

- Vice President, Senior Director, or Director
- Associate, Assistant Director, or Manager
- Other stakeholders
- Clinical Pharmacist
- C-suite

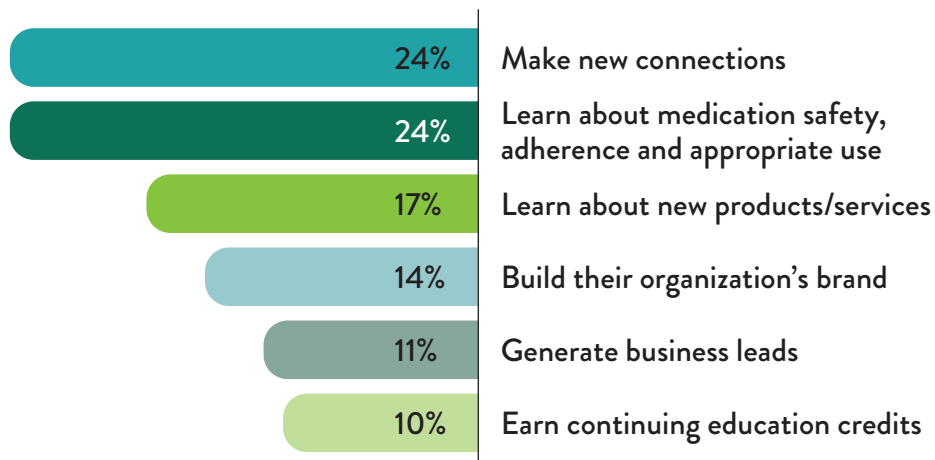
ATTENDEES' TOP PRIORITIES AND TOPICS OF FOCUS AT PQA MEETINGS

- Healthcare quality best practices: Medication Therapy Management, specialty pharmacy, diabetes, immunizations, cardiovascular disease, oncology, opioids
- Value-based pharmacy and payment methods
- Big data trends in healthcare quality
- Multidisciplinary strategies to improve Star Ratings
- Social determinants of health and health equity



56% OF ATTENDEES
are influencers and primary decision makers in purchasing decisions

ATTENDEES' TOP GOALS FOR PARTICIPATING AT THE PQA ANNUAL MEETING



2026 PQA ANNUAL MEETING

The **PQA Annual Meeting** attracts more than 350 healthcare executives and quality professionals from across PQA's multi-stakeholder membership. PQA's collaborative approach makes its meetings a preferred destination for quality improvement professionals, who attend to learn, network and engage fellow decision makers and influencers in healthcare quality.

The three-day meeting features dozens of speakers and educational sessions addressing top issues and emerging trends in medication quality, measure development and implementation, care transformation and technology.

Timing: The 2026 PQA Annual Meeting is being held May 12-14 in Baltimore, Md., at the Hilton Baltimore Inner Harbor.

Audience: Chief Executive Officers; Medical Officers; Pharmacy Officers; Directors of: Medicine, Pharmacy, Policy, Quality Management, Quality Operations, Quality Networks, Medication Therapy Management, Patient Safety and Pharmacy Operations; Researchers of: Utilization Management, Compliance, Health Economics, Outcomes; Clinical Pharmacists; and Academicians, Fellows, Residents and Students

2025: The 2025 PQA Annual Meeting took place May 19-21 in Tampa, Fla. Pharmacy quality professionals gathered to learn, network, and engage with each other.

Here are the highlights:

- The 4 General Session topics included: models of value-based care between payers and pharmacies, expanding obesity treatment and care, 2025 changes to Medicare Part D, and information as a determinant of health.
- 14 CE breakout sessions, 1 listening session on the use of Artificial Intelligence in healthcare quality, 1 special CE seminar on building quality improvement skills for quality medication use, 2 Briefing Sessions, 1 Stakeholder Symposium, 1 Innovation Theater and 19 poster presentations addressed value-based care, health equity, and pharmacist-provided care.
- 4 contact hours (0.3 CEU) of continuing pharmacy education (CPE) credits were available.
- PQA recognized multiple Medicare plan contracts with quality awards for high achievement or significant improvement in PQA medication quality measures.



“One of the most valuable parts of the meeting was exploring the industry showcase to learn about sponsors and their products.”

– 2025 Annual Meeting attendee

PQA ANNUAL MEETING SPONSORSHIP PACKAGES

Opportunities to sponsor the PQA Annual Meeting are only available to PQA members as a benefit of membership.* Non-members interested in sponsoring or participating in the meeting, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org). *Exceptions include Industry Showcase Tabletop Displays and Innovation Theaters

SPONSOR BENEFIT	Platinum \$35,000+	Gold \$25,000	Silver \$18,000	Partner \$12,500
Complimentary registrations to the Annual Meeting	6	4	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Event	4	3	2	1
Industry Showcase Tabletop Display	★	★	★	★
Recognition throughout the meeting, during general sessions, and on signage in high-traffic areas	★	★	★	★
Company logo and URL on PQA website	★	★	★	★
Registration list at least two weeks prior and attendee list no more than one week after the meeting in PDF format	★	★	★	★
Registration list updated weekly for the four weeks prior to the meeting in PDF format	★	★		
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's social media channels	★	★		
Opportunity to play a 30-second video commercial preceding one general session	★	★		
Meeting app, Wi-Fi, or badge lanyard sponsor <i>*Eligible first to committed Platinum or Gold sponsors; first come, first served</i>	★	★		
Collaborative meeting room <i>*Eligible only to committed Platinum sponsors; first come, first served; benefit tentative based on space availability</i>	Private room; Entire meeting			
Sponsorship of one featured general session and the opportunity to introduce that session	★			
Opportunity to provide sponsor marketing materials distributed at meeting registration	★			
Company recognition in marketing materials, attendee communications and social media including: <ul style="list-style-type: none"> • Company name and handle (if provided) in two pre-meeting social media posts • Company name, handle (if provided) and logo in two social media posts during the meeting • Company logo in a minimum of four pre-meeting promotional emails (distributed to more than 3,000 PQA contacts); must commit to sponsorship by April 1st to ensure inclusion in all of these emails • Company logo in on-site materials; must commit to sponsorship by April 10th to ensure inclusion in print materials 	★	★	★	★

PQA ANNUAL MEETING SPONSORSHIP A LA CARTE OPPORTUNITIES

Consider special sponsorship opportunities and the benefits of sponsorship to further amplify your support and brand exposure (i.e., commitment to a sponsorship package is not necessary to commit to the a la carte opportunities).

To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

Industry Showcase Tabletop Display PQA Member \$5,500 / Non-Member \$6,500

Elevate your organization's profile and market presence through PQA's unique exhibit experience.

- One (1) complimentary registration to the Annual Meeting
- Industry Showcase Tabletop Display (6ft table with 2 chairs in an 8ft space)
- More than 8 hours of exhibit time available to connect with attendees
- Registration list at least two weeks prior and attendee list no more than one week after the meeting in PDF format
- Recognition throughout the meeting, during all general sessions and on signage in high-traffic areas; company logo and URL on website

Innovation Theater..... PQA Member \$9,500 / Non-Member \$12,500

Showcase your organization's latest innovations and groundbreaking solutions to a diverse audience with a dynamic 15-minute presentation.

- One (1) complimentary registration to the Annual Meeting
- Opportunity to deliver a 15-minute presentation
- Presentation will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Registration list at least two weeks prior and attendee list no more than one week after the meeting in PDF format
- Recognition throughout the meeting, during all general sessions and on signage in high-traffic areas; company logo and URL on website

Briefing Session..... \$15,000

Engage a diverse audience through a 30-minute presentation, demoing new technology solution functionalities or highlighting successes of your patient care programs.

- Opportunity to deliver a 30-minute presentation
- Session will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Automatic Partner sponsor benefits

Sponsor Focus Group..... \$30,000*

Host your own focus group during the PQA Annual Meeting. Tap into the perspectives and expertise of PQA's diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Annual Meeting attendees
- PQA will provide the following on site: conference-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group's participants, provide moderators, or partake in content or planning of the focus group
- Automatic Gold sponsor benefits

**PQA is not responsible for the on-site attendance during the event*

PQA ANNUAL MEETING SPONSORSHIP A LA CARTE OPPORTUNITIES

Meeting Break (Coffee, Recharge)..... \$7,500

- Naming of the break as “Coffee Break sponsored by Organization”
- Recognition through signage during the break
- Registration list at least two weeks prior and attendee list no more than one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Opening Reception or Awards Reception (exclusive sponsorship)..... \$15,000

- Naming of the reception as “Reception sponsored by Organization”
- Recognition through signage during the reception
- Automatic Partner sponsor benefits

Session Sponsorships

Poster Session..... \$15,000

Featuring quality improvement and research projects, the session provides an opportunity for authors to showcase their work and for attendees to engage in insightful dialogue about health care quality.

- Naming of the session as the “2026 PQA Annual Meeting Poster Session Sponsored by Organization”
- Recognition in marketing materials, attendee communications and social media
- Recognition through poster awards (Best Student, Resident, or Fellow Poster)
- Automatic Partner sponsor benefits

First-Timer Orientation Session..... \$5,000

Session to support attendees in meeting and greeting other first-time PQA Annual Meeting attendees, as well as PQA leadership, during this well attended and engaging session.

- Naming of the session as the “2026 PQA Annual Meeting First-Timer Orientation Session Sponsored by Organization”
- Opportunity to deliver two minutes of introductory remarks during the session
- Company recognition in marketing materials, attendee communications and social media

Wi-Fi..... \$20,000*

- Sponsor of complimentary wireless high-speed Internet throughout the conference spaces
- Custom Wi-Fi network password
- Exclusive company recognition throughout the meeting
- Automatic Silver sponsor benefits

**Eligible first to committed Platinum or Gold sponsors; first come, first served*

Meeting Mobile App..... \$20,000*

- Exclusive branded recognition of sponsor on landing page of meeting app and all related signage and communications
- Automatic Silver sponsor benefits

**Eligible first to committed Platinum or Gold sponsors; first come, first served*

“The wide variety of people that we are able to network and connect with is why we love to sponsor PQA meetings.”

– 2025 PQA Annual Meeting sponsor

2026 PQA LEADERSHIP SUMMIT

The **PQA Leadership Summit** convenes thought leaders, key decision makers, and quality stakeholders to interactively and collaboratively develop strategies to improve medication use quality. More than 200 attendees from PQA's diverse membership attend to help shape the coming year's initiatives and collaborations to ensure the continued success and advancement of meaningful and actionable performance measures that can help improve patients' health. Thought leaders from PQA's stakeholder organizations cover a myriad of issues via interactive breakout sessions that provide attendees with valuable and actionable strategies.

Timing: The 2026 Leadership Summit will be held November 5-6, 2026 at the Renaissance Arlington Capital View Hotel in Arlington, Va.

Audience: The PQA Leadership Summit is an invitation-only event for member organization leaders from the director level and above.

2025: The PQA Leadership Summit focused on Blueprint PQA 2030, PQA's strategic plan that is in development and will guide the organization's work from 2026 through 2030. PQA developed proposed goals that are focused on the largest and most timely opportunities facing PQA and its multi-stakeholder member organizations, who are working across the industry to improve the quality of medication use and outcomes. The plan built upon and continues key elements of PQA's first strategic plan, Blueprint PQA 2025. The summit leveraged PQA members' expertise to inform the strategies and tactics that will be key to successfully implementing the plan.

“A first-class agenda delivering high-quality content and providing numerous opportunities to collaborate with other attendees.” – Leadership Summit attendee



PQA LEADERSHIP SUMMIT SPONSORSHIP PACKAGES

Maximize your exposure with thought leaders, key decision makers and quality stakeholders at the 2026 PQA Leadership Summit.

To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org).

SPONSOR BENEFIT	Platinum \$25,000	Gold \$20,000	Silver \$15,000
Additional invitations to the Leadership Summit	2	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Event	3	2	1
Recognition throughout the meeting, during all general sessions, and on signage in high-traffic areas	★	★	★
Company logo and URL link on PQA website	★	★	★
Company recognition in marketing materials, attendee communications and social media	★	★	★
Registration list at least two weeks prior and attendee list no more than one week after the meeting in PDF format	★	★	★
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's social media channels	★	★	
Sponsor Tabletop: high-top cocktail table to support conversation and collaboration with attendees	★	★	
Collaborative meeting room <i>*Eligible first to committed Platinum sponsors; first come, first served; benefit tentative based on space availability</i>	Private room, entire meeting	Private room, half day (Thursday PM or Friday AM)	
Wi-Fi or badge lanyard sponsor <i>*Eligible only to committed Platinum sponsors; first come, first served</i>	★		
Sponsorship of one featured general session and the opportunity to introduce that session	★		

PQA LEADERSHIP SUMMIT A LA CARTE OPPORTUNITIES

Consider special sponsorship opportunities and the benefits of sponsorship to further amplify your support and brand exposure (i.e., commitment to a sponsorship package is not necessary to commit to the a la carte opportunities).

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Thursday Reception (exclusive sponsorship)..... \$15,000

- Recognition through signage during the event as “Reception Sponsored by Organization”
- Automatic Silver sponsor benefits

Friday Breakfast (exclusive sponsorship)..... \$15,000

- Recognition through signage during the event as “Breakfast Sponsored by Organization”
- Automatic Silver sponsor benefits

Thursday or Friday Meeting Break (Coffee, Recharge)..... \$7,500

- Recognition through signage during the event as “Break Sponsored by Organization”

Collaborative Meeting Room Full day \$6,500 / Half day \$4,500

Reserve a private meeting room during the PQA Leadership Summit to connect with your collaborators and clients.

- Full meeting and half day (Thursday PM or Friday AM) options available
- Custom sponsorship packages are available based on size of space, length of reservation, and room requirements (e.g. audio/visual, refreshments)
- Availability is limited and space will be assigned on a first come, first served basis

Sponsor Focus Group..... \$30,000*

Host your own focus group during the PQA Leadership Summit. Tap into the perspectives and expertise of PQA’s diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Leadership Summit attendees
- PQA will provide the following on site: conference-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group’s participants, provide moderators, or partake in content or planning of the focus group
- Automatic Platinum sponsor benefits

**PQA is not responsible for the on-site attendance during the event*