health care systems research network

HCSRN 2027

• MAY 3-4, 2027 | PORTLAND, OR •

Sponsorship Prospectus

Hilton Vancouver Washington
301 W. 6th Street
Vancouver, WA 98660

Just 20 minutes from the Portland, Oregon airport (PDX)

Room rates start at $199 per night.
More details are available at HCSRN.org.

LinkedIn

About HCSRN

Founded in 1994, the Health Care Systems Research Network (HCSRN) brings together the research centers from many of the nation's best and most innovative health care systems. Collectively, HCSRN represents more than 2,000 scientists and research staff with methodological and content expertise from an array of disciplines such as epidemiology, economics, disparities, outcomes and quality assessment, clinical trials, and genomics. The work of these dedicated groups supports HCSRN's vision of being the nation's preeminent source of population-based research and its mission to improve individual and population health through research that connects the resources and capabilities of learning health care systems for all.

HCSRN's Values



Scientific Excellence | **Innovation & Creativity** | **Actionable Research Findings** | **Collaboration & Teamwork** | **Transparency** | **Efficiency**

About the HCSRN Annual Conference
This one-of-a-kind experience brings together members and non-members, researchers and study managers, clinicians and health system leaders, funding agency representatives, and patient partners. It serves as a venue for research teams to disseminate scientific findings, share hard won insights about conducting research in real-world care delivery settings, and foster collaboration on new research initiatives that improve health and health care for individuals and populations.

Who attends the HCSRN Annual Conference?
A broad variety of stakeholders in population-based research attend our annual meetings, with an average of 262 annual registrants from the past three years. Attendees include:

- **Health System Researchers**
- **Health System Leaders**
- **Academic Faculty**
- **Medical Professionals**
- **Research Methods Experts**
- **Data Warehouse Experts**
- **Industry Research Partners**

For more information, contact us:

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Albany, NY 12203
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(518) 694-4420
www.hcsrn.org

Investing in Research Together

HCSRN's Annual Conference is strengthened through the generous support and partnership of other organizations committed to advancing embedded research and learning health systems. Our sponsors reflect a shared commitment to collaborative, data-driven research that improves care delivery and patient outcomes.

We invite you to showcase your organization at HCSRN2027 in Vancouver, Washington (just across the river from Portland, Oregon) and connect with a broad, diverse set of leaders in population-based research

Sponsorship opportunities at Symposium, Platinum, Gold, Silver, Bronze provide valuable visibility and engagement with researchers, health care professionals, and decision makers throughout the HCSRN community.

We invite you to review the benefits outlined in this Prospectus to select the sponsorship level best suited for your organization. All interested sponsors should also review the Governing Board and Sponsor Interaction Guidelines and the Commercially Supported Symposium Principles and Guidelines included in this package.



Ready to Sponsor?

Click Here to Begin Your Sponsorship Reservation

Sponsorships are accepted on a first-come, first-served basis.
HCSRN is grateful for your partnership and ongoing support of this network's mission.

Call or email the HCSRN office to indicate your interest or make your commitment online today.

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2027 Sponsorship Packages

***Don't see what you would like to sponsor? Contact HCSRN and ask to talk about a customized package.**

SYMPOSIUM — $25,000

- Exclusive sponsor of:
  - Commercially Supported Symposium (45-minute scientific or business presentation during lunch; guidelines follow in this packet)
- Sponsor "showcase" recognition in conference communication (~150 words)
- Logo recognition on conference app
- Name and logo on plenary screen before and after presentation
- Prominent on-site signage
- Name and logo on HCSRN conference website
- Sponsor badge ribbons
- Exhibit table adjacent to scientific sessions (no set hours)
- Three complimentary full conference registrations
- Final attendee list to include name, title, and institution (distributed after the event)

PLATINUM — $10,000

- Recognized sponsor of <u>one of the following</u>:
  - Opening Plenary
  - **NEW!** Awards Luncheon
  - Welcome Reception
- Sponsor "showcase" recognition in conference communication (~150 words)
- Logo recognition on conference app
- Name and logo on plenary screen before and after presentation
- Prominent on-site signage
- Name and logo on HCSRN conference website
- Sponsor badge ribbons
- Exhibit table adjacent to scientific sessions (no set hours)
- Two complimentary full conference registrations
- Final attendee list to include name, title, and institution (distributed after the event)

GOLD

$7,500

- Recognized sponsor of one of the following:
  - **NEW!** Scientific Sessions (2 available)
  - Breakfast (2 available)
  - Wi-Fi
- Logo recognition on conference app
- Name and logo on plenary screen before and after presentation
- Prominent on-site signage
- Name and logo on HCSRN conference website
- Sponsor badge ribbons
- Exhibit table adjacent to scientific sessions (no set hours)
- One complimentary full conference registration
- Final attendee list to include name, title, and institution (distributed after the event)

SILVER

$5,000

- Recognized sponsor of one of the following:
  - Conference App
  - Poster Session (2 available)
  - **NEW!** Registration
- Logo recognition on conference app
- Name and logo on plenary screen before and after presentation
- Prominent on-site signage
- Name and logo on HCSRN conference website
- Sponsor badge ribbons
- Exhibit table adjacent to scientific sessions (no set hours)
- One complimentary full conference registration

BRONZE

$2,500

- Recognized sponsor of one of the following:
  - **NEW!** Afternoon breaks (2)
  - Lanyard (sponsor must provide lanyards)
- Name and logo on plenary screen before and after presentation
- Prominent on-site signage
- Name and logo on HCSRN conference website
- Sponsor badge ribbons
- Exhibit table adjacent to scientific sessions (no set hours)

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Sponsor Principles and Guidelines

Governing Board and Sponsor Interaction Guidelines

(Approved by the HCSRN Governing Board, Nov. 2025)

Purpose
These guidelines are intended to support appropriate and transparent interactions between potential sponsors (e.g., vendors, funders, or corporate partners) and the HCSRN Governing Board. The intent is to avoid actual or perceived conflicts of interest and maintain trust among all HCSRN members and stakeholders while enabling collaboration that advances HCSRN's mission.

1. Guiding Principles

- **Transparency:** Interactions between sponsors and the Governing Board should be open and disclosed to the Governing Board if sponsorship or funding topics are discussed.
- **Fairness:** All sponsors should have equitable opportunities to engage with HCSRN without preferential access or influence.
- **Integrity:** Board members must prioritize the mission and best interests of HCSRN over any personal, institutional, or sponsor-related interests.
- **Accountability:** The Governing Board is responsible for ensuring that sponsorship relationships align with HCSRN's strategic goals and ethical standards.

2. Communication

- Once an entity expresses interest in funding, sponsorship or partnership proposals, that entity must be routed to the HCSRN Executive Director and Executive Committee (referred to as HCSRN Executive Leadership henceforth).
- Individual Board members and HCSRN-affiliated individuals or groups who connect HCSRN to potential sponsors or funders should not participate in direct negotiation or discussion of sponsorship terms, funding decisions, or privileged information unless formally designated by the Executive Committee or Governing Board Chair.
- Meetings between potential or current sponsors and HCSRN members should be disclosed to the HCSRN Executive Leadership in writing if HCSRN sponsorship or funding topics are expected to arise.
- Meetings held by the HCSRN Executive Leadership Team should be disclosed to the Governing Board if sponsorship or funding topics are discussed.
- This document will be shared with all potential HCSRN sponsors (e.g., vendors, funders, or corporate partners), the Governing Board and HCSRN-affiliated individuals or groups who connect HCSRN to potential sponsors or funders. it will also be posted on the HCSRN website.

3. Engagement

- Potential and current sponsors may be invited to present or attend portions of HCSRN Governing Board meetings only at the invitation of the Board. The meeting agenda must include a clearly defined purpose (e.g., project updates, partnership opportunities).
- Sponsor participation must be noted in meeting agendas and minutes, including the sponsor's name, representative name, and rationale for the sponsor's inclusion on the meeting agenda.

4. Decision-Making and Conflict of Interest

- Board members must disclose any potential or actual conflict of interest, including institutional or financial ties to a sponsor.
- Members with a conflict with a potential vendor should recuse themselves from discussions or decisions related to that vendor.
- It is the role of the Board Chair and Executive Director to ensure consistent and fair handling of potential conflicts of interest.

5. Transparency and Documentation
A record of all sponsorship agreements, including financial terms and deliverables, will be maintained by HCSRN Central Office staff and available to the Board on a secure website.

6. Oversight and Review
The HCSRN Governing Board and Executive Leadership team share responsibility for upholding these principles.
Sponsor engagement guidelines will be reviewed at least every two years to ensure they remain clear, practical, and aligned with HCSRN's mission and values.

7. Examples of Acceptable Interactions
The following examples illustrate **appropriate and transparent** ways sponsors and Board members may interact, consistent with these guidelines:

Scenario	Acceptable Interaction
Board Meeting Participation	Sponsor is given **time on the Board meeting agenda** to provide a brief update on a funded initiative or collaboration, noted in advance on the agenda and in the minutes.
Informal Networking	Board members and sponsors may share **coffee, lunch, happy hour or a brief conversation** with potential sponsors, provided sponsorship terms or funding are not discussed.
Social Events	Attendance at **a networking reception** that includes both sponsors and Board members is appropriate when open to all conference attendees and without private or preferential access.
Information Sessions	Sponsors may host or participate in **a conference information session or open forum** (beyond the main lunch plenary) where the entire conference community is invited to learn about relevant work or innovations.
Scientific or Programmatic Sessions	Sponsors may **present at a VDW Implementation Group (VIG) meeting or other session** when the content is scientific, programmatic, or informational—not promotional or financial in nature.
Collaborative Introductions	A Board member may introduce a sponsor to HCSRN staff or leaders to explore mission-aligned research opportunities.
Public Acknowledgment	Board members may publicly thank sponsors (e.g., during a conference session or in written materials) for their support provided that it does not imply endorsement or preferential treatment.

8. Examples of Inappropriate Interactions
The following examples illustrate **interactions that should be avoided** because they may create real or perceived conflicts of interest, preferential access, or undue influence:

Scenario	Acceptable Interaction
Private Discussions About Funding	A Board member meets privately with a sponsor to discuss potential HCSRN-related funding, contract terms, or sponsorship amounts without involvement of the Executive Director or Governing Board Chair.
Exclusive Invitations	A sponsor invites only select Board members to a private dinner or outing that is not open to all Board members, creating a perception of favoritism or privileged access.
Pre-Decision Consultation	A sponsor discusses or seeks input from a Board member on pending sponsorship or partnership decisions before formal Board review.
Endorsements or Promotions	A Board member publicly endorses a sponsor's product, service, or initiative on behalf of HCSRN or implies an organizational partnership that has not been approved.
Gifts or Incentives	A sponsor provides, or a Board member accepts, personal gifts, travel, or hospitality beyond nominal value (e.g., coffee, light refreshments) in connection with HCSRN activities.
Undisclosed Relationships	A Board member fails to disclose an institutional, consulting, or financial relationship with a sponsor that could influence—or appear to influence—HCSRN decisions.

Commercially Supported Symposium Principles

(Approved by the HCSRN Governing Board, Nov. 2025)

HCSRN will not allow any symposium that may damage or compromise -- or be perceived to damage or compromise -- the reputation and goodwill of HCSRN or our members. The Executive Director, in consultation with the HCSRN Commercially Supported Symposium Committee, will make final determinations regarding acceptance of the Commercially Supported Symposium. In the interest of transparency, HCSRN always discloses support of its programs and activities, including conferences, meetings, and other related products.

HCSRN will not seek or accept any commercially supported symposium from companies, their corporate subsidiaries, or foundations if the mission, values, products, and/or services of the proposed sponsor are inconsistent with or conflict in any way with HCSRN's mission, including, but not limited to proposed supporters that produce or promote products considered harmful to the public's health, such as tobacco, alcohol, or firearm products.

HCSRN reserves the right to prohibit use of HCSRN's name in connection with any supporter products, services, data, information, or materials which are deemed to be inconsistent or conflict in any way with HCSRN's mission.

Guidelines

HCSRN reserves the right to prior review and approval of session content. If at any point, the content of products/materials resulting from any symposium appears to be counter to the mission of HCSRN, HCSRN reserves the right to withdraw from the project prior to the launch of any product/ publication or event.

HCSRN reserves the right to request modification or terminate any symposium agreement for an event or meeting if required to comply with applicable laws, rules, or regulations regarding continuing education. HCSRN reserves the right to terminate any symposium agreement if the supporter or its representatives or agents engage in any conduct that would lead HCSRN to reasonably determine that its continued participation in the arrangement with a particular supporter would adversely affect the reputation and goodwill of HCSRN or its members.

Application. All applications to host a Commercially Supported Symposium must be approved by HCSRN. The symposium must be paid in full for inclusion in HCSRN promotional outreach and receipt of the complimentary preregistrant list. Assignments will be made on a first-come, first-served basis.

Disclaimer. HCSRN is not responsible for unsatisfactory outcomes of the Commercially Supported Symposium.

Indemnity. The Commercial Supporter and Organizer of the program (if applicable) agree to indemnify and hold HCSRN harmless from any claims or damages to persons or property that may arise from the Commercially Supported Symposium.

No Implied Endorsement. Promotional materials must contain the following disclaimer, "This program is not part of the official HCSRN Annual Conference."