

ANNUAL PROSPECTUS



Table Of Contents

- [About UCA](#)
- [UCA Audience Reach](#)
- [Advertise with UCA](#)
- [Sponsor Events with UCA](#)
 - [Capitol Hill Advocacy Day](#)
- [UCA Convergence & Expo](#)
 - [Exhibit](#)
 - [Advertise](#)
 - [Booth Traffic](#)
 - [Branding](#)
 - [Networking](#)
 - [Speaking](#)
 - [Visibility](#)
- [UCF Celebration Gala at the Convergence](#)

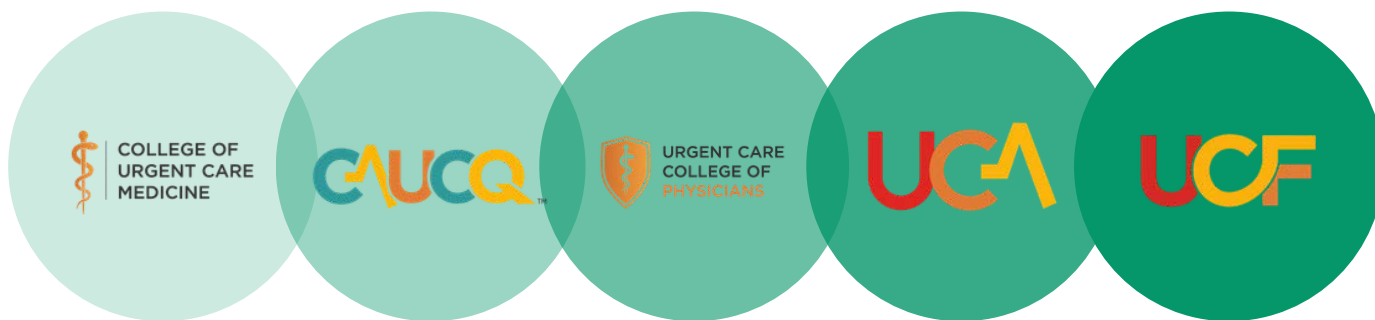
Interested in a consultation for a personalized year-round package?



GET IN TOUCH

corporate@urgentcareassociation.org

ABOUT UCA



Advocate | Advance | Educate | Elevate | Influence

UCA exists to ensure the advancement and long-term success of Urgent Care. Communities count on Urgent Care's easy access and quality while Urgent Care relies on UCA's global leadership and voice. We believe Urgent Care is a requirement for a patient-centered healthcare ecosystem.

**UCA is *the* association reaching the
Urgent Care industry**

Investing with UCA and our entities amplifies your visibility and powers the national advocacy, clinical leadership, and public awareness of Urgent Care.

UCA MEMBERS

4,400

Member
Centers

2,200

Accredited
Centers

381

Member
Organizations

OUR AUDIENCE YOUR CUSTOMERS

The entire UCA membership is represented within our audience reach. 4,400 Member Centers, represent 381 Member Organizations; 2,200 Centers of the 4,400 are Accredited

Reach the full spectrum of Urgent Care decision-makers.

Individual Profile

19.1K Audience

Clinical	Admin	Hybrid
58%	31%	11%
50% Physician	56% C-level, Owner	
38% APC	40% Manager	
12% Other clinical	4% Other admin	

Organization Profile

52%	Hospital/Healthcare System Owned
27%	Individually Owned
15%	Private Equity Owned
6%	Other

Small
66%

1-4 centers

Mid
17%

5-9 centers

Large
16%

10+ centers



2027 CORPORATE MEMBERSHIP



CORPORATE MEMBERSHIP

All Corporate Members receive the following benefits **year-round**:

- Member benefits extend to your entire staff
- Corporate Member Digital Badge
- Quarterly, inclusion in Corporate Member recognition on LinkedIn
- Quarterly, inclusion in Corporate Member recognition in UCAccess
- Bi-annual, inclusion in recognition in The Journal of Urgent Care Medicine (JUCM)^
- Industry newsletters from UCA
- Discounted Member rates on UCA Learning Center resources, advertising purchases, and select sponsorship purchases
- Access to UCA Listserv

Corporate Members receive additional benefits at the **UCA Convergence**:

- Recognition in attendee mobile app^
- On-site signage, recognizing Corporate Member level^
- Corporate Member level ribbons
- In-booth signage, recognizing Corporate Member level

^Included for Diamond through Bronze levels only

Corporate Membership with benefits run on a calendar year basis (Jan 1 – Dec 31). Dues are pro-rated based on enrollment date:

- Jan – Sep enrollment: Pro-rated dues for remainder of the current membership year.
- Oct – Dec enrollment: Pro-rated dues for remainder of the current year + full subsequent membership year.



GET IN TOUCH corporate@urgentcareassociation.org



CORPORATE MEMBERSHIP

	Diamond \$30,000	Platinum \$18,000	Gold \$12,000	Silver \$6,000	Bronze \$3,000	Copper \$1,250
BRAND CREDIBILITY	Corporate Member Vendor Directory listing	✓	✓	✓	✓	✓
	Logo and link on Corporate Members webpage	✓	✓	✓	✓	
	Profile post on LinkedIn and Instagram	✓	✓	✓		
	Solutions.Vantage (UCA promoted vendor profile)	✓	✓	✓		
ACCESS	Executive Intelligence Exchange invite	✓	✓			
	Corporate Advisory Council invite			✓	✓	
VISIBILITY, LEAD GEN, THOUGHT LEADERSHIP	365-day website ad on UCA homepage	1				
	Sponsored-content post on LinkedIn	2	1	1		
	Solutions.Webinar (sponsored-content webinar)	1				
	Solutions.Delivered (sponsored-content email)		1			
	UCAccess Sponsored Content ad	2	1	1	1	
	30-day website ad on UCA site		5	4	3	2
	10% discount on up to (6) banner ads in UCAccess, Advocacy or Urgent Updates eNewsletters				✓	✓
	Early access to expo booth placement, by member tier***	✓	✓	✓	✓	✓
	Additional exhibitor badges, complimentary**	6	5	4	3	2
	Attendee totebag insert, complimentary	✓	✓	✓	✓	
UCA CONVERGENCE & EXPO	Full Convergence registration, complimentary	1	1	1		
	Mobile app push notification, complimentary**	✓	✓	✓		
	Attendee list at 4-week prior and again at 2-week prior**	✓	✓	✓		
	30-min presentation to UCA Board of Directors^	✓				

^Only available in-person at 2027 UCA Convergence

**Must be a 2027 UCA Convergence exhibitor

***2027 Member enrollment must be completed by 10/15/26, to qualify for early booth selection.

2027 ADVERTISING



Audience Specs

Ad Products

Deadline and Submission requirements apply

Ad availability and placements are first-come, first-served.

Subject to [UCA Advertising Terms & Cancellation Policy](#)



URGENT CARE AUDIENCE

UCA IS THE ASSOCIATION REACHING THE URGENT CARE INDUSTRY

19.1K AUDIENCE DEMOGRAPHIC

Clinical

58%

Physician

51%

APC

38%

Other Clinical

11%

Administrative

31%

C-level, Owner

57%

Manager

39%

Other Admin

4%

Hybrid Roles

11%

All UCA membership is represented within our audience reach.



4,400

Member
Centers



2,200

Accredited
Centers



381

Member
Organizations

REACH THE FULL SPECTRUM OF URGENT CARE DECISION-MAKERS IN ONE SEND

Association editorial
content

UCAccess

22% open rate

5% click rate

Distributed to 19.1K
contacts

Urgent Updates

25% open rate

7% click rate

Distributed to 2.1K+
contacts*

*CUCM and UCCOP contacts only

Product & sponsor-
specific content

Solutions.Delivered

20% open rate

5% click rate

Distributed to 19.1K
contacts

Solutions.Webinar

20% open rate

50 - 150 registrants**

Distributed to 19.1K
contacts

Website Ads

Coverage on 40% of
interior pages

Avg. 3,300 impressions

1.1% click rate

**Sponsor reported registrant counts

Click Rate

**2X INDUSTRY
AVG.**

Website Visitors/Mo

96,000

Email Subscribers

19,100+

**1% bounce rate, 0.2%
unsubscribe rate*

Social Followers

12,000+

Average Impressions **491**

Average CTR **3%**

Average Engagement **5%**



GET IN TOUCH

corporate@urgentcareassociation.org

BRAND VISIBILITY

WEBSITE ADS

Audience: Clinicians, owners, operators, general industry interest

Rates

30-day placement

Member

\$1,250



Non-member

\$1,500



Specs

- 30-day ad placement
- 500 x 500 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL
- Ads are placed first-come, first-serve into a rotating carousel of no more than 5 ads



Page Views/Mo

8,000

Site Coverage

40%

Impressions/Mo

3,300

CTR

1.1%

UCACCESS - BANNER AD

Audience: Clinicians, owners, operators, general industry interest

Rates

Member

\$1,300



Non-member

\$1,560



Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL



Frequency

BI-WEEKLY

Distribution

19,100

Open Rate

22%

CTR

5%

Building a campaign around
market-entry, new product
launch or sustained industry
presence?



**TALK TO US TO
CUSTOMIZE AD PACKAGES**

corporate@urgentcareassociation.org

BRAND VISIBILITY

URGENT UPDATES - BANNER AD

Audience: Clinicians, physicians

Rates

Banner Ad

Member

\$1,100



Non-member

\$1,320



Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL



Frequency
MONTHLY

Distribution
2,100

Open Rate
25%

CTR
7%

Followers

12,000+

Impressions

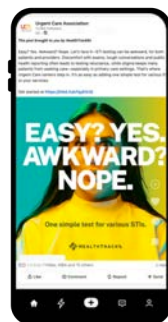
500

Engagement

5%

CTR

3%



SOLUTIONS.SOCIAL

Your exclusive sponsored content is posted on the UCA LinkedIn and Instagram channels among our regularly scheduled association feed.

Rates

1 post per platform (LI and IG)

Member

\$1,000



Non-member

\$1,200



LinkedIn Specs

- Best practice: 150 - 200 characters
- Advertiser submitted trackable URL
- Image Specs: 1200 x 1200px, or 1200 x 627px

Instagram Specs

- Best practice: 125 characters
- Advertiser submitted trackable URL
- Image Specs: 1080 x 1080px, or 1080 x 1350px

LEAD GENERATION

UCACCESS - SPONSORED CONTENT AD

Audience: Clinicians, owners, operators, general industry interest

Rates

Member

\$1,550



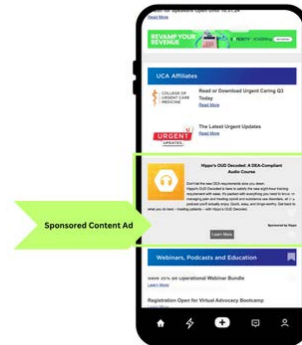
Non-member

\$1,860



Specs

- Image, 300 x 300 pixels
- Title copy, 10-word count max
- Content copy, 50-word count max
- Call To Action button copy, 4-word count max
- Advertiser submitted trackable URL



Frequency

BI-WEEKLY

Distribution

19,100

Open Rate

22%

CTR

5%

LIST RENTAL

Target UCA membership with direct mail and email list rental via InFocus Marketing (3rd party platform).

Distribution

Contact InFocus about list size and audience segmentation

Audience

Clinicians, owners and/or operators of UCA member organizations.

Price

Varies based on list size, segmentation and mail/email.

CONTACT INFOCUS MARKETING TO PURCHASE

URGENT INSIGHTS

Not a webinar, not a sales pitch. A 30-min conversation hosted by UCA - your content, your speakers; a candid, case-based dialogue.

Rates

Member

\$2,500



Non-member

\$3,000



LIMITED

1 per company/mo

NEW!

In 2027

Specs

- Vendor selects topic; recruits a sponsor rep speaker and an Urgent Care speaker (a practicing clinician or operator); provides details to UCA 5 week prior to session date
- UCA promotes via 1 UCAccess mention, 2 pre- and 1 post-event social media post, listing on Urgent Insights series webpage; session recording is posted to Learning Center
- Company receives post-event registration list
- UCA hosts on MS Teams and manages registration

THOUGHT LEADERSHIP

SOLUTIONS.DELIVERED

An exclusive eblast sent on behalf of the sponsor to the UCA audience.

Rates

Per Eblast

Member

\$3,800



Non-member

\$4,560



Specs

- Email delivered under UCA Solutions.Delivered Header Banner (HTML not supported)
- Multiple purchases require unique content per issue



Frequency

VARIES

Distribution

19,100

Open Rate

20%

CTR

5%

SOLUTIONS.WEBINAR

Leverage UCA's audience to promote your webinar.
Advertiser is responsible for content, registration and hosting.

Rates

per webinar

Member

\$4,500



Non-member

\$5,400



Vendor Responsibility

Content creation •

Registration (setup and management) •

Provide to UCA the webinar details (eg. time, summary description, registration link) •

Speakers, content and hosting of webinar on own software •

Presentation preparation, recording and any desired attendee follow up •

Provide to UCA, URL of webinar recording for posting to UCA Learning Center •

UCA Promotion Responsibility (no vendor action needed)

(2) Emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar) •

(1 to 2) mentions in UCAccess issues prior to webinar date •

(1) social post (1x the week prior) •

Posting of Solutions.Webinar recording following the event on the UCA Learning Center •

Date is preset with UCA, but time is vendor-led

Open Rate

20%

Distribution

19,100

Registrants*

50 - 150

*Sponsor reported counts

THOUGHT LEADERSHIP

SOLUTIONS.ONDEMAND

Your educational content hosted within the UCA Learning Center in our “Industry Perspectives” library. Contribute a whitepaper, infographic, recorded presentation, or other educational resource.

Rates

Per Listing

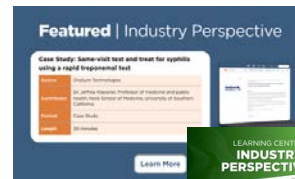
Member

\$2,000



Non-member

\$2,400



Followers

12,000

Social Impressions

491

Email Distribution

19,100

Social CTR

3%

Vendor Responsibility

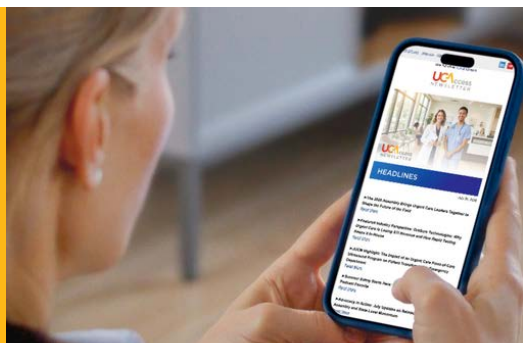
- Submit content to UCA Learning Center (ie. URL to pre-recorded webinar, whitepaper, infographic, etc.)
- Content will be posted in UCA Learning Center, as an “Industry Perspective” resource
- Content should be relevant to Urgent Care and educational in nature
- Branding should be positioned as thought leadership vs. product/service sales content
- Subject to [Eligibility, Content, Image & Video Guidelines](#) of UCA Learning Department

UCA Promotion Responsibility (no vendor action needed)

- (1) inclusion in quarterly email promotion of advertiser resource available in Learning Center
- (1) mention in UCAccess promoting advertiser resource available in the Learning Center
- (1) LinkedIn post promoting advertiser resource in the Learning Center



GET IN TOUCH corporate@urgentcareassociation.org



2027 SPONSORSHIP



Capitol Hill
Advocacy Day



NETWORKING ACCESS | BRAND CREDIBILITY

CAPITOL HILL ADVOCACY DAY

Capitol Hill Advocacy Day provides sponsors the opportunity to **network with key leaders** in Urgent Care, prior to, during, and after Capitol Hill visits. Added benefits provide additional company recognition as a **supporter of UCA's advocacy efforts**.

2 Days

- Advocacy briefings with UCA advocacy and senior leadership
- Invite to join Capitol Hill visits

20

Leaders and influencers from Urgent Care organizations

UCA Advocacy means making sure Urgent Care always has a seat at the table-fighting for fair reimbursement and recognition.



Exclusive to
Corporate
Members only

CAPITOL HILL ADVOCACY DAY SPONSORSHIP

Member Rate	Champion Sponsor \$20,000	Impact Sponsor \$15,000	Change Maker \$10,000
Recognition by UCA on event webpage, on-site signage and social	✓	✓	✓
Invitation to attend full event	1	2	1
1x use of attendee list	✓	✓	✓
Access to all event networking	✓	✓	✓
UCAccess eNewsletter Banner Ad, complimentary		2	
UCA Government Affairs podcast guest spot		✓	
Recognition by UCA CEO as breakfast and dinner sponsor	✓		
Advocacy Session speaker sponsor at 2027 UCA Convergence	✓		

Capitol Hill Advocacy Day sponsors are additionally recognized throughout the calendar year as a UCAdvocate on the UCA website, monthly Advocacy eNewsletter and are provided Special Interest Group enamel pins recognizing their commitment to advocacy at the UCA Convergence.



UCAdvocates are dedicated corporate supporters who sponsor UCA advocacy events and programs, helping amplify our voice on critical issues impacting Urgent Care. Their commitment drives our long-term vision to achieve top legislative priorities that strengthen and advance the Urgent Care field.



2027 UCA CONVERGENCE & EXPO



Exhibit

Sponsorship

Visibility Branding

All UCA Convergence exhibit, advertising and sponsorships are subject to specifications, restrictions and deadlines. Opportunities are first-come, first-served.



**2027 UCA
Convergence**

May 1 - 4, 2027

**West Palm Beach
Florida**

NETWORKING ACCESS | LEAD GENERATION | VISIBILITY

UCA CONVERGENCE

Held annually, the UCA Convergence is the largest industry event gathering owners, operators and clinicians of Urgent Care medicine.

2026 UCA Convergence, By The Numbers:

533 Attendees

Representing **242**
distinct Urgent Care organizations

31% Urgent Care Clinic Groups & Chains
16% Health Systems & Hospitals

1,648 Leads Captured



51% Decision Makers

43% C-suite & Director Titles

Attendee Demographics

22.7% Physician

25.5% Advanced Practice Clinicians

51.7% Professional & Industry Roles

- Administrators
- Executives Directors
- Clinical Leadership
- Non-Clinical Roles

Attendees are actively seeking solutions that address:

- Quality & Safety
- Patient Experience
- Efficiency
- Reduce Complications

50% First-time attendees

569

Hours In the Mobile App

6,063

Exhibitor Profile Views

~23.2

Leads per Exhibitor

UCA CONVERGENCE PAST EXHIBITORS

4th Season Consulting
Abbott Rapid Dx North America, LLC
AdvantageTrust
AiClaim
Amazon Business
Aptitude Medical Systems
ARPI
AstraZeneca
athenahealth
Attentio
Autonomous Medical Devices
Incorporated
Balsley Printing
Baylor Scott and White Health
Big Ben Medical Supplies
binx health, inc
bioMérieux
Bizmatics, INC
Blue Ridge Imaging Technologies
Candid Health
Cepheid
Charta Health
ChartRequest
Children's Mercy Kansas City
Clearstep
Clozex Medical, Inc.
CNF Medical
Concentra
Control the Dose
Cowork Health
Del Medical
Earigator
Earigator
EB Medicine
eClinicalWorks
EMP Claims Solutions Inc
Envi
Experity
Flip CX, Inc.
Freshpaint
FUJIFILM Healthcare Americas
Corporation
Gallagher
GE HealthCare
Gleamer
GRM Information Management
Gryphon Healthcare
Hawaii Permanente Medical Group
Inc.

Healow Genie
HealthChannels
HealthFirst
HealthQuist
HealthTrack
Heidi Health
Hello Patient
Henry Schein Medical
HiBridge
Hint Health
Hippo Education, Inc.
Hybrent by Procurement Partners
iClaim
Inbox Health
Intoximeters Inc.
John Patrick University
JUCM, The Journal of Urgent Care
Medicine
Konica Minolta Healthcare
Americas, Inc.
Lesro Industries
Lister Technologies, Inc.
Lumos Diagnostics
Mar-Med
McKesson Medical-Surgical
Medfiller
MediGroup
Medline Industries
Medraki
MedTrainer
Mental Health Technologies
Midland / Casco
Mobilia Cost Reduction
Molecular Lab Partners
MorTan, Inc.
NasaClip
Nasium Training
National UC Realty
Nicka & Associates, Inc.
Nuclein
OccDocOne
OccMed Connect
Oracle Health
OraSure Technologies, Inc.
Ottehr
Patient Care Marketing Pros
PD-RX Pharmaceuticals, Inc.
Pfizer, Inc
PhotoniCare

Preface Health
Proficient Rx
Rapid Radiology, Inc
Red House Medical Billing
Relias
RevSpring
Ring Rescue Inc.
Roche Diagnostics Corporation
Rosh Review
SEKISUI
SHS Recruitment Partners
Smart Source Healthcare / First
Outcomes
Solv
Stat
Streamline Scientific
Sunoh
Sutter Health - Physician & APC
Recruitment
Thermo Fisher Scientific
TLC DME
TrueTest Medical
Turner Imaging Systems
TytoCare
UCP Merchant Medicine/Intellivisit
Urgent Care Consultants
UrgentChart
UrgentIQ
VectraCor, Inc.
Waters Advanced Diagnostics
(formerly BD Diagnostics)
WebForDoctors
WellNow Urgent Care
Zotec Partners



LEAD GENERATION | VISIBILITY

EXHIBIT IN 2027 SOLUTIONS.EXPO

	Member Rate*	Non-member Rate
10x10 corner booth	\$3,900	\$4,950
10x10 inline booth	\$3,500	\$4,450
20x20 island booth	\$14,600	\$18,550

Included complimentary with booth purchase[^]:

- Piped and draped in white, per 10x10 space
- Exhibitor ID sign
- Profile listing on mobile app
- 24-hour exhibit hall security
- (2) Exhibitor badges, per 10x10 booth space purchase
- Provided exhibitor promotional marketing kit
- Attendee list, provided both prior-event and post-event

Exhibitor badges include access to the Solutions.Expo, invitation to Saturday welcome reception and Sunday exhibit opening reception, and access to attend all educational sessions and programming (ineligible for CME). Additional badges may be purchased for (member) \$500/badge (non-member \$600/badge).

[^]Rules and restrictions may apply

*Corporate Membership required to qualify for Member Rate; must be secured prior to booth purchase to obtain Member Rate

Start-up Street Tabletop Display

\$1,250 Member Rate; \$2,000 Non-member Rate

- Monday-only, includes a 6'-table (draped) with 1 chair
- Tabletop display only, no back-drops, no electricity
- Includes (1) Exhibitor badge
- Limited eligibility to companies new to Urgent Care, in business less than 2 years, and not a previous exhibitor

LEAD GENERATION | VISIBILITY

EXHIBIT IN 2027 SOLUTIONS.EXPO

Solutions.Expo Show Hours*

Move-in

- Sun, May 2 | 8am - 3pm

Show Hours

- Sun, May 2 | 5:15 - 7:15pm, Opening Reception
- Mon, May 3 | 9am - 4pm
- Tue, May 4 | 9am - 12pm

Move-out

- Tue, May 4 | 12pm - 7pm

5 Show
Hours
Uncontested



11 Show
Hours



**Subject to change*

Notes on Carpeting, Furniture, A/V, Electric and WiFi

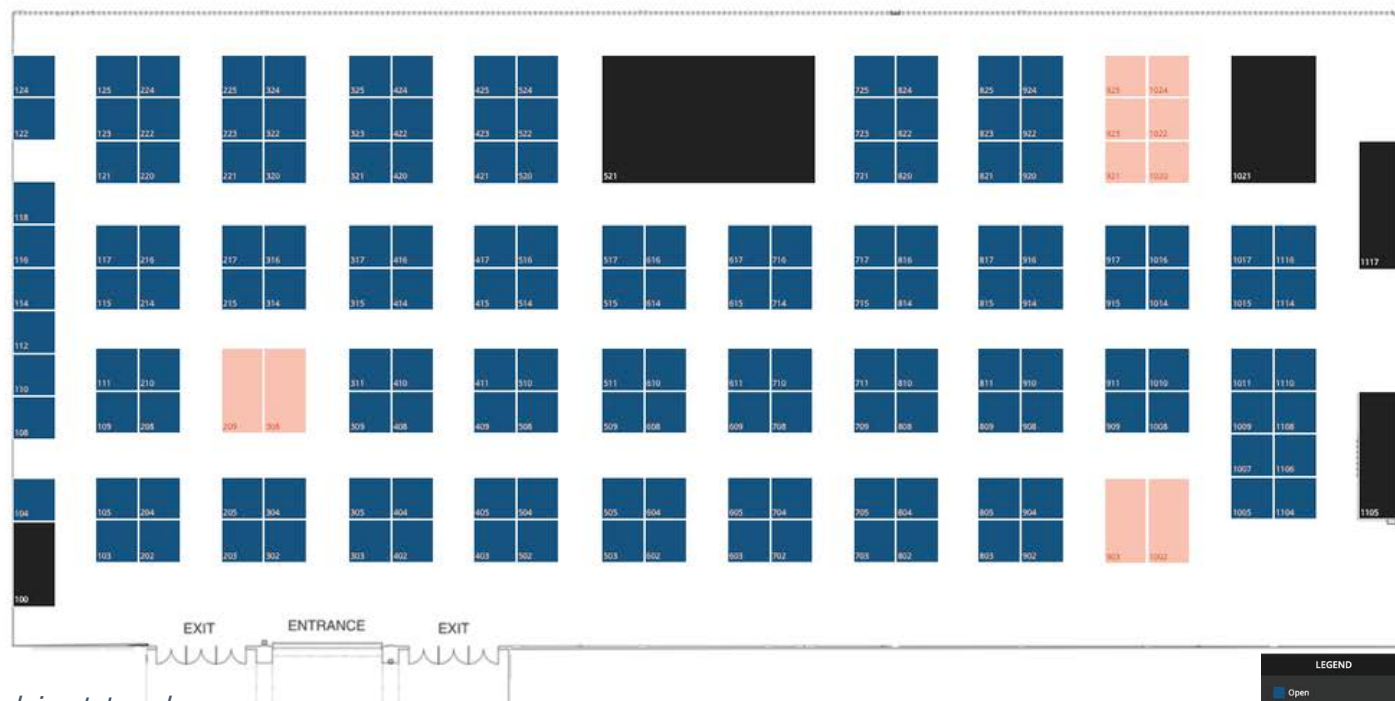
- The exhibit hall is not carpeted; **carpeting is required** and the **responsibility of the exhibitor**.
- Furniture is not included in booth rental.
- **Special booth-furniture-package pricing is available for pre-order only** via Freeman Exhibit Services (**deadline sensitive, check Freeman Exhibit Services**); includes 1 - 6' table, 1 chair and wastebasket for a reduced fee (option available with carpeting included)
- Booth furniture, carpeting and flooring, material handling and shipping needs may be purchased through Freeman Exhibit Services
- **Freeman Exhibit Services will be available January 2027**
- **Electricity, A/V, and Internet** are the responsibility of the exhibitor and may be **purchased separately**.
- The exhibit hall will have 'cafe wifi' used by all convention site guests. For fast, reliable and secure wifi needs, plan to purchase separately.

LEAD GENERATION | VISIBILITY

EXHIBIT IN 2027 SOLUTIONS.EXPO

Floor Map*

2027 Urgent Care Conference
West Palm Beach, FL, Palm Beach, Florida
May 1 – 4, 2027 (Saturday – Tuesday)



*Subject to change

[Preview Online](#)

Booking Availability Schedule

The exhibit hall is first made available exclusively to current UCA Corporate Members, based on member level.

- Island Booking (based on member level): beginning Oct 1, 2026
- Diamond Booking: beginning Nov 2, 2026
- Platinum Booking: beginning Nov 10, 2026
- Gold Booking: beginning Nov 17, 2026
- Silver Booking: beginning Nov 23, 2026
- Bronze Booking: beginning Dec 2, 2026
- Copper Booking: beginning Dec 10, 2026

The exhibit hall will be open to the general public for booking Jan 5, 2027

Booths are booked first-come, first-served.

2027 UCA CONVERGENCE

CURATED SPONSOR PACKAGES

Boost your presence at the UCA Convergence with an add-on package. We've done the lift for you in curating sponsorship or advertising with specific priorities in mind. **Select your package and save dollars!**

Member Rate Non-member Rate	Speaker Booster \$6,500 \$7,800	Attendance Booster \$6,100 \$7,350	Visibility Booster \$3,600 \$4,400	Advertising Booster \$3,400 \$4,100	Monday Madness \$650 \$780
On-site Attendee Guide Ad (interior)				1	
Mobile App Banner Ad				1	
Conference Website Ad				1	
Conference Promo Email Banner Ad				1	
Solutions.Expo Scavenger Hunt			1		
Mobile app push notification			1		
Attendee Totebag Insert		1	1		
Full Convergence Registration (CME eligible)	1	2			
Industry Perspective Live!	1				
Urgent Community Conversation	1				
Solutions.Demo	1				
Celebration Gala Ticket (Monday Night Networking Event)		2			1
Monday Lunch Ticket (attendee networking lunch)					1

Interested in a custom package?



GET IN TOUCH

corporate@urgentcareassociation.org

2027 UCA CONVERGENCE

EXHIBIT ENHANCEMENTS & SPONSORSHIPS

ADVERTISING	Member Rate	Non-member Rate
Mobile App Splash Screen (EXCLUSIVE)	\$7,500	\$9,000
Event Website Skyscraper Ad (EXCLUSIVE)	\$5,000	\$6,000
Mobile App Homepage Banner Ad	\$2,500	\$3,000
Convergence Promo Email Banner Ad	\$1,500	\$1,800
On-site Attendee Guide Ad (front or back cover)	\$1,500	\$1,800
Mobile App Banner Ad	\$1,000	\$1,200
Push Notification	\$1,000	\$1,200
Conference Website Ad	\$750	\$900
On-site Attendee Guide Ad (interior)	\$500	\$600

Mobile App Splash Screen

EXCLUSIVE! Attendees will see your image for 3.5 seconds on the loading splash screen every time the app launches. 699 app users, logging in 824 times – that’s an effective impression!

Event Website Skyscraper Ad

EXCLUSIVE! Your ad on the 2027 UCA Convergence homepage. Vertical, right-side banner, exclusive. Averaging 19,575 impressions with a 2% click rate.

Mobile App Homepage Banner Ad

Your ad displayed as a “sticky” banner on the mobile app home screen; that is, your ad attaches to the bottom navigation and follows while attendees scroll on the main screen. Ad links to your booth profile. 70% of conference attendees with 589 hours of app use makes for high visibility.

Convergence Promo Email Banner Ad

Your banner ad in (1) convergence promo email sent to a curated audience of avg. 15,653 contacts, with a .05% bounce rate, 18.6% open and 3.2% click rate.

On-site Attendee Guide Ad (front or back cover, interior)

Your full-color ad in the printed guide book distributed to 550 conference attendees.

Mobile App Banner Ad

Your banner ad displayed on select subpages in the mobile app used by conference attendees. Ad links to your booth profile. With an average 2,000 views/ad, your brand will be top of mind.

Push Notification

Your notification appears at a scheduled time as a pop-up in the mobile app connecting you to 699 app users.

Event Website Ad

Your ad on the 2027 UCA Convergence homepage; appears in the main navigation and shows on all pages of the event website. Averaging 13,000 impressions with a 1.5% click rate.

2027 UCA CONVERGENCE

EXHIBIT ENHANCEMENTS & SPONSORSHIPS

ATTENDANCE	Member Rate	Non-member Rate
Full Conference Registration (CME eligible)	\$1,950	\$2,340
Exhibitor Badge (ineligible for CME)	\$500	\$600

Full Conference Registration (CME eligible)

Full conference registration includes access to the Solutions.Expo, access to all meals and main conference networking functions, and access to all education and programming with CME eligibility.

Exhibitor Badge (Ineligible for CME)

Exhibitor badge includes access to the Solutions.Expo, access to Saturday evening networking reception and Sunday expo opening reception, and access to all education and programming (ineligible for CME).

BOOTH TRAFFIC	Member Rate	Non-member Rate
Solutions.Expo Snack Sponsor	\$12,000	\$14,400
Sunday Solutions.Expo Specialty Bar Sponsor	\$7,500	\$9,000
Booth Scavenger Hunt Prize Sponsor	\$1,250	\$1,500
Booth Scavenger Hunt Participation	\$500	\$600

Solutions.Expo Snack Bar Sponsor

2 AVAILABLE Sponsor one of two snack bars in the Solutions.Expo. Includes a 6' tabletop display (restrictions apply) and a co-branded 6-1/2', 3-sided tower display to feature sponsor ad artwork (highlight your brand!). Snacks will be available for attendees during 3, 1-hour breaks (Monday AM & PM, and Tuesday AM). UCA to provide 6' table, signage and snacks. Includes booth scavenger hunt participation and attendee totebag insert.

Solutions.Expo Sunday Reception Specialty Bar Sponsor

2 AVAILABLE Sponsor a drink-ticket-access, specialty cocktail bar ('Mint Condition' bar – coastal refresh in a glass; or 'Sunset on Palm Beach' bar – effortlessly tropical) at the Sunday Solutions.Expo Opening Reception. Traffic is driven to your booth where your staff hands out drink tickets to attendees for a specialty cocktail.

Booth Scavenger Hunt Prize Sponsor

3 AVAILABLE As a prize sponsor of the Scavenger Hunt, you will be highlighted in promotion of the Booth Scavenger Hunt to attendees via UCA provided email inclusion, app push notification, on-site signage and photo op. Includes an entry in the scavenger hunt, driving attendees to your booth to engage with your staff to play the game for a chance to win! UCA to procure prize.

Booth Scavenger Hunt Entry

An entry in the scavenger hunt drives attendees to your booth to engage with your staff to play the game for a chance to win! UCE provides in-booth signage and game prizes.

2027 UCA CONVERGENCE

EXHIBIT ENHANCEMENTS & SPONSORSHIPS

BRANDING	Member Rate	Non-member Rate
Attendee Totebag Sponsor (EXCLUSIVE)	\$9,000	\$10,800
WiFi Gate Page (EXCLUSIVE)	\$7,500	\$9,000
Aisle ID Signage (EXCLUSIVE)	\$6,000	\$7,200
Attendee Badge Lanyard (EXCLUSIVE)	\$5,000	\$6,000
Attendee Learning Journal (EXCLUSIVE)	\$5,000	\$6,000
Attendee Totebag Insert	\$2,500	\$3,000
Attendee Registration-area Giveaway	\$2,500	\$3,100

Attendee Totebag

EXCLUSIVE! Your one-color logo on the totebag provided to each of the 550 attendees upon check-in. UCA procures totebag.

WiFi Gate Splash Page Sponsor

EXCLUSIVE! Your custom artwork on the splash page attendees view to login to the 2027 UCA Convergence WiFi network. Co-branded with 2027 UCA Convergence logo.

Aisle Marker Sponsor

EXCLUSIVE! Your custom artwork on each of the aisle signs within the Solutions.Expo, marking the entrance to each aisle. Co-branded with 2027 UCA Convergence logo. Signage printing and placement, UCA responsibility.

Attendee Badge Lanyard

EXCLUSIVE! Your logo on the lanyards attendees are required to wear throughout the conference. UCA procures lanyards.

Attendee Learning Journal

EXCLUSIVE! Your one-color logo on the exclusive attendee learning journal placed in each of the totebags provided to each of the 550 attendees upon check-in. UCA procures journal.

Attendee Totebag Insert

Your promotional flyer or branded item placed in the totebag provided to each attendee upon check-in. Restrictions apply.

Registration-area Attendee Giveaway

Your branded item placed in the registration area for attendees to pick up upon check-in or visiting the UCA help desk. A great opportunity to place a traffic driver for your booth!

2027 UCA CONVERGENCE

SPONSORSHIP

NETWORKING ACCESS	Member Rate	Non-member Rate
C-Suite Connection Sponsor	\$15,000	\$18,000
UCA CEO Reception Co-host	\$8,000	\$9,600
UCA Board of Directors Dinner	\$5,000	\$6,000
Solutions.Insight with Strategic Advisory Group or Delegates Council	\$5,000	\$6,000
Kick-off Reception Tabletop Display	\$5,000	\$6,000
Focus Group with Clinical Advisory Group	\$3,000	\$3,600
20-min presentation to the CUCM Board of Directors	\$3,000	\$3,600
Celebration Gala Ticket (Monday night networking event)	\$500	\$600

C-Suite Connection Sponsor

The ultimate sponsorship! Includes invitation for 2 people and ALL the benefits of sponsoring the UCA Board of Directors Dinner and the UCA CEO Reception, PLUS 2 tickets to the Celebration Gala. Network with the decision-makers and leaders in Urgent Care.

UCA CEO Reception Co-host

Join the UCA CEO on Sunday, May 2, to welcome select attendees to an exclusive after-hours reception. Includes an opportunity to contribute to the invite list and logo recognition on the C-suite e-vite.

UCA Board of Directors Dinner

Join the UCA Board of Directors on Friday, April 30, during their group dinner, with an opportunity to make 5-min remarks.

Kick-off Reception Tabletop Display

2 AVAILABLE The Kick-off Reception is open to all attendees and exhibitors to mark the first networking gathering of the Convergence, beginning at 5:15pm, Saturday May 1. Position yourself at the beginning with a tabletop display (restrictions apply).

Solutions.Insight with SAG and DC

12 AVAILABLE In a 30-min panel session with ~6 executive level decision makers, present your developing or new to market product, service or concept to potential buyers for feedback prior to launch or on front of market entry. Application required.

Focus Group with Clinical Advisory Group

4 AVAILABLE In a 30-min group session with ~6 physician and APC decision makers, present your product features or service solutions to gain insight directly from end-users who shape protocols, define standards of care and influence purchasing decisions.

CUCM Board (Clinical) Presentation

3 AVAILABLE A 20-min clinical presentation to the College of Urgent Care Medicine (CUCM) Board of Directors. Introduce your company, share your latest clinical innovations, research or case studies – it's your time to connect with Urgent Care key clinician leaders.

Celebration Gala Ticket (Monday night networking event)

The Monday night networking event at the UCA Convergence. The evening benefits the Urgent Care Foundation's high-profile public relations initiative highlighting the critical role within the healthcare continuum that owners, operators, clinicians and solution providers in the field of Urgent Care medicine represent. Ticket includes access to the networking reception, dinner and dance party with ~300 attendees.

2027 UCA CONVERGENCE

SPONSORSHIP

SPEAKING	Member Rate	Non-member Rate
General Session or Keynote Sponsor (EXCLUSIVE)	\$10,000	\$12,000
Advance Practice Clinician (APC) SIG Sponsor	\$7,500	\$9,000
Industry Perspectives LIVE! session	\$3,000	\$3,600
Advocacy Session Sponsor (EXCLUSIVE)	\$3,000	\$3,600
Solutions.Demo	\$1,500	\$1,800
Urgent Care Conversations table host	\$750	\$900

General Session or Keynote Sponsor

EXCLUSIVE! Be welcomed to the stage by the UCA CEO for 5-min remarks, and introduce the Sunday afternoon Keynote Speaker, OR the Monday morning General Session Speaker.

APC SIG Networking Sponsor

EXCLUSIVE! The APC SIG Meet and Greet is open to registered attendees with APC credentials – join the event and bring 5-min remarks to this target audience.

Advocacy Session Sponsor

EXCLUSIVE! Align with the Urgent Care industry advocacy message and introduce the signature Advocacy Session at the UCA Convergence with 5-min remarks.

Industry Perspectives LIVE session (education and thought-leadership)

Your exclusive 45-min session in an education program room. Educate attendees and highlight data, case studies or research findings to bring focus to your industry expertise around a specific Urgent Care operator pain point.

Solutions.Demo (product demo)

Your exclusive 20-min product demo in a program room. Introduce yourself to attendees and demo your solution to showcase your unique answer to Urgent Care operations and quality patient care.

Urgent Care Conversations (sales-free networking and relationship building)

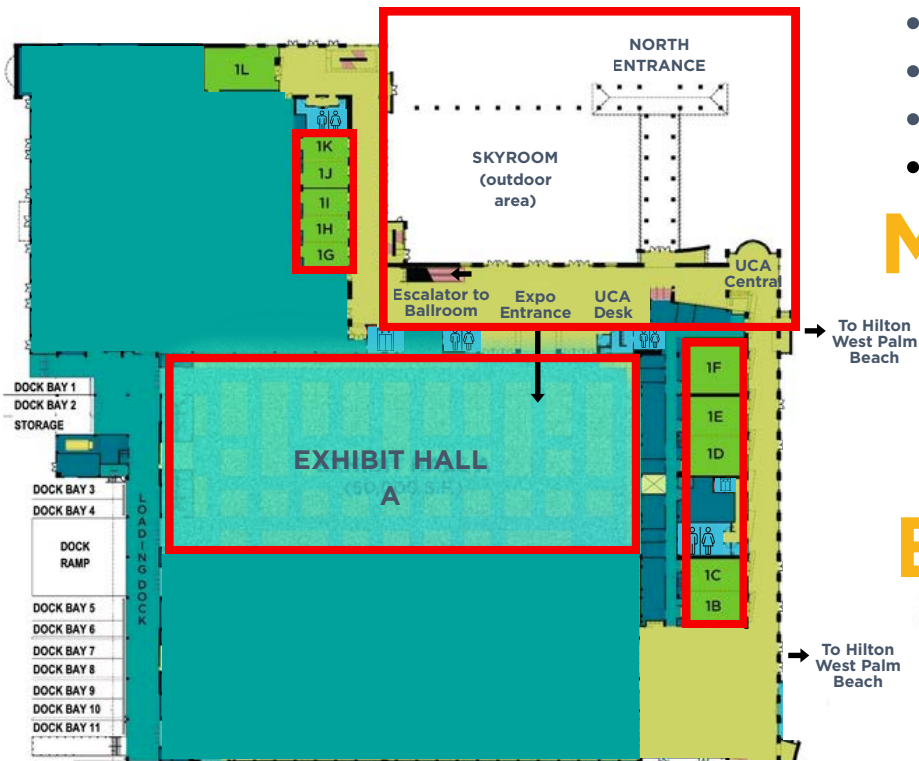
Connect with Urgent Care clinicians and front-line operators to discuss real-world challenges and opportunities. Facilitate a table discussion as moderator of a relevant Urgent Care pain point.

- What it's NOT: A sales discussion
- What it IS: A chance to demonstrate thought-leadership and develop deep prospective relationships as peers in the Urgent Care space.

All advertising and sponsorships are subject to specifications, restrictions and deadlines. Opportunities are first-come, first-served.

2027 UCA CONVERGENCE

VISIBILITY OPPORTUNITIES



- UCA REGISTRATION
- SOLUTIONS.EXPO
- SESSION CLASSROOMS
- CONFERENCE ENTRANCE

MAIN LEVEL

- SESSION CLASSROOMS
- GENERAL SESSION

BALLROOM

The **North Entrance** is the conference center entrance from the street where two-thirds of attendees will begin their experience. The **Main Level** is the main intersection where attendees will check-in and inquire at the UCA help desk, access the Solutions.Expo and cross traffic between session areas and meals.

The **Balcony and Escalator** are highly-visible in the open concept lobby and serve as the main through-put for attendees between experience areas.

The **East Concourse** follows attendees entering from the Hilton Hotel walking path and is a high-traffic area for attendees accessing session rooms and UCA Central in the East Concourse.

The Ballroom is on the second floor, primarily accessed via the escalator in the Lobby. Additional sessions and the General Session are on the second floor.

All visibility opportunities are subject to specifications, restrictions and deadlines. Opportunities are first-come, first-served.

2027 UCA CONVERGENCE

VISIBILITY OPPORTUNITIES



Entrance Doors

Door Panels (A) (top-half, sight-line level): 30"W x 42"H

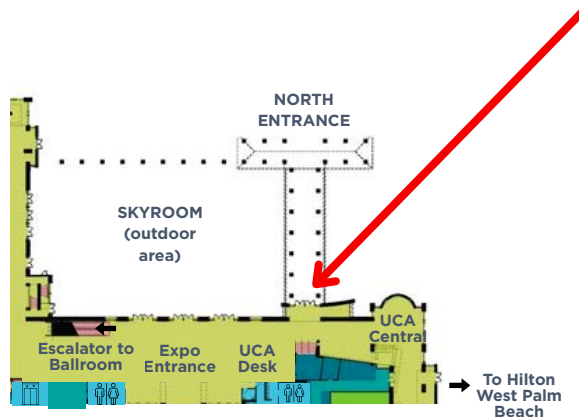
\$1,000ea. (non-member: \$1,270ea.)

8 available (4 inside, 4 outside)

Window Panels (B): 36"W x 42"H

\$1,000ea. (non-member: \$1,270ea.)

4 available (2 inside, 2 outside)



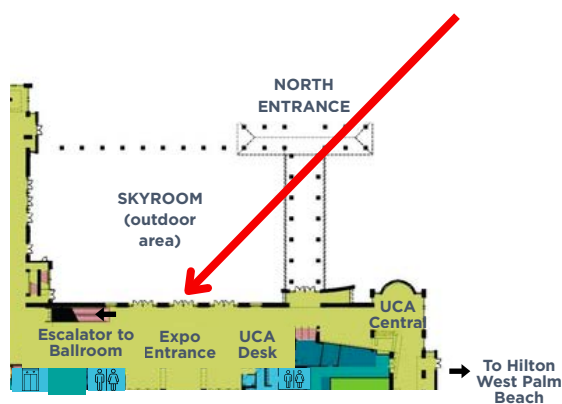
Skyroom Doors

Door Panels (C) (top-half, sight-line level):

30"W x 42"H

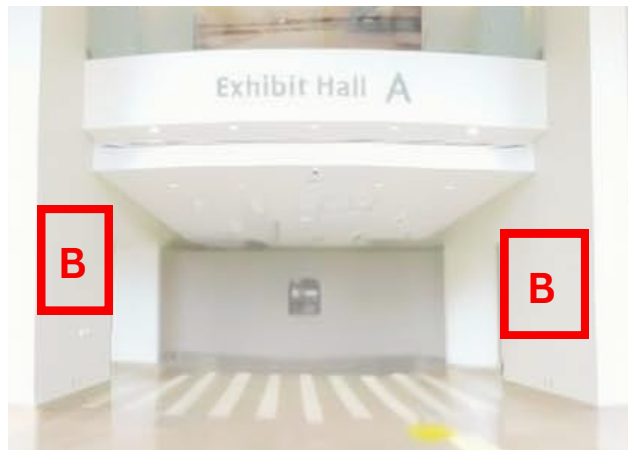
\$1,000ea. (non-member: \$1,270ea.)

6 available (all 6 inside)



2027 UCA CONVERGENCE

VISIBILITY OPPORTUNITIES

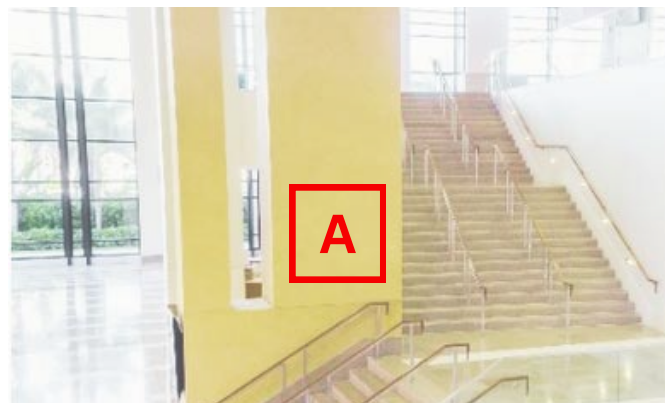
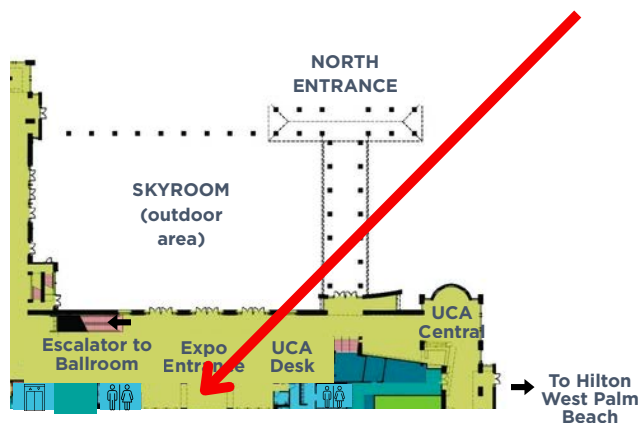


Lobby

Pillar Poster (B): 13'W x 3'H

\$2,500ea. (non-member: \$3,200ea.)

4 available

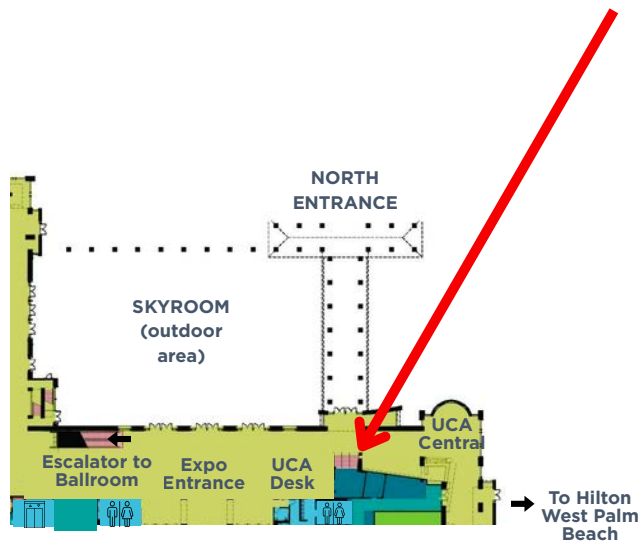


Grand Staircase

Separation Wall (A): 4' W x 5'H

\$2,000 (non-member: \$2,540)

2 available



2027 UCA CONVERGENCE

VISIBILITY OPPORTUNITIES

**Balcony Glass Railings (A):**

End panels: 3'W x 3.4'H; Middle panels: 4'W x 3.4'H

\$1,500ea. (non-member: \$1,950ea.)

13 available (2 end, 11 middle)

Balcony Glass Railings (B):

End panels: 4.6'W x 3.4'H; Middle panels: 3.9'W x 3.4'H

\$1,500ea. (non-member: \$1,950ea.)

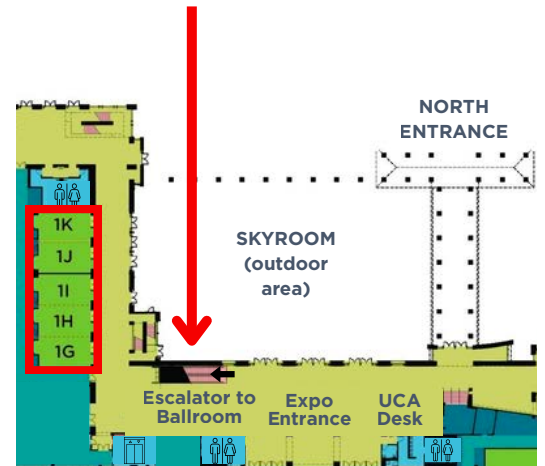
4 available (2 end, 2 middle)

Escalator Glass Rail (C): 6' W x 23"H

\$1,750ea. (non-member: \$2,250ea.)

4 panels available

Buyout all 4 panels for \$5,000

**Door Panels (top-half, sight-line level): 30"W x 42"H**

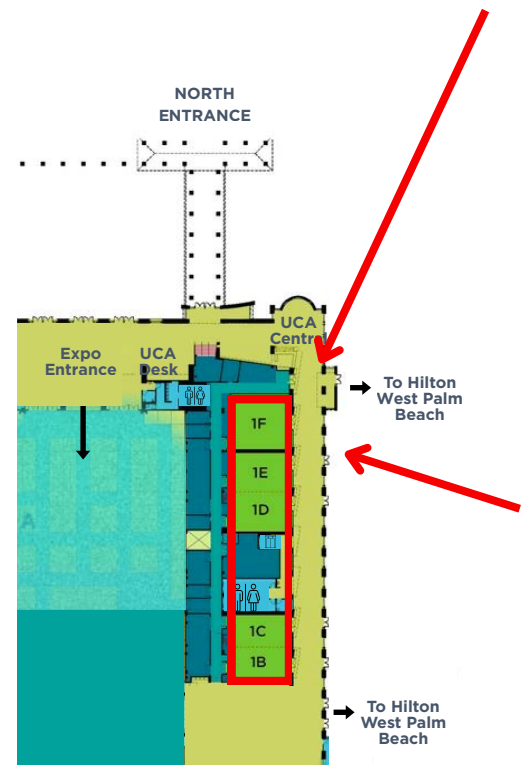
\$1,000ea. (non-member: \$1,270ea.)

4 available (2 inside, 2 outside)

Window Panels (B): 48"W x 48"H

\$1,300ea. (non-member: \$1,650ea.)

12 available



NETWORKING ACCESS

FOUNDATION CELEBRATION

Held annually, the premier social event of the Convention, the Celebration is an exclusive evening benefiting the Urgent Care Foundation.

Why Sponsor the Celebration?

Engage Decision-Makers in a High-Touch Setting

Build real relationships with Urgent Care leaders in an exclusive, intimate atmosphere.

Drive Deeper Conversations

Turn casual connections into serious sales discussions that extend beyond the event.

Show You're All In

Demonstrate a commitment to Urgent Care's future—your presence signals relevance and a vested interest in your customers' success.

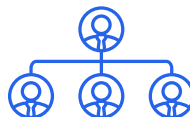


**URGENT
CARE
FOUNDATION**

Foundation Celebration Audience*



54% Decision-makers
33% Influencers
11% Other



54% Clinical
42% Administrator
8% Owner
16% Other



55%, Large: 30+ centers
9%, Medium: 11 to 29 centers
18%, Small: 10 or fewer centers



300 REGISTRANTS

*2025 Celebration

THE UCF CELEBRATION

SPONSORSHIP

	Member Rate Non-member Rate	Passport Sponsorship \$7,500 \$9,000
Recognition by UCF on event webpage, on-site signage and social		✓
Recognition by UCF in post-event JUCM ad		✓
Tickets to attend the Celebration		5
Recognition from stage by UCF Board of Trustees President		✓
Sponsor-level exclusive feature in Celebration promotion email, including logo, URL and brief profile		✓
1x use of attendee list		✓
Logo recognition on stage		✓

SPONSORSHIP ENHANCEMENTS*

	Member Rate	Non-member Rate
Paddle Sponsor (EXCLUSIVE)	\$7,500	\$9,000
SWAG Bag (EXCLUSIVE)	\$7,500	\$9,000
One (1) Additional Celebration Gala Ticket	\$500	\$600

*Must be a Passport Sponsor to add sponsorship enhancements

A LA CARTE SPONSORSHIP

A La Carte Sponsorship purchases include (2) tickets	Member Rate	Non-member Rate
Dinner and After Party Bar Takeover (EXCLUSIVE) (stirrer sticks, cocktail napkins, koozies - sponsor provided; bar signs, named cocktail - UCF provided)	\$5,000	\$6,000
Pre-dinner Reception Bar Takeover (EXCLUSIVE) (stirrer sticks, cocktail napkins, koozies - sponsor provided; bar signs, named cocktail - UCF provided)	\$3,500	\$4,200
Entertainment Sponsor (Dedicated song - recognized on Playlist signage)	\$3,500	\$4,200
SWAG Item Sponsor (sponsor logo on swag item; UCF to provide item - luggage tag, sunglasses case, etc.)	\$3,500	\$4,200
Celebration Supporter (signage recognition)	\$1,250	\$1,500

UCA CORPORATE STRATEGY & EVENTS



<https://urgentcareassociation.org/partners>



corporate@urgentcareassociation.org

Interested in a consultation for a personalized
year-round package?



GET IN TOUCH

corporate@urgentcareassociation.org



[@Urgent Care Association](#)



[@urgentcareassociation](#)

UCA URGENT CARE
ASSOCIATION®

