



**2022**

**Community Health Institute**

# **CHI & EXPO**

**Exhibitor and  
Sponsor Prospectus**

**Hyatt Regency Chicago**

**August 28-30, 2022**

**Committee Meetings: August 26-27, 2022**



NATIONAL ASSOCIATION OF  
Community Health Centers®





Community Health Institute

# 2022 CHI & EXPO

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The NACHC Community Health Institute (CHI) & EXPO is the largest annual gathering of health center clinicians, executives, and consumer board members, along with Health Center Controlled Network and State/Regional Primary Care Association professionals. The conference kicks off at a time when health centers are front and center in the transformation of health care. Health center leaders are looking to the future, focused on the medical and management teams needed for tomorrow’s health care – the collaborative partnerships that can spur innovations – and the technologies to improve efficiency and cost-effectiveness in the delivery of care.

## Health center leaders are searching for:

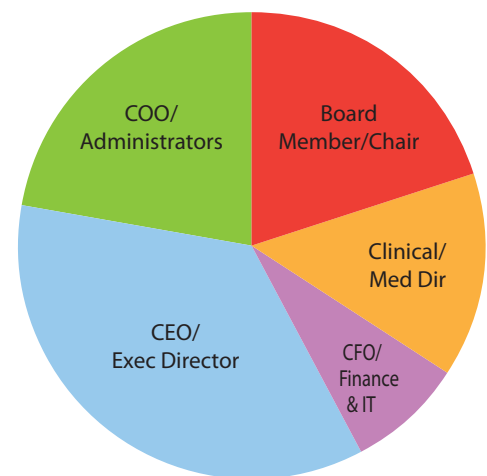
- ★ Innovative and cost-effective ways to make a difference in the care of their patients
- ★ Solutions and improvements to the efficiency of their centers
- ★ Best practices in health care delivery and management

The CHI EXPO will be your first opportunity to put your name before C-suite health center executives, medical directors, and board chairs — all influencers in the purchasing of products and solutions.

The CHI is where health center leaders search for measurable ways to impact the care of their patients and the future success of their centers. The conference provides: educational resources that focus on topics like accountable care and population health; poster sessions that demonstrate best practices; peer-to-peer networking opportunities, facilitated by industry experts; and a showcase of product and service solutions via the EXPO-- all key contributors in enhancing the value of community health center business.

## 2021 Attendee Facts

- ➔ Total Number of Attendees: Over 1600 in-person and virtual attendees
- ➔ Number of Health Centers Represented: Nearly 500 Unique CHCs and PCAs
- ➔ Number of PCAs Represented: 36
- ➔ Titles of Attendees Include: C Suite, Board Members, Directors, Clinicians, Health Center Senior Leadership, and other decision makers



NACHC continues to monitor health conditions and local government regulations in light of the COVID-19 pandemic. Provided we can do so safely, we expect the Community Health Institute (CHI) & EXPO to be held in person in August. NACHC will continue to offer “a virtual experience for attendees.” Sponsors receive virtual asset add-ons; however exhibiting requires a physical presence on-site to maximize networking and engagement. Updates will be made to the CHI & EXPO website as they are determined.

We anticipate that the Community Health Institute & EXPO, which is a three-day event, will attract 2,000 attendees.

### Exhibit Categories and Pricing:

Select the exhibit category that best describes your company and your preferred booth size in order to determine your exhibit fee:

**Category I** Nonprofit Public Service and Government Agency

**Category II** Nonprofit Organization (federal, state, or local) promoting revenue-generating products or services

**Category III** Commercial Organization or Corporation

Booth Size	Category I	Category II	Category III
10x10	\$1,930	\$4,280	\$5,690
10x20	N/A	\$5,410	\$7,210

**A 10x20 booth is the largest booth available due to limited EXPO Hall space.**

### Each 10x10 booth includes:

- Two (2) conference registrations providing access to all sessions and events during the conference (*Any additional exhibit staff registrations, beyond the complimentary allotment, are available at a discounted rate of \$600 each if sponsoring company is a NACHC Corporate Member and \$700 if a non-NACHC Corporate Member*)
- One (1) 6' x 30" draped and skirted table
- Two (2) chairs
- Your company profile, with contact information, will be available via the NACHC Mobile App, conference website, and conference program
- Free conference Wi-Fi access
- Basic hotel-grade carpeting throughout the EXPO Hall
- Overnight security in the EXPO Hall

**CANCELLATION BY EXHIBITOR OR NACHC:** In the event of cancellation or relocation of an event due to circumstances within NACHC's direct control, NACHC is limited to refund payment received for exhibit space. In the event NACHC has no control over the cancellation or relocation of an event, NACHC will have no liability of any kind to the Exhibitor but will refund any fees paid to NACHC by the Exhibitor less any and all expenses incurred by NACHC for advertising, administration, or similar and related costs determined at the time of cancellation. NACHC does not have control over Acts of God (e.g., earthquake, fire, flood, pandemic, epidemic, tornado, hurricane, etc.), Acts of Government (e.g., war, embargo, travel restrictions, curtailment of transportation facilities, etc.), Acts of Man (e.g., terrorism, strike, civil disorder, etc.) or any other circumstance over which NACHC has no control, making it impossible, illegal, or commercially impractical to conduct the event.

Any Exhibitor who cancels booth space prior to 60 days of first day of the show will forfeit and pay NACHC as liquidated damages a sum of money equal to 50% of the full price of said Exhibitor's booth space. Any Exhibitor who cancels between 59 days and the first day of the show will forfeit and pay NACHC as liquidated damages 100% of the full price of said Exhibitor's booth space. These damages do not include any fees owed to Hargrove, NACHC's official decorator. All cancellation requests must be submitted in writing to the NACHC Exhibits Director. Sponsorship cancellations will follow this same policy. Cancellation of any marketing or advertising opportunities will be non-refundable.

## Benefits of Sponsorship:

\*Enhance your corporate name recognition

\*Heighten branding and visibility

\*Increase your lead generation

**A company's investment in sponsorship opportunities will determine their overall support level, each with unique benefits.**

All Conference Sponsors will include the following recognition:

- Recognized as a sponsor on the NACHC Mobile App
- Recognized as a sponsor on the conference website
- Recognized as a sponsor in the printed conference program
- Recognized as a sponsor on the conference entrance unit
- Recognized as a sponsor in each general session slideshow
- Recognized as a sponsor on signage throughout the hotel (where applicable)
- Recognized as a sponsor on the conference platform that virtual attendees will access

## Champion

**Spend \$10,000 and above**

**All Champion Level Sponsors will receive:**

- **One (1) additional full-conference registration**
- **Access to pre- and post-event Opt-In Attendee registration lists for one-time use**
- **One (1) lead scanner for use during the EXPO**
- **Optional conference bag insert (flier or branded object)**
- **Listing in the virtual Sponsor Directory**

### □ **CHI Theme Party Sponsor**

**\$20,000/Two (2) Co-Sponsors OR  
\$15,000/Five (5) Team Sponsors**

*NACHC has thrown some of the best celebrations in town. From the Roaring 20s to a San Diego Beach Party, a Smoke and Mirrors Illusion, Mardi Gras, and a Country Western BBQ...you never know what will be next! Whatever the event, make no mistake about it, the sponsoring company will be front and center at this celebration where all conference attendees gather for a night of fun and great entertainment!*

- Sponsoring company's staff will be permitted to distribute drink tickets to attendees while welcoming everyone to the CHI Theme Party.
- Sponsor will be recognized in an e-blast to all conference attendees, prior to the conference, inviting them to the CHI Theme Party.
- Sponsor will receive a full-page ad in the conference program promoting the theme party and recognizing the sponsoring company's logo.

□ **Poster Program Sponsor** **\$20,000 Exclusive**

*Position your company as a trusted source of cutting-edge ideas and practices by sponsoring this program that demonstrates the many ways that health centers are changing and advancing community health. NACHC poster presenters are selected to showcase their research and innovation presentations that contribute to community health center success. Prizes are awarded to the top three winners in each poster category of research and innovation. This sponsor will have high visibility and branding. In 2018, 75 posters were accepted and presented.*

- Exclusive branding on each poster featuring the sponsor's logo and booth number.
- Sponsor will be recognized during the Tuesday general session when the award winners are announced.
- Exclusive sponsor of full-page, back cover ad in the Poster Presentation Guide.
- Sponsor's profile will be showcased in the Poster Presentation Guide.
- Showcase of sponsor's featured poster/advertisement in a high traffic area (an opportunity for the sponsor to provide their own poster presentation and be viewed as an expert and resource in a topic area of their choosing).
- Sponsor's logo will be recognized on online voting ballots submitted by attendees when selecting best poster presentations.
- Full-page, color ad in the conference program (\$2,000 value).

□ **Recharge Lounge Sponsor** **\$20,000 Exclusive**

*Attendees will thank you for the opportunity to sit and relax on the EXPO floor, chat with colleagues, and recharge their phones. The sponsor's logo will be featured prominently on the signage at the Lounge.*

- Sponsor's logo will be recognized on all lounge signage.
- Sponsorship opportunity to offer additional services and entertainment at the lounge such as a masseuse or recreational games, e.g., ping pong. All expenses associated with these services and entertainment will be the sponsor's sole responsibility and must be submitted to NACHC Management for final approval.
- Sponsor is encouraged to provide promotional materials for all attendees that visit the lounge.
- Full-page, color ad in the conference program (\$2,000 value).

□ **Tote Bag Sponsor** **\$15,000 Exclusive**

*It's on the bag! The exclusive tote bag sponsor's company logo and tag line will be featured on the front side of each conference tote bag. The best first impression is when attendees receive all their conference materials included in the tote bag with your name on it! Tote bags have proven to be one consumable that attendees use again and again either for themselves or through gifting the bag to another health center associate long after the conference is over.*

- Sponsor's logo and tag line will be displayed on the front of each tote bag.
- Sponsor's logo will be recognized on a "know before you go" e-blast sent to all conference attendees prior to conference arrival.
- Sponsor's logo will be recognized in the conference program as the tote bag sponsor.

***Become a NACHC Member Today***

Corporate Members save 25% on Exhibits and Advertising Rates and 10% on Sponsorships.

Refer to [membership@nachc.com](mailto:membership@nachc.com).

- **Wireless Access** **\$15,000 Exclusive**

*The single most commonly asked question at every single conference is: “What is the Wi-Fi password?” This sponsorship will address that very question for all attending the CHI! As the sponsor, you select a simple, custom password that attendees will enter each time they log in. Login is required every three hours that they are logged on to the complimentary ‘NACHC Conference’ network to keep the network refreshed and operating at its highest capacity.*

  - Sponsor will select the custom password that attendees will use to access the Wi-Fi network during the conference.
  - Sponsor will be the only company recognized on the Wi-Fi landing page with its logo.
  - Sponsor’s logo will be recognized in an e-blast sent to all conference attendees prior to conference arrival with the custom Wi-Fi password.
  - Sponsor’s logo and booth number will be recognized on a 4” x 3” card which is physically handed to each attendee when they retrieve their registration materials. This card will indicate the custom password and instructions to access the Wi-Fi network during the conference.
  - Sponsor’s logo will be recognized in the conference program with the custom Wi-Fi password and instructions to access the Wi-Fi network.
  
- **Mobile App** **\$15,000 Exclusive**

*The Conference Mobile App has become a necessity rather than a tool of convenience. All conference presentations and handouts are available to attendees ONLY via the NACHC Mobile App.*

  - Sponsor will be the only company recognized on the splash page, the initial screen that each attendee will view as the app loads and opens to the event menu page.
  - Sponsor’s logo and booth number will be recognized on a 4” x 3” card which is physically handed to each attendee when they retrieve their registration materials. This card will indicate the mobile app download instructions.
  - Sponsor’s logo will be recognized in the conference program with mobile app download instructions.
  
- **Hotel Key Card Sponsor** **\$12,500 Exclusive**

*The “key” to a great marketing strategy is name recognition. This exclusive sponsorship opportunity is the key for each guest to gain access to their hotel sleeping room and is handled by guests at least three to five times a day over the three-day conference. Get creative and design the key as a business card. Use the hotel key card for two main purposes: to market your brand and drive attendees to your booth!*

  - Sponsor will provide key card design for front (and back, if permitted by the hotel) of the key card.
  - Sponsor’s logo will be recognized in conference program as the hotel key card sponsor.
  
- **Aisle Floor Signs** **\$12,000 Exclusive**

*These informational signs will guide attendees as they navigate the EXPO floor. This signage, identifying EXPO Hall aisles by number, will be customized with the sponsoring company’s logo and prominently displayed throughout the EXPO Hall space.*



□ **PCA and HCCN General Session** **\$10,000 Exclusive**

*This forum is designed to showcase, demonstrate, and support the policy, training, operational, and strategic activities of each of these organizations and their impact on health centers and patients across the country. This is an excellent opportunity for a sponsor to demonstrate their support of this effort.*

*As the session sponsor, you'll be introduced to a network of over 200+ key contacts from across the country, acknowledged for your support before and during the session, and given the opportunity to address this unique group of health care professional upon the start of the event. The sponsor is encouraged to provide promotional materials for distribution at this event.*

□ **Printed Program Sponsor** **\$10,000 Exclusive**

*The conference program is the complete guide to all things happening and all need-to-know information regarding CHI. The only way to purchase a cover ad in the program is through this conference sponsorship where your organization will receive the full-page, inside front cover ad.*

- Sponsor will receive full-page, inside front cover ad.
- Sponsor's logo will be recognized at the bottom of each odd-numbered page in the program.

□ **Water Bottle Sponsor** **\$10,000 Exclusive**

*Thirsty for some name recognition? Quench your thirst with this water bottle sponsorship! Sponsor reusable, branded water bottles with your company logo. Each attendee will receive the water bottle in their conference bag at registration. Water stations will be set up throughout the hotel so that attendees can refill their reusable bottles for the duration of the conference and beyond. Not only will you be promoting your brand, you'll be promoting social responsibility by reducing the waste of plastic bottles during this event.*

- Sponsor's logo will be the only company logo featured on the water bottle.
- Sponsor will be recognized via signage at each water station in the designated conference areas.
- Sponsor's logo will be recognized in the conference program as the water bottle sponsor.

## All Defender Level Sponsors will receive:

- **One (1) additional full-conference registration**
- **Access to the pre-event Opt-In Attendee registration list for one-time use**
- **One (1) lead scanner for use during the EXPO**
- **Optional conference bag insert (flier or branded object)**
- **Listing in the virtual Sponsor Directory**

 **Lanyards**

\$7,500 Exclusive

Your brand will be a part of each attendee's first impression. Lanyards, which display conference badges, become a staple of each attendee's wardrobe for the three-day conference. Attendee badges are required for entry into every conference event, so this sponsorship is an effective way to have your company's brand seen by all conference participants.

- Sponsor's logo will be the only company logo featured on the lanyards distributed to each conference attendee. The logo will be screen printed on all sides of the lanyard.
- Sponsor's logo will be recognized in the conference program as the lanyard sponsor.

 **Opening Network Reception**

\$7,500/Four (4) Available

It's opening night and your company is featured with this sponsorship! Draw attendees to your booth with a featured food or beverage item right at your booth. What better way to obtain leads and network than to invite NACHC attendees to your booth for your own little party? This reception will take place immediately following the Opening General Session. It's the perfect time to showcase your company.

- Sponsor will be provided with a food or beverage item in their booth. Item to be selected and provided by NACHC. (Prior to event, NACHC and sponsor to confirm space needs for F&B setup.)
- Sponsor will be thanked via an announcement made at the end of the networking reception.
- Sponsor's logo will be recognized on the beverage bars throughout the exhibit hall.
- Sponsor's logo will be recognized on the drink tickets provided to each attendee.
- Sponsor's logo will be recognized in the conference program where the networking reception is referenced.



**All Advocate Level Sponsors will receive:**

- **Optional conference bag insert (flier or branded object)**
- **Listing in the virtual Sponsor Directory**

□ **The “Daily Rundown”**

**Daily Newsletter Sponsor**

\$5,000 Exclusive

*It’s hard to be everywhere, all the time, so one’s bound to miss key events at NACHC conferences occasionally. NACHC created the Daily Rundown, a newsletter with conference and session highlights from the day before, to keep all attendees updated. The Daily Rundown will be emailed to all registered attendees during the CHI on Monday and Tuesday. These newsletters will also be posted on the NACHC website during the conference for those interested in conference updates, but unable to attend the 2022 CHI.*

- Sponsor will be the only company recognized with a marketing banner at the top of each Daily Rundown to include a URL link to the sponsor’s website.
- Sponsor’s logo and brief profile, along with a statement like ‘visit us at booth #,’ will be recognized at the end of each Daily Rundown. The sponsor may modify their profile for each day the newsletter is emailed to attendees.
- Sponsor’s logo will be recognized in the conference program where the Daily Rundown is referenced.

□ **“Solutions Spotlights”**

\$5,000

*This is an opportunity for your organization to provide high-quality content and moderated discussion during a sponsored session. Sessions vary in length, from 15-45 minutes, enabling you to take a deep dive on a key topic or engage attendees in a lighthearted activity reflective of your organization’s mission and brand. Solutions Spotlights allow for peer-to-peer learning, case studies, and best practices developed for the “real world” with your organizational expertise. Answer questions and engage in this forward-thinking, industry-first learning opportunity by bringing in clients for panel discussions and providing tangible tips and takeaways that put your organization in the spotlight.*

- Sponsor’s logo will be recognized on the signage outside the theater.
- Sponsor’s logo will be recognized in the conference program and on the NACHC Mobile App as a sponsor of a “special education session.”

**Marketing Opportunities** available at each NACHC conference are designed to drive live interaction and/or provide print publicity for your company. These marketing opportunities provide channels for your company's message to tell the CHC audience what makes your company unique. NACHC Membership discounts do not apply to marketing opportunities.

## Column Wraps at Registration

\$10,000

*Increase awareness of your brand and booth location with a single-sided column wrap on columns near the Registration Desk. The other side of the column will have conference information, and therefore will be visible from all directions.*

## Escalator Cling/Runner leading to the EXPO floor

\$5,000 one side

\$8,000 both sides, the same escalator  
Two (2) Sponsorships Available



*Have all the attendees see your branding on the escalator leading to the EXPO floor for the duration of the conference EXPO. They will see your information "coming and going" during CHI. They can't help but notice.*

## Meter Board Advertisement in Public Area

\$1,500

*Get noticed outside the exhibit hall...NACHC will place an 8' high x 3' wide double-sided sign in a high traffic area providing significant visibility and numerous impressions with conference attendees. Use this signage to educate attendees about what makes your company unique or showcase a new product or service, or simply use it as a reminder to attendees that your company is a supporter of community health centers.*

## Conference Bag Insert

\$1,000

*Roll out your new product or service, enhance your branding, or just simply remind all attendees of your commitment to the community health industry by putting a flyer or branded item in the hands of each and every conference attendee.*

## NACHCopoly

\$500

*NACHCopoly is NACHC's EXPO traffic builder developed as a service to our exhibitors. Your company logo and booth number will be placed on one of the limited number of squares on the NACHCopoly game card. A game card is placed in each attendee's conference bag and game directions are included in the conference program and the EXPO guide.*

*Attendees visit your booth to collect a "game piece," which is a stamp NACHC provides to participating exhibitors. Attendees must collect all stamps corresponding to each square on the game card. Once all squares are stamped, the attendee's game card is complete and they're eligible to win prizes such as iPads, Amazon gift cards, cash prizes worth \$250, and more! This game has gained considerable popularity over the years with prizes everyone wants to win!*

*This is not a sponsorship, all fees paid for this service are used to create the game cards and purchase the giveaways.*

## Registration Lists

*The Opt-In Attendee registration list for the CHI is available for purchase exclusively to exhibitors. This list is monitored for usage and is sold for a ONE-TIME USE ONLY. It CAN NOT be merged into your database. The list includes; contact name, title, company, address, and email of those attendees who acknowledge that they want to receive information from exhibitors. The pre-registration list will be provided two weeks prior to the show date and post-lists are available one week after the conclusion of the conference.*

**Pre-Registration List    \$500**  
**Post-Conference List    \$600**

## Lead Retrieval Scanner

*NACHC suggests that you rent the lead scanning system if you'd like to collect contact information for all attendees who visit your booth. Simply scan the bar code on each attendee's badge. The data generated via the barcode will be sent to you so that you can follow up with attendees personally. You can also merge this information into your company database for future marketing.*

**Pre-Registration            \$400**  
**(on-site registration not available)**

## Advertising in the Printed Conference Program

*This essential guide is a directory of conference events and information. It also serves as a reference guide year-round documenting speakers, educational workshops, exhibitor profiles, and contact information. Your advertisement in the conference program reaches all attendees and reminds your target audience of the valuable products and services you offer in making their community health center business successful.*

<b>Advertising Rates:</b>	<b>Trim Size w x h</b>	<b>Image Area w x h</b>	<b>Black/White</b>	<b>Color</b>
Full-Page Tab	5¾x8½	5x7¾	N/A	\$2,500
Full Page	5¾x8½	4¾x7¼	\$1,300	\$2,000
1/2 Page (horizontal)	5¾x4¼	4¾x3¾	\$800	\$1,200
Inside Back Cover	6¼x8½	5½x7¾	N/A	\$3,000

### Ad Specifications:

**BLEED:** Bleeds are not accepted. All artwork must be contained within the image area.

**OUTPUT:** CMYK, High Resolution PDF with crop marks. No Word or Publisher Files accepted.

*NACHC Conference Sponsorships are available to participating exhibitors. Some exceptions are made based on a company's overall exhibit/sponsorship package, inclusive of all NACHC programs, for a calendar year. Each previous year's sponsor will receive the first right of renewal for that same sponsorship for the same conference in the following year.*