

2019

FINANCIAL, OPERATIONS MANAGEMENT / IT
CONFERENCE & EXPO

FOM-IT

OCTOBER 24-25 / HILTON CHICAGO, IL

EXHIBITS & SPONSORSHIP PROSPECTUS



NATIONAL ASSOCIATION OF
Community Health Centers





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Community health centers generate \$45.5 billion in total economic activity each year. We estimate that approximately 35% of the operating budgets of community health centers are for equipment, supplies, and services. **This means that the collective health center purchasing power is approximately \$11.2B per year!** As an exhibitor and sponsor, this event puts you face-to-face with the very movers and shakers of the nation's health centers that you need to meet.

NACHC's Financial, Operations Management/Information Technology (FOM/IT) Conference & EXPO

attracts more than 800 health center CEOs, CFOs, COOs, CIOs, and health center finance, operations, and IT staff from around the country. These experts are seeking best practices and innovative solutions for their most pressing challenges.

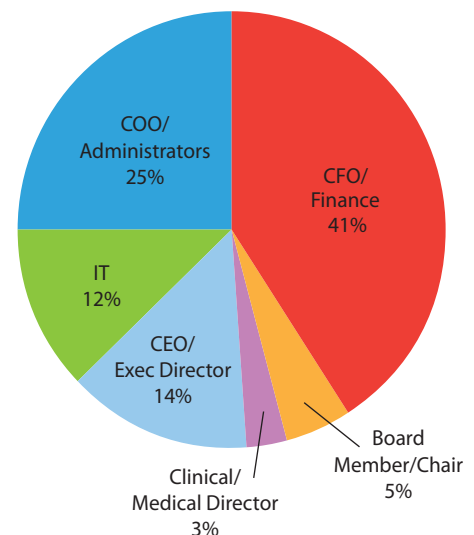
The FOM/IT Conference is the best place for companies to connect with their customers, and prospective partners to identify solutions that make their community health centers operate more efficiently and effectively.

The 2019 FOM/IT Conference continues to grow – focusing on innovation, operational excellence, value-based care, the importance of health care technologies and connectivity, data security, and more. With the intimate showcase of approximately 60 exhibiting companies, FOM/IT exhibitors have identified this EXPO as one of the best opportunities for decision-making discussions with C-level executives. These industry professionals attend the FOM/IT Conference & EXPO in search of solutions and partnerships in building the finance, operations, and IT sectors of their health center business.

With all exhibitors receiving at least one (1) complimentary full-conference registration, this conference offers unlimited networking and client-building opportunities.

2018 Attendee Facts

- Total Number of Attendees? *Over 800*
- Number of Health Centers Represented? *265 Individual organizations*
- Titles of Attendees?



The NACHC FOM/IT EXPO is an ideal forum to:

- showcase your products and services;
- build quality, lasting partnerships;
- capture new sales leads; and
- expand your visibility in this highly competitive marketplace.

The Finance, Operations Management/Information Technology (FOM/IT) Conference & EXPO attracts more than 800 attendees and key decision makers from around the country. The Expo Hall has limited space. In 2018, there were 50 companies showcasing their products and services.

This event is in high demand and will sell out quickly. Companies participating in the 2019 CHI EXPO will receive the first opportunity to exhibit at FOM/IT. This opportunity includes priority space selection and reduced pricing. Any remaining exhibit spaces will open to all companies 40 days prior to the 2019 FOM/IT EXPO.

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

Discounted Rate *(applies to all participating 2019 CHI exhibitors):*

	Booth Size	Category I	Category II	Category III
NEW	kiosk	N/A	\$2,800	\$3,500
	8x10	\$1,500	\$3,310	\$4,420*
	8x20	\$1,890	\$4,200	\$5,600*

Standare Rate *(applies to all exhibitors who did not participate in the 2019 CHI EXPO):*

	Booth Size	Category I	Category II	Category III
NEW	kiosk	N/A	\$3,000	\$4,500
	8x10	\$2,055	\$4,540	\$6,065*
	8x20	\$2,600	\$5,780	\$7,680*

***Corporate Members save 25% on exhibit pricing. Contact membership@nachc.com for more information.**

Each 8x10 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. The rate is \$700 if sponsoring company is not a 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
- ID signage
- Free conference Wi-Fi access
- Basic hotel-grade carpeting throughout the EXPO Hall space
- Overnight security in the EXPO Hall

NEW Each kiosk includes:

- One (1) conference registration 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. The rate is \$700 if sponsoring company is not a NACHC Corporate Member.)*
- One (1) stool
- Your company profile, with contact information, will be available via the NACHC Mobile App, conference website, and conference program
- ID signage
- Free conference Wi-Fi access
- Basic hotel-grade carpeting throughout the EXPO Hall space
- Overnight security in the EXPO Hall



**New
this year**

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 conference program
- Recognized as a sponsor at the EXPO entrance
- Recognized as a sponsor in each general session slideshow

Champion

Spend \$10,000 and above

All Champion Level Sponsors will receive:

- **Two (2) additional full-conference registrations**
- **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)**

☐ **NEW Aisle Signs** **\$15,000 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.



☐ **Tote Bag** **\$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 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.

❑ **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 FOM/IT! 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 the highest capacity.

- Sponsor will select the custom password that will be used for the duration of the conference for attendees to gain Wi-Fi access.
- Sponsor will be the only company recognized on the Wi-Fi landing page with its logo and brief profile.
- 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.

❑ **Networking Lunch** **\$15,000 Exclusive OR
\$10,000/Two (2) Sponsorships**

The Networking Lunch is THE place where attendees gather in the EXPO Hall to learn about current trends in community health, meet new colleagues, and exchange ideas with trusted friends. Your company will be recognized and showcased throughout the networking lunch hour via signage on buffet and dining tables.

- Sponsor's logo will be featured on signage placed on all buffet and dining tables during this event.

❑ **Hotel Key Card** **\$10,000 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 3 to 5 times a day over the two-day conference. Get creative and design the key as a business card. Use the hotel key card for two main purpose: to market your brand and drive attendees to your booth!

- Sponsor will provide key card design for front (and back, if allowed by the hotel) of the key card.
- Sponsor's logo will be recognized in conference program as the hotel key card sponsor.

❑ **Water Bottle** **\$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 bags 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 will be the only company logo printed 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.

☐ Lanyards

\$10,000 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 two-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.

Defender

Spend \$6,000 – \$9,999

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)**

☐ Mobile App

\$9,500 Exclusive

The Conference Mobile App has become a necessity rather than a tool of convenience. NACHC is committed to protecting our environment, therefore 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.

☐ The "Daily Rundown" Daily Newsletter

\$8,000 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 FOM/IT on both days of the conference. These newsletters will also be posted on the NACHC website during the conference for those interested in conference updates, but unable to attend the 2019 FOM/IT.

- 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 #X' will be recognized at the end of each *Daily Rundown*. This profile, provided by the sponsor, can be modified 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.

☐ **Printed Program** **\$6,000 Exclusive**

The conference program is the complete guide to all things happening and all need-to-know information regarding FOM/IT. The only way to purchase a cover ad in the program is through this conference sponsorship where you 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.

☐ **Conference Reception** **\$6,000/Four (4) Sponsorships 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? It's the perfect time to showcase your company.

- Sponsor will be provided with a food or beverage item at 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 EXPO 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.

Advocate

\$4,000 – \$5,999

All Advocate Level Sponsors will receive:

- **Optional conference bag insert (flier or branded object)**

☐ **Conference Bag Notepad and Pen** **\$5,000 Exclusive**

Attendees will be holding onto your company's name throughout the conference and thereafter with the notepads and pens provided by your company for the conference bags.

☐ **Networking Breakfast** **\$5,000/ Two (2) Sponsorships Available**

Conference attendees will start their day with a coffee and a smile knowing that this networking breakfast is made possible by you. Your company will be recognized during the opening session of the morning and we will provide your company name and logo and facts on the beverage napkins.



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.



NEW

Escalator Cling/Runner leading to the EXPO floor

\$6,000/

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 FOM/IT. They can't help but notice.

Conference Bag Insert

\$2,000

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 brochure 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 FOM/IT is available for purchase. 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 \$400

Post-Conference List \$500

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 \$350
(on-site registration not available)

"As a NACHC conference sponsor and exhibitor, we are provided the unique opportunity to meet and speak with representatives from community health centers across the country, as well as brand exposure throughout the entirety of the conference. The wide range of NACHC's sponsorship options also provides the attendees with a more well-rounded and fun experience, which is critical in our investment selection process. We continue to value our partnership with NACHC and the ROI that we see each year."

Aleicia Ennis, PCM
Manager of Business Development and Marketing
OSIS

Conference Program

This essential guide is a directory of conference events and information. It also serves as a year-round reference guide 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.

Advertising Rates:	Trim Size w x h	Color	Black/White
Full Page	8½x11	\$1,500	\$1,000
1/2 Page (horizontal)	8½x5½	\$1,000	\$670

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. Each previous year’s sponsor will receive the first right of renewal for that same sponsorship for the same conference in the following year.

Become a NACHC Corporate Member Today

Corporate Members save 25% on all Exhibit and Advertising Rates and
10% off all Conference Sponsorships.

Contact membership@nachc.com for more information.