



POLICY & ISSUES FORUM 2019

**MARRIOTT WARDMAN PARK - WASHINGTON, DC
March 27-31, 2019**

EXHIBITS & SPONSORSHIP PROSPECTUS



NATIONAL ASSOCIATION OF
Community Health Centers





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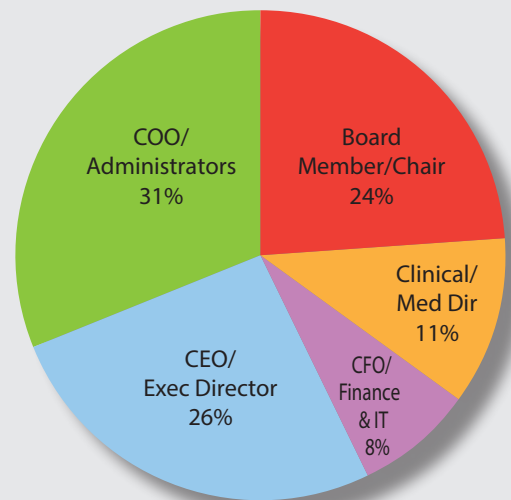
NACHC's Policy & Issues Forum (P&I Forum) – one of the largest national conferences focused on primary care and health policy – draws thousands of community health center professionals and leaders to the nation's capital, annually, as a key advocacy and educational opportunity. Clinicians, executives, administrators, consumers, board members, and advocates from all over the country assemble to meet with their lawmakers on Capitol Hill. They bring with them a long history of bipartisan support based on their significant achievement as the largest primary health care network in the United States.

Health centers nationwide employ more than 220,000 and generate \$45.5 billion in total economic activity each year. NACHC estimates that approximately 35% of the operating budgets of community health centers is dedicated to equipment, supplies, and services. This means that the collective health center purchasing power is approximately \$11.2 billion per year! As an exhibitor and sponsor, this event puts you face-to-face with the very health center decision makers you need to meet.

Health center professionals and advocates attend the NACHC P&I Forum to gain insight into the fast-moving developments in health care policy and the impact of today's changing political dynamics. This year's gathering will be the first since the midterm elections shifted the balance of power in the U.S. House of Representatives and elected new leaders in state capitals around the country. The P&I Forum provides a close-up look at how the crosswinds of change will affect an array of health priorities and budget issues and shape the future of health centers, their patients, and communities.

2018 Attendee Facts

- Total number of attendees? *Over 2,200*
- Number of health centers represented? *664 Unique CHCs and PCAs*
- Number of PCAs represented? *43*
- Titles of attendees?



The Policy & Issues Forum attracts more than 2,600 attendees nationwide and is a one-day EXPO. In 2018, there were 59 companies showcasing products and services. (NACHC encourages exhibitors to confirm booth space quickly as the overall exhibit hall space is limited at this conference venue.)

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	\$1,675	\$3,725	\$4,970
10x20	\$2,130	\$4,725	\$6,300

A 10x20 booth is the largest booth available due to limited exhibit hall space and NACHC’s effort to accommodate a maximum number of companies.

Each 10x10 booth includes:

- Two (2) conference registrations providing access to all sessions and events during the conference (Additional exhibit staff registrations, beyond the complimentary allotment, are available at a discounted rate of \$600 each)
- 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 exhibit hall space
- Overnight security in the exhibit hall on Thursday

Each year I look back at the accomplishments and successes for the last 12 months, and always come back to the same conclusion.

Benco’s corporate sponsorship, and the NACHC conferences that are included in our sponsorship, are the most rewarding business and personal decisions I could have made.

From a business perspective, the results and successes speak for themselves.

As for as the personal rewards in sponsorship and conferences, you simply can’t put a price tag on the friendships and value they have provided over the years.

Working for a great cause, and with great people allows me to love what I do.

John Lamb
Benco Dental



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 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)

Champion

Spend \$12,000 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)**

☐ Tote Bag Sponsor \$28,000 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 company name and logo on it. Tote bags have proven to be one consumable that attendees use again and again either for themselves or by 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 in a “know before you go” e-blast sent to all conference attendees prior to arrival in Washington, DC.
- Sponsor’s logo will be recognized in the conference program as the tote bag sponsor.

☐ Wireless Access \$25,000 Exclusive

The single most commonly asked question at every single conference: “What is the Wi-Fi password?” This sponsorship will address that very question for all your current and prospective clients attending the P&I Forum! 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 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 the company logo, brief profile, and URL link to its website.
- Sponsor’s logo will be recognized on an e-blast sent to all conference attendees prior to arrival in Washington, DC 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.

□ **Hotel Key Card Sponsor** **\$15,000 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 10 to 15 times a day over the five-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 host hotel) of the key card.
- Sponsor will receive a conference bag insert as part of this sponsorship (\$2,000 value).
- Sponsor’s logo will be recognized in the conference program as the hotel key card sponsor.

□ **Mobile App** **\$15,000 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 will be one (1) of three (3) rotating banners displayed on each of the conference app pages accessing the event menu.
- 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 the mobile app download instructions.

□ **PCA and HCCN General Session** **\$12,000**

The PCA and HCCN general session is an invitation-only event exclusively for PCAs, HCCNs, and NCAs. 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 professionals upon the start of the event. The sponsor is encouraged to provide promotional materials for distribution at this event.

□ **Water Bottle Sponsor** **\$12,000 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 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)**

□ **Twitter Contest and Twitter Board Sponsor** **\$10,000 Exclusive**

Will you be part of the conversation? During the 2018 Policy & Issues Forum, NACHC attendees tweeted 2,705 times which left more than 3,723,866 impressions. That’s a lot of talk! As the exclusive sponsor of NACHC’s Twitter Contest and Twitter Board, you’ll be promoting conversation about the great work community health centers do every day. Both the contest and board will be located in the NACHC Registration area where all the latest conversations can be seen.

- Sponsor’s logo and booth number will be featured on the perimeter of the Twitter monitor in the NACHC Registration area.
- Sponsor will be recognized when the Twitter Contest winners are announced and awarded their gift cards.
- Sponsor’s logo will be recognized on a “know before you go” e-blast sent to all conference attendees prior to arrival in Washington, DC.
- Sponsor’s logo will be recognized in the conference program where the Twitter contest details are referenced.

□ **NEW Schedule-at-a-Glance** **\$10,000 Exclusive**

Attendees will be sure to see your logo on this handy guide to the schedule and maps of the hotel and exhibit floor. This helpful guide will be inserted in all conference badges for easy access for attendees.

- Sponsor’s logo will be recognized on the cover of the Schedule-at-a-Glance.
- Sponsor’s logo will be recognized in the conference program as the sponsor of the Schedule-at-a-Glance.

□ **The “Daily Rundown” Daily Newsletter Sponsor** **\$10,000 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 P&I Forum on Thursday, Friday, Saturday, and with a final newsletter to close the conference on Sunday. These newsletters will also be posted on the NACHC website during the conference for those interested in conference updates, but unable to attend the P&I Forum 2019.

- 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 in 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.

□ **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 five-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.
- Sponsor's logo will be recognized in the conference program as the lanyards sponsor.

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

The conference program is the complete guide to all things happening and all need-to-know information regarding the P&I Forum. 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 conference program.

□ **NEW Recharge Lounge Sponsor** **\$10,000 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 recognized on all Lounge signage.
- Sponsor is encouraged to provide promotional materials for all attendees that visit the Lounge.

Advocate **\$5,000 – \$7,999**

All Advocate Level Sponsors will receive:

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

□ **Networking Reception** **\$7,500/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? 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, prior to the NACHCopoly drawing.
- 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.

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

Conference attendees start their day on Friday with breakfast in the EXPO Hall. As a sponsor of the networking breakfast, attendees will start their morning with you and a chance to win an iPad! Raffle tickets, featuring the sponsor's logo, will be distributed to attendees as part of this sponsorship.

- Sponsor will be recognized on the raffle tickets supplied to each individual who attends the EXPO between 7:30am and 8:30am for the chance to win an iPad. The iPad will be awarded at the end of Friday in the exhibit hall when the sponsor will also be recognized via announcement.
- 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's logo will be recognized in the conference program where the networking breakfast is referenced.

□ **NEW Product Presentation** **\$5,000/Two (2) Sponsorships Available**

You can now showcase your products and services in the exhibit hall theater! Invite your customers and prospects to learn about new industry topics. You determine the subject matter and develop a 30-minute informational presentation for participants. Seize this opportunity to position yourself as a community health thought leader. (NACHC requests that these presentations be educational and not sales-focused.)

- Sponsor's logo recognized on the signage outside the theater.
- Sponsor's logo recognized in the conference program and on the mobile app as 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 opportunities provide channels for your company to tell the community health center audience what makes your company unique.

Meter Board Advertisement in Public Area **\$2,000**

Get noticed outside the exhibit hall...NACHC will place an 8' high x 3' wide double-sided sign in a high traffic area. Use this sign to educate attendees on what makes your company different or showcase a new product or service, or simply use this sign as a reminder to attendees that your company is a supporter of community health centers.

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 center industry by putting a brochure or branded item in the hands of each and every conference attendee.

Conference Bag Notepad and Pen **\$2,000 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.

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. Game directions are included in the conference program and exhibit guide. Attendees visit your booth for the "game piece", which is a stamp that NACHC provides to participating exhibitors for use with the game card. Once all the squares are stamped, the attendee's game card is complete and they're then eligible to win prizes such as iPads, Amazon Gift Cards, Cash Prizes worth \$250, and more. This game has gained considerable attention over the years with high demand and prizes everyone wants to win!

This is not a sponsorship, all participation fees are used to create the game cards and purchase the giveaways.

Registration Lists

The Opt-In Attendee registration list for the P&I Forum 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 for those attendees who agree to receive information from exhibitors. The reregistration 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** **\$300**
- 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** **\$250**
- On-Site Registration** **\$350**

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, and 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	Image Area w x h	Black/White	Color
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.

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.