

NHIA | DC 23

2023 NHIA Annual Conference



Exhibitor & Sponsorship Prospectus

MARCH 25-29, 2023

Gaylord National Resort & Convention Center
Washington, DC

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NHIA's Expo

Join over 120 exhibitors in the lively exhibit hall featuring interactive demonstrations, receptions, exhibitor theatre, and the Sterile Compounding Clinic—all designed to maximize education and networking opportunities for attendees. The Expo is perfect vehicle for our sponsors to share information on the work they do in the industry, acquire new customers and build on existing relationships.

NHIA's Annual Conference is the premiere event for the rapidly growing home and alternate site infusion industry.

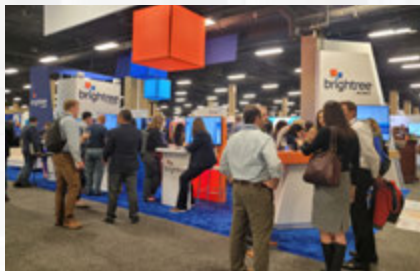


NHIA is the leading trade association that provides advocacy, education, and resources to the home and alternate site infusion community so the patients they serve can lead healthy, independent lives. NHIA advances the interests of these organizations and patients to ensure that home infusion is accessible to all. For additional information about NHIA, visit www.nhia.org/about-nhia/.

NHIA 2023 will bring together:

- Business owners, executives and seasoned industry professionals seeking the year's best networking and leadership education.
- Clinical pharmacists, technicians, infusion nurses, dietitians, reimbursement specialists, sales & marketing professionals, operations and support staff seeking to improve company operations and on-the-job knowledge across 6 learning tracks.
- Physicians and health system administrators seeking the latest information and trends in home infusion.
- Nurses, pharmacists and pharmacy technicians from outside the infusion industry looking to earn CE and expand their skill sets to discover new career opportunities.

We hope you'll join us and an expected 1,500 infusion professionals at the Gaylord National Resort & Convention Center outside Washington, DC at National Harbor.



Why Exhibit?

Access

An anticipated 1,500 home and specialty infusion professionals in one location!

Educate

Exhibitors have full conference access and can attend all educational sessions and networking events.

Network

Join discussions or host your own and interact with attendees at networking, education, and special events.

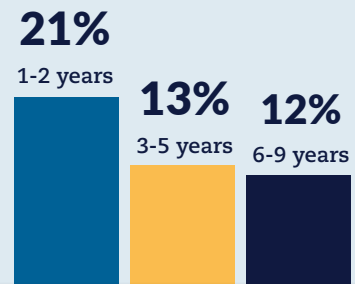
Influence

Connect with attendees that have significant purchasing power for supplies, products, and services within their organizations.

“This year’s NHIA 2022 event was well-coordinated and on-target.

This meeting allowed me to connect with many great home infusion companies and learn how new innovative infusion device technology will impact clinician workflow and patient care in homecare. I am excited to return next year!”

Attendee Experience Level



“I’ve been to many conferences in the country for many different medical industries. This was by far the best. Looking forward to the 2023 show.”

Attendee Demographics

Company Types

65%
Home Infusion Provider



7.5%
Specialty



7.5%
Hospital



4%
Consulting



3%
Infusion Suite



11.5%
Other



"I cannot wait until next year to attend again. What an amazing organization, mission and team. The exhibit hall takeaways, innovation, and energy was outstanding."

Areas of Practice

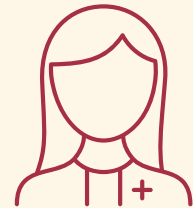


8%
Senior Management/Owner

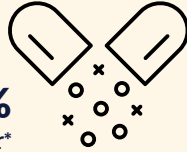
62%
Clinical Pharmacy



18%
Clinical Nursing



5%
Other*



* including: Registered Dietitians, Sales/Marketing & Consultants



3%
Reimbursement



4%
Technician

2022 Exhibit Hall Summary

88%

of attendees rated the 2022 exhibit hall as very good or excellent



84%

of attendees rated the 2022 quality of exhibitors as very good or excellent



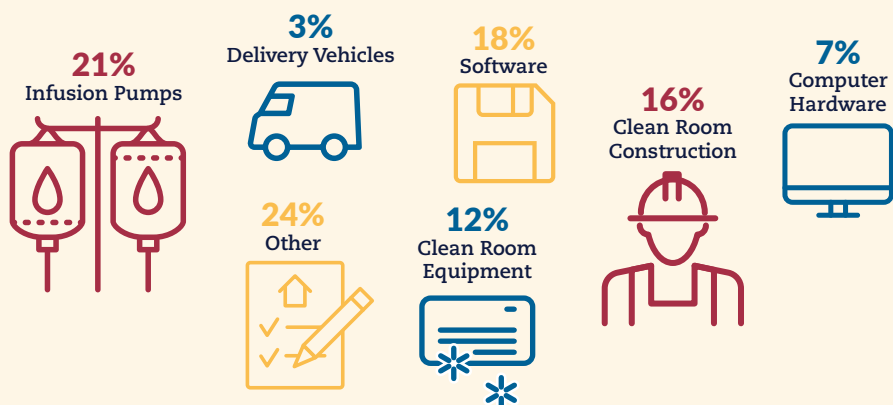
82%

of attendees rated the 2022 quantity of exhibitors as very good or excellent

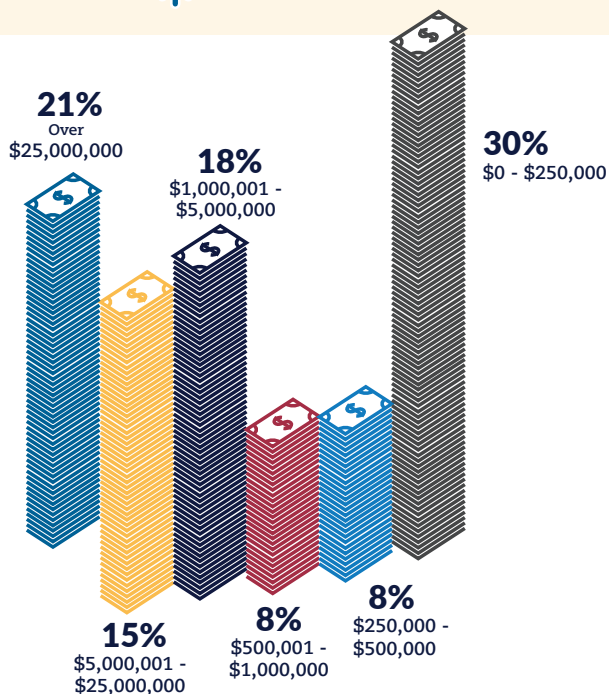


Attendee Demographics

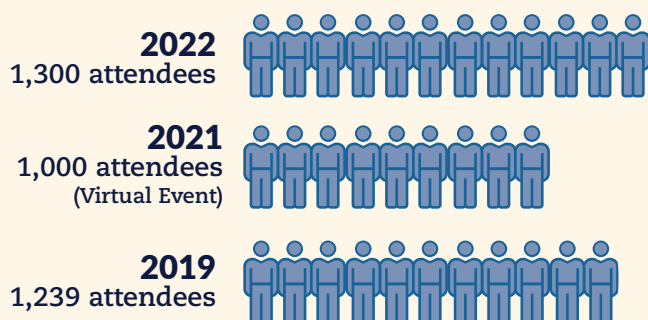
Major Purchases By Attendee Organizations in Coming Year



Estimated Total Amount of Annual Purchases:



Past Meeting Attendance



Who Should Exhibit?

- Cleanroom Supply Companies
- Data Management and Analytics
- Enteral Supplies and Formula
- Environmental Monitoring Services and Supplies
- GPOs / Wholesalers
- Healthcare Consulting Services
- Health Plans / Medicare Contractors
- Insurance Carriers
- Laboratory and Microbiology Supplies and Services
- Logistic and Packaging Solutions
- Medical Distributors
- Medical Supply and Device Companies
- Nursing Service Providers
- Pharmaceutical/Biotech Companies
- Reimbursement Services
- Security Vendors
- Staffing Agencies
- Technology Vendors
- Vascular Access Device Manufacturers

Past Exhibitors

2G Medical
3M Medical Solutions
Accreditation Commission for Health Care (ACHC)
Adepto Medical
AlayaCare
Analytical Lab Group Ann
Arbor Distribution
Associates of Cape Cod Inc
Avanos
B Braun Medical
Baxter Healthcare Corporation
Becton Dickinson
Ben Guard Healthcare Solutions LLC
BPL
Brightree LLC
Brightstar Care
Cardinal Health Medicare Contractors
Citus Health
Clinical Resources Inc
Community Health Accreditation Partner (CHAP)
Contec Inc
Covalon Technologies AG Ltd
CSI Specialty Group
CSL Behring
Douglas Medical Products
Eagle Analytical Services
Equashield LLC
FFF Enterprises FG Clean Wipes
Fresenius Kabi
Gensco Pharma
Grifols USA LLC
Hardy Diagnostics
Hope Charities
ICU Medical Inc
Immunoglobulin National Society
Infinity Infusion Nursing LLC
Infinity Laboratories
Infuse Flow
InfuSystem
Innovatix
Integrated Medical Systems Inc
Janssen Biotech Inc
Kedrion Biopharma Inc
Leadiant Biosciences Inc
Managed Health Care Associates Inc
Medline Industries
Melinta Therapeutics
Merck & Co Inc
Mitsubishi Tanabe Pharma America
Moog Medical
McKesson Medical Surgical
National Association of Specialty Pharmacy
National Logistics Network LLC
Nestle Health Science
NuAire Inc
Octapharma USA Inc
Paragon Ventures
Pfizer Alternate Site
Pharmacists Mutual Insurance Company
Pharmacy Technician Certification Board
Pinnacle Revenue Management Inc
PlayMaker Health
Precision Reimbursement, Inc
Professional Reimbursement, Inc
Progressive Medical Inc
ProHealth Pharmacy Solutions
Provista
Prudential Cleanroom Services
Q Core Medical
Reimbursement Concepts
RMB Consulting
RMS Medical Products
RyMed Technologies LLC
Sharps Compliance
Shift Labs Inc
Smiths Medical
SoloProtect
Specialty Pharmacy Continuum
Steris/CECS
Strategic Healthcare Programs (SHP)
Takeda Pharmaceuticals USA Inc
Tanyr Healthcare LLC
Temptime Corp
Tetraphase Pharmaceuticals
The Compliance Team Inc
The Joint Commission
TIDI Products
Triac Medical Products
Triangle Healthcare Advisors, LLC
Universal Software Solutions
Vaporstream
Vesco Medical
Vital Care Home Infusion Services
Wellsky
Winfield Laboratories Inc Wolf Medical Supply
Xellia Pharmaceuticals

Exhibit Schedule

Installation

SATURDAY, MARCH 25 12:00 pm – 5:00 pm

SUNDAY, MARCH 26 8:00 am – 1:00 pm

Exhibit Hall Hours

SUNDAY, MARCH 26 4:30 pm – 7:00 pm **Grand Opening Reception** (*appetizers*)

MONDAY, MARCH 27 12:00 pm – 3:00 pm **Lunch provided** (*complimentary*)

TUESDAY MARCH 28 10:45 am – 1:15 pm **Lunch provided** (*complimentary*)

Dismantle

TUESDAY, MARCH 28 1:30 pm – 9:00 pm

Dismantling/ Exhibit Removal – Dismantling of exhibits begins no earlier than 1:30 pm. Empties will not start being returned until 1:30 pm.

This schedule is tentative and subject to change.

If the official exhibit hall schedule changes, all exhibitors will be notified in writing.



Exhibit Pricing and Benefits

MEMBERSHIP PRICING – \$35 per sq ft

NON- MEMBER PRICING – \$43 per sq ft

CORNER FEE: \$150

In addition to your exhibit booth for 2023, every supplier member will be receiving a Free Online Resource Center.

Non-Members can purchase this benefit for \$125. NHIA will be offering this online resource center to those attendees who can't make it to our in-person event in 2023. As an exhibitor, you will have an online portal that allows you to upload documents, weblinks, etc, in order to keep your message in front of attendees online. There are no manned virtual booths, just a location online for attendees to download your collateral. **Benefits are listed below:**

Learn more about NHIA Supplier Memberships and Benefits

www.nhia.org/suppliers_membership/

Inquire about Membership:

membership@nhia.org



Exhibitor Benefits	Supplier Member	Non-Member
Exhibitor Directory: Listing & Description	X	X
Complimentary Full Registration	4	2
8' Background Drape; 3' Side Rail Drape	X	X
Company ID Sign	X	X
General Hall Cleaning and Security	X	X
Lunch for two days for all exhibitors	X	X
Online Resource Center Company Name, Description, Contact Information	X	
Online Resource Center Company Logo	X	
Online Resource Center Available Uploads (weblinks, PDF, Photos) each	6	
Online Resource Center Banner	X	
Recognition On Supplier Member Page in Onsite Guide	X	
Supplier Member Recognition on Onsite Signage	X	
Eblast thanking and listing member exhibitors	X	
Logo on Supplier Member Recognition Page in Pre-Conference Brochure	X	
Logo on Supplier Member Recognition in Onsite Guide	X	
Logo on Supplier Member Recognition on Onsite Signage	X	

Note that if you switch from non-member to NHIA member after booth rental and before the conference ends, you will receive a credit towards sponsorship opportunities in the amount of the difference.

Exhibit Pricing and Benefits cont.

50% Deposit Due Upon Booth Rental

Checks must be payable in the U.S. Dollars to NHIA (all international bank fees are the Exhibitor's responsibility). Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit. The final payment is due by December 23, 2022.

Cancellations

Cancellation requests must be submitted in writing to the NHIA Exhibits Manager at nhia@discoversb.com. Any exhibitor who cancels all or part of their booth will receive:

Linear booths

Full refund minus \$200 administrative fee	Before October 1, 2022
50% refund	Between October 1, 2022 and December 23, 2022
No refund	AFTER December 23, 2022

Island booths

50% refund minus \$200 administrative fee	PRIOR to October 1, 2022
No refund	AFTER October 1, 2022

Rigging is only allowed for island booths. The maximum allowable height is 18' with approval. All rigging diagrams must be approved by the rigging company and show management no later than February 1, 2023.

If you downsize from an Island to a Linear booth, the cancellation terms for an island booth are in effect for the square footage that is being decreased.



Floorplan

Gaylord National Resort & Convention Center, National Harbor, MD



Booth Reservation Procedure

- STEP 1:** Go to www.nhia.org/nhia23-reserve-booth
- STEP 2:** Choose an available booth. (If you wish to combine booths, please contact the Exhibits Sales Manager.)
- STEP 3:** Rent the booth online.

Sponsorship Opportunities

Boost Your Brand Recognition!

Reach the most qualified home and specialty infusion professionals in the industry.

- Sponsored educational content
- Brand exposure
- Increased booth traffic
- Product demos
- Networking receptions



Sponsorship Levels

Once your sponsorship dollars reach a level indicated below, you will receive the additional benefits listed below each level. Being a sponsor for NHIA's 2023 Annual Conference offers comprehensive benefits, including the first right of refusal for next year's sponsorship and advertising opportunities. Get the first pick on the options that put you in front of your target audience!

Platinum >\$25,000



- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Recognition on a Platinum conference sponsorship slide in one of the NHIA Annual Conference General Sessions
- Enhanced directory listing with acknowledgment as Platinum Sponsor
- Company logo on onsite meeting signage in Platinum category
- Platinum sponsor floor sticker in front of exhibitor booth
- Exhibitor Spotlight interview posted on NHIA Conference Website

Gold >\$15,000



- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Enhanced directory listing with acknowledgment as Gold Sponsor
- Company logo on onsite meeting signage in Gold category
- Gold sponsor floor sticker in front of exhibitor booth
- Exhibitor Spotlight interview posted on NHIA Conference Website

Silver >\$10,000



- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for All company staff at the conference
- Enhanced directory listing with acknowledgment as Silver Sponsor
- Company logo on onsite meeting signage in Silver category
- Silver sponsor floor sticker in front of exhibitor booth

Bronze >\$5,000



- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for All company staff at the conference
- Enhanced directory listing with acknowledgment as Bronze Sponsor
- Company listing on onsite meeting signage in Bronze category
- Bronze sponsor floor sticker in front of exhibitor booth

Educational Events

New Drugs and Biologics 2023 Lunch and Learn \$10,000

NHIA's **most attended** and top-rated session year after year, the New Drugs and Biologics presentation takes a deep dive into the new FDA-approved products impacting the home and alternate site infusion industry. Industry pharmacy residents present clinical, nursing, preparation, and administration details of new products and provide a detailed description of the clinical trials that led to FDA approval.

This year's all-new, extended lunch-and-learn format will provide even more access and visibility to this highly anticipated session and serves as the perfect kick-off to an incredible week of networking, education and fun!

Benefits Include:

- Brief Introduction of your company to all attendees
- Table tent sign with your company logo on all 40 tables
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, onsite program, signage, and mobile app)
- Option to host one roundtable with a topic of your company's choice.



Reception Events

NHIA Networking Reception

SOLD \$68,500



Exclusively brand the NHIA networking event! This is a perfect opportunity to be associated with the premier networking reception at NHIA. It will be an evening of connecting with past friends and meeting new colleagues in a fun environment! Your company's support will be recognized throughout the conference

Benefits Include:

- Custom Branding of the event with Signage
- Cocktail napkins with company logo
- Signage at food and bar stations, recognizing your company as the sponsor
- Gobo lights with company branding
- Recognition in all pre-marketing and dedicated promotional plans to maximize exposure
- Signature Custom Named Cocktail
- Step and Repeat banner with company logo
- Additional Benefits will be included based upon venue chosen for event



Reception Events cont.

Welcome Reception

SOLD

\$7,500



Join us as a sponsor of the Welcome Reception, which will be held from 6:00 pm-8:00 pm on March 25. This opening event is always a popular place for attendees to meet and greet in a casual atmosphere before the conference and exhibit hall open. Connect with NHIA leadership and industry professionals as the networking begins.

Benefits Include:

- Company logo displayed on all signs at the event
- Signage at the bar and food stations during the Reception
- Custom Branded Napkins with Company logo
- Logo on projected on screens throughout event space
- Acknowledgment on all pre-marketing and promotion of the event



Grand Opening Exhibit Hall Reception

SOLD

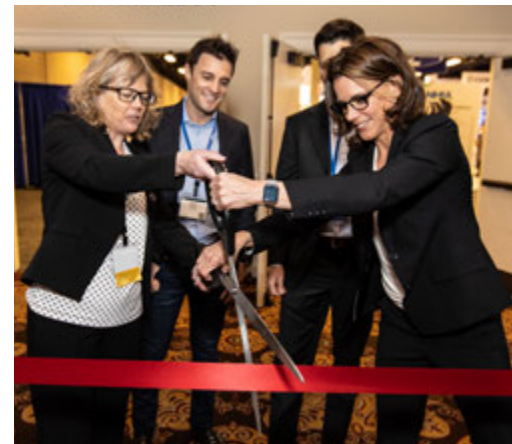
\$7,500



The perfect opportunity to get your company name in front of motivated attendees at the beginning of the conference! This will be held 4:30 pm-7:00 pm on March 26. Participate in the ribbon-cutting ceremony and welcome attendees!

Benefits Include:

- Company logo displayed on signs at the Exhibit Hall entrance
- Company executives (in logo apparel) can participate with NHIA Staff at the Ribbon Cutting of the Exhibit Hall
- Signage at the bar and food stations during the Reception, recognizing your company as the sponsor
- Custom Branded Napkins with Company logo
- Acknowledgment on all pre-marketing and promotion of the event



Executive Pre-Conference Seminar **SOLD** \$25,000



Join over 300 business owners and health care executives in a day-long forum designed to explore key drivers of significant change in the home and specialty infusion marketplace. Topics (to be determined) appeal to high-level leadership formulating organizational strategies and business plans. Show your support for the association and industry by supporting this unique networking and idea-sharing seminar for the industry's top thought leaders.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing materials (website, onsite program, Signage, and mobile app)
- List of participating attendees (physical mailing addresses only)
- 25 tickets for representatives and clients
- Walk-in slide - custom graphic to be played in rotation 15 minutes before the start of the event
- Table tents - sponsorship recognition on each table
- Remarks and speaker intros



Sterile Compounding Preconference Forum \$5,000



This forum is focused on the rapidly changing regulatory issues facing sterile compounding practices today. It will provide executives, pharmacy directors, pharmacists, and technicians oversight of sterile compounding practices with information on policy, accreditation preparation, risk mitigations strategies, and more.

Benefits Include:

- Logos and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app).
- Introduction of speakers
- List of all participating attendees (mailing addresses only)



Education Pre-Conference Sessions cont.

Revenue Cycle Pre Conference

\$5,000



This session will discuss the landscape of reimbursement for Home and Alternate Infusion Sites. The focus for the industry is ever-changing; attendees will learn what they need to capitalize on the various reimbursement opportunities and payment methodologies to maximize earning potential.

Benefits Include:

- Logos and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app).
- Introduction of speakers
- List of all participating attendees (mailing addresses only)



Roundtables

\$7,500 – 2 available

One of NHIA's most popular conference events, Roundtables offer attendees the perfect opportunity to learn in an interactive, networking-style environment. Three 30-minute sessions—literally at a round table—allow attendees to share knowledge on an industry hot topic in-depth face to face. Sessions are held on Monday and Tuesday, garnering the sponsor access to more than 400 attendees. Show your support of these critical discussions with your sponsorship. Your company logo will be prominently displayed throughout this event as attendees move from table to table, discussing the latest issues affecting the home infusion industry.

Benefits Include:

- Brief Introduction of your Company to all attendees
- Table tent sign with your company logo on all 40 tables
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, onsite program, signage, and mobile app)
- Option to host one roundtable with a topic of your company's choice.

DATES/TIMES	Monday, March 27	4:15 pm-5:45 pm
	Tuesday, March 28	4:15 pm-5:45 pm



General Sessions

Opening Session - Sunday

SOLD \$15,000

Exclusive

The Opening Session energizes attendees, brings your company to the forefront during an elevating and uplifting presentation that starts the conference off right. Begin the conference with a focus on YOU!

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief Introduction of the speaker
- Keynote Book signing at your booth
- Create a custom Infusion Quest Question for attendees to scan as they enter the Opening Session
- 60 Second commercial to play before session beginning once placed on demand
- Keynote video promotion highlighting the sponsor recognition



General Session: Industry Keynote - Monday **SOLD** \$15,000

Exclusive

The General Session offers a forum for conference attendees to take a deep dive into the challenges and opportunities before the industry. Featuring a high-level Health Care-focused speaker, this session will provide unique insight into the current state and future of Health Care and how home and alternate site infusion fits into that picture. Position your company as a facilitator of this important session that frames all other conference learning that is taking place.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief Introduction of the speaker
- Create a custom Infusion Quest Question for attendees to scan as they enter the Opening Session
- 60 Second commercial to play before session beginning once placed on demand
- Keynote video promotion highlighting the sponsor recognition
- A Meet & Greet with the speaker at your booth during exhibit hall hours



General Session: DEIA & Leadership **SOLD** \$10,000



NHIA's Women in Infusion Leadership Event is an opportunity to celebrate women's numerous contributions to the home and specialty infusion industry. Attendees will enjoy a session devoted to developing women leaders in home infusion, including an engaging keynote speaker addressing leadership and sharing their perspectives.

This event will give attendees an opportunity to network at a coffee and dessert break prior to the event and then enjoy a special event session devoted to developing women leaders who strengthen the home infusion profession.

A keynote speaker addresses the topic from a personal perspective during this event.

The event is also a venue for honoring the recipient of the National Home Infusion Foundation's Lynn Giglione Women in Leadership Award, which recognizes trailblazing women leaders who have demonstrated exemplary service to patients and their peers while promoting NHIF's mission.

Nominees for this award work in a leadership role for a home infusion provider or supplier company where they inspire professional growth in those they manage or mentor.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app)
- 60 Second commercial to play before session beginning once placed on demand
- Brief Introduction of the speaker



Sterile Compounding Clinic

NHIA's Sterile Compounding Clinic program is a big draw and an enormous success each year! This interactive four-day program combines classroom learning sessions with hands-on, lab-based training in an onsite simulated sterile compounding lab to provide participants with the most current information and practices about sterile compounding standards and methods. The program utilizes industry experts to address critical aspects of sterile compounding. NHIA expects 100 participants in this separate clinic; each attendee will earn ACPE-approved CE.

Session 1 **SOLD** \$10,000

Aseptic Techniques and Environmental Monitoring

Attendees will rotate through a simulated lab environment staffed with qualified instructors to demonstrate hand hygiene and garbing, non-hazardous aseptic transfers, and media fill procedures and more. The lab offers a unique opportunity to work in several primary engineering controls, attendees can experience compounding with different techniques associated with compounding home infusion-specific dosage forms.

Session 2 **SOLD** \$10,000

Garbing & Personnel Testing

Attendees will rotate through a simulated lab environment staffed with qualified instructors to demonstrate hand hygiene, donning hazardous compounding garb, hazardous aseptic transfers, use of closed-system transfer devices, cleaning and disposal of hazardous materials, and more. The lab offers a unique opportunity to work in a biological safety cabinet so attendees can gain experience compounding in the vertical airflow environment.

Session 3 **SOLD** \$10,000

Parenteral Nutrition Compounding

Attendees will receive a combination of didactic and hands-on instruction related to the special considerations associated with compounding parenteral nutrition formulations. This workshop format utilizes real-time demonstrations using state of the art compounding equipment and supplies and is staffed with qualified instructors to demonstrate the use of equipment and procedures for compounding parenteral nutrition.

Sterile Compounding Clinic cont.

MARCH 25-29
NHIA
2023 CONFERENCE

Session 4 **SOLD** \$10,000

Cleaning, Disinfection, and Decontamination of Pharmacy Controlled Environments

This workshop combines didactic learning with hands-on activities using cleaning materials, viable air sampling equipment, and surface sampling supplies to simulate a USP-compliant cleanroom cleaning and monitoring program. This program is staffed with qualified instructors to demonstrate the proper use of equipment and procedures for conducting environmental monitoring of the cleanroom environment.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app) related to the Sterile Compound Clinic
- Onsite Signage outside the Sterile Compound Entrance
- Video acknowledgment on future conference promotional videos.
- List of participating attendees (mailing addresses only)
- First right of refusal on supply donations
- Signage at sponsors expo booth



Advertising & Brand Promotion

Hotel Room Key Card **\$15,000**



Place your company logo on every key card provided to attendees staying at the host hotel. The key cards will be given at check-in and used to access hotel rooms throughout their stay, a significant ongoing reminder of your company and products.

Conference Tote Bags **\$15,000**



Place your company name and logo on an environmentally friendly tote bag that attendees continue to use once they return home. Every NHIA Conference attendee will receive a tote bag filled with critical Conference information.

Benefits Include:

- 1-Color Logo on the totebag
- Includes free tote bag insert



Charging & Networking Lounge **SOLD \$10,000**



The lounge will feature comfortable seating, charging stations, and easy access to the Exhibit Hall, General Sessions, and registration. Terrific visibility for all four days of the conference. Signage with your company logo will be prominently featured in the lounge area.



Badge & Lanyard **SOLD \$10,000**



Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the annual meeting.



Advertising & Brand Promotion cont.

NEW!

Infuse Kindness

\$3,000 – 3 available

Sometimes the smallest things can make the biggest impact! Let your brand enhance an attendees' conference day with simple pleasures sure to improve their NHIA 2023 experience! Infuse Kindness vouchers put 100 \$10.00 gift cards from nearby establishments into your hands to distribute to booth visitors.

Benefits include:

- A printed voucher with a company logo and a brief message of your choice to be handed out from the exhibitor's booth.
- Signs in the NHIA registration area alert attendees about Infuse Kindness promotions and direct them to you.
- Signage to place in your booth recognizing your company as an Infuse Kindness sponsor.

NEW!

Column Cubes

\$3,500 – 6 available

Stack your custom message to attendees throughout the conference. These column cubes are located throughout the convention center, from the exhibit hall to the breakout sessions. Connect with attendees with your custom advertising as they move between sessions and to and from the exhibit hall. These three stacked cubes will contain your custom message on two panels of the top and bottom cubes and all four panels of the center cube.



NEW!

Exhibition Hanging Aisle Signs

\$10,000

Showcase your company logo on ALL Exhibit Hall aisle and carpet signs. These 3-D aisle signs are hung from the ceiling and are highly visible throughout the Exhibit Hall.



Ribbon Bar

\$2,500

Create your fun ribbon for attendees! The attendee's first stop is conference registration. Where NHIA's custom Ribbon Bar is located, your support of the Ribbon Bar will put your name and logo front and center in the registration area for all attendees to see! As a sponsor, you will also create a fun ribbon for attendees to select that can contain your company's logo



Branding Opportunities

Exhibit Hall Banners

\$4,000 each – 3 available

Showcase your message to attendees as they make their way to and from the exhibit hall. These banners are double-sided and measure 12' wide by 4' high.

Mezzanine Level Escalator Clings

\$5,000 – 2 available

As attendees make their way to and from the exhibit hall, be sure your message is what they see. These escalator clings are located on the main path that attendees will take. Don't miss this opportunity to put your brand in front of them. Each escalator has 2 panels and each panel measures approximately 30' long by 2' high.

Meeting Room Level Escalator Clings

\$6,000 – 2 available

As attendees make their way to and from the exhibit hall, be sure your message is what they see. These escalator clings are located on the main path that attendees will take. Don't miss this opportunity to put your brand in front of them. Each escalator has 2 panels and each panel measures approximately 40' long by 2' high.

Meeting Room Banners

\$6,500 – 1 available

Showcase your message to attendees as they make their way to and from education. This banners is single-sided and measure approximately 23' wide by 3' high.

Potomac Ballroom Railing Cling

\$7,500 – 1 available

As attendees make their way to and from the General Sessions, be sure your message is what they see. The Railing clings are extremely visible to all attendees on the Potomac level. The entire size of this banner is approximately 55' long and 3' high. This banner can be broke up into 13 total panels.

Custom Advertising Packages

NHIA understands that as an exhibitor, it is essential to put your brand in front of attendees. We have created custom advertising packages that are a one-stop-shop to secure the necessary brand marketing needed to help you make an impact at the annual conference. You are welcome to purchase a custom package or reach out for available additional opportunities.

Booth Traffic Driver Package **\$5,000**

This package is the perfect mix of opportunities that will help drive traffic to your booth during the NHIA Annual Conference.

You will receive the following items in this package:

- Infusion Quest Game (valued at \$2,500)
- Floor Sticker (Valued at \$3,500)

Advertising Package **\$4,000**

This package is the perfect mix of advertising opportunities that are available during the NHIA Annual Conference. You will receive the following items in this package:

- Tote Bag Insert (Valued at \$2,000)
- Full Page Ad in the Onsite Program Guide (Valued at \$1,500)
- Pre-Meeting Attendee List (Mailing addresses only) (Valued at \$750)

** Please note that these packages are sold as is – NO substitutions are allowed**.

Meeting Space **\$1,000 per hour / \$10K per day**

You can rent meeting room space for your private meetings with clients and/or internal sales representatives. These rooms will not be utilized for attendee education or research with attendees but rather in-depth conversations with current clients or strategy sessions with sales representatives.

Sunday, March 26th 8 am – 12 pm OR 1 pm – 5 pm

Monday, March 27th 8 am – 12 pm OR 1 pm – 5 pm

Tuesday, March 28th 8 am – 12 pm OR 1 pm – 5 pm

Room rental specifics:

- Room rental is for 4 hours minimum
- This room rental fee does NOT include any A.V. or Catering



Booth Traffic Generators

Drive Traffic to Your Booth!

Floor Stickers – Inside the Hall

\$3,500 – 3 available

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the NHIA 2023 logo. This package includes a total of four (4) floor stickers with an approximate size of 3'x2'.



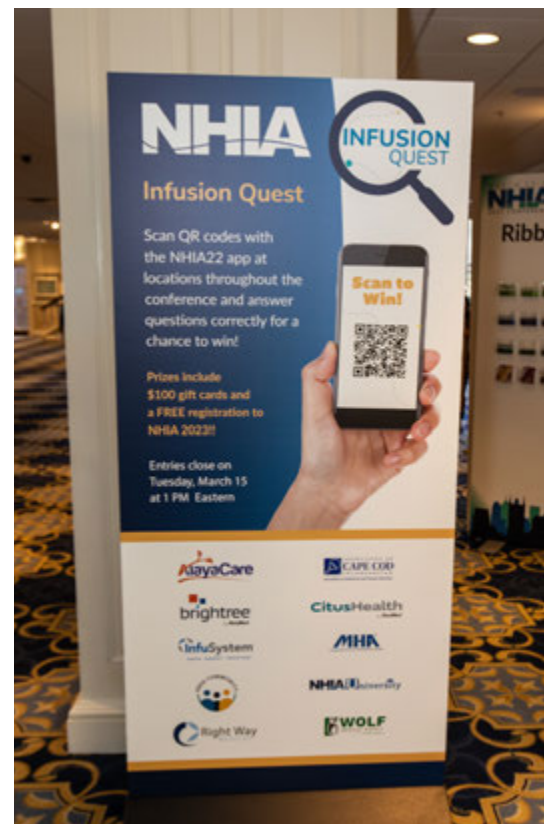
Floor Stickers – Outside the Hall

\$3,500 – 2 available

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the NHIA 2023 logo. This package includes a total of four (4) floor stickers with an approximate size of 3'x2'.

Infusion Quest Trivia Game \$3,000 each – 10 available

Increase booth traffic by sponsoring the infusion quest! Attendees can play a fun company trivia game on the mobile app for exciting prizes. Each participating company will have a Q.R. code sign in their booth or at a selected location throughout the conference. Attendees use the mobile app to scan the code, making them answer a trivia question about your company. The participating companies provide all questions! This game will last all three days of the exhibit hall, with grand prizes for the winners handed out at NHIA Central on the last day.



Mobile App

All attendees will use this mobile app to access the schedule, session descriptions, and speaker bios.

Splash Screen

\$10,000



Your custom graphic will be seen by all attendees each time that they open the app.

Banner Ad – Exhibitor Directory

\$2,500

Advertise on the exhibitor directory section of the mobile app.

Banner Ad – Schedule Page

\$2,500

Advertise on the browse by schedule section of the mobile app.

Banner Ad – Attendee Page

\$2,500

Advertise on the attendee section of the mobile app.



Digital Advertising cont.

Registration Conference Email Banner **\$5,000**

Put your logo and custom graphic banner with a link to a URL of your choosing at the bottom of every conference registration email that is sent out. Your information will be prominently placed at the end of the registration sent to every attendee. With more than 1,300 attendees, your company banner will reach them all.

“Know Before You Go” Email Banner **\$3,500**

Put your logo, and custom graphic banner with a link to a URL of your choosing at the bottom of the pre-conference information email sent out. Your information will be prominently placed at the end of the informational “know before you go” conference email sent to every attendee. With more than 1,300 attendees, your company banner will reach them all.

Walk-In Presentation Slide **\$3,500 - 4 available each general session**

Place your custom graphic advertisement on a walk-in slide that plays on a loop with other slides for 15 minutes before each general session. You will be able to choose which general session you would like your ad to play.

Exclusive E-Blasts **\$4,500 – 8 available**

Send your custom message out to all NHIA current and past conference attendees with a custom eblast. NHIA will schedule to send these eblasts in the immediate six weeks before the meeting.

Push Notification **\$750 – 2 available per day**

Send out a text alert through the NHIA 2023 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater.

Conference Platform & Website Ads

Navigation Ad

\$5,000



Your custom ad (and link) on the conference platform home page. Appearing under the navigation buttons, your branded ad will be visible to all attendees—regardless of the screen they are using. Link to your exhibit booth or website.

Conference Blog Ad

\$5,000



Sidebar ad on every page of the all new NHIA Conference blog. The blog will be up all year around and feature spotlights on conference sessions, speakers, exhibitors and other conference content.

Sub-Page Header Banner

\$2,500 – 4 available

Place a custom ad on one of several sub-pages within the platform. This ad will be seen by all attendees as they visit that specific page. This exclusive ad placement includes hyperlinking to a URL of your choosing.

Home Page Ad

\$3,500 – 2 available

Place a custom ad on the home page of the event website. This ad will be seen by every attendee and prospect that visits the conference homepage. This tile ad is placed among the tiles that direct attendees to sessions and other key event information. This branded ad can link to your resource center or a webpage of your choosing.

Print Advertising

NEW!

Tote Bag Product or Swag Insert

\$2,500 – 3 available

Take your product sample size directly to each attendee with this prime product sample placement each attendee tote bag. All product inserts must be approved by NHIA.

Tote Bag Insert

\$2,000 – 10 available

Place your custom flyer into each attendee tote bag. Each flyer can be a standard 8.5" x 11" double-sided.

Hotel Room Drop

\$2,000 (for license fee)

Have your literature or product sample delivered to each attendee's hotel room. Your product or literature will be placed outside the hotel room of attendees. Additional hotel room fees will apply.

Onsite Program Guide - Exhibitor Directory Only

Advertise in the one publication that every attendee receives! Your four-color advertisement will appear in the Exhibitor Directory section of the onsite program guide.

Exhibitor Directory –	Outside Back Cover	\$3,000
Exhibitor Directory –	Inside Front Cover	\$4,000
Exhibitor Directory –	Inside Back Cover	\$2,500
Exhibitor Directory Ads –	Full Page	\$1,500
Exhibitor Directory Ads –	Half Page	\$800



Pre-Meeting Attendee List

\$750

Mail your postcard, brochure, or flyer to all pre-registered attendees. List contains mailing addresses only – no email addresses. The list is for one-time usage and will be available after January 28th, 2023.

Thought Leadership Opportunities

Satellite Symposium

\$25,000 – 7 available

Host an educational program on an in-depth clinically oriented case study focusing on performance improvement and leading-edge practices. Choose your desired speaker and specific educational content topic to optimize your marketing efforts.

The satellite symposium can be up to 1 hour in content.

DATES/TIME: Educational symposia can be held within these time frames:

SUNDAY, MARCH 26	Lunch Exclusive	11:15 pm - 1:30 pm
MONDAY, MARCH 27	(2 Available)	7:30 am - 9:00 am
MONDAY, MARCH 27	(2 Available)	7:00 pm - 8:30 pm
TUESDAY, MARCH 28	(2 Available)	7:30 am - 9:00 am

Rules & Regulations:

- Only NHIA 2023 exhibitors are eligible to host symposia. NHIA must approve all marketing partners and educational contractors
- NHIA reserves the right not to accept a symposium topic if it is not aligned with NHIA's vision, mission, and strategic goals.
- All symposia marketing must be approved by NHIA. This includes, but is not limited to, invitations, announcements, and mailers.
- Space is assigned on a first-come, first-served basis. Space will NOT be allocated or held without a complete registration form and full payment.
- Room set to be designated by NHIA and cannot be altered.
- Joint ventures or combined exhibitor events are allowed; however, one company name must be listed as the event host. This company must be an NHIA exhibitor
- NHIA does not allow a company to restrict attendees from attending symposiums.



Thought Leadership Opportunities cont.

Satellite Symposium cont.

Pricing includes:

MARKETING

- Pre-registration list of conference attendees (mailing address only)
- One eblast to ALL NHIA attendees with details on your symposium. This eblast is designed by NHIA and features all symposia events.
- Listing of symposium title, faculty, location, and sponsoring company with description in Exhibitor Events Guide
- Listing of symposium title, faculty, location, and sponsoring company with description on NHIA website and mobile app
- NHIA 2023 logo to be used upon receipt of signed agreement form

ROOM RENTAL & REGISTRATION

- 6' table with two chairs outside of meeting room

AUDIOVISUAL

- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- Laptop
- A/V tech before/during the presentation

This fee DOES NOT include:

- Catering costs
- A/V - Captured content
- Education content
- Accreditation
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs
- Lead Retrieval Equipment

A complete service kit will be available upon completion of the signed registration form and payment in full.

Thought Leadership Opportunities cont.

MARCH 25-29
NHIA
2023 CONFERENCE

Infusion Side Chats

\$3,000 for 1 day

\$5,000 for both days

Designed for informal discussions or a “Meet the Expert” style session, Infusion Side chats are the ideal forum to have in-depth discussions on topics of your choosing. These are excellent opportunities to have longer, comprehensive conversations with interested home infusions specialists.

You choose your desired speaker and specific content topic to optimize your marketing efforts. These Side Chats are located outside the exhibit hall in a meeting room; each session will be 60 minutes in length. You may use that time for your discussion and/or Q&A. Food and beverage is not included in the fee, but you are allowed to offer/order F&B for attendees.

Benefits Include:

- Meeting Room
- Ability to host an expert/moderator of your choosing
- Your custom session will be added to the official conference schedule. Title, session description, and speaker information will be featured on the website, onsite guide, and mobile app.
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, program planner, onsite program, signage, and mobile app)



Thought Leadership Opportunities cont.

Exhibitor Theater

**\$4,000 per session -
7 sessions available**

Our **NEW & IMPROVED** exhibit theater, inside the exhibit hall area, is the ideal forum to host a 30-minute educational session regarding your products or services to an interested audience of home infusion specialists. These sessions are located in a designated area of the exhibit hall well away from other booths to ensure your audience can focus on the presentation at hand. Each session will be 30 minutes in length. You may use that time for your presentation and/or Q&A.

Sponsorship benefits include:

- Ability to host a speaker of your choosing
- Speaker biography and description on the website, onsite guide, and mobile app
- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Podium, microphone, lavalier, handheld projection screen

DATES/TIME:

Monday, March 27th

12:15 pm - 12:45 pm

1:00 pm - 1:30 pm

1:45 pm - 2:15 pm

2:30 pm - 3:00 pm

Tuesday, March 28th

11:00 am - 11:30 am

11:45 am - 12:15 pm

12:30 pm - 1:00 pm



NHIA Foundation Celebration

MARCH 25-29
NHIA
2023 CONFERENCE

NHIA 2023 Foundation Celebration

At this year's revamped NHIF reception, stand up and join us as we celebrate the invaluable research, leadership and innovation recognized by the Foundation throughout the year.

Attendees will experience an open bar with a flair, grabbing food and drinks while mingling in collective revelry for the outstanding work NHIF produces in support of the home and alternate site infusion industry.

The event will recognize the Foundation's industry benchmarking and data collection that helps to inform members and fuel research that advances the industry and patient care; Infusion Journal, the first peer-reviewed scholarly publication advancing knowledge specifically surrounding the administration of infused therapies with a particular focus on home and alternate site settings; the NHIA Fellow Program, which recognizes outstanding leadership and innovation within the industry community; and the Outstanding Abstract Achievement Award which provides scholarships and pathways to publication for independent researchers.

Showcase your support for these incredible initiatives and the individuals that help drive the industry forward by purchasing a block of tickets to this newly redesigned event!

Ticket Packages Available:

5 Ticket Package	\$550
10 Ticket Package	\$1,050
15 Ticket Package	\$1,500
20 Ticket Package	\$1,800





MARCH 25 - 29
NHIA
2023 CONFERENCE



See you soon!
conference.nhia.org