

2022 NHIA ANNUAL CONFERENCE

EXHIBITOR & SPONSORSHIP PROSPECTUS

MARCH 12-16, 2022 • NASHVILLE, TN



www.nhia.org/ac22



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Join us!



We hope you'll join us and more than 1,300 home and specialty infusion professionals at NHIA's 2022 Annual Conference in Nashville, TN.



NHIA's Annual Conference is the place to be for the latest in education, industry practices, products, and networking with like-minded professionals. Clinical pharmacists, infusion nurses, registered dietitians, reimbursement specialists, technicians, consultants, business owners, healthcare executives, and industry sales & marketing management individuals all come together for four exciting days of learning, networking, and our Expo.

NHIA's Expo

Join over **120 exhibitors**, interactive demonstrations, receptions, exhibitor theatre, and the Sterile Compounding Clinic—all designed to maximize education and networking opportunities for attendees. A perfect vehicle for our sponsors to share information on the work they do in the industry!

Learn more about the benefits of exhibiting at the fastest-growing conference dedicated to the home and specialty infusion industry.

National Home Infusion Association

NHIA is the leading trade association that provides advocacy, education, and resources to the home and specialty 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/

Why Exhibit?

Access

More than **1,300** home and specialty infusion professionals in one location!

Educate

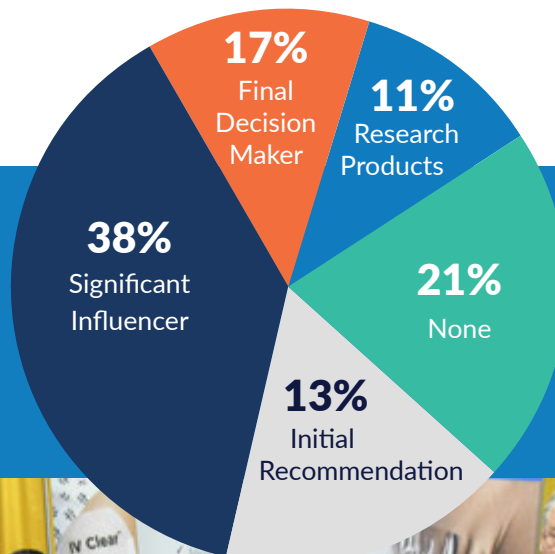
Exhibitors have full conference access and can attend all educational sessions and networking events.

Network

Join discussions and interact with attendees at networking, education, and special events.

Influence

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



Influence in Buying Decisions

62% of NHIA attendees indicated that their “**estimated total amount** spent on purchasing supplies, products, and services annually” was up to **\$5,000,000**.

79% of attendees **influence buying decisions**.

100% of attendees affirm that they or their organization **plan to make a significant purchase** next year.

98% of attendees report that attending the NHIA Annual Conference is a **wise business decision**, given the cost and time out of the office.

90% of attendees are likely to re-examine specific aspects of their business or clinical practice **due to time spent with exhibitors**.

Based upon the 2019 NHIA Annual Conference General Conference Evaluation



Attendee Demographics

Areas of Practice



Clinical Pharmacy - 64%



Clinical Nursing - 17%



Senior Management/Owner - 8%



Other* - 6%

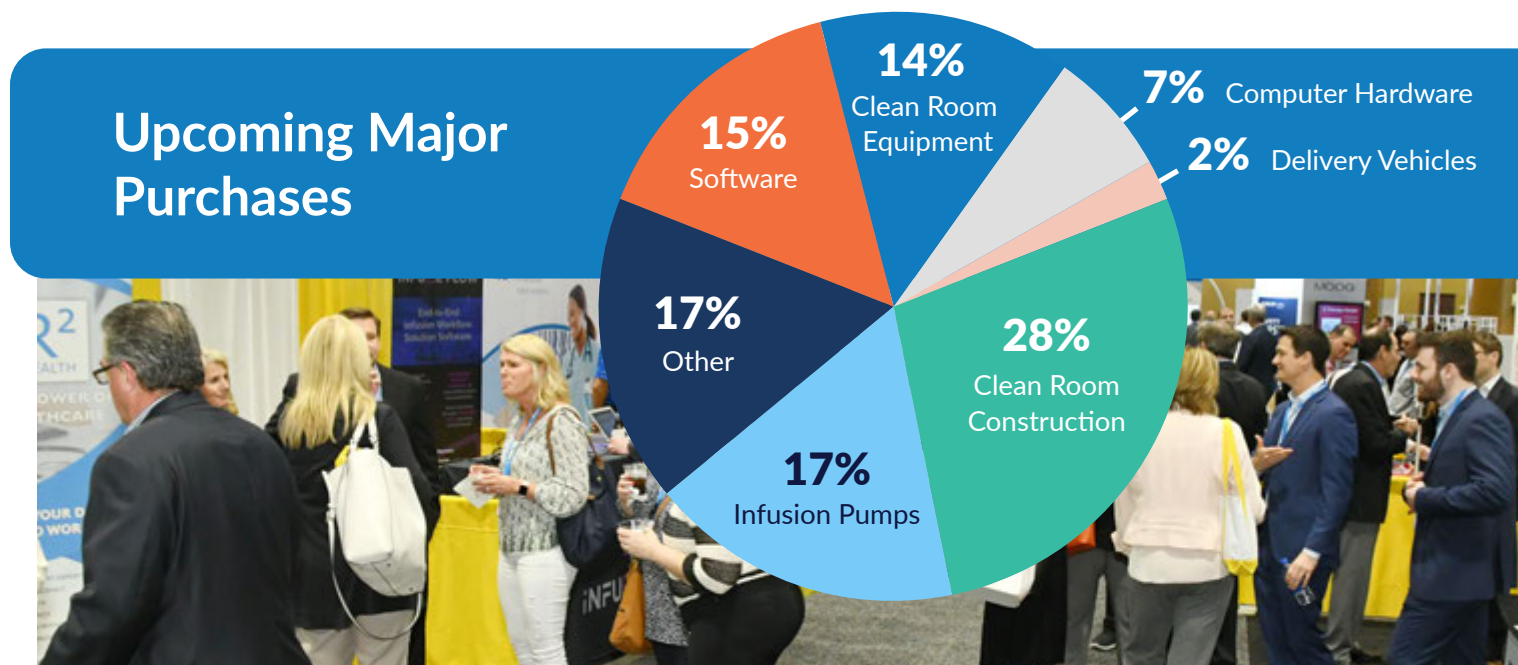
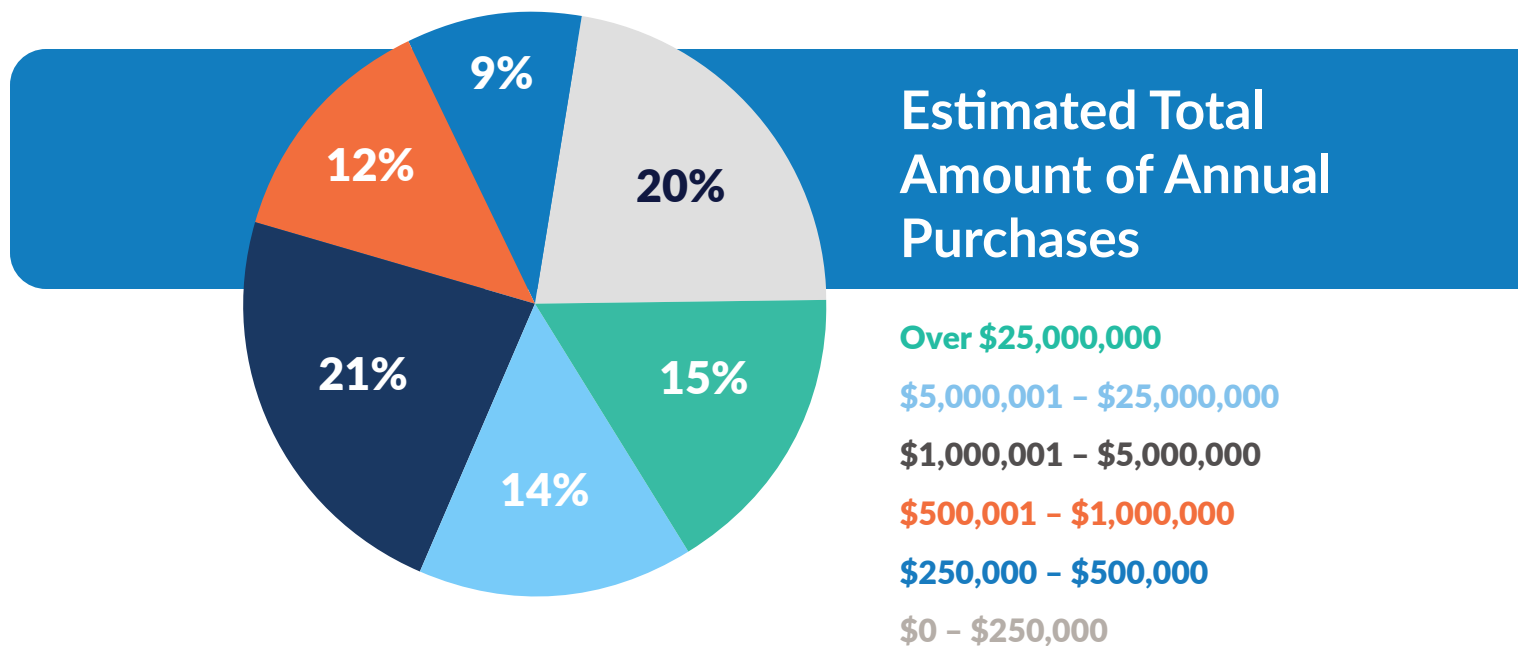


Technician - 3%



Reimbursement - 2%

* Including: Registered Dietitians, Sales/Marketing & Consultants



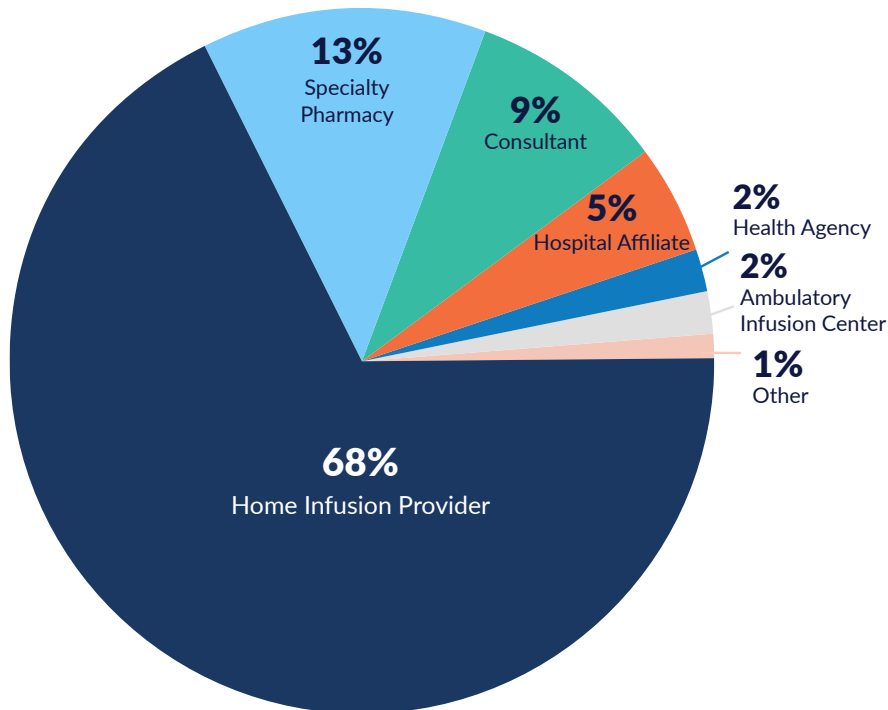
Attendee Demographics

Past Meeting Attendance

2021	1,000 attendees (Virtual Event)
2019	1,239 attendees
2018	1,117 attendees



Types of Home & Specialty Infusion Therapy Organization



Who Should Exhibit?

- Pharmaceutical/Biotech Companies
- GPOs / Wholesalers
- Medical Distributors
- Reimbursement Services
- Health Plans/Medicare Contractors
- Insurance Carriers
- Technology Vendors
- Security Vendors
- Data Management and Analytics
- Healthcare Consulting Services
- Medical Supply and Device Companies
- Cleanroom Supply Companies
- Environmental Monitoring Services and Supplies
- Laboratory and Microbiology Supplies and Services
- Staffing Agencies
- Logistic and Packaging Solutions
- Contract Nursing Services
- Enteral Supplies and Formula
- 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 Medica 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 12 8:00 am – 5:00 pm
SUNDAY, MARCH 13 8:00 am – 1:00 pm

Exhibit Hall Hours

SUNDAY, MARCH 13 4:30 pm – 6:30 pm **Grand Opening Reception** (appetizers)
MONDAY, MARCH 14 12:00 pm – 3:00 pm **Lunch provided** (complimentary)
TUESDAY MARCH 15 1:30 am – 2:00 pm **Lunch provided** (complimentary)

Dismantle

TUESDAY, MARCH 15 2:00 pm – 9:00 pm

Dismantling/ Exhibit Removal- Dismantling of exhibits begins no earlier than 2:00 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

NEW!

In addition to your exhibit booth for 2022, every exhibitor will be receiving a **FREE Virtual Resource Center**. NHIA will be offering this online resource center for those attendees that can't make it to our in-person event in 2022. 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 those attendees online. There are **no manned booths**, just a location online for attendees to download your collateral. Benefits are listed below:

Exhibitor Benefits	Supplier Member	Non-Member
Exhibitor Directory: Listing & Description	X	X
Complimentary Full Registration	4	2
8' Background Drapery; 3' Side Rail Drapery	X	X
Company ID Sign	X	X
General Hall Cleaning and Security	X	X
Box Lunch for two days for all exhibitors	X	X
NEW! Online Resource Center	X	X
NEW! Online Resource Center Company Details & Description	X	X
NEW! Online Resource Center Company Logo	X	X
NEW! Online Resource Center Available Uploads (weblinks, PDF, Photos) each	6	3
NEW! Online Resource Center Analytics and Lead Retrieval	X	X
NEW! Online Resource Center Banner	X	
NEW! Online Resource Center Video	X	
Logo on the online floorplan and mobile app	X	
Logo in Supplier Member Recognition Eblast	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	
Eblast Thanking and listing member exhibitors	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.

Payment Terms

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, 2021**.

Cancellations

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

Linear booths

Full refund minus \$200 administrative fee	Before October 1, 2021
50% refund	Between October 1, 2021 and December 23, 2021
No refund	AFTER December 23, 2021

Island booths

50% refund minus \$200 administrative fee	PRIOR to October 1, 2021
No refund	AFTER October 1, 2021

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.

Learn more about NHIA Supplier Memberships and Benefits

www.nhia.org/suppliers_membership/

Inquire about Membership:

membership@nhia.org



COVID-19 Policy and Precautions

To help protect attendees and staff and mitigate the risks associated with the COVID-19 pandemic, NHIA will require proof of vaccination for all in-person attendees. This process will be managed by a third-party provider specializing in vaccine credentialing.

There will be virtual options for attendees who are unvaccinated or unable to travel, and all sessions will be recorded and available to all attendees after the conference.

Additional on-site precautions will include hand sanitizing stations, access to rapid testing, frequent cleaning of high touch areas, and posted procedures in the event of a suspected infection. We will continue to monitor and adhere to CDC recommendations, any local mandates, and precautions established by the Gaylord Opryland Resort & Convention Center and additional event venues.

For more information:

<https://bit.ly/3hTF6kW>



Floorplan

Gaylord Opryland Hotel and Resort Center



Booth Reservation Procedure

- STEP 1:** Go to www.eventscribe.com/2021/NHIA/exhibitors/index.asp
- 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

Stand Out from the Competition

Reach qualified home and specialty infusion professionals.

- Sponsored educational content
- Brand exposure
- Increase 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 2022 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 group conference sponsorship PowerPoint slide in one of the NHIA Annual Conference General Sessions
- Enhanced directory listing with acknowledgment as Platinum Sponsor
- Company logo on onsite meeting signage
- Platinum sponsor floor sticker in front of exhibitor booth

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
- Gold Sponsor floor sticker in front of exhibitor booth

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
- 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
- Bronze sponsor floor sticker in front of exhibitor booth

Educational Events

SOLD

The Women in Infusion Leadership Luncheon and Networking Event

\$10,000

NHIA's Women in Infusion Leadership Luncheon is an opportunity to celebrate women's numerous contributions to the home and specialty infusion industry.

During the luncheon, attendees will enjoy a session devoted to developing women leaders in home infusion, including an engaging keynote speaker addressing leadership and sharing their perspectives.

Attendees enjoy a special luncheon and networking session devoted to developing women leaders who strengthen the home infusion profession.

A keynote speaker addresses the topic from a personal perspective during a sit-down meal.

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.

As the exclusive sponsor, you will receive:

- Brief Introduction of speakers
- 10 tickets for your representatives and clients
- Table tent cards with your Company logo on tables
- Logo and sponsorship acknowledgment on all marketing (website, onsite, program, Signage, and mobile app)



Reception Events

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NHIA Networking Reception

\$65,000 exclusive

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
- Custom cocktail and 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
- Step and repeat banner with company logo



Welcome Reception

\$3,000 (3 available)

Join us as a sponsor of the Welcome Reception. This opening event is always a popular place for attendees to meet and greet in a casual atmosphere before starting the conference and exhibit hall.

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
- Acknowledgment on all pre-marketing and promotion of the event



Grand Opening Exhibit Hall Reception

\$3,000 (3 available)

The perfect opportunity to get your company name in front of motivated attendees at the beginning of the conference! 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 CEO and Board Chair in a ribbon cutting ceremony followed by a reception line to greet attendees
- Signage at the bar and food stations during the reception, recognizing your company as the sponsor
- Acknowledgment on all pre-marketing and promotion of the event



NHIA 2022 Raise the Foundation Reception

The National Home Infusion Foundation (NHIF) is an investment in the future of the home and specialty infusion field.

NHIF is a 501(c) (3) non-profit organization that strives to advance the home and specialty infusion field and improve the quality of care through leadership, research, and education. The work of the Foundation complements NHIA's aim to ensure the long-term growth of the home infusion industry by expanding patient access to infusion services. For example, recent provider and quality data initiatives were made possible through generous contributions by individual donors, grants, and fundraising events.

The Raise the Foundation Reception will be held on Monday, March 14th. Attendees can network in an elegant setting while raising money to build the home and specialty infusion future. Showcase your support for home and specialty infusion research and education!

Diamond \$10,000

Benefits:

- 15 tickets valued at \$125 each
- Logo on pre-conference eblast, onsite signage, and Exhibitor Directory advertisement
- Custom gobo of your company logo showcased throughout the Reception
- Mobile app push notification acknowledging your Diamond level
- Exhibit Booth floor sticker acknowledging your Diamond level

Sapphire \$5,000

Benefits:

- 10 tickets valued at \$125 each
- Logo on pre-conference eblast, onsite signage, and Exhibitor Directory advertisement
- Mobile app push notification acknowledging your Sapphire level
- Exhibit Booth floor sticker acknowledging your Sapphire level

Ruby \$1,000

Benefits:

- 5 tickets valued at \$125 each
- Logo on pre-conference eblast, onsite signage, and Exhibitor Directory advertisement
- Exhibit Booth floors sticker acknowledging your Ruby level

Want to show your support by sending a group of employees or customers?

Purchase Group tickets at a discounted rate of \$500 for five tickets (20% discount).



Education Pre-Conference Sessions

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Executive Pre-Conference Seminar

\$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



Commercial Upgrade

\$1,500

Place your 30-second commercial in front of all session in your sponsored learning track for the virtual on-demand audience.

Sterile Compounding Pre-Conference Regulatory 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)

Commercial Upgrade

\$1,500

Place your 30-second commercial in front of all session in your sponsored learning track for the virtual on-demand audience.



Education Pre-Conference Sessions cont.

R.N. Essentials Pre-Conference

\$5,000

Infusion nurses are the hands-on link in delivering quality patient care. The R.N. Essentials program covers advanced topics, challenges, and best practices unique to the home infusion care model. Past topics have included home infusion of biologics, managing occlusions, considerations for administering immune globulin, and more. This successful program focuses on home infusion nurse education and offers 5.5 continuing education credits. Historically, attendance has been brisk, with 75-100 nurse leaders, front-line nursing staff, and clinical pharmacists participating. Be a part of advancing home infusion nursing by sponsoring this timely program.

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)

Commercial Upgrade

Place your 30-second commercial in front of all session in your sponsored learning track for the virtual on-demand audience.

\$1,500



SOLD

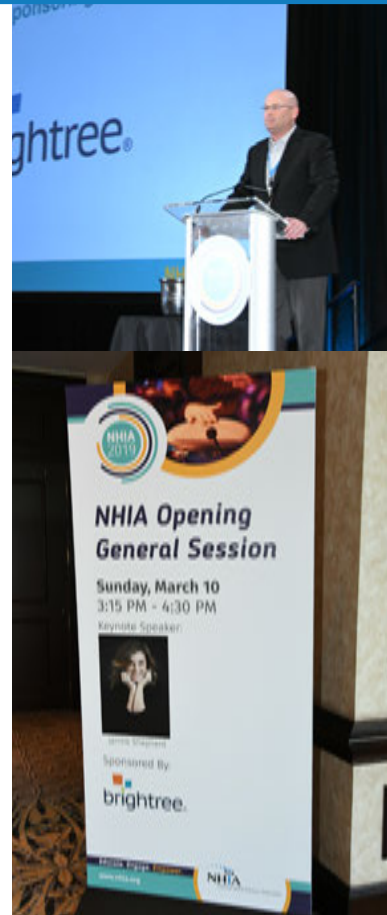
Opening Session – Sunday

\$12,500

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 on the live stream before session beginning
- Keynote video promotion highlighting the sponsor recognition



SOLD

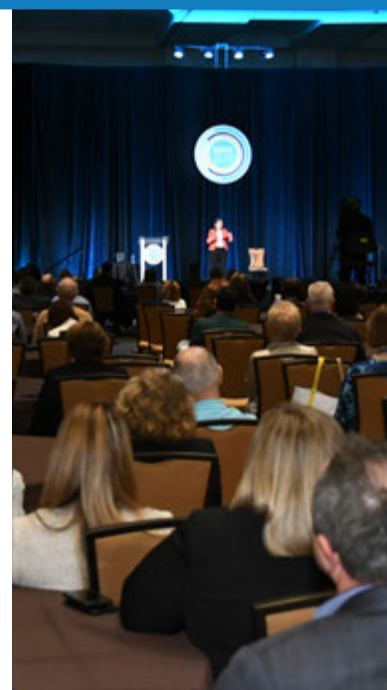
General Session – Tuesday

\$7,500

The General Session offers a forum for conference attendees to hear from NHIA Leadership and take a deep dive into the challenges and opportunities before the industry and the association. 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 (website, onsite program, signage, and mobile app)
- Create a custom Infusion Quest Question for attendees to scan as they enter the General Session
- 60 Second commercial to play on the live stream before session beginning
- Brief Introduction of the speaker



Education Sessions

Roundtables

\$5,000 – 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.

NEW! Learning Tracks

\$5,000 per track

Support NHIA learning through your support of an entire educational learning track. NHIA has various educational tracks with sessions in each track.

These tracks include:

- Clinical
- Leadership
- Revenue Cycle
- Business Development
- Home Infusion R.N.Essentials

As an exclusive sponsor of a selected track, you will receive:

- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Signage indicating your support at each session
- Create a custom Infusion Quest Question for attendees to scan as they navigate your learning session
- All attendees have on-demand, post-conference access

Commercial Upgrade

\$1,500

Place your 30-second commercial in front of all session in your sponsored learning track for the virtual on-demand audience.



Education Sessions cont.

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NEW!

Infusion Side Chats 4 Available Per Day

\$1,800 – for 1 day
\$3,000 – for 2 days

NHIA has adapted these very successful chats from our virtual conference over to our in-person event! Use your expertise to moderate a discussion among attendees on a topic of your choosing. NHIA will provide the room for discussion. You provide the topic and moderator. Each side chat is 1 hour. Your session will be promoted to attendees through eblast and onsite marketing. Scan the badges of each attendee as they make their way from room to room to join in on various discussions.



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.

SOLD

Session 1

\$10,000

Non-Hazardous Compounding Lab Station(s)

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

\$10,000

Hazardous Compounding Lab Station

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.



Sterile Compounding Clinic cont.

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Session 3

\$10,000

Parenteral Nutrition Compounding Workshop

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.

Session 4

\$10,000

Cleaning, Viable Air and Surface Sampling Procedures

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.

As the exclusive session sponsor, you will receive:

- 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
- List of participating attendees (mailing addresses only)
- First right of refusal on supply donations

Thought Leadership Opportunities

Satellite Symposium

\$25,000

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 as long or as short as you choose within the time- frame provided—this collaborative approach with NHIA with 1 hour for C.E. education and 1 hour for product-specific information.

Dates/Time:

Educational symposia can be held within these time frames:

MONDAY, MARCH 14

(2 Available)

7:00 AM – 9:00 AM

(7:00 – 8:00 AM C.E., 8:00 – 9:00 AM product specific)

TUESDAY, MARCH 15

(2 Available)

7:00 AM – 9:00 AM

(7:00 – 8:00 AM C.E., 8:00 – 9:00 AM product specific)

Rules & Regulations:

- Only NHIA 2022 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.
- 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

Pricing includes:

MARKETING

- Pre-registration list of conference attendees (mailing address only)
- One eblast to ALL NHIA attendees with details on your symposium
- Listing of symposium title, faculty, location, and sponsoring company with description in Exhibitor Events Guide



Thought Leadership Opportunities cont.

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MARKETING cont.

- Listing of symposium title, faculty, location, and sponsoring company with description on NHIA website and mobile app
- NHIA 2022 logo to be used upon receipt of signed agreement form

ROOM RENTAL & REGISTRATION

- 6' desk with two chairs outside of meeting room
- Lead Retrieval equipment for meeting time

AUDIOVISUAL

- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- Desktop computer and 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

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



Thought Leadership Opportunities cont.

Exhibitor Theater

\$3,500 (per session – 9 sessions available)

Our exhibit theater 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 the exhibit hall; 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, program planner, onsite guide, and mobile app
- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)

Dates/Time:

NEW!

SUNDAY, MARCH 13

5:15 PM – 5:45 PM
6:00 PM – 6:30 PM

MONDAY, MARCH 14

11:45 AM – 12:15 PM
12:30 PM – 1:00 PM
1:15 PM – 1:45 PM
2:00 PM – 2:30 PM

TUESDAY, MARCH 15

11:00 AM – 11:30 AM
11:45 AM – 12:15 PM
12:30 PM – 1:00 PM



Advertising and Brand Promotion

MARCH 12-16
NHIA
2022 CONFERENCE

SOLD

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.

- Includes free tote bag insert

Charging & Networking Lounge

\$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.



Advertising and Brand Promotion cont.

Badge & Lanyard

\$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.

Water Bottles

\$7,500

Sustainability of the Conference – put your company brand in the hands of attendees with this sponsorship. Attendees will receive a water bottle with their tote bag, and your logo will appear on the front of the water bottle along with the NHIA conference logo.

Column Wrap

\$3,500 (6 available)

NHIA has 6 column wraps that can advertise your custom message. These column wraps 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. Your column wrap will utilize 3 of the four sides with your custom graphic or advertising message. The fourth panel will include an NHIA custom panel.

NEW!

Customized Hand Sanitizer

\$3,000

Attendees can utilize your hand sanitizers placed in all-conference tote bags for use during the conference. A custom bottle of hand sanitizer with your logo will be in the hands of every attendee as they use safe practices throughout the conference—sponsor to supply samples for the tote bags.

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.



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.

NEW!

Booth Traffic Driver Package **\$4,500**

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 \$3,000)

NEW!

Advertising Package **\$3,000**

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

Meeting Space **\$3,000** (per four hours)

You can rent meeting room space for your private meetings with clients and/or internal sales representatives.

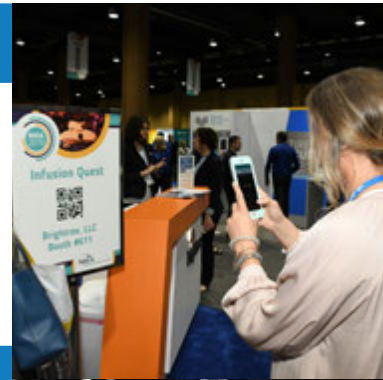
These rooms will not be utilized for attendee education or research with attendees but rather in-depth conversations with current clients or strategy sessions with sales representatives.

SUNDAY, MARCH 13	8 AM - 12 PM OR 1 PM - 5 PM
MONDAY, MARCH 14	8 AM - 12 PM OR 1 PM - 5 PM
TUESDAY, MARCH 15	8 AM - 12 PM OR 1 PM - 5 PM

Room rental specifics:

- Room rental is for 4 hours
- This room rental fee does NOT include any A.V. or Catering
- Room seats for a maximum of 25 people

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



Booth Traffic Generators

Drive Traffic to Your Booth!

Floor Stickers

\$3,000 (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 2020 logo. This package includes a total of four (4) floor stickers with an approximate size of 3'x2'.



Infusion Quest Trivia Game

\$2,500 each

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.

Push Notification

\$750 – 1 available per day

Send out a text alert through the NHIA 2021 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater.

Registration Conference Email Banner

\$5,000 – Exclusive

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 1400 attendees, your company banner will reach them all.

NEW!

"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 1300 attendees, your company banner will reach them all.

NEW!

Walk-In Presentation Slide

\$2,500 – 4 available each 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.



Digital Advertising cont.

Exclusive E-Blasts

\$3,500

Send your custom message out to all NHIA 2022 attendees with a custom eblast. NHIA will schedule to send these eblasts in the immediate six weeks before the meeting.

Conference Platform Navigation Ad

\$7,500 – Exclusive

Your custom ad (and link) on the platform's 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.

Rotating Banner Ad

\$3,500 – 3 Available

Your custom ad (and link) on the platform's home page. Rotating on the home page, your branded ad will be visible to all attendees. Link to your exhibit booth or website.

Sub-Page Header Banner

\$2,500 – 3 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.

Tile Ad

\$3,500 – 2 Available

Place a custom ad on the home page of the virtual platform. This ad will be seen by every attendee that logs onto the platform. This tile ad is placed among the tiles that direct attendees to sessions. It will be seen by every attendee that navigates their way through the conference. This branded ad can link to your resource center or a webpage of your choosing.



Tote Bag Insert

\$1,500 – 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

NEW!

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, 2022.



MARCH 12-16, 2022

NHIA

CONFERENCE

A dark blue shield-shaped graphic containing the text "MARCH 12-16, 2022" at the top, "NHIA" in large blue letters with a green underline, and "CONFERENCE" in white below it. At the bottom of the shield are three white musical notes.

See you soon!

www.nhia.org/ac22