

# 2020 NHIA ANNUAL CONFERENCE

## EXHIBITOR & SPONSORSHIP

# PROSPECTUS



**APRIL 5 – 9, 2020**

**Gaylord Rockies Resort & Convention Center | Denver, Colorado**

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Join over 1,200 home and specialty infusion therapy professionals at the National Home Infusion Association (NHIA) 2020 Annual Conference in Denver, Colorado.

The NHIA Annual Conference is the leading education and networking event for the home and specialty infusion community. Clinical pharmacists, infusion nurses, registered dietitians, reimbursement specialists, technicians, consultants, owners, executives, and industry sales/marketing management all come together for 4 days of education, networking, and expo.

NHIA's Expo has industry booths, interactive demonstrations, networking receptions, exhibitor theatre and the Sterile Compounding Clinic – all designed to maximize education for our attendees.

Learn why you should exhibit at this fast-growing conference dedicated to home and specialty infusion therapy!



NHIA is a trade association that represents and advances the interests of organizations that provide infusion and specialty pharmacy products and services to the entire spectrum of home-based patients.

# WHY EXHIBIT?

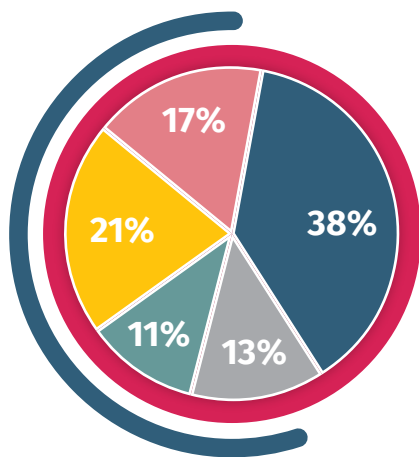
**ACCESS** More than 1,200 home and specialty infusion professionals in 1 location!

**EDUCATE** Exhibitors are full conference attendees and can attend all educational sessions. Join in discussions and interact with attendees in an educational environment.

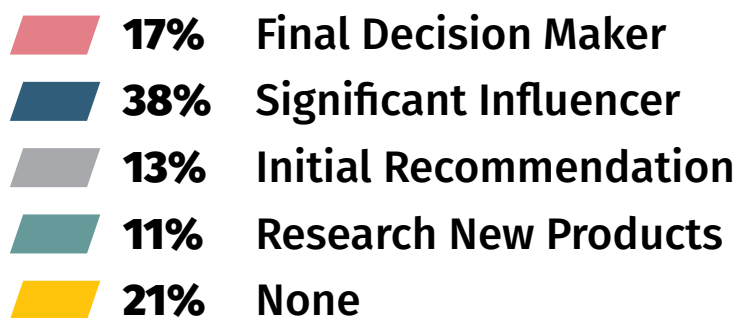
**INFLUENCE** Attendees have significant purchasing power with supplies, products and services. 80% of attendees influence their organization's buying decisions.

## 29% OF NHIA ATTENDEES

indicated that their "estimated total amount spent on purchasing supplies, products, and services annually" were **\$5,000,000 OR MORE.**



## Influence in Buying Decisions



**100% of attendees** affirm they or their organization plan to make a major purchase in the 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.

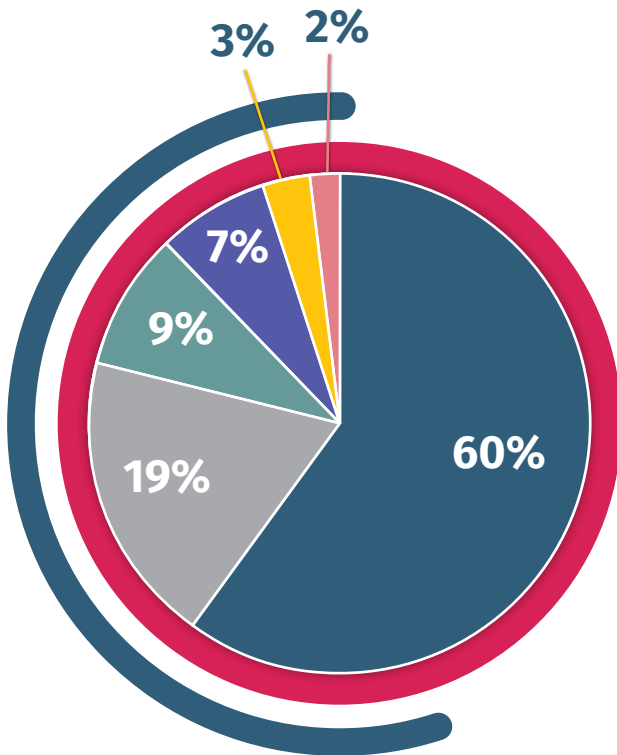
**90% of attendees** are likely to re-examine specific aspects of their business or clinical practice as a result of time spent with exhibitors.







*Based upon the 2019 NHIA Annual Conference General Conference Evaluation*



# ATTENDEE DEMOGRAPHICS

## Areas of Practice



	<b>60%</b>	<b>Clinical Pharmacy</b>
	<b>19%</b>	<b>Clinical Nursing</b>
	<b>9%</b>	<b>Senior Management/Owner</b>
	<b>7%</b>	<b>Other*</b>
	<b>3%</b>	<b>Technician</b>
	<b>2%</b>	<b>Reimbursement</b>

*\*including: Registered Dietitians, Sales/Marketing & Consultants*

## Upcoming Major Purchases

28%	Clean Room Construction
17%	Infusion Pumps
17%	Other
15%	Software
14%	Clean Room Equipment
7%	Computer Hardware
2%	Delivery Vehicles

## Estimated Total Amount of Annual Purchases

15%	Over \$25,000,000
14%	\$5,000,001 - \$25,000,000
21%	\$1,000,001 - \$5,000,000
12%	\$500,001 - 1,000,000
9%	\$250,001 - \$500,000
9%	\$100,001 - \$250,000
20%	\$0 - \$100,000

## Reasons for Attending

80%	Continuing Education Credits
71%	Networking
64%	Advance Professional Development
62%	Industry Update
45%	Advance Company/Business
44%	Legislative Update
37%	NHIA Exhibit Hall
20%	Vendor Meetings



# ATTENDEE DEMOGRAPHICS

## Past Meeting Attendance

**2019** 1,239 attendees

**2018** 1,117 attendees

**2017** 1,063 attendees

## Years in Home and Specialty Infusion Therapy Industry

54%	10+ Years Experience
19%	1-2 Years Experience
17%	3-5 Years Experience
10%	6-9 Years Experience

## Type of Home and Specialty Infusion Therapy Organization

68%	Home Infusion Provider
13%	Specialty Pharmacy
9%	Consultant
5%	Hospital Affiliate
2%	Health Agency
2%	Ambulatory Infusion Center
1%	Other



# 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
- Couriers/Transportation Services
- Commercial Vehicle Leasing





# PAST EXHIBITORS

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

# EXHIBIT SCHEDULE

## INSTALLATION:

Sunday, April 5

1:00pm – 5:00pm

Monday, April 6

8:00am – 1:00pm

## EXHIBIT HALL HOURS:

Monday, April 6

4:30 – 6:30pm

Grand Opening Reception

Tuesday, April 7

11:30am – 3:00pm

Lunch provided *(complimentary)*

Wednesday April 8

10:45am – 1:15pm

Lunch provided *(complimentary)*

## DISMANTLE:

Wednesday, April 8

1:15pm – 9:00pm

**DISMANTLING/EXHIBIT REMOVAL** – Dismantling of exhibits begins no earlier than 1:15 p.m.

*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

## MEMBER PRICING

**\$3460 PER 10X10**

## NON-MEMBER PRICING

**\$4300 PER 10X10**

**CORNER FEE: \$150**



EXHIBIT BENEFITS	SUPPLIER MEMBER	NON-MEMBER
Exhibitor Directory: Listing & Description	<b>X</b>	<b>X</b>
Complimentary Badges (2)		<b>X</b>
Complimentary Badges (4)	<b>X</b>	
8' background drape, 3' side rails and drape	<b>X</b>	<b>X</b>
ID sign	<b>X</b>	<b>X</b>
General hall cleaning and security guard	<b>X</b>	<b>X</b>
Box lunch for 2 days for all exhibitor personnel	<b>X</b>	<b>X</b>
Logo on Online floorplan and app	<b>X</b>	
Logo in Supplier Member Recognition eblast	<b>X</b>	
Logo on Supplier Member Recognition page in Pre-conference brochure	<b>X</b>	
Logo on Supplier Member Recognition in Onsite Guide	<b>X</b>	
Logo on Supplier Member Recognition on Onsite Signage	<b>X</b>	



## INQUIRE ABOUT MEMBERSHIP

Ashlan Oberholtzer  
**571-814-3755**  
 ashlan.oberholtzer@nhia.org

### **\*\* PLEASE NOTE \*\***

*If you switch from non-member to member after booth rental, you will receive a credit towards sponsorship opportunities in the amount of the difference.*





# PAYMENT TERMS

## 50% DEPOSIT DUE UPON BOOTH RENTAL

**Final payment due by January 23, 2020.**

Checks must be payable in U.S. dollars to NHIA (all international bank fees are the responsibility of the Exhibitor). Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit.

## CANCELLATIONS

Cancellation requests must be submitted in written to the NHIA Exhibits Manager. Any exhibitor who cancels all or part of their booth will receive:

### Linear booths

Full refund minus \$200 administrative fee  
50% refund  
No refund

PRIOR to December 3, 2019  
Between December 3, 2019 and January 23, 2020  
AFTER January 23, 2020

### Island booths

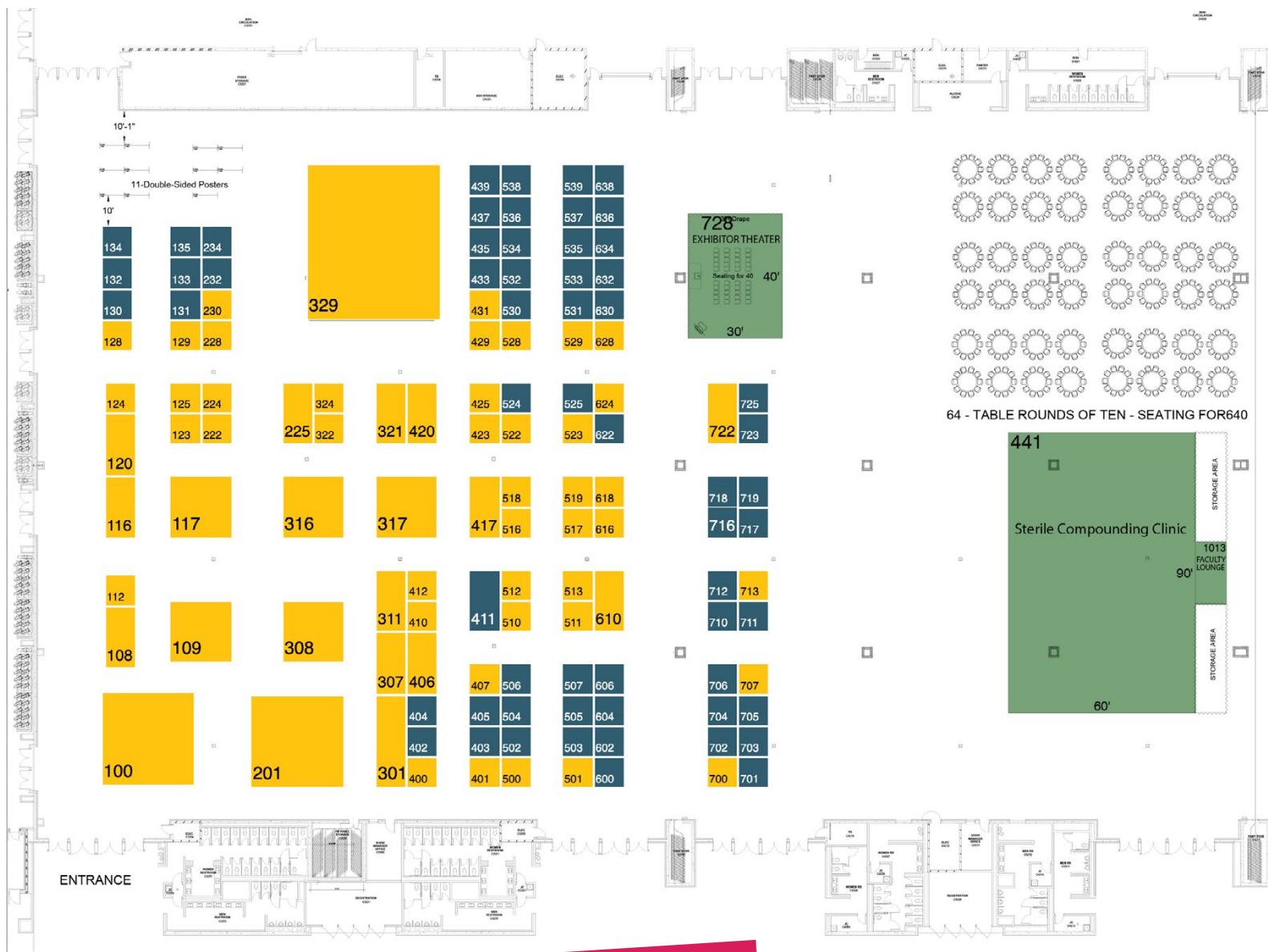
Island booths  
50% refund minus \$200 administrative fee  
No refund

PRIOR to December 3, 2019  
AFTER December 3, 2019

***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 downsized.***

# FLOORPLAN

## GAYLORD ROCKIES RESORT & CONVENTION CENTER



### BOOTH RESERVATION PROCEDURE

**STEP 1:** Go to [www.eventscribe.com/2020/NHIA/exhibitors/index.asp](http://www.eventscribe.com/2020/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

Reach the most qualified home and specialty infusion professionals in the industry - 68% of our attendees strongly influence or have the decision-making authority for purchasing

## STAND OUT FROM THE COMPETITION

With more than 100 exhibitors, optimize your exposure by selecting the perfect combination of opportunities that will enhance your presence and visibility at the conference.

- Maximize your brand exposure to home and specialty infusion professionals.
- Increase your booth traffic through targeted advertising options.
- Promote your innovative products and services by hosting an educational symposium.



# SPONSORSHIP LEVELS

NHIA 2020 recognizes multiple levels of support; all conference advertising, sponsorships, symposia and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

All sponsors are acknowledged on the NHIA 2020 website and on onsite signage.

## All NHIA 2020 Sponsors will receive:

- Sponsor ribbons for ALL company staff at the Conference
- First right of refusal for next year's meeting

## PLATINUM

(>\$25,000)

- Company logo and hyperlink on NHIA website
- Recognition on a group conference sponsorship PowerPoint slide in one of the NHIA Annual Conference General Sessions.
- Enhanced directory listing with acknowledgement 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 website
- Enhanced directory listing with acknowledgement 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 website
- Enhanced directory listing with acknowledgement 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 website
- Enhanced directory listing with acknowledgement as Bronze Sponsor
- Company logo on onsite meeting signage
- Bronze sponsor floor sticker in front of exhibitor booth

# EDUCATIONAL EVENTS

## The Women in Infusion Leadership Luncheon and Networking Event

**\$15,000**

Last year, NHIA launched a new luncheon dedicated to Women in Leadership in home and specialty infusion. The inaugural event was an overwhelming success and is sure to attract a large audience in 2020.

Attendees enjoy a special luncheon and networking session devoted to developing women leaders who will 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 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.

Lynn Giglione, RN, BSN, was an inspirational, energetic, and dedicated leader and patient advocate with an unwavering commitment to improving lives and furthering the industry. She was the first woman and nurse to serve as NHIA's Board Chair—a fact that gave her a tremendous sense of pride. Among her many other contributions to home infusion therapy, Giglione served on the inaugural Board of the NHIF, which sponsors the award and the Women in Leadership Luncheon where it is presented.

### **As the exclusive sponsor, you will receive:**

- Logo and sponsorship acknowledgement on all marketing (website, onsite program, signage, and mobile app)
- Table tent cards with your Company logo on tables
- 10 tickets for your representatives and clients
- Recognition on Foundation website
- Brief introduction of speakers

# EDUCATIONAL EVENTS

## Outstanding Abstract Achievement Award

**\$5,000**

Join the National Home Infusion Foundation in sponsoring the Poster Session at the NHIA Annual Conference to advance the mission of promoting investigator-initiated research related to home and specialty infusion. Help the Foundation elevate the role of original research and demonstrate your brand's commitment to clinical excellence. A \$1,000 scholarship will be awarded to the individual practitioner author who submits an abstract that best meets the following criteria:

- Selects a topic that examines an innovative approach to clinical practice, identifies a best practice, or improves quality.
- Is relevant to a current challenge, issue, or question facing the home infusion industry.
- Employs an effective study design/methodology to achieve results.
- Has the ability for expansion into a larger study.

In addition to the cash award, the winning author will receive support for developing a manuscript for publication of their research in *INFUSION* magazine, as well as complimentary registration to the 2020 NHIA Annual Conference.

Finalists for the NHIF Outstanding Abstract Achievement Award will be invited to give a short (10-15 minute) podium presentation providing an overview of the research project and summarizing their findings during a special clinical track session on April 6, 3:15 PM – 4:45 PM. Industry abstract submissions are not eligible for the NHIF award program.

### Sponsorship benefits include:

- Logo and sponsorship acknowledgement on all marketing for this award, including at the conference, in press announcements, and in *INFUSION* magazine
- Brief introduction of finalists



# RECEPTION EVENTS

## Networking Reception

**\$65,000**

Exclusively brand the NHIA networking event! This is a perfect opportunity to be the sole company associated with the premier networking reception at NHIA. It will be an evening of mingling with past friends and meeting new colleagues in a lively environment! The Reception will be held in a fun venue designed to maximize interaction. Your company's support will be discussed all week long and referenced in all the pre-conference promotions!

- Custom Branding of event with Signage
- Cocktail napkins with company logo
- Signage at food and bar stations, recognizing your company as the sponsor
- Push Notification on the mobile app to all attendees promoting the event and listing you as the sponsor



## Welcome Reception

**\$3,000** (3 available)

Join us as a sponsor of the Welcome Reception. This inaugural event is always a popular place for attendees to meet and greet in a casual atmosphere before the conference gets started. Mingle with NHIA leadership and industry professionals as the networking begins.

## 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!

- 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 into the hall
- Signage at the bar and food stations during the reception, recognizing your Company as the sponsor

# MEETING SPACE

## NEW! Hospitality Suites

**\$10,000** (3 available)

*(Gold or Platinum Level Sponsors Only)*

Rent a meeting room that is completely yours for the entire conference. Conduct business meetings, hold product demos, or entertain guests! Feel free to use the space any way that fits your needs. NHIA will provide a company sign outside your meeting room to showcase your exclusive space and support of NHIA. You will have the ability to custom brand the space with your company logo. ***This room rental fee does NOT include AV or Catering.***

## NEW! Focus Group Space

**\$3,000**

**Focus Group Space at the NHIA Annual Conference are an opportunity to meet and conduct research with NHIA Members.** NHIA is offering you the opportunity to connect with top professionals in the home infusion field and conduct detailed research for product development, based off of your needs. These focus groups are limited to no more than 2 hours and 20 participants; however, multiple slots may be purchased for groups seeking additional time. NHIA does not select the group participants, does not provide invitations or moderators, and does not partake in the content or planning of a sponsored focus group. NHIA will send out an email to all attendees regarding the focus group. ***This room rental fee does NOT include AV or Catering.***

### Room rental specifics:

- Room Rental Fee
- Onsite Signage (if desired)
- 1-time use of pre-registered attendee mailing list (Available beginning of February 2020)
- NHIA will send out a custom eblast with your information to NHIA 2020 attendees

## NEW! Meeting Space

**\$1,000** (per four hours)

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

These rooms are not to be utilized for attendee education or research with attendees but rather in-depth conversations with current clients or strategy sessions with sales representatives. ***This room rental fee does NOT include AV or Catering.***

<b>MONDAY, APRIL 6</b>	8 AM – 12 PM	OR	1 PM – 5 PM
<b>TUESDAY, APRIL 7</b>	8 AM – 12 PM	OR	1 PM – 5 PM
<b>WEDNESDAY, APRIL 8</b>	8 AM – 12 PM	OR	1 PM – 5 PM
<b>THURSDAY, APRIL 9</b>	8 AM – 12 PM	OR	1 PM – 5 PM

### Room rental specifics:

- Room rental is for a 4 hour period
- Room seats for a maximum of 20 people

# EDUCATION PRE-CONFERENCE SESSIONS

## Executive Seminar

**\$25,000**

Offering owners and senior leaders a forum to learn about key drivers of significant change in the health care marketplace and a unique networking opportunity! Position your company for a full day of exposure to the industry's top executives and up-and-coming talent. This forum is where the thought leaders gather to learn about trends, discuss strategy, and network.

### **As the exclusive sponsor, you will receive:**

- Logo and sponsorship acknowledgement on all marketing (website, onsite program, signage, and mobile app)
- List of participating attendees (mailing addresses only)
- 5 tickets for representatives and clients

## Sterile Compounding Preconference Regulatory Forum

**\$7,500**

As a compliment to our hands-on Sterile Compounding Clinic, NHIA created a parallel track of programming that focuses on the rapidly shifting regulatory issues guiding today's sterile compounding practice. Geared for executives, pharmacy directors, compliance officers, and others with operational oversight responsibilities, this half-day, pre-conference forum covers policy, risk reduction and trends that are essential to any IV pharmacy.

## Home Infusion RN Essentials

**\$5,000**

As more patients demand high-quality, cost-effective care in the comfort of their homes, the need for qualified home infusion nurses is increasing. Infusion nursing plays a vital role in patient care—this program covers the advanced topics facing home infusion nursing. The NHIA Home Infusion RN Essential program debuted in 2018 as one of our highly successful new programs focused on enhancing the knowledge of home infusion nurses. NHIA expects 75-100 nurse leaders, front line nursing staff, and clinical pharmacists as part of this program. Be a part of advancing home infusion nursing by sponsoring this timely program.



# EDUCATION GENERAL SESSION

## Opening Session - Monday

**\$10,000**

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!

### **As the exclusive sponsor, you will receive:**

- Logo and sponsorship acknowledgement on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief introduction of speaker
- Option of Keynote Book signing at your booth; sponsor must purchase the books



## General Session - Wednesday

**\$8,000**

Wednesday's General Session offers a forum for conference attendees to check in with 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 the other conference learning taking place.

### **As the exclusive sponsor, you will receive:**

- Logo and sponsorship acknowledgement on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief introduction of speaker

# EDUCATION GENERAL SESSION

## Exhibitor Theater

**\$2,500** (per session - 7 sessions available)

Inside the exhibit hall, we offer exhibitor sponsors the opportunity to showcase their expertise by providing educational content to small groups (30-40 people) for 30 minutes.

### Sponsorship benefits include:

- Ability to host a speaker of your choosing
- Speaker biography and description on website, program planner, onsite guide and mobile app
- Logo and sponsorship acknowledgement on all marketing for this area

### Dates/Time:

#### TUESDAY, APRIL 7

11:45 AM - 12:15 PM

12:30 PM - 1:00 PM

1:15 PM - 1:45 PM

2:00 PM - 2:30 PM

#### WEDNESDAY, APRIL 8

11:00 AM - 11:30 AM

11:45 AM - 12:15 PM

12:30 PM - 1:00 PM



# EDUCATION

## Conference Proceedings

**\$15,000**

Drive ALL full-conference attendees to your exhibit booth with this sponsorship!

All full-conference attendees receive the Conference Educational Proceedings — educational session slide presentations with synced audio — as part of their registration fee. It is just like a webinar for each session! **Please note that these proceedings do not include the Sterile Compounding Clinic, preconference programming, or RN Essentials education.**

Each attendee will receive a ticket, printed with your company name/logo at registration. Attendees will bring this ticket to your booth to pick up their access key card. Large onsite signage at registration and in the exhibit hall will point attendees to your exhibit booth for the pickup. On the Proceedings, the main menu will have your company logo with a link to your website. These Proceedings are also available for purchase by the entire NHIA membership after the conference. Your exposure will reach ALL attendees, with the potential of 10,000 members.

## Roundtables

**\$10,000** (2 available)

Share your thoughts and expertise with the nearly 400 attendees that attend our Roundtables discussions. Collect decision making information by asking attendees about critical issues or share your expertise as an industry resource.

### Each sponsor receives:

- One table with any topic that you select
- Estimated exposure to 45 attendees (10-15 people per rotation; 3 rotations)
- Table tent sign with your topic and company logo
- Opportunity to introduce the program to attendees

**Available dates: Tuesday April 7 and Wednesday April 8 - 5:00 -6:30 PM**



# STERILE COMPOUNDING CLINIC

NHIA's new Sterile Compounding Clinic program was a big success in 2018 and again in 2019! This interactive four-day program combines 8 classroom learning sessions with 3 days of hands-on, lab-based training in an onsite simulated sterile compounding lab to provide participants with the most current information and practices pertaining to sterile compounding standards and methods. The program utilizes industry experts to address critical aspects of sterile compounding, Collect decision making information by asking attendees about critical issues or share your expertise as an industry resource, and will be especially relevant with the new revision on USP <797>. NHIA expects 100 participants in this separate clinic; each attendee will earn ACPE-approved CEs.

## Session 1

**\$10,000**

**Non-hazardous compounding lab station(s)** *There are two stations side by side in the Expo where this occurs.*

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

## Session 2

**\$10,000**

**Hazardous compounding lab station** *One station in expo hall*

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 close-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

**\$10,000**

#### **Parenteral Nutrition Compounding Workshop** *Combination of didactic and hands-on learning in session room.*

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**

*Combination of didactic and hands-on learning in session room.*

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 sponsor, you will receive:**

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

# BRAND PROMOTION

## Charging & Networking Lounge

**\$15,000**

The lounge will feature comfortable seating, charging stations, easy access to the Exhibit Hall, general sessions and registration. Terrific visibility! (4 Days)

- Signage with your Company logo will be prominently featured at the Lounge you sponsor
- Tables, chairs, and benches encourage attendees to relax while in the lounge
- Table Tent Signs and marketing on mobile app and in the onsite program guide



## 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 great on-going reminder of your Company and products.

## Conference Tote Bags

**\$15,000**

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

- Free Tote bag insert with sponsorship



## NEW! Registration Conference Email Banner

**\$10,000**

Put your logo and custom graphic banner at the bottom of every conference registration email that is sent out. Your information will be prominently placed at the end of the attendee registration that is sent to every attendees. With more than 1200 attendees your company banner will reach them all.



## 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. Attendees will be photographed during the annual meeting and as such, your company's logo will appear in future promotional and marketing materials for the annual meeting.



# BRAND PROMOTION

## **NEW! Hand Hygiene at Lunch**

**\$7,500**

Attendees can utilize your hand sanitizers that will be placed at the food areas in the exhibit hall for all three (3) days of the exhibit hall. Sponsor must provide the hand sanitizers displays or samples. Large onsite signage will acknowledge your sponsorship.

## **NEW! Water Bottles**

**\$8,500**

The brand new Gaylord Rockies has water stations in all of their breakout rooms and throughout the conference center. Put your company 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.



## **Ribbon Bar**

**\$5,000**

The attendee's first stop is conference registration where they are greeted by a ribbon bar inclusive of sponsor recognition with the Committee, Board, other association related ribbons and fun and social ribbons. The ribbon bar is a favorite social stop for attendees who enjoy shopping for silly, quirky identifiers that help them break the ice throughout the conference.

- Your logo will appear on multiple sides of the ribbon wall.

## **NEW! Column Wrap**

**\$5,000** (6 available)

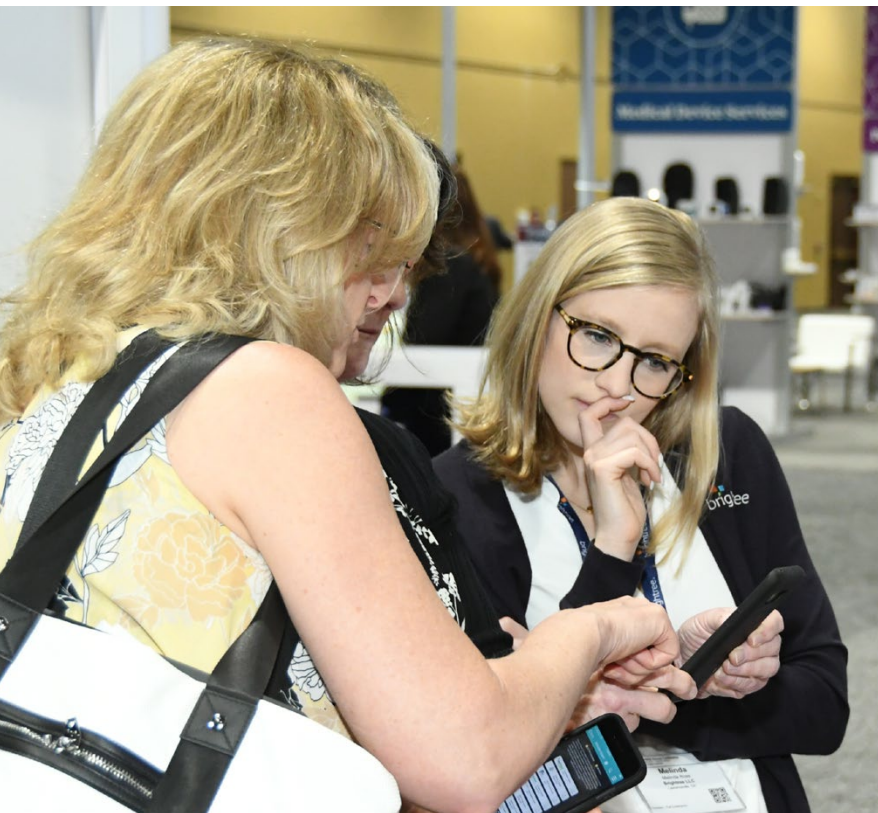
NHIA has 6 column wraps that can advertise your custom graphics. These column wraps are located throughout the convention center, from the exhibit hall to the breakout sessions. Connect with attendees with your custom advertising as they move between sessions and to and from the exhibit hall. These column wraps have 4 panels that allow the graphics to be 8'x3' in size.

# BOOTH TRAFFIC GENERATORS: DRIVE TRAFFIC TO YOUR BOOTH!

## Infusion Quest Trivia Game

**\$2,500 each** (10 available)

Attendees love this company trivia game played on the mobile app for exciting prizes! Each participating exhibitor will have a QR code sign in their booth. Attendees use the mobile app to scan the code – which then makes them answer a trivia question about your company. All questions are provided by the participating companies! This game will last all 3 days of the exhibit hall with grand prizes for the winners handed out at NHIA Central on the last day.



## NEW! 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 2'x2'.

# COLORADO GOLD RUSH

## **NEW!** Colorado Gold Rush

**\$15,000**

Take attendees on a Colorado adventure during the NHIA Annual Conference while driving traffic to your booth. Attendees will be on the hunt for an abundance of gold bars, with your company logo, hidden throughout the conference. Once an attendee finds a gold bar, they have the opportunity to pan for gold! The panning for gold sign up will be located at the sponsors booth. All participants will need to visit the sponsors booth to secure their time to pan for gold in order to win a prize.



### **Benefits include:**

- Logo on all gold bars placed throughout the conference
- Logo on all signage, including print and mobile
- Attendees traffic to booth



# DIGITAL ADVERTISING

## 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 only

**\$2,000**

Advertise on the exhibitor directory section of the mobile app.

### **NEW!** Banner Ad – Schedule Page

**\$2,000**

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

### **NEW!** Push Notification

**\$500** (3 available per day)

Send out a text alert through the NHIA 2020 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater.

## E-Blasts

**\$2,500**

Send your custom message out to all NHIA members with a custom e-blast. NHIA will only schedule one per day in the immediate six weeks prior to the meeting.

# PRINT ADVERTISING

## Tote Bag Insert

**\$1,000**

Place your custom flyer into each attendee tote bag.

## Hotel Room Drop

**\$2,000** (for license fee)

Have your literature or product sample delivered to each attendee's hotel room. 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.

**NEW!** Exhibitor Directory – Outside Back Cover **\$4,000**

**NEW!** Exhibitor Directory – Inside Front Cover **\$3,000**

**NEW!** Exhibitor Directory – Inside Back Cover **\$2,500**

Exhibitor Directory Ads – Full Page **\$1,500**

## **NEW!** Pre-Meeting Attendee List

**\$500**

Mail your postcard, brochure or flyer to all pre-registered attendees. List contains mailing addresses only – no email addresses. The list is for a one-time usage and will be available after March 3, 2020.

# SATELLITE SYMPOSIUM

## 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 also be as long or as short as you choose within the time-frame provided. You can present an in-depth clinically oriented case study focusing on performance improvement and leading edge practices. Or you can present a product specific sales demonstration. It is your choice.

These symposia are very well received by NHIA attendees; an average of 100 attendees participated in the NHIA 2019 symposia.

NHIA believes in a collaborative approach with industry. Please contact us if you would like suggestions on how your educational content will be received by attendees

### Dates/Time:

**Educational symposia can be held within these time frames:**

**TUESDAY, APRIL 7**

(2 Available)

7:00 AM - 9:00 AM

**WEDNESDAY, APRIL 8**

(2 Available)

7:00 AM - 9:00 AM

**THURSDAY, APRIL 9**

(2 Available)

7:00 AM - 9:00 AM

### CE Credit:

You do not need to provide CE credits for this symposium.

Should you wish to have a 1 hour segment of your symposium be accredited, please contact us for additional details. An additional fee for accreditation will be required.

### Rules & Regulations:

- Only NHIA 2020 exhibitors are eligible to host symposia. All marketing partners and educational contractors must be approved by NHIA
- NHIA reserves the right to not accept a symposium topic if it is determined to be not in alignment 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 assigned 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
- Listing of symposium title, faculty, location, and sponsoring company with description on NHIA website and mobile app
- NHIA 2019 logo to be used upon receipt of signed agreement form

### ROOM RENTAL & REGISTRATION

- Room capacity of 150 ppl
- 6' desk with 2 chairs outside of meeting room
- Lead Retrieval equipment for meeting time

### AUDIO VISUAL

- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- Desktop computer and laptop
- A/V tech before/during presentation

## This fee DOES NOT include:

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

# NHIA 2020 RAISE THE FOUNDATION RECEPTION

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



Established by the National Home Infusion Association, the Foundation 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 will complement NHIA's aim to ensure the long-term growth of the home infusion

industry by expanding patient access to infusion services. As an example, the recent launch of several provider and quality data initiatives is made possible through generous contributions by individual donors, grants, and fundraising events.

The Raise the Foundation Reception will be held on Tuesday April 7, 2020. Attendees can meet and mingle in an elegant setting while raising money to build the future for home and specialty infusion.



**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
- Opportunity to introduce the Foundation Board
- 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 floor 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**

**\$500 for 5 tickets**  
(20% discount)

***\*\*This sponsorships does NOT count towards your Sponsorship Levels\*\****





# 2020 NHIA SPONSORSHIP CONTRACT

**April 5-9, 2020**

Gaylord Rockies Resort & Convention  
Center (Aurora, CO)

**FAX: 888-908-2732**

or **MAIL:** NHIA EXHIBITS DEPARTMENT

PO Box 600 White Marsh, MD 21162

**Questions?** Phone: 301-200-4616, ext. 108

**Email:** nhia@sponsorshipboost.com

## 1 COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## 2 SUPPORTER OPPORTUNITY CHOSEN

Item: \_\_\_\_\_

Price: \_\_\_\_\_

Item: \_\_\_\_\_

Price: \_\_\_\_\_

Item: \_\_\_\_\_

Price: \_\_\_\_\_

Item: \_\_\_\_\_

Price: \_\_\_\_\_

Item: \_\_\_\_\_

Price: \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

## 3 PAYMENT

Full payment is due at the time of contract submission. Your sponsorship confirmation email will outline any additional specifications, deadlines, restrictions, or inclusions depending on chosen item(s). Any company that cancels all or part of an sponsor opportunity will not receive a refund and NHIA will retain as liquidated damages all monies paid.

### PAYMENT METHOD

☐ **Check** Please make payable to NHIA. Mail to address listed above.

☐ **Credit Card** - Please contact Lacey Kishter at 301-388-5941

## 4 AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to NHIA Exhibits Manager, contact information above.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date