



# Exhibitor & Sponsor PROSPECTUS



NATIONAL ASSOCIATION OF  
Community Health Centers®

2024

# CHI & EXPO

COMMUNITY HEALTH INSTITUTE

**CONFERENCE: August 24-26**

**COMMITTEE MEETINGS: August 22-23**

**Hyatt Regency Atlanta  
Atlanta, GA**

HYBRID EVENT

**National Association of  
Community Health Centers  
(NACHC)**

invites you to the

**2024  
CHI & EXPO**

**August 24-26  
Hyatt Regency Atlanta  
Atlanta, GA**

**What's CHI?**

**CHI** convenes Community Health Center executives, medical directors, administrators, and board members, as well as leaders from Primary Care Associations (PCAs) and Health Center Controlled Networks (HCCNs). These purchasing decision makers and recommenders come looking for new solutions to improve their health center business operations and patient care.



**Why exhibit?**

**CHI** offers an opportunity to share your company's solutions with an audience of decision makers from Community Health Centers around the country.

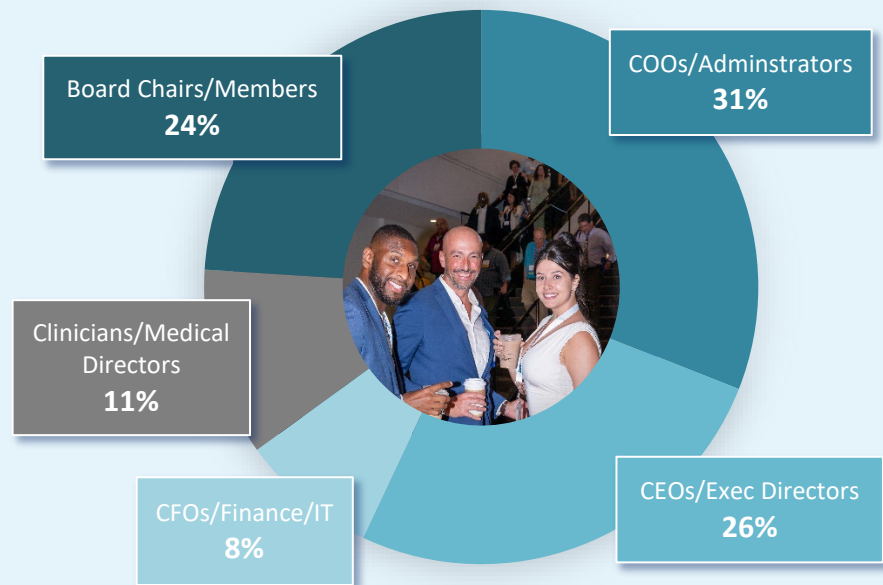
**Tap into the tremendous purchasing power of community health centers!**

Community Health Centers integrate medical, dental, behavioral health, and other services to provide care to 30+ million people nationwide. They generate nearly \$55 billion in annual economic activity.

**Leverage existing relationships or find your next customer!**

**Who Attends CHI?**

More than **2,000** leaders in healthcare, from hundreds of community health centers around the country, will attend CHI.



## Exhibit Booth Options & Pricing

Select your organization's category to determine your exhibit options:

<b>Category 1</b>	Nonprofit Public Service and Government Agency
<b>Category 2</b>	Nonprofit Organization (federal, state, or local) promoting revenue-generating products or services
<b>Category 3</b>	Commercial Organization or Corporation
<b>Category 4</b>	NACHC Corporate Member

Booth Size	Category 1	Category 2	Category 3	Category 4
8'x10'	\$2,200	\$4,380	\$5,790	\$4,380
8'x20'	N/A	N/A	\$11,580	\$8,760

[EXPO Floor Plan](#)

### Exhibits Include (at no charge):

- 2 (two) complimentary registration badges  
Additional registration badges available for:  
\$600 (NACHC Members)  
\$750 (Non-Members)
- 6' skirted table, 2 (two) chairs, wastebasket
- Carpeted hall (so no need to order carpet)
- Preregistration attendee list for 1x use
- Complimentary Wi-Fi
- Your organization's profile listed in the conference mobile app

\*8'x20's include double registrations, tables, chairs



### 3-Day EXPO

August 24 - August 26

**Headquarters Hotel**  
**Hyatt Regency Atlanta**

Reserve Your Booth Sponsorship, or Ad

Sponsorships

## Sponsorship Levels & Pricing

Expand your visibility, promote your support for health centers, or drive traffic to your booth with a **Champion** or **Defender** conference sponsorship. All sponsorships include recognition at your booth, in the mobile app and attendee emails, and on the website, general session slideshows, and signage.

\*NACHC Corporate Members receive a 10% discount.



### Champion Sponsorships \$10,000+

- Tote Bag \$20,000
- Wi-Fi \$20,000
- Charging Lounge \$15,000
- Hotel Keycard \$15,000
- Mobile App \$15,000
- Theme Party \$15,000
- 340B Day \$10,000
- Chair Massages \$10,000
- Headshot Studio \$10,000
- PCA & HCCN \$10,000
- General Session
- Water Bottle & Water Stations \$10,000
- Translation Services Contact Us

Champion sponsorships also include:

- Two (2) conference registrations
- Preregistration list
- Final registration list
- Expo lead scanner

### Defender Sponsorships \$5,000- \$9,999

- Lanyard \$9,000
- Popcorn Breaks \$9,000
- Registration Area \$9,000
- Opening Reception \$7,000 (4 Available)
- Solutions Spotlight \$7,000 (5 Available)
- Aisle Signs \$6,000
- Networking Breakfast \$6,000 (2 Available)
- Attendee Eblasts \$5,000
- Poster Session \$5,000

Defender sponsorships also include:

- One (1) conference registration
- Preregistration list



**See pages 4 & 5 for detailed sponsorship descriptions!**

## Sponsorship Descriptions - Champion

### Champion Sponsorships \$10,000+

All Champion sponsorships also include:

- \* Two (2) conference registrations
- \* Preregistration list and final registration list
- \* Lead scanner for use during expo
- \* Recognition on the conference mobile app
- \* Recognition on signage and attendee emails
- \* Recognition in the general session slideshow

#### **Tote Bag** **\$20,000**

(Exclusive)

Display your logo on the stylish reusable conference tote bag all attendees receive.

#### **Wi-Fi** **\$20,000**

(Exclusive)

Choose the password that attendees will use to log in to the conference Wi-Fi, and design the custom artwork that will be displayed on the Wi-Fi login page. Attendees can't miss you.

#### **Charging Lounge** **\$15,000**

(Exclusive)

Connect with attendees in a lounge equipped with charging stations and signage featuring your custom artwork. Add your own touches to the lounge with company swag or refreshments.

#### **Hotel Keycard** **\$15,000**

(Exclusive)

Sponsor the keycard, with your custom artwork, that attendees will use to access their hotel rooms an average of 3 to 5 times a day during CHI.

#### **Mobile App** **\$15,000**

(Exclusive)

Attendees will rely on the mobile app for all conference info. Your custom artwork for the splash page that pops up every time attendees view the app menu, as well as a mobile app banner ad, will be front and center.

#### **Theme Party** **\$15,000**

(Exclusive)

Be front and center on signage as the sponsor for this fun night of food and entertainment. And NACHC's executive VIP lounge is yours to brand.

#### **340B Day** **\$10,000**

(Exclusive)

Give brief welcome remarks on stage at the 340B Day education sessions. You may also provide item to pass out or place on seats.

#### **Chair Massage Station** **\$10,000**

(Exclusive)

Attendees will thank you for a massage at CHI. Massage therapists will be located in a prominent area featuring signage with your custom artwork.

#### **Headshot Studio** **\$10,000**

(Exclusive)

Sponsor professional headshot photos for attendees. Photos will be taken in a "portrait studio" that includes an exhibit table for you. Your logo will be featured on the "get your photos" cards given out after photos are taken.

#### **PCA & HCCN General Session** **\$10,000**

(Exclusive)

Give brief welcome remarks on stage to an audience of 200+ PCA and HCCN leaders. This forum is designed to support the policy, training, and operational activities, as well as the strategic planning, of PCA's and HCCN's. You may also provide promotional items to pass out or place on seats at the session.

#### **Water Bottle & Stations** **\$10,000**

(Exclusive)

Sponsor a reusable water bottle with your company logo that attendees can fill at water stations and then take home with them. Signs with your logo will also be placed by the water stations in the expo hall and general sessions.

**Reserve Your Booth Sponsorship, or Ad**

## Sponsorship Descriptions - Defender

### Defender Sponsorships \$5,000-\$9,999

All Defender sponsorships also include:

- \* One (1) conference registration
- \* Preregistration list
- \* Recognition on the conference mobile app
- \* Recognition on signage and attendee emails
- \* Recognition in the general session slideshow

#### Lanyard **\$9,000**

(Exclusive)

With this sponsorship, your company logo will be worn around the necks of every conference attendee. Lanyards, which display the conference badges, become part of each attendee's wardrobe for the entire conference.

#### Popcorn Breaks **\$9,000**

(Exclusive)

Attendees will thank you for popcorn breaks in the expo hall. Your logo will be displayed on the popcorn bag. You're welcome to place a pull up banner near the popcorn station and/or pass out the popcorn or your swag.

#### Opening Reception **\$7,000**

(4 Available)

Draw attendees to your booth by sponsoring the opening reception in the expo hall. One of the reception's featured food items will be served right from your booth. Your logo will be recognized on signage and cocktail napkins.

#### Registration Area **\$9,000**

(Exclusive)

Your custom artwork will to be featured on a jumbo 8'x8' floor decal in the registration area. Your logo will also be featured on the registration confirmation emails that go out to all attendees. You're welcome to send branded swag for us to place by the registration counters.

#### Solutions Spotlight **\$7,000**

(5 Available)

Shine a light on your company with a 30-minute speaking opportunity in the Solutions Spotlight theater. The goal of this sponsored session is to offer attendees "real world" case studies or best practices that highlight your organization's expertise. Theater seats up to 80 people.

#### Aisle Signs **\$6,000**

(Exclusive)

Be seen everywhere in the EXPO Hall. Sponsor the large floor signs that help attendees navigate the EXPO Hall aisles. On these signs, your logo is prominently displayed on every aisle of the hall.

#### Networking Breakfast **\$6,000**

(2 Available)

Treat attendees to a complimentary continental breakfast in the expo hall. Your logo will be displayed on beverage cup sleeves, napkins, and signage.

#### Attendee Eblasts **\$5,000**

(Exclusive)

Sponsor the Know Before You Go, Daily Rundown, and Post-Event attendee emails. These emails go out to attendees before the conference and each morning of the conference. As the sponsor, you may provide banner ad artwork, with hyperlink, to be displayed at the top of these emails.

#### Poster Session **\$5,000**

(Exclusive)

The poster session program showcases discoveries and innovations that contribute to Community Health Center success. Each poster will feature your logo. Your company will also be recognized on the poster voting ballots and when the poster award winners are announced. You may also design your own poster or advertisement to include in the poster session.

**Reserve Your Booth Sponsorship, or Ad**

## Advertising Opportunities

### Escalator Cling **\$6,000**

Turn the full length of one side of the escalator leading into the expo area from the general session area into a giant custom ad for your business. Attendees will see your company coming and going!

### Mobile App Banner Ad **\$3,000**

Design a custom banner ad for the top of the main screen of NACHC's new mobile app. Your ad will rotate with other ads during the conference.

### Mobile App Push Notification **\$3,000**

Draw attention to your company with a mobile app text alert that goes out to conference attendees. (Limited to two advertisers per day.)

### Tote Bag Insert **\$2,500**

Drive traffic to your booth, enhance your branding, or simply remind attendees of your commitment to Community Health Centers by putting a fun or useful branded swag item with your company's logo in the conference tote bag and thereby in the hands of every conference attendee. (No flyers please.)



### Meter Board **\$2,500**

Get noticed outside the EXPO hall with a giant 8'x3' double-sided sign in a high-traffic conference area. You design the artwork to grab attention for your company. We'll decide together the best area to place it. Use this to draw attendees to your booth or website, promote a new product, service, or event, or simply show community health centers your support.

\*NACHC Corporate Members receive a 25% discount on mobile app banner ads and push notifications.

**Reserve Your  
Booth,  
Sponsorship,  
or Ad**

## Add-On Marketing Tools

These optional add-on marketing tools are available to exhibitors to enhance communication with conference attendees and maximize engagement before, during, and after the expo.



### NACHCopoly

**\$500**

NACHCopoly is NACHC's expo traffic builder developed for exhibitors. Your company logo and booth number will be displayed on one of the squares on the NACHCopoly game card. Attendee receive game card when they check in. Attendees then visit participating exhibitors' booths to collect game stamps from participating exhibitors. Once attendees have visited all the exhibitors on the game card, they drop their game cards off at the NACHC booth and are entered into the NACHCopoly drawing to win more than \$5,000 in fantastic prizes. The drawing takes place at the end of the expo at the NACHC booth.

### Final Attendee Registration List

**\$500**

The attendee preregistration list is provided exclusively to exhibitors and sponsors at no charge for 1x use. The final post-show registration list is available to exhibitors and sponsors for "rent" for 1x use. The list should not be merged into a database for repeat eblasting. The list includes name, title, organization, address, and email of the attendees who "opted in" to be included on marketing lists. The list is emailed within a few days of the close of the expo.

### EXPO Lead Scanner

**\$500 (2 licenses)**

Quickly and effortlessly scan attendee badges with NACHC's *brand new* mobile app lead scanner. Use your phone or tablet to easily capture key contact information, take notes, and export lead data anytime during and after the event. Each phone (or other device) that you'd like to use to scan leads will require a license. The first 2 licenses are \$500. Additional licenses may be purchased for \$100 each.

### Booth Topper

**\$1,500**

Extend the visibility of your booth across the show floor with a double-sided custom graphic attached to the top of your booth back drape. This sign is approximately 9' wide and adds a little over 1.5' of height to your booth (The exact dimensions are 116 15/16" x 19 7/8").

**Maximize your investment in this event!**



### **Exhibitor & Sponsor Terms & Conditions of the Agreement**

Please review the Exhibitor & Sponsor [Terms & Conditions](#).

### **NACHC's Conference Code of Conduct**

All attendees, speakers, exhibitors, sponsors, volunteers, and NACHC staff at our conferences are required to agree to the following code of conduct. NACHC will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everybody. Our conference is dedicated to providing an harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, or religion. We do not tolerate harassment of conference participants in any form. This also includes inappropriate physical contact and unwelcome sexual attention. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, social events, exhibit or sponsorship materials, or X or other online media. Participants asked to stop any harassing behavior are expected to comply immediately. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of NACHC. If you are being harassed, notice that someone else is being harassed, or have any concerns, please contact a member of the conference staff immediately.

### **NACHC's Principles for Engagement**

NACHC's [Mission and Strategic Pillars](#) provide guidance on our values and priorities as an organization presenting a national health center movement. These [General Principles](#) anchor NACHC's engagement with corporations.

### **Additional NACHC Marketing Opportunities**

Contact us at [exhibits@nachc.com](mailto:exhibits@nachc.com) if you're interested in NACHC's four other [conferences](#), annual sponsorships, [National Health Center Week](#), [corporate membership](#), or [development partnerships](#).

