



Exhibitor & Sponsor Prospectus



NATIONAL ASSOCIATION OF
COMMUNITY HEALTH CENTERS®

2025

WORKFORCE CONFERENCE

Formerly FOM/IT

October 21-22 • Caesars Palace
Las Vegas, NV



What's the NACHC Workforce Conference?

The NACHC **Workforce Conference** is the premier conference for Community Health Center executives, innovators, and leadership in the areas of operational, financial, health information technology, and clinical services delivery. These purchasing decision makers and recommenders come to learn from industry leaders, network and share ideas with peers, connect with existing partners, and find new solutions to improve their health center business operations, financial sustainability, and patient care. Health centers are in an era where they must find new ways to deliver care more effectively and efficiently!

Why Exhibit?

This conference offers an opportunity to tap into the tremendous purchasing power of Community Health Centers. Community Health Centers provide medical, dental, behavioral health, and other services to 32.5+ million people. They generate \$55 billion in annual economic activity. Leverage existing relationships or find your next customer.

Who Attends?

700+ Leaders from Community Health Centers will attend:

29% CFOs and Finance Administrators

20% CEOs and Executive Directors

17% COOs and Office Administrators

12% IT Administrators

12% Other Management Personnel

10% Clinicians





Exhibit Booth Pricing

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

Category 1	Government Agency or College/University
Category 2	Nonprofit Organization
Category 3	Commercial Business
Category 4	NACHC Corporate Member

Booth Size	Category 1	Category 2	Category 3	Category 4
10'x10'	\$3,750	\$5,625	\$7,500	\$4,500
10'x20'	N/A	\$11,250	\$15,000	\$9,000

EXPO Floor Plan

Exhibits Booths Include (at no charge):

- Two (2) full conference registration badges (Additional registration badges available for: \$600 Members/\$750 Non-Members)
- 6' skirted table, two (2) chairs, wastebasket
- Standard booth ID sign
- Carpeted hall (no need to order carpet)
- Preregistration attendee mailing list
- Complimentary Wi-Fi
- Organization profile listed in the conference mobile app

*10'x20's include 4 registrations, 2 tables, 4 chairs



EXPO Hours

October 21: 8:00am-6:00pm
October 22: 7:30am-10:45am

Caesars Palace
Las Vegas, NV



Sponsorships

Sponsorship 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.

*10% discount for NACHC Corporate Members.



Champion Sponsorships \$10,000+

- InnovationEx \$25,000
- Wi-Fi \$25,000
- Mobile App \$20,000
- Chair Massage \$15,000
- Charging Lounge \$15,000
- General Session \$15,000
- Stretch
- Headshot Studio \$15,000
- Hotel Keycard \$15,000
- Tote Bag \$15,000
- Lanyard \$10,000
- Leadership Lunch \$10,000
- Outdoor Lounge \$10,000

- Champion sponsorships also include:
- Two (2) conference registrations
 - Preregistration mailing list
 - Final registration mailing list
 - EXPO lead scanner

Defender Sponsorships \$6,000 - \$9,999

- Opening Reception \$8,000
- Dining Tables \$7,500
(4 Available)
- Solutions Spotlight \$7,000
(2 Available)
- Networking Breakfast \$6,500
(2 Available)
- Aisle Signs \$6,000
- Attendee eBlasts \$6,000

- Defender sponsorships also include:
- One (1) conference registration
 - Preregistration mailing list



**See pages 4-6 for the detailed
sponsorship descriptions!**



Sponsorships Continued

Sponsorship Descriptions - Champion

Champion Sponsorships \$10,000+

All Champion sponsorships also include:

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

InnovationEx

\$25,000

(Exclusive)

Give welcome remarks and share how your company advances health equity through technology to an audience of 50-100 change agents. Your logo will be included in promotions and on the screen. You may also provide promotional items to place on tables at the event.



Wi-Fi

\$25,000

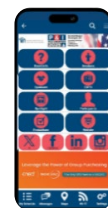
(Exclusive)

Choose the password that attendees will all use to log in to the conference Wi-Fi and design the custom artwork that will be displayed on the Wi-Fi login page. When attendees log into the Wi-Fi, they'll then be automatically directed to your website or the URL of your choice. This complimentary Wi-Fi is used by all attendees.

Mobile App

\$20,000

(Exclusive)



Attendees will rely on the mobile app for all conference info. Your custom splash page artwork pops up every time attendees view the mobile app. You may also provide artwork for a rotating banner ad on the app dashboard.

Chair Massage Station

\$15,000

(Exclusive)

Attendees will be grateful to you for a professional chair massage at CHI. You're welcome to have an exhibit table and chairs to greet attendees located in the massage station.

Charging Lounge

\$15,000

(Exclusive)

Connect with attendees in a lounge equipped with comfy charging furniture, as well as an exhibit table and chairs for you. Add your own touches to the lounge with company swag or refreshments.

General Session Stretch

\$15,000

(Exclusive)

Rejuvenate attendees by getting them up and moving with a short stretch during one of the general sessions. Your company will be acknowledged, and your logo will be displayed on the screens during the stretch. You're also welcome to provide a swag item to be placed at attendee seats prior to the start of the session.





Sponsorships Continued

Sponsorship Descriptions - Champion

Headshot Studio

\$15,000

(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. Hundreds of attendees will stop by for a photo.



Hotel Keycard

\$15,000

(Exclusive)

Design the artwork for the headquarters hotel keycards. Attendees will receive your custom keycard when they check in and will see your company's message every time they enter their hotel room, an average of 3 to 5 times a day.



Tote Bag

\$15,000

(Exclusive)

Display your logo on the stylish, reusable conference tote bag. Attendees will receive the tote bag when they check in to pick up their badge. The bag will be filled with fun swag and important conference info.

Leadership Institute Lunch

\$10,000

(Exclusive)

Give brief welcome remarks and network with participants in NACHC's esteemed CEO/CFO Leadership Institute training program. You may also provide a branded item to place on tables.

Lanyard

\$10,000

(Exclusive)

The lanyard, with your logo, will be worn around the necks of every conference attendee. The lanyards display the conference badges and become part of the attendees' conference wardrobe.



Outdoor Lounge

\$10,000

(Exclusive)

Treat attendees to fresh air and a spectacular view by sponsoring the outdoor lounge. The lounge will be located on the beautiful balcony outside the EXPO hall. Your logo will be featured on lounge signage, and you have the opportunity to make the space your own with branding, snacks, beverages, comfy furniture, etc.





Sponsorship Descriptions - Defender

Defender Sponsorships \$6,000-\$9,000

All Defender sponsorships also include:

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

Opening Reception \$8,000

(4 Available)

Draw attendees to your booth by sponsoring the opening reception in the EXPO Hall. Attendees come to mingle, visit exhibit booths, and enjoy drinks and hors d'oeuvres. A featured food item will be served right from your booth. Your logo will also be prominently displayed on signage and beverage napkins.



Dining Tables \$7,500

(Exclusive)

Capture attendees' attention while they relax at dining tables in the EXPO Hall during breakfast, lunch, and networking breaks. Banquet tables will display your 5"x7" ad in a double-sided stand, and cocktail tables will have candies branded with your logo. You're also welcome to add more swag to the tables (with NACHC approval).

Solutions Spotlight

\$7,500

(3 Available)

This is a 30-minute speaking opportunity in the EXPO Hall Solutions Spotlight theater. Highlight your company's expertise by offering attendees a "real world" case study or best practice.



Networking Breakfast

\$6,500

(2 Available)

Treat attendees to a complimentary continental breakfast in the EXPO Hall. Your logo will be displayed on cups, napkins, and signage.

Aisle Signs

\$6,000

(Exclusive)

Be seen everywhere in the EXPO Hall. Sponsor the large floor signs that help attendees navigate the aisles. Your logo is prominently displayed.



Attendee eBlasts

\$6,000

(Exclusive)

Display your banner ad, with hyperlink, on the top of the Know Before You Go and Daily Rundown attendee emails. These emails go out to attendees before and during the conference.



Advertising

Advertise on the Workforce Conference website or mobile app. Attendees will rely on these tools to plan their schedules and navigate the conference while onsite.

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



Website Banner Ad

\$2,500

(4 Available)

Display a banner ad on the dashboard of the conference website. Beginning a couple months before the conference, attendees, as well as people just considering attending, will visit this site to access the conference schedule, build their itineraries, favorite items of interest, complete session evaluations, and review the exhibitor and sponsor offerings.

Mobile App Banner Ad

\$3,000

(3 Available)

Display a rotating banner ad on the dashboard of the conference mobile app. Your ad will be front and center and will rotate with a maximum of just three other ads. With no printed program at this event, attendees will rely exclusively on the mobile app to access all conference info on their phones, so your ad will be seen quite frequently.



Mobile App Push Notification

\$3,000

(3 Available)

There's no better way to grab attention for your company during the conference than with a text alert that goes out to all attendees via the mobile app. The number of push notification ads are limited, so each will stand out. For your alert, you would simply provide a message that is up to 231 characters, including your headline, and all attendees will receive your "text".

Meter Board

\$3,000

(5 Available)

Get noticed outside the EXPO hall with a giant 8'x3' double-sided "billboard" in a high-traffic conference area. You design the artwork to capture attendees' attention. Draw attendees to your booth or website, promote a new product, or show community health centers your support.





Marketing Tools



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.

Booth Topper

\$1,500 (per 10'x10')

Extend the visibility of your booth across the show floor with a double-sided custom graphic attached to the top of your booth. This sign is approximately 9' wide and adds 1.5' of height to your booth. The cost is double for a 10'x20'.

Final Registration Mailing List

\$500

The attendee preregistration mailing list is provided to exhibitors and sponsors at no charge for 1x mailing use. The final registration list is available for purchase. The list includes name, title, organization, and street mailing address of attendees.

NACHCopoly

\$500

NACHCopoly is NACHC's expo attendee traffic driver for exhibitors. Your logo and booth number will be displayed on the NACHCopoly game card. Attendees visit all participating booths to have their game cards stamped. Completed game cards are entered into a fun drawing that takes place at the close of the EXPO. Thousands of dollars in prizes are provided by NACHC.

Lead Scanner

\$500

Scan attendee badges with the conference mobile app lead scanner. When you purchase this add-on, the lead scanning function on the conference mobile app will be active, and all of your registered team members will be able to use their phones to scan attendee badges and easily capture key contact info, including name, title, organization, email, mailing address, and phone number. They'll also have the option to take notes and qualify leads with your custom questions. Lead data can be viewed at any time by team members on the mobile app and downloaded through the exhibitor and sponsor portal.





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 Principals](#) anchor NACHC's engagement with corporations.

Additional NACHC Marketing Opportunities

Contact us at exhibits@nachc.com if you're interested in NACHC's three other [conferences](#), our 60th anniversary gala sponsorships, [National Health Center Week](#), [Corporate Membership](#), [NACHC Select](#), or [Partners of Choice](#) collaboration opportunities.

