



Exhibitor & Sponsor  
**PROSPECTUS**



NATIONAL ASSOCIATION OF  
Community Health Centers®

2024



# FOM/IT

## CONFERENCE & EXPO

FINANCIAL OPERATIONS MANAGEMENT  
INFORMATION TECHNOLOGY

**CONFERENCE: October 28-29**

**PRECONFERENCE WORKSHOPS: October 27**

**Hilton San Francisco Union Square  
San Francisco, CA**

HYBRID EVENT





NATIONAL ASSOCIATION OF  
Community Health Centers

## 2024 Financial Operations Management/IT Conference & EXPO (FOM/IT)

Don't miss this opportunity to meet face-to-face with Community Health Center decision makers!

### What's FOM/IT?

**FOM/IT** convenes Community Health Center senior leadership, finance, operations, and IT managers and staff, and board members from across the country. Attendees come to interact with colleagues and industry experts and to discover innovative tools and strategies to transform their health center operations and patient care.



### Why exhibit?

**FOM/IT** offers an opportunity to share your company's solutions with an audience of decision makers from Community Health Centers nationwide.

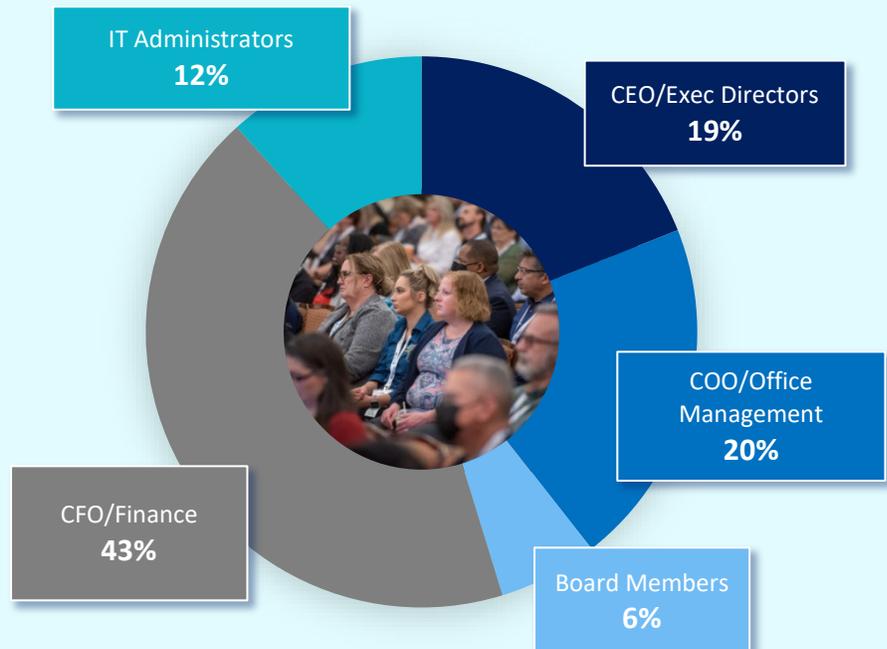
**Tap into the tremendous purchasing power of Community Health Centers!**

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 FOM/IT?

**700+** leaders from Community Health Centers will attend.



## 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	\$4,640	\$6,165	\$4,640
8'x20'	N/A	N/A	\$12,330	\$9,280

### EXPO Floor Plan

### Exhibits Include:

- 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



### 2-Day EXPO

October 28 & 29

**Headquarters Hotel**  
**Hilton San Francisco Union Square**

Reserve Your Booth or Sponsorship!

## 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 10% off.



### Champion Sponsorships \$10,000+

- Tote Bag \$20,000
- Mobile App \$18,000
- Wi-Fi \$15,000
- Charging Lounge \$12,000
- Headshot Studio \$12,000
- Hotel Keycard \$12,000
- Lanyard \$10,000

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

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

- Opening Reception \$9,000  
(4 Available)
- Registration Area \$9,000
- Water Bottle & \$9,000  
Water Stations
- Aisle Signs \$6,000
- Networking Breakfast \$6,000  
(2 Available)
- Attendee Eblasts \$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 during expo (2 licenses)
- \* 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.

### Mobile App **\$18,000**

(Exclusive)

There is no printed program, so attendees will rely on the mobile app for *all* conference info. Your splash page custom artwork will display every time attendees click the app menu. A banner ad on the app is also included. This is a brand new NACHC mobile app that is modern and user friendly.

### Wi-Fi **\$15,000**

(Exclusive)

Choose the password that every attendee 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. When attendees connect to the internet, they'll automatically land on your website or custom URL. Attendees can't miss you with this high-visibility sponsorship.

### Charging Lounge **\$12,000**

(Exclusive)

Connect with attendees in a lounge equipped with charging stations and signage featuring your custom artwork and an exhibit table for you. Add your own touches with an exhibit table and swag.

### Headshot Studio **\$12,000**

(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.



### Hotel Keycard **\$12,000**

(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 FOM/IT.



### Lanyard **\$10,000**

(Exclusive)

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

Reserve Your Booth or Sponsorship!

## 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

**Opening Reception** **\$9,000**  
(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 sign in the registration area. You're also welcome to send branded swag for attendees in the registration area.



**Water Bottle & Stations** **\$9,000**  
(Exclusive)

Sponsor a reusable water bottle with your company logo that attendees can fill at water stations that are branded with your logo.

**Aisle Signs** **\$6,000**  
(Exclusive)

Be seen everywhere in the EXPO Hall. Sponsor the large floor signs that help attendees navigate the 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 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 and Daily Rundown emails. These emails go out to attendees before and during the conference. You may provide banner ad artwork, with hyperlink, to be displayed at the top of these emails.



Reserve Your Booth or Sponsorship!

## Advertising Opportunities

### Mobile App Banner Ad **\$2,500**

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 Ad **\$2,500**

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

### 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 or flyer, with your company's logo, in the conference tote bag and thereby in the hands of every conference attendee.

### 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. 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 for the movement.



\*NACHC Corporate Members receive a 25% discount on all mobile app advertising.

Reserve Your Booth or Sponsorship!

## 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. Multiple emailing is prohibited. The final post-show registration list is also 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 at any time during and after the event. Each phone (or other device) that you'd like to use to scan leads will require a license. 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").

**Use these tools to maximize your investment in the 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](#).

