



2022 FOM / IT

Financial, Operations Management / Information Technology (FOM/IT) Conference

Caesars Palace, Las Vegas, NV

Conference: October 30-31

Preconference Workshops: October 29

Hybrid Event



NATIONAL ASSOCIATION OF
Community Health Centers®



COMMUNITY HEALTH CENTER
FUND
FQHC

Exhibitor and Sponsor Prospectus



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Community health centers generate \$45.5 billion in total economic activity each year. We estimate that approximately 35% of the operating budgets of community health centers are for equipment, supplies, and services. **This means that the collective health center purchasing power is approximately \$11.2B per year!** As an exhibitor and sponsor, this event connects you with the health center decision makers and influencers that can build your business.

We expect NACHC’s Financial, Operations Management/ Information Technology (FOM/IT) Conference & EXPO to attract more than 600 attendees. Health center executives and finance, operations, and IT team members, from around the country, are seeking best practices and innovative solutions for the most pressing challenges facing their industry.

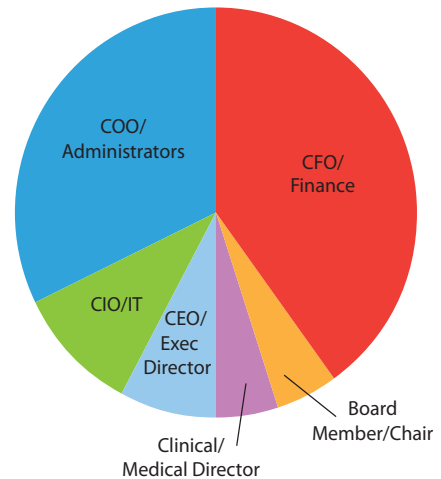
This conference is an ideal venue to showcase your products and services to both current and prospective customers. Position your company as a partner with health center professionals in identifying solutions for building the finance, operations, and IT sectors of their businesses.

The 2022 FOM/IT Conference comes at a time when health centers can leverage lessons learned from COVID-19 and help shape the future of health care with a continued focus on digital health innovations, operational excellence, value-based care, and more.

With all exhibitors receiving at least two (2) complimentary full-conference registrations, this conference offers unlimited networking and client-building opportunities.

2021 Attendee Facts

- Total Number of Attendees: *More than 650*
- Number of Health Centers Represented: *Over 200 Individual Organizations*
- Titles of Attendees Include: *C-Suite, IT Executives, Board Members, Directors, Clinicians, Health Center Senior Leadership, and other decision makers*



The NACHC FOM/IT EXPO is an ideal forum to:

- **showcase your products and services;**
- **build quality, lasting partnerships;**
- **capture new sales leads; and**
- **expand your visibility in this highly competitive marketplace.**

The Finance, Operations Management/Information Technology (FOM/IT) Conference & EXPO attracts more than 600 attendees and key decision makers from around the country. We encourage you to make your sponsorship decisions now as the EXPO Hall has limited space and is expected to sell out quickly.

Exhibit Categories and Pricing:

Select the exhibit category that best describes your company and your preferred booth size in order to determine your exhibit fee:

- Category I** Nonprofit Public Service and Government Agency
- Category II** Nonprofit Organization (federal, state, or local) promoting revenue-generating products or services
- Category III** Commercial Organization or Corporation

Standard Rate

| Booth Size | Category I | Category II | Category III |
|------------|------------|-------------|--------------|
| 10x10 | \$2,055 | \$4,540 | \$6,065* |
| 10x20 | \$2,600 | \$5,780 | \$7,680* |

***Corporate Members save 25% on exhibit pricing. Contact membership@nachc.com for more information.**

Each 10x10 booth includes:

- Two (2) conference registrations providing access to all sessions and events during the conference *(Any additional exhibit staff registrations, beyond the complimentary allotment, are available at a discounted rate of \$600 each if sponsoring company is a NACHC Corporate Member. The rate is \$700 if sponsoring company is not a NACHC Corporate Member.)*
- One (1) 6’ x 30” draped and skirted table
- Two (2) chairs
- Your company profile, with contact information, will be available via the NACHC Mobile App, conference website, and conference program
- ID signage
- Free conference Wi-Fi access
- Basic hotel-grade carpeting throughout the EXPO Hall space
- Overnight security in the EXPO Hall

CANCELLATION BY EXHIBITOR OR NACHC: In the event of cancellation or relocation of an event due to circumstances within NACHC’s direct control, NACHC is limited to refund payment received for exhibit space. In the event NACHC has no control over the cancellation or relocation of an event, NACHC will have no liability of any kind to the Exhibitor but will refund any fees paid to NACHC by the Exhibitor less any and all expenses incurred by NACHC for advertising, administration, or similar and related costs determined at the time of cancellation. NACHC does not have control over Acts of God (e.g., earthquake, fire, flood, pandemic, epidemic, tornado, hurricane, etc.), Acts of Government (e.g., war, embargo, travel restrictions, curtailment of transportation facilities, etc.), Acts of Man (e.g., terrorism, strike, civil disorder, etc.) or any other circumstance over which NACHC has no control, making it impossible, illegal, or commercially impractical to conduct the event.

Any Exhibitor who cancels booth space prior to 60 days of first day of the show will forfeit and pay NACHC as liquidated damages a sum of money equal to 50% of the full price of said Exhibitor’s booth space. Any Exhibitor who cancels between 59 days and the first day of the show will forfeit and pay NACHC as liquidated damages 100% of the full price of said Exhibitor’s booth space. These damages do not include any fees owed to Hargrove, NACHC’s official decorator. All cancellation requests must be submitted in writing to the NACHC Exhibits Director. Sponsorship cancellations will follow this same policy. Cancellation of any marketing or advertising opportunities will be non-refundable.

A company’s investment in sponsorship opportunities will determine their overall support level, each with unique benefits.

All Conference Sponsors will include the following recognition:

- Recognized as a sponsor on the NACHC Mobile App
- Recognized as a sponsor on the conference website
- Recognized as a sponsor in the conference program
- Recognized as a sponsor at the EXPO entrance
- Recognized as a sponsor in each general session slideshow
- Recognized as a sponsor on the conference platform that virtual attendees will access

Champion

Spend \$10,000 and above

All Champion Level Sponsors will receive:

- **Two (2) additional full-conference registrations**
- **Access to pre- and post-event opt-in attendee registration lists for one-time use**
- **One (1) lead scanner for use during the EXPO**
- **Optional conference bag insert (flier or branded object)**
- **Listing in the Virtual Sponsor Directory**

Aisle Signs **\$15,000 Exclusive**

These informational signs will guide attendees as they navigate the EXPO floor. This signage, identifying EXPO Hall aisles by number, will be customized with the sponsoring company’s logo and prominently displayed throughout the EXPO Hall space.



Tote Bag **\$15,000 Exclusive**

It’s on the bag! The exclusive tote bag sponsor’s company logo and tag line will be featured on the front side of each conference tote bag. The best first impression is when attendees receive all their conference materials included in the tote bag with your name on it! Tote bags have proven to be one consumable that attendees use again and again either for themselves or through gifting the bag to another health center associate long after the conference is over.

- Sponsor’s logo and tag line will be displayed on the front of each tote bag.
- Sponsor’s logo will be recognized on a “know before you go” e-blast sent to all conference attendees prior to conference arrival.
- Sponsor’s logo will be recognized in the conference program as the tote bag sponsor.

□ **Wireless Access** **\$15,000 Exclusive**

The single most commonly asked question at every single conference is: “What is the Wi-Fi password?” This sponsorship will address that very question for all attending the FOM/IT! As the sponsor, you select a simple, custom password that attendees will enter each time they log in. Login is required every three hours that they are logged on to the complimentary ‘NACHC Conference’ network to keep the network refreshed and operating at its highest capacity.

- Sponsor will select the custom password that attendees will use to access the Wi-Fi network during the conference.
- Sponsor will be the only company recognized on the Wi-Fi landing page with its logo and brief profile.
- Sponsor’s logo will be recognized in an e-blast sent to all conference attendees prior to conference arrival with the custom Wi-Fi password.
- Sponsor’s logo and booth number will be recognized on a 4” x 3” card which is physically handed to each attendee when they retrieve their registration materials. This card will indicate the custom password and instructions to access the Wi-Fi network during the conference.
- Sponsor’s logo will be recognized in the conference program with the custom Wi-Fi password and instructions to access the Wi-Fi network.

□ **Networking Lunch** **\$15,000 Exclusive OR
\$10,000/Two (2) Sponsorships**

The Networking Lunch is THE place where attendees gather in the EXPO Hall to learn about current trends in community health, meet new colleagues, and exchange ideas with trusted friends. Your company will be recognized and showcased throughout the networking lunch hour via signage on buffet and dining tables.

- Sponsor’s logo will be featured on signage placed on all buffet and dining tables during this event.

□ **Hotel Key Card** **\$10,000 Exclusive**

The “key” to a great marketing strategy is name recognition. This exclusive sponsorship opportunity is the key for each guest to gain access to their hotel sleeping room and is handled by guests at least 3 to 5 times a day over the two-day conference. Get creative and design the key as a business card. Use the hotel key card for two main purpose: to market your brand and drive attendees to your booth!

- Sponsor will provide key card design for front (and back, if permitted by the hotel) of the key card.
- Sponsor’s logo will be recognized in conference program as the hotel key card sponsor.

□ **Water Bottle** **\$10,000 Exclusive**

Thirsty for some name recognition? Quench your thirst with this water bottle sponsorship! Sponsor reusable, branded water bottles with your company logo. Each attendee will receive the water bottle in their conference bag at registration. Water stations will be set up throughout the hotel so that attendees can refill their reusable bottles for the duration of the conference and beyond. Not only will you be promoting your brand, you’ll be promoting social responsibility by reducing the waste of plastic bottles during this event.

- Sponsor’s logo will be the only company logo featured on the water bottle.
- Sponsor will be recognized via signage at each water station in the designated conference areas.
- Sponsor’s logo will be recognized in the conference program as the water bottle sponsor.

- Lanyards** **\$10,000 Exclusive**
 Your brand will be a part of each attendee's first impression. Lanyards, which display conference badges, become a staple of each attendee's wardrobe for the two-day conference. Attendee badges are required for entry into every conference event, so this sponsorship is an effective way to have your company's brand seen by all conference participants.
 - Sponsor's logo will be the only company logo featured on the lanyards distributed to each conference attendee. The logo will be screen printed on all sides of the lanyard.
 - Sponsor's logo will be recognized in the conference program as the lanyard sponsor.

Defender

Spend \$6,000 – \$9,999

All Defender Level Sponsors will receive:

- **One (1) additional full-conference registration**
 - **Access to the pre-event opt-in attendee registration list for one-time use**
 - **One (1) lead scanner for use during the EXPO**
 - **Optional conference bag insert (flier or branded object)**

- Mobile App** **\$9,000 Exclusive**
 The Conference Mobile App has become a necessity rather than a tool of convenience. All conference presentations and handouts are available to attendees ONLY via the NACHC Mobile App.
 - Sponsor will be the only company recognized on the splash page, the initial screen that each attendee will view as the app loads and opens to the event menu page.
 - Sponsor's logo and booth number will be recognized on a 4" x 3" card which is physically handed to each attendee when they retrieve their registration materials. This card will indicate the mobile app download instructions.
 - Sponsor's logo will be recognized in the conference program with mobile app download instructions.

- The "Daily Rundown"** **\$8,000 Exclusive**
 It's hard to be everywhere, all the time, so one's bound to miss key events at NACHC conferences occasionally. NACHC created the Daily Rundown, a newsletter with conference and session highlights from the day before, to keep all attendees updated. The Daily Rundown will be emailed to all registered attendees during the FOM/IT on both days of the conference. These newsletters will also be posted on the NACHC website during the conference for those interested in conference updates, but unable to attend the 2022 FOM/IT.
 - Sponsor will be the only company recognized with a marketing banner at the top of each Daily Rundown to include a URL link to the sponsor's website.
 - Sponsor's logo and brief profile along with a statement like 'visit us at booth #' will be recognized at the end of each Daily Rundown. The sponsor may modify their profile for each day the newsletter is emailed to attendees.
 - Sponsor's logo will be recognized in the conference program where the Daily Rundown is referenced.

☐ **Printed Program** **\$7,000 Exclusive**

The conference program is the complete guide to all things happening and all need-to-know information regarding FOM/IT. The only way to purchase a cover ad in the program is through this conference sponsorship where you will receive the full-page, inside front cover ad.

- Sponsor will receive full-page, inside front cover ad.
- Sponsor’s logo will be recognized at the bottom of each odd-numbered page in the program.

☐ **Conference Reception** **\$6,000/Four (4) Sponsorships Available**

It’s opening night and your company is featured with this sponsorship! Draw attendees to your booth with a featured food or beverage item right at your booth. What better way to obtain leads and network than to invite NACHC attendees to your booth for your own little party? It’s the perfect time to showcase your company.

- Sponsor will be provided with a food or beverage item at their booth. Item to be selected and provided by NACHC. (Prior to event, NACHC and sponsor to confirm space needs for F&B setup.)
- Sponsor will be thanked via an announcement made at the end of the networking reception.
- Sponsor’s logo will be recognized on the beverage bars throughout the EXPO Hall.
- Sponsor’s logo will be recognized on the drink tickets provided to each attendee.
- Sponsor’s logo will be recognized in the conference program where the networking reception is referenced.

Advocate

\$4,000 – \$5,000

All Advocate Level Sponsors will receive:

- **Optional conference bag insert (flier or branded object)**

☐ **Networking Breakfast** **\$5,000/
Two (2) Sponsorships Available**

Conference attendees will start their day with a coffee and a smile knowing that this networking breakfast is made possible by you. Your company will be recognized during the opening session of the morning and we will provide your company name and logo and facts on the beverage napkins.



☐ **“Solutions Spotlights”** **\$5,000**

This is an opportunity for your organization to provide high-quality content and moderated discussion during a sponsored session. Sessions vary in length, from 15-45 minutes, enabling you to take a deep dive on a key topic or engage attendees in a lighthearted activity reflective of your organization’s mission and brand. Solutions Spotlights allow for peer-to-peer learning, case studies, and best practices developed for the “real world” with your organizational expertise. Answer questions and engage in this forward-thinking, industry-first learning opportunity by bringing in clients for panel discussions and providing tangible tips and takeaways that put your organization in the spotlight.

- Sponsor’s logo will be recognized on the signage outside the theater.
- Sponsor’s logo will be recognized in the conference program and on the NACHC Mobile App as a sponsor of a “special education session.”

Marketing opportunities available at each NACHC conference are designed to drive audience engagement and/or provide print publicity for your company. These opportunities enable you to communicate with conference attendees about any unique messaging, products, or services related to your company.

Conference Bag Insert

\$2,000

Roll out your new product or service, enhance your branding, or just simply remind all attendees of your commitment to the community health industry by putting a brochure or branded item in the hands of each and every conference attendee.

NACHCopoly

\$500

NACHCopoly is NACHC's EXPO traffic builder developed as a service to our exhibitors. Your company logo and booth number will be placed on one of the limited number of squares on the NACHCopoly game card. A game card is placed in each attendee's conference bag and game directions are included in the conference program and the EXPO guide.

Attendees visit your booth to collect a "game piece," which is a stamp NACHC provides to participating exhibitors. Attendees must collect all stamps corresponding to each square on the game card. Once all squares are stamped, the attendee's game card is complete and they're eligible to win prizes such as iPads, Amazon gift cards, cash prizes worth \$250, and more! This game has gained considerable popularity over the years with prizes everyone wants to win!

This is not a sponsorship, all fees paid for this service are used to create the game cards and purchase the giveaways.

Registration Lists

The opt-in attendee registration list for the FOM/IT is available for purchase. This list is monitored for usage and is sold for a ONE-TIME USE ONLY. It CAN NOT be merged into your database. The list includes: contact name, title, company, address, and email of those attendees who acknowledge that they want to receive information from exhibitors. The pre-registration list will be provided two weeks prior to the show date and post-lists are available one week after the conclusion of the conference.

Pre-Registration List \$400

Post-Conference List \$500

Lead Retrieval Scanner

NACHC suggests that you rent the lead scanning system if you'd like to collect contact information for all attendees who visit your booth. Simply scan the bar code on each attendee's badge. The data generated, via the barcode, will be sent to you so that you can follow up with attendees personally. You can also merge this information into your company database for future marketing.

**Pre-Registration \$400
(on-site registration not available)**

Conference Program

This essential guide is a directory of conference events and information. It also serves as a year-round reference guide documenting speakers, educational workshops, exhibitor profiles, and contact information. Your advertisement in the conference program reaches all attendees and reminds your target audience of the valuable products and services you offer in making their community health center business successful.

| Advertising Rates: | Trim Size w x h | Color | Black/White |
|---------------------------|----------------------------|--------------|--------------------|
| Full Page | 8½x11 | \$1,500 | \$1,000 |
| 1/2 Page (horizontal) | 8½x5½ | \$1,000 | \$670 |

Ad Specifications:

BLEED: Bleeds are not accepted. All artwork must be contained within the image area.

OUTPUT: CMYK, High Resolution PDF with crop marks. No Word or Publisher Files accepted.

NACHC Conference Sponsorships are available to participating exhibitors. Some exceptions are made based on a company's overall exhibit/sponsorship package, inclusive of all NACHC programs, for a calendar year. Each previous year's sponsor will receive the first right of renewal for that same sponsorship for the same conference in the following year.

Become a NACHC Corporate Member Today

Corporate Members save 25% on all Exhibit and Advertising Rates and
10% on all Conference Sponsorships.

Contact membership@nachc.com for more information.