2021 NHIA ANNUAL CONFERENCE

VIRTUAL CONFERENCE PROSPECTUS

APRIL 19-22, 2021

NHIA CONFERENCE

KEEPING YOU CONNECTED

BIT.LY/NHIA-2021-CONFERENCE

EXHIBIT BOOTHS

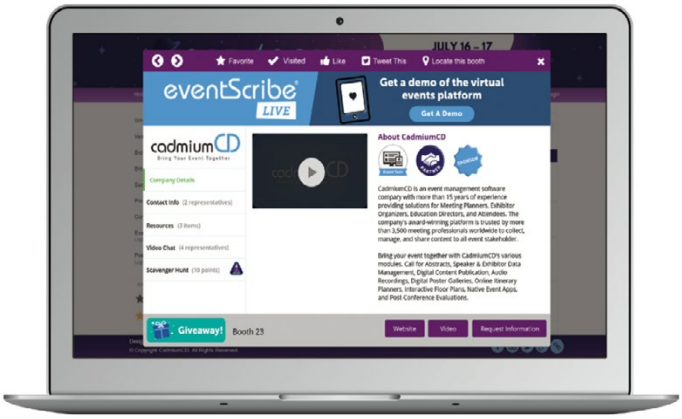
PREMIUM EXHIBIT BOOTH PACKAGE

$7,000 MEMBER | $8,600 NON-MEMBER

The exhibit booth package includes:

EDUCATION

- With the premium exhibit booth, you will be able to pre-record a 15-minute education presentation that will be posted to the virtual platform for attendees to view at their leisure. You will get a 30 minute exhibitor theater as well.Your presentation can include any content related to your product or service that you would like to present to attendees. Your presentation will include analytics that will be sent to you after the meeting is complete. These analytics include full name, email and date/time of view. All attendees will be directed to these on-demand sessions through email and marketing blasts prior to the conference. All content will be available on demand for 90 days post-conference.



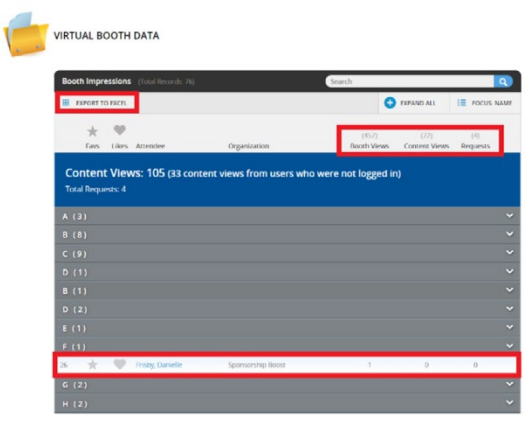
- Infusion Side Chats Room (See description under sponsorship listings)

ENGAGEMENT

- Company description
- Logo upload
- Giveaway opportunity
- Linkable banner ad image upload
- 6 each - website links, PDF uploads, and photos
- Video upload to booth (max 250MB)
- Host live video chats throughout the virtual conference with attendees through booth. Set own scheduled hours for video chat with ability to share screen
- Logo wall placement on platform
- Logo on NHIA 2021 Annual Conference website
- Virtual booth content available on meeting platform for 90 days

ANALYTICS

- Exhibitor portal access with real-time access analytics/ statistics of name, email address and date/time of items clicked on in virtual booth
- Post-conference attendee report



REGISTRATION

- 6 Member/4 Non-Member full conference registrations (includes CE)

EXHIBIT BOOTHS

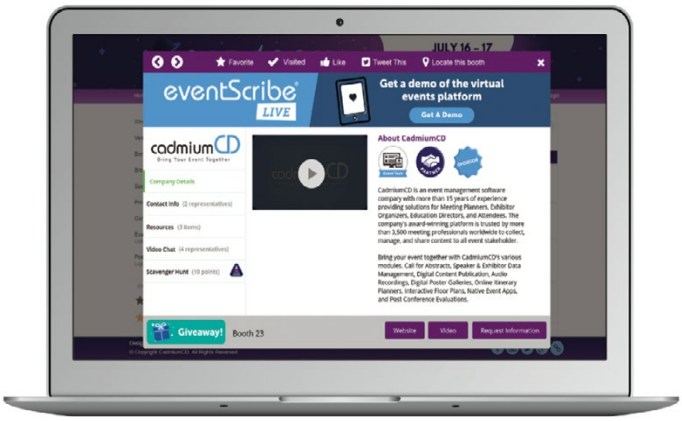
STANDARD EXHIBIT BOOTH PACKAGE

$3,500 MEMBER | $4,300 NON-MEMBER

The exhibit booth package includes:

EDUCATION

- With the standard exhibit booth, you will be able to pre-record a 15-minute education presentation that will be posted to the virtual platform for attendees to view at their leisure. Your presentation can include any content related to your product or service that you would like to present to attendees. Your presentation will include analytics that will be sent to you after the meeting is complete. These analytics include full name, emai, and date/time of view. All attendees will be directed to these on-demand sessions through email and marketing blasts prior to the conference. All content will be available on demand for 90 days post-conference.

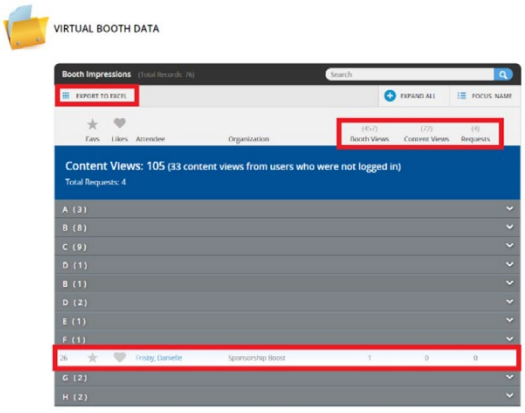


ENGAGEMENT

- Company description
- Logo upload
- Giveaway opportunity
- Banner ad image upload
- 3 each - website links, document uploads, and photos
- Video upload to booth
- Host live video chats with attendees through booth. Set own scheduled hours for video chat with ability to share screen
- Logo wall placement on platform
- Logo on NHIA 2021 Annual Conference website
- Virtual booth content available on meeting platform for 90 days

ANALYTICS

- Exhibitor portal access with real-time access analytics/ statistics
- Post-conference attendee report



REGISTRATION

- 4 Member/2 Non-Member full conference registrations (includes CE)

BOOTH BENEFITS

BOOTH BENEFITS COMPARISON CHART		
BENEFITS	**STANDARD**	**PREMIUM**
Pricing	$3,500 Member $4,300 Non-Member	$7,000 Member $8,600 Non-Member
EDUCATION	**STANDARD**	**PREMIUM**
15-Minute Pre-Recorded Education Presentation	X	X
Infusion Side Chat Room		X
30-Minute Exhibitor Theater		X
EDUCATION VALUE	**$1,750**	**$6,750**
ENGAGEMENT	**STANDARD**	**PREMIUM**
Company Description	X	X
Logo Upload	X	X
Giveaway Opportunity	X	X
Linkable Banner Ad Image	X	X
Website Links	3	6
PDF Uploads	3	6
Photo Uploads	3	6
Video Upload	X	X
Host Live Video Chat	X	X
Logo Wall Placement of Logo	X	X
Logo on NHIA Meeting Website	X	X
Virtual Booth Content on Platform for 90 Day	X	X
ENGAGEMENT VALUE	**$2,250**	**$4,500**
ANALYTICS	**STANDARD**	**PREMIUM**
Exhibitor Portal with Real time access to data	X	X
Post Conference Attendee List	X	X
ANALYTICS VALUE	**$500**	**$500**
REGISTRATION	**STANDARD**	**PREMIUM**
Full Conference Registration	**4 – Members** **2 – Non-Members**	**6 – Members** **4 – Non-Members**
	Based on $300/$475 Prices	Based on $300/$475 Prices
REGISTRATION VALUE	**$1,200 / $950**	**$1,800 / $1,900**
TOTAL VALUE	**$5,700 / $5,450**	**$13,550 / $13,650**

CONTENT

EXHIBIT/SPONSOR CONTENT

SYMPOSIUM $12,000

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 will be one hour. You will pre-record your education portion, and then host a live Q&A segment within that one hour. Detailed analytics will be sent to you at the conclusion of your symposium, indicating who attended.

***Please Note:** You will be required to record your symposium with NHIA's AV company. Please note that you will be given one (1) recording time and if you must re-record, your company will be responsible for the additional cost.*

Choose between an in-depth, clinically oriented case study focusing on performance improvement and leading-edge practices or a product-specific sales demonstration. The on-demand content will be available for 12 months post conference with analytics able to be pulled following the conference.

You will also have the ability to link the symposium directly to your virtual booth, allowing easy access to your educational content. You will also be given a pre-show eblast to promote your symposium.

Dates/Time:

Educational symposia can be held within these time frames:

Wednesday, April 21, 2021	10:00 am – 11:00 am EST	3 Available
Thursday, April 22, 2021	10:00 am – 11:00 am EST	3 Available

CE CREDIT If you would like to offer attendees CE credit for your symposia session, NHIA can assist with the accreditation process. For more information please contact the NHIA Exhibits Manager.

CONTENT

EXHIBIT/SPONSOR CONTENT

WOMEN IN INFUSION LEADERSHIP EVENT $7,500

The Women in Infusion Leadership event was started by NHIA to celebrate women's numerous contributions to the home and specialty infusion industry.

During the event, attendees will enjoy a session devoted to developing women leaders in home infusion, including an engaging keynote speaker that will address leadership and share their perspective. The proceeds of this event benefit NHIF and the work the non-profit does to advance home and specialty infusion.

The event is also a venue for honoring the recipient of NHIF'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.

The award's namesake - 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.

Date/Time:

Thursday, April 22 – 5:30 pm – 6:30 pm

Exclusive Benefits include:

- Logos and sponsorship acknowledgement on all marketing
- Pre-recorded video introduction of speaker
- Logo recognition on NHIF website award page
- Introduction video commercial (2 min.)

CONTENT

EXHIBIT/SPONSOR CONTENT

OPENING GENERAL SESSION $10,000

The opening session energizes attendees and brings your company to the forefront during an uplifting presentation that will start the virtual conference off right! Begin the conference with a focus on YOU!

Exclusive Benefits include:

- Logos and sponsorship acknowledgement on all marketing and description on virtual platform
- Brief video introduction of speaker
- Keynote video commercial (2 min.)
- Linkable custom top branded banner on video presentation
- Sponsors meet and greet with keynote speaker in virtual green room
- Sponsorship of signed book giveaway (Additional book purchase charge not included)

GENERAL SESSION $7,500

The second general session offers a forum for conference attendees to hear from 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.

Exclusive Benefits include:

- Logos and sponsorship acknowledgement on all marketing and description on virtual platform
- Brief video introduction of speaker
- Video commercial (1-2 min.)
- Linkable custom bottom branded banner on video presentation

CONTENT

GLOBAL HOME INFUSION PRECONFERENCE SEMINAR $5,000

Be a part of the first Global Congress on Home Infusion Therapy (GCHIT), hosted by NHIA. This exciting digital event offers an opportunity for home infusion clinicians and providers from across the world to share experiences, ideas, accomplishments, and challenges associated with the delivery of infused medications in the home setting.

This event will benefit individual clinicians, business affiliates, payers, and industry professionals who are dedicated to advancing opportunities for patients to receive home infusion therapy.

Exclusive Benefits include:

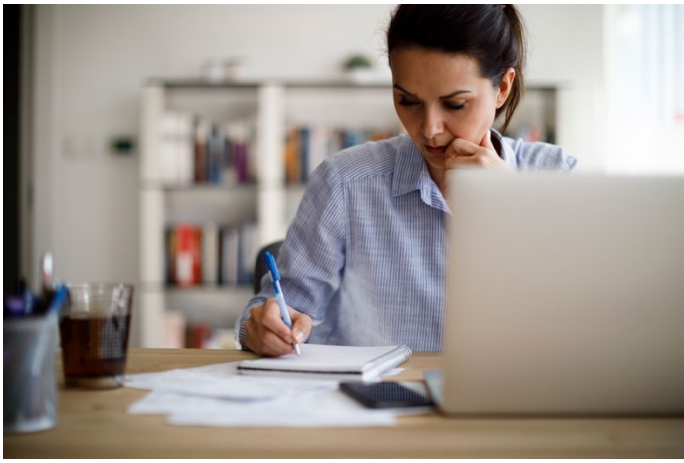
- Logos and sponsorship acknowledgement on all marketing and description on virtual platform
- Custom eblast to all pre-registered attendees preconference
- Introduce speakers with pre-recording

EDUCATION TRACKS CUSTOM PRICING

Interested in sponsoring a full track? Custom packages are available.

Available Tracks:

- Revenue Cycle
- Clinical
- Leadership
- Business Development
- Home Infusion RN Essentials
- Lightning Rounds



CONTENT

EXHIBITOR THEATER $3,500

Submit your 30-minute pre-recorded exhibitor theater session to be made available to attendees. Your moderator/host/speaker can be live on the chat to answer questions and direct attendees back to your booth for additional information. This content will be available on the platform for 90 days post-conference. Your content will be promoted to attendees through eblasts marketing and ads.

Exclusive Benefits include:

- Ability to host a speaker of your choosing
- Speaker biography and description on website and mobile app
- Analytics of attendees that attended your exhibitor theater, including name and email address

INFUSION SIDE CHATS $1,800

Use your expertise to moderate a discussion among attendees on select topics. NHIA will provide the room for discussion and as a sponsor, you will be able to facilitate the discussion. Rooms can hold up to 25 people. These chats are not available for viewing later. Sponsor will submit topic for approval. Your content will be promoted to attendees through eblasts marketing. Each company will have two (2) 45 minutes sessions.

Exclusive Benefits include:

- Attendee list of those participating in the discussion

BRAND PROMOTION

FOUNDATION TREK – VIRTUAL 5K

Join NHIA staff, and conference attendees for the first virtual 5K during the NHIA Annual Conference. We have all been stuck at home during these unprecedented times. Support the ***National Home Infusion Foundation*** in this endeavor to get attendees moving!

Participants will complete the 5K at their own pace and submit their time for the chance to win some great prizes! The 5K will be open from **April 19 to April 21, 2021**, winners will be announced at the conclusion of the NHIA Annual Conference. Winners will be notified via email with their prizes. Prizes will range from gift cards to a free 2022 registration.

The 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 complements NHIA's aim to ensure the long-term growth of the home infusion industry by expanding patient access to infusion services. The recent launch of several provider and quality data initiatives was made possible through generous contributions by individual donors, grants, and fundraising events.

Showcase your support for home and specialty infusion research and education!

DIAMOND $7,500

- Logo on preconference eblast
- Logo prominently on the back of all race T-Shirts
- Fifteen (15) Infusion Trek entries with the T-Shirt
- Race platform custom banner
- Logo listing on the NHIA Infusion Trek Virtual 5K conference page
- Mobile app push notification acknowledging your Diamond level sponsorship
- Platform banner acknowledgment on the home page
- Acknowledgement in marketing eblast to attendees about the Foundation Trek
- Inclusion of logo and sponsorship language on all promotional marketing for event

BRAND PROMOTION

SAPPHIRE $5,000

- Logo on preconference eblast
- Logo on the back of all race T-Shirts
- Ten (10) Infusion Trek entries with T-Shirt
- Logo listing on the NHIA Infusion Trek Virtual 5K conference page
- Mobile app push notification acknowledging your Sapphire level sponsorship
- Platform banner acknowledgment on the home page
- Acknowledgement in marketing eblast to attendees about the Foundation Trek
- Inclusion of logo and sponsorship language on all promotional marketing for event

RUBY $2,500

- Logo on pre-conference eblast
- Logo on the back of all race T-Shirts
- Five (5) Infusion Trek entries with T-Shirt
- Mobile app push notification acknowledging your Ruby level sponsorship
- Platform banner acknowledgement on the home page
- Acknowledgement in marketing eblast to attendees about the Foundation Trek
- Inclusion of logo and sponsorship language on all promotional marketing for event

BRAND PROMOTION

ATTENDEE WELCOME PACKAGE (EXCLUSIVE) $25,000

Be the exclusive sponsor of the welcome package that is mailed to the first 1,500 registered attendees. This welcome package will include fun swag, conference inserts, and products. Examples of potential items:

- Pen & mini-notebook
- Coozie
- Screen cleaner & wipe
- Mints
- Smartphone wallet

As the premium sponsor, you will get exclusive benefits, including:

Welcome Package sponsored Inserts:

- Potential product placement (must be pre-approved by NHIA and fit into package envelope)
- 2 sponsor flyers (provided by sponsor)
- Sponsor-provided swag (must be pre-approved by NHIA and fit into package envelope)

Brand Awareness/Communication:

- Acknowledgment with logo on dedicated Welcome Package email
- Acknowledgment with logo on Know Before You Go email
- Custom branding on Welcome Package

WELCOME PACKAGE FLYER MAILER

(10 AVAILABLE) **$1,000**

Provide one 8.5” x 11” custom flyer to be included in the attendee welcome package.

REGISTRATION CONFERENCE BANNER $5,000

Put your logo and custom graphic banner at the bottom of every conference registration that is sent out. Your information will be prominently placed at the end of the registration confirmation that’s mailed/emailed to every attendee. With more than 1,200 attendees your company banner will reach them all.

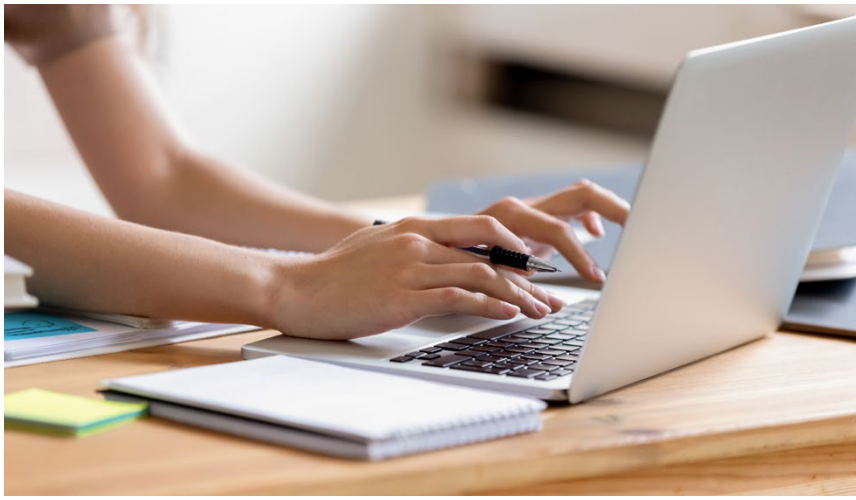
BRAND PROMOTION

"KNOW BEFORE YOU GO" EMAIL BANNER $5,000

Put your logo and custom graphic banner at the bottom of the preconference information email. Your information will be prominently placed at the end of the "know before you go" to conference email that is sent to every attendee.

PRE-MEETING ATTENDEE LIST $750

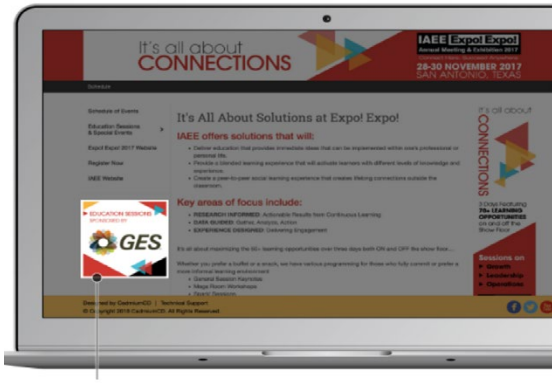
Mail your postcard, brochure or flyer to all pre-registered attendees. List contains mailing addresses only. The list is for a one-time usage and will be available after March 19, 2021.



BOOTH TRAFFIC GENERATORS

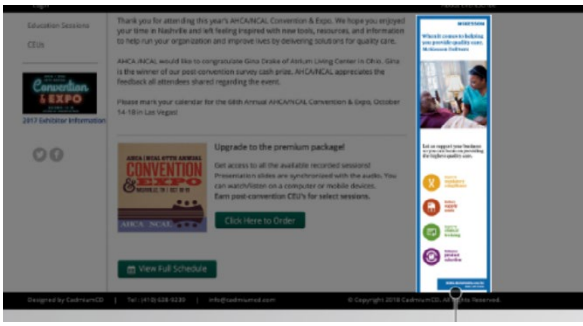
NAVIGATION AD $7,500

Your custom ad (and link) on the platform's home page. Appearing under the navigation buttons, your branded ad will be visible to all attendees--regardless of the screen they are using. Link to your exhibit booth or website.



ROTATING BANNER AD (3 AVAILABLE) $3,500

Your custom ad (and link) on the platform's home page. Rotating on the home page, your branded ad will be visible to all attendees. Link to your exhibit booth or website.



SUB-PAGE HEADER BANNER $2,500

Place a custom ad on one of several sub-pages within the platform. This ad will be seen by all attendees as they visit that specific page. This exclusive ad placement includes hyperlinking to a URL of your choosing.

COMMERCIAL $1,750

Create a pre-recorded 30-second ad/commercial that will be played before the educational content is presented.

BOOTH TRAFFIC GENERATORS

INFUSION QUEST TRIVIA GAME (15 AVAILABLE) $1,500

Attendees can play a fun company trivia game on the mobile app for exciting prizes! Each participating company will have a QR code in their virtual 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 awarded on the last day.

THEME DAY SPONSOR $1,500

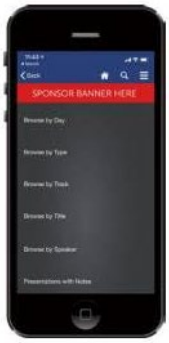
Sponsor one of the 4 live days of the conference. Your sponsorship will be promoted throughout the day of your sponsorship. Your sponsorship includes a custom hashtag that attendees can use to win prizes when photos are posted on social media. NHIA will promote your sponsored theme and hashtag each day through the daily update that will be sent out to all registered attendees.

DIGITAL ADVERTISING

MOBILE APP

SPLASH SCREEN $7,500

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.

BANNER AD (SCHEDULE PAGE) $2,000

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

PUSH NOTIFICATION (3 AVAILABLE PER DAY) $500

Send out a text alert through the NHIA 2021 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater.

ABSTRACT ACHIEVEMENT & VIRTUAL POSTER GALLERY $3,500

Support the abstract posters and the valuable information they provide. A virtual poster gallery will showcase NHIA's poster authors valuable work while providing virtual education to all participants. Your logo placement on the virtual poster platform will be prominently displayed on the homepage of the virtual posters, as well as on each poster as attendees click to open and view.

DIGITAL ADVERTISING

E-BLASTS $2,600

Send your custom message out to over 10,000 NHIA Members with a custom eblast. NHIA will schedule to send these eblasts in the immediate six weeks prior to the meeting.

DAILY UPDATE AD (4 AVAILABLE PER DAY)

NHIA will send out a daily update via email to all attendees each evening, recapping the day and reminding attendees of the events taking place the following day. Put your custom graphic with a link out to your website in this daily update.

TOP BANNER AD	$1,000
1ST BOX	$900
2ND BOX	$750
3RD BOX	$700
BOTTOM BANNER	$1,000