Exhibitor & Sponsorship Prospectus

MARCH 25-29, 2023
Gaylord National Resort & Convention Center
Washington, DC
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**NHIA’s Expo**

Join over 120 exhibitors in the lively exhibit hall featuring interactive demonstrations, receptions, exhibitor theatre, and the Sterile Compounding Clinic—all designed to maximize education and networking opportunities for attendees. The Expo is perfect vehicle for our sponsors to share information on the work they do in the industry, acquire new customers and build on existing relationships.
NHIA's Annual Conference is the premiere event for the rapidly growing home and alternate site infusion industry.

NHIA is the leading trade association that provides advocacy, education, and resources to the home and alternate site infusion community so the patients they serve can lead healthy, independent lives. NHIA advances the interests of these organizations and patients to ensure that home infusion is accessible to all. For additional information about NHIA, visit www.nhia.org/about-nhia/.

NHIA 2023 will bring together:

- Business owners, executives and seasoned industry professions seeking the year’s best networking and leadership education.

- Clinical pharmacists, technicians, infusion nurses, dietitians, reimbursement specialists, sales & marketing professionals, operations and support staff seeking to improve company operations and on-the-job knowledge across 6 learning tracks.

- Physicians and health system administrators seeking the latest information and trends in home infusion.

- Nurses, pharmacists and pharmacy technicians from outside the infusion industry looking to earn CE and expand their skill sets to discover new career opportunities.

We hope you’ll join us and an expected 1,500 infusion professionals at the Gaylord National Resort & Convention Center outside Washington, DC at National Harbor.
Why Exhibit?

Access
An anticipated 1,500 home and specialty infusion professionals in one location!

Educate
Exhibitors have full conference access and can attend all educational sessions and networking events.

Network
Join discussions or host your own and interact with attendees at networking, education, and special events.

Influence
Connect with attendees that have significant purchasing power for supplies, products, and services within their organizations.

“This year’s NHIA 2022 event was well-coordinated and on-target. This meeting allowed me to connect with many great home infusion companies and learn how new innovative infusion device technology will impact clinician workflow and patient care in homecare. I am excited to return next year!”

“I’ve been to many conferences in the country for many different medical industries. This was by far the best. Looking forward to the 2023 show.”

Attendee Experience Level

- 54% 10+ years
- 21% 1-2 years
- 13% 3-5 years
- 12% 6-9 years

“An anticipated 1,500 home and specialty infusion professionals in one location!”
Attendee Demographics

Company Types

- **65%** Home Infusion Provider
- **7.5%** Specialty
- **7.5%** Hospital
- **4%** Consulting
- **3%** Infusion Suite
- **11.5%** Other

Areas of Practice

- **62%** Clinical Pharmacy
- **8%** Senior Management/Owner
- **18%** Clinical Nursing
- **5%** Other* (including: Registered Dietitians, Sales/Marketing & Consultants)
- **3%** Reimbursement
- **4%** Technician
- **85%** Other

2022 Exhibit Hall Summary

- **88%** of attendees rated the 2022 exhibit hall as very good or excellent
- **84%** of attendees rated the 2022 quality of exhibitors as very good or excellent
- **82%** of attendees rated the 2022 quantity of exhibitors as very good or excellent

“I cannot wait until next year to attend again. What an amazing organization, mission and team. The exhibit hall takeaways, innovation, and energy was outstanding.”

“...the best. Looking forward to the 2023 show.”

“I cannot wait until next year to attend again. What an amazing organization, mission and team. The exhibit hall takeaways, innovation, and energy was outstanding.”
Attendee Demographics

Major Purchases By Attendee Organizations in Coming Year

- 21% Infusion Pumps
- 3% Delivery Vehicles
- 18% Software
- 12% Clean Room Equipment
- 16% Clean Room Construction
- 7% Computer Hardware
- 24% Other

21% Over $25,000,000
18% $500,001 - $1,000,000
8% $250,000 - $500,000
8% $1,000,01 - $1,000,000
15% $5,000,001 - $25,000,000
30% $0 - $250,000

Estimated Total Amount of Annual Purchases:

Who Should Exhibit?

- Cleanroom Supply Companies
- Data Management and Analytics
- Enteral Supplies and Formula
- Environmental Monitoring Services and Supplies
- GPOs / Wholesalers
- Healthcare Consulting Services
- Health Plans / Medicare Contractors
- Insurance Carriers
- Laboratory and Microbiology Supplies and Services
- Logistic and Packaging Solutions
- Medical Distributors
- Medical Supply and Device Companies
- Nursing Service Providers
- Pharmaceutical/Biotech Companies
- Reimbursement Services
- Security Vendors
- Staffing Agencies
- Technology Vendors
- Vascular Access Device Manufacturers

Past Meeting Attendance

2022
1,300 attendees
2021
1,000 attendees (Virtual Event)
2019
1,239 attendees
## Past Exhibitors

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2G Medical</td>
<td>Hardy Diagnostics</td>
<td>Progressive Medical Inc</td>
</tr>
<tr>
<td>3M Medical Solutions</td>
<td>Hope Charities</td>
<td>ProHealth Pharmacy Solutions</td>
</tr>
<tr>
<td>Accreditation Commission for Health Care (ACHC)</td>
<td>ICU Medical Inc</td>
<td>Provista</td>
</tr>
<tr>
<td>Adepto Medical</td>
<td>Immunoglobulin National Society</td>
<td>Prudential Cleanroom Services</td>
</tr>
<tr>
<td>AlayaCare</td>
<td>Infinity Infusion Nursing LLC</td>
<td>Q Core Medical</td>
</tr>
<tr>
<td>Analytical Lab Group Ann</td>
<td>Infinity Laboratories</td>
<td>Reimbursement Concepts</td>
</tr>
<tr>
<td>Arbor Distribution</td>
<td>Infuse Flow</td>
<td>RMB Consulting</td>
</tr>
<tr>
<td>Associates of Cape Cod Inc</td>
<td>InfuSystem</td>
<td>RMS Medical Products</td>
</tr>
<tr>
<td>Avanos</td>
<td>Innovatix</td>
<td>RyMed Technologies LLC</td>
</tr>
<tr>
<td>B Braun Medical</td>
<td>Integrated Medical Systems Inc</td>
<td>Sharps Compliance</td>
</tr>
<tr>
<td>Baxter Healthcare Corporation</td>
<td>Janssen Biotech Inc</td>
<td>Shift Labs Inc</td>
</tr>
<tr>
<td>Becton Dickinson</td>
<td>Kedrion Biopharma Inc</td>
<td>Smiths Medical</td>
</tr>
<tr>
<td>Ben Guard Healthcare Solutions LLC</td>
<td>Leadiant Biosciences Inc</td>
<td>SoloProtect</td>
</tr>
<tr>
<td>BPL</td>
<td>Managed Health Care Associates Inc</td>
<td>Specialty Pharmacy Continuum</td>
</tr>
<tr>
<td>Brightree LLC</td>
<td>Medline Industries</td>
<td>Steris/CECS</td>
</tr>
<tr>
<td>Brightstar Care</td>
<td>Melinta Therapeutics</td>
<td>Strategic Healthcare Programs (SHP)</td>
</tr>
<tr>
<td>Cardinal Health Medicare Contractors</td>
<td>Merck &amp; Co Inc</td>
<td>Takeda Pharmaceuticals USA Inc</td>
</tr>
<tr>
<td>Citus Health</td>
<td>Mitsubishi Tanabe Pharma America</td>
<td>Tanyr Healthcare LLC</td>
</tr>
<tr>
<td>Clinical Resources Inc</td>
<td>Moog Medical</td>
<td>Temptime Corp</td>
</tr>
<tr>
<td>Community Health Accreditation Partner (CHAP)</td>
<td>McKesson Medical Surgical</td>
<td>Tetraphase Pharmaceuticals</td>
</tr>
<tr>
<td>Contec Inc</td>
<td>National Association of Specialty Pharmacy</td>
<td>The Compliance Team Inc</td>
</tr>
<tr>
<td>Covalon Technologies AG Ltd</td>
<td>National Logistics Network LLC</td>
<td>The Joint Commission</td>
</tr>
<tr>
<td>CSI Specialty Group</td>
<td>Nestle Health Science</td>
<td>TIDI Products</td>
</tr>
<tr>
<td>CSL Behring</td>
<td>NuAire Inc</td>
<td>Triac Medical Products</td>
</tr>
<tr>
<td>Douglas Medical Products</td>
<td>Octapharma USA Inc</td>
<td>Triangle Healthcare Advisors, LLC</td>
</tr>
<tr>
<td>Eagle Analytical Services</td>
<td>Paragon Ventures</td>
<td>Universal Software Solutions</td>
</tr>
<tr>
<td>Equashield LLC</td>
<td>Pfizer Alternate Site</td>
<td>Vaporstream</td>
</tr>
<tr>
<td>FFF Enterprises FG Clean Wipes</td>
<td>Pharmacists Mutual Insurance Company</td>
<td>Vesco Medical</td>
</tr>
<tr>
<td>Fresenius Kabi</td>
<td>Pharmacy Technician Certification Board</td>
<td>Vital Care Home Infusion Services</td>
</tr>
<tr>
<td>Genisco Pharma</td>
<td>Pinnacle Revenue Management Inc</td>
<td>Wellsky</td>
</tr>
<tr>
<td>Grifols USA LLC</td>
<td>PlayMaker Health</td>
<td>Winfield Laboratories Inc</td>
</tr>
<tr>
<td></td>
<td>Precision Reimbursement, Inc</td>
<td>Wolf Medical Supply</td>
</tr>
<tr>
<td></td>
<td>Professional Reimbursement, Inc</td>
<td>Xellia Pharmaceuticals</td>
</tr>
</tbody>
</table>

**Questions?** Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
# Exhibit Schedule

## Installation

**SATURDAY, MARCH 25**  
12:00 pm – 5:00 pm

**SUNDAY, MARCH 26**  
8:00 am – 1:00 pm

## Exhibit Hall Hours

**SUNDAY, MARCH 26**  
4:30 pm – 7:00 pm  
**Grand Opening Reception** *(appetizers)*

**MONDAY, MARCH 27**  
12:00 pm – 3:00 pm  
**Lunch provided** *(complimentary)*

**TUESDAY MARCH 28**  
10:45 am – 1:15 pm  
**Lunch provided** *(complimentary)*

## Dismantle

**TUESDAY, MARCH 28**  
1:30 pm – 9:00 pm

Dismantling/ Exhibit Removal – Dismantling of exhibits begins no earlier than 1:30 pm. Emptyers will not start being returned until 1:30 pm.

This schedule is tentative and subject to change.  
If the official exhibit hall schedule changes, all exhibitors will be notified in writing.
In addition to your exhibit booth for 2023, every supplier member will be receiving a Free Online Resource Center.

Non-Members can purchase this benefit for $125. NHIA will be offering this online resource center to those attendees who can’t make it to our in-person event in 2023. As an exhibitor, you will have an online portal that allows you to upload documents, weblinks, etc, in order to keep your message in front of attendees online. There are no manned virtual booths, just a location online for attendees to download your collateral. Benefits are listed below:

## Exhibitor Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Supplier Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Directory: Listing &amp; Description</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary Full Registration</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>8’ Background Drape; 3’ Side Rail Drape</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company ID Sign</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>General Hall Cleaning and Security</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lunch for two days for all exhibitors</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Online Resource Center Company Name, Description, Contact Information</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Online Resource Center Company Logo</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Online Resource Center Available Uploads (weblinks, PDF, Photos) each</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Online Resource Center Banner</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Recognition On Supplier Member Page in Onsite Guide</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Supplier Member Recognition on Onsite Signage</td>
<td>X</td>
<td></td>
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<tr>
<td>Eblist thanking and listing member exhibitors</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo on Supplier Member Recognition Page in Pre-Conference Brochure</td>
<td>X</td>
<td></td>
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<tr>
<td>Logo on Supplier Member Recognition in Onsite Guide</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo on Supplier Member Recognition on Onsite Signage</td>
<td>X</td>
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</tbody>
</table>

Note that if you switch from non-member to NHIA member after booth rental and before the conference ends, you will receive a credit towards sponsorship opportunities in the amount of the difference.
50% Deposit Due Upon Booth Rental

Checks must be payable in the U.S. Dollars to NHIA (all international bank fees are the Exhibitor’s responsibility). Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit. The final payment is due by December 23, 2022.

Cancellations

Cancellation requests must be submitted in writing to the NHIA Exhibits Manager at nhia@discoversb.com. Any exhibitor who cancels all or part of their booth will receive:

<table>
<thead>
<tr>
<th>Linear booths</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full refund minus $200 administrative fee</td>
<td>Before October 1, 2022</td>
<td></td>
</tr>
<tr>
<td>50% refund</td>
<td>Between October 1, 2022 and December 23, 2022</td>
<td></td>
</tr>
<tr>
<td>No refund</td>
<td>AFTER December 23, 2022</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Island booths</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50% refund minus $200 administrative fee</td>
<td>PRIOR to October 1, 2022</td>
<td></td>
</tr>
<tr>
<td>No refund</td>
<td>AFTER October 1, 2022</td>
<td></td>
</tr>
</tbody>
</table>

Rigging is only allowed for island booths. The maximum allowable height is 18’ with approval. All rigging diagrams must be approved by the rigging company and show management no later than February 1, 2023.

If you downsize from an Island to a Linear booth, the cancellation terms for an island booth are in effect for the square footage that is being decreased.
Booth Reservation Procedure

**STEP 1:** Go to [www.nhia.org/nhia23-reserve-booth](http://www.nhia.org/nhia23-reserve-booth)

**STEP 2:** Choose an available booth. (If you wish to combine booths, please contact the Exhibits Sales Manager.)

**STEP 3:** Rent the booth online.
Sponsorship Opportunities

Boost Your Brand Recognition!

Reach the most qualified home and specialty infusion professionals in the industry.

- Sponsored educational content
- Brand exposure
- Increased booth traffic
- Product demos
- Networking receptions
Sponsorship Levels

Once your sponsorship dollars reach a level indicated below, you will receive the additional benefits listed below each level. Being a sponsor for NHIA’s 2023 Annual Conference offers comprehensive benefits, including the first right of refusal for next year’s sponsorship and advertising opportunities. Get the first pick on the options that put you in front of your target audience!

Platinum  >$25,000

- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Recognition on a Platinum conference sponsorship slide in one of the NHIA Annual Conference General Sessions
- Enhanced directory listing with acknowledgment as Platinum Sponsor
- Company logo on onsite meeting signage in Platinum category
- Platinum sponsor floor sticker in front of exhibitor booth
- Exhibitor Spotlight interview posted on NHIA Conference Website

Gold  >$15,000

- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Enhanced directory listing with acknowledgment as Gold Sponsor
- Company logo on onsite meeting signage in Gold category
- Gold sponsor floor sticker in front of exhibitor booth
- Exhibitor Spotlight interview posted on NHIA Conference Website

Silver  >$10,000

- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Enhanced directory listing with acknowledgment as Silver Sponsor
- Company logo on onsite meeting signage in Silver category
- Silver sponsor floor sticker in front of exhibitor booth

Bronze  >$5,000

- Company logo and hyperlink on NHIA conference website
- Sponsor ribbons for ALL company staff at the conference
- Enhanced directory listing with acknowledgment as Bronze Sponsor
- Company listing on onsite meeting signage in Bronze category
- Bronze sponsor floor sticker in front of exhibitor booth
New Drugs and Biologics 2023 Lunch and Learn  $10,000

NHIA’s most attended and top-rated session year after year, the New Drugs and Biologics presentation takes a deep dive into the new FDA-approved products impacting the home and alternate site infusion industry. Industry pharmacy residents present clinical, nursing, preparation, and administration details of new products and provide a detailed description of the clinical trials that led to FDA approval.

This year’s all-new, extended lunch-and-learn format will provide even more access and visibility to this highly anticipated session and serves as the perfect kick-off to an incredible week of networking, education and fun!

Benefits Include:
- Brief Introduction of your company to all attendees
- Table tent sign with your company logo on all 40 tables
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, onsite program, signage, and mobile app)
- Option to host one roundtable with a topic of your company’s choice.
Reception Events

NHIA Networking Reception  **SOLD**  $68,500

**Exclusively brand the NHIA networking event!** This is a perfect opportunity to be associated with the premier networking reception at NHIA. It will be an evening of connecting with past friends and meeting new colleagues in a fun environment! Your company’s support will be recognized throughout the conference.

Benefits Include:

- Custom Branding of the event with Signage
- Cocktail napkins with company logo
- Signage at food and bar stations, recognizing your company as the sponsor
- Gobo lights with company branding
- Recognition in all pre-marketing and dedicated promotional plans to maximize exposure
- Signature Custom Named Cocktail
- Step and Repeat banner with company logo
- Additional Benefits will be included based upon venue chosen for event

Questions? Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
Welcome Reception  

Join us as a sponsor of the Welcome Reception, which will be held from 6:00 pm-8:00 pm on March 25. This opening event is always a popular place for attendees to meet and greet in a casual atmosphere before the conference and exhibit hall open. Connect with NHIA leadership and industry professionals as the networking begins.

Benefits Include:

- Company logo displayed on all signs at the event
- Signage at the bar and food stations during the Reception
- Custom Branded Napkins with Company logo
- Logo on projected on screens throughout event space
- Acknowledgment on all pre-marketing and promotion of the event

Grand Opening Exhibit Hall Reception  

The perfect opportunity to get your company name in front of motivated attendees at the beginning of the conference! This will be held 4:30 pm-7:00 pm on March 26. Participate in the ribbon-cutting ceremony and welcome attendees!

Benefits Include:

- Company logo displayed on signs at the Exhibit Hall entrance
- Company executives (in logo apparel) can participate with NHIA Staff at the Ribbon Cutting of the Exhibit Hall
- Signage at the bar and food stations during the Reception, recognizing your company as the sponsor
- Custom Branded Napkins with Company logo
- Acknowledgment on all pre-marketing and promotion of the event
Education Pre-Conference Sessions

Executive Pre-Conference Seminar **SOLD** $25,000

Join over 300 business owners and health care executives in a day-long forum designed to explore key drivers of significant change in the home and specialty infusion marketplace. Topics (to be determined) appeal to high-level leadership formulating organizational strategies and business plans. Show your support for the association and industry by supporting this unique networking and idea-sharing seminar for the industry’s top thought leaders.

Benefits Include:
- Logo and sponsorship acknowledgment on all marketing materials (website, onsite program, signage, and mobile app)
- List of participating attendees (physical mailing addresses only)
- 25 tickets for representatives and clients
- Walk-in slide - custom graphic to be played in rotation 15 minutes before the start of the event
- Table tents - sponsorship recognition on each table
- Remarks and speaker intros

Sterile Compounding Preconference Forum $5,000

This forum is focused on the rapidly changing regulatory issues facing sterile compounding practices today. It will provide executives, pharmacy directors, pharmacists, and technicians oversight of sterile compounding practices with information on policy, accreditation preparation, risk mitigations strategies, and more.

Benefits Include:
- Logos and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app).
- Introduction of speakers
- List of all participating attendees (mailing addresses only)
Revenue Cycle Pre Conference $5,000

This session will discuss the landscape of reimbursement for Home and Alternate Infusion Sites. The focus for the industry is ever-changing; attendees will learn what they need to capitalize on the various reimbursement opportunities and payment methodologies to maximize earning potential.

Benefits Include:

- Logos and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app).
- Introduction of speakers
- List of all participating attendees (mailing addresses only)
**Education Sessions**

**Roundtables**

$7,500 – 2 available

One of NHIA’s most popular conference events, Roundtables offer attendees the perfect opportunity to learn in an interactive, networking-style environment. Three 30-minute sessions—literally at a round table—allow attendees to share knowledge on an industry hot topic in-depth face to face. Sessions are held on Monday and Tuesday, garnering the sponsor access to more than 400 attendees. Show your support of these critical discussions with your sponsorship. Your company logo will be prominently displayed throughout this event as attendees move from table to table, discussing the latest issues affecting the home infusion industry.

Benefits Include:

- Brief Introduction of your Company to all attendees
- Table tent sign with your company logo on all 40 tables
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, onsite program, signage, and mobile app)
- Option to host one roundtable with a topic of your company’s choice.

**DATES/TIMES**

<table>
<thead>
<tr>
<th></th>
<th>Monday, March 27</th>
<th>Tuesday, March 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME</td>
<td>4:15 pm-5:45 pm</td>
<td>4:15 pm-5:45 pm</td>
</tr>
</tbody>
</table>
General Sessions

Opening Session - Sunday

The Opening Session energizes attendees, brings your company to the forefront during an elevating and uplifting presentation that starts the conference off right. Begin the conference with a focus on YOU!

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief Introduction of the speaker
- Keynote Book signing at your booth
- Create a custom Infusion Quest Question for attendees to scan as they enter the Opening Session
- 60 Second commercial to play before session beginning once placed on demand
- Keynote video promotion highlighting the sponsor recognition

General Session: Industry Keynote - Monday

The General Session offers a forum for conference attendees to take a deep dive into the challenges and opportunities before the industry. Featuring a high-level Health Care-focused speaker, this session will provide unique insight into the current state and future of Health Care and how home and alternate site infusion fits into that picture. Position your company as a facilitator of this important session that frames all other conference learning that is taking place.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Brief Introduction of the speaker
- Create a custom Infusion Quest Question for attendees to scan as they enter the Opening Session
- 60 Second commercial to play before session beginning once placed on demand
- Keynote video promotion highlighting the sponsor recognition
- A Meet & Greet with the speaker at your booth during exhibit hall hours
General Session: DEIA & Leadership  

This new session was born out of a transformation of NHIA’s Women in Leadership Luncheon. Recognizing women in leadership will still be a key theme, however we have now supercharged the session by opening up attendance across a full general session and broadening the scope to feature a diversity, equity, inclusion and accessibility (DEIA) keynote speaker as well as recognizing other outstanding achievements in the infusion industry.

Attendees will have an opportunity to network at a coffee and dessert break prior to the general session and then enjoy a special event designed to harness the power of DEIA, shining a light on important issues and opportunities as well as the diversity across our incredible community.

The event will honor the recipient of the National Home Infusion Foundation’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.

The Outstanding Abstract Achievement Award winner will also be recognized along with additional industry recognitions.

Benefits Include:
- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app)
- 60 Second commercial to play before session beginning once placed on demand
- Brief Introduction of the speaker
NHIA's Sterile Compounding Clinic program is a big draw and an enormous success each year! This interactive four-day program combines classroom learning sessions with hands-on, lab-based training in an onsite simulated sterile compounding lab to provide participants with the most current information and practices about sterile compounding standards and methods. The program utilizes industry experts to address critical aspects of sterile compounding. NHIA expects 100 participants in this separate clinic; each attendee will earn ACPE-approved CE.

Session 1  **SOLD**  $10,000

**Aseptic Techniques and Environmental Monitoring**
Attendees will rotate through a simulated lab environment staffed with qualified instructors to demonstrate hand hygiene and garbing, non-hazardous aseptic transfers, and media fill procedures and more. The lab offers a unique opportunity to work in several primary engineering controls, attendees can experience compounding with different techniques associated with compounding home infusion-specific dosage forms.

Session 2  **SOLD**  $10,000

**Garbing & Personnel Testing**
Attendees will rotate through a simulated lab environment staffed with qualified instructors to demonstrate hand hygiene, donning hazardous compounding garb, hazardous aseptic transfers, use of closed-system transfer devices, cleaning and disposal of hazardous materials, and more. The lab offers a unique opportunity to work in a biological safety cabinet so attendees can gain experience compounding in the vertical airflow environment.

Session 3  **SOLD**  $10,000

**Parenteral Nutrition Compounding**
Attendees will receive a combination of didactic and hands-on instruction related to the special considerations associated with compounding parenteral nutrition formulations. This workshop format utilizes real-time demonstrations using state of the art compounding equipment and supplies and is staffed with qualified instructors to demonstrate the use of equipment and procedures for compounding parenteral nutrition.
Session 4  SOLD  $10,000

Cleaning, Disinfection, and Decontamination of Pharmacy Controlled Environments
This workshop combines didactic learning with hands-on activities using cleaning materials, viable air sampling equipment, and surface sampling supplies to simulate a USP-compliant cleanroom cleaning and monitoring program. This program is staffed with qualified instructors to demonstrate the proper use of equipment and procedures for conducting environmental monitoring of the cleanroom environment.

Benefits Include:
- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app) related to the Sterile Compound Clinic
- Onsite Signage outside the Sterile Compound Entrance
- Video acknowledgment on future conference promotional videos.
- List of participating attendees (mailing addresses only)
- First right of refusal on supply donations
- Signage at sponsors expo booth
Advertising & Brand Promotion

Hotel Room Key Card $15,000

Place your company logo on every key card provided to attendees staying at the host hotel. The key cards will be given at check-in and used to access hotel rooms throughout their stay, a significant ongoing reminder of your company and products.

Conference Tote Bags $15,000

Place your company name and logo on an environmentally friendly tote bag that attendees continue to use once they return home. Every NHIA Conference attendee will receive a tote bag filled with critical Conference information.

Benefits Include:
- 1-Color Logo on the totebag
- Includes free tote bag insert

Charging & Networking Lounge

The lounge will feature comfortable seating, charging stations, and easy access to the Exhibit Hall, General Sessions, and registration. Terrific visibility for all four days of the conference. Signage with your company logo will be prominently featured in the lounge area.

Badge & Lanyard $10,000

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company’s logo throughout the annual meeting.
Advertising & Brand Promotion cont.

Infuse Kindness  
$3,000 – 3 available
Sometimes the smallest things can make the biggest impact! Let your brand enhance an attendees’ conference day with simple pleasures sure to improve their NHIA 2023 experience! Infuse Kindness vouchers put 100 $10.00 gift cards from nearby establishments into your hands to distribute to booth visitors.

Benefits include:
- A printed voucher with a company logo and a brief message of your choice to be handed out from the exhibitor’s booth.
- Signs in the NHIA registration area alert attendees about Infuse Kindness promotions and direct them to you.
- Signage to place in your booth recognizing your company as an Infuse Kindness sponsor.

Column Cubes  
$3,500 – 6 available
Stack your custom message to attendees throughout the conference. These column cubes are located throughout the convention center, from the exhibit hall to the breakout sessions. Connect with attendees with your custom advertising as they move between sessions and to and from the exhibit hall. These three stacked cubes will contain your custom message on two panels of the top and bottom cubes and all four panels of the center cube.

Exhibition Hanging Aisle Signs  
$10,000
Showcase your company logo on ALL Exhibit Hall aisle and carpet signs. These 3-D aisle signs are hung from the ceiling and are highly visible throughout the Exhibit Hall.

Ribbon Bar  
$2,500
Create your fun ribbon for attendees! The attendee’s first stop is conference registration. Where NHIA’s custom Ribbon Bar is located, your support of the Ribbon Bar will put your name and logo front and center in the registration area for all attendees to see! As a sponsor, you will also create a fun ribbon for attendees to select that can contain your company’s logo.

Questions? Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
Branding Opportunities

Exhibit Hall Banners  $4,000 each – 3 available
Showcase your message to attendees as they make their way to and from the exhibit hall. These banners are double-sided and measure 12’ wide by 4’ high.

Mezzanine Level Escalator Clings  $5,000 – 2 available
As attendees make their way to and from the exhibit hall, be sure your message is what they see. These escalator clings are located on the main path that attendees will take. Don’t miss this opportunity to put your brand in front of them. Each escalator has 2 panels and each panel measures approximately 30’ long by 2’ high.

Meeting Room Level Escalator Clings  $6,000 – 2 available
As attendees make their way to and from the exhibit hall, be sure your message is what they see. These escalator clings are located on the main path that attendees will take. Don’t miss this opportunity to put your brand in front of them. Each escalator has 2 panels and each panel measures approximately 40’ long by 2’ high.

Meeting Room Banners  $6,500 – 1 available
Showcase your message to attendees as they make their way to and from education. This banners is single-sided and measure approximately 23’ wide by 3’ high.

Potomac Ballroom Railing Cling  $7,500 – 1 available
As attendees make their way to and from the General Sessions, be sure your message is what they see. The Railing clings are extremely visible to all attendees on the Potomac level. The entire size of this banner is approximately 55’ long and 3’ high. This banner can be broke up into 13 total panels.
Custom Advertising Packages

NHIA understands that as an exhibitor, it is essential to put your brand in front of attendees. We have created custom advertising packages that are a one-stop-shop to secure the necessary brand marketing needed to help you make an impact at the annual conference. You are welcome to purchase a custom package or reach out for available additional opportunities.

**Booth Traffic Driver Package**  
**$5,000**

This package is the perfect mix of opportunities that will help drive traffic to your booth during the NHIA Annual Conference.

You will receive the following items in this package:

- Infusion Quest Game (valued at $2,500)
- Floor Sticker (Valued at $3,500)

**Advertising Package**  
**$4,000**

This package is the perfect mix of advertising opportunities that are available during the NHIA Annual Conference. You will receive the following items in this package:

- Tote Bag Insert (Valued at $2,000)
- Full Page Ad in the Onsite Program Guide (Valued at $1,500)
- Pre-Meeting Attendee List (Mailing addresses only) (Valued at $750)

**Please note that these packages are sold as is – NO substitutions are allowed**.

**Meeting Space**  
$1,000 per hour /  
$10K per day

You can rent meeting room space for your private meetings with clients and/or internal sales representatives. These rooms will not be utilized for attendee education or research with attendees but rather in-depth conversations with current clients or strategy sessions with sales representatives.

- **Sunday, March 26th**  8 am – 12 pm  OR  1 pm – 5 pm  
- **Monday, March 27th**  8 am – 12 pm  OR  1 pm – 5 pm  
- **Tuesday, March 28th**  8 am – 12 pm  OR  1 pm – 5 pm

Room rental specifics:

- Room rental is for 4 hours minimum
- This room rental fee does NOT include any A.V. or Catering
Booth Traffic Generators

Drive Traffic to Your Booth!

Floor Stickers – Inside the Hall

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the NHIA 2023 logo. This package includes a total of four (4) floor stickers with an approximate size of 3’x2’.

$3,500 – 3 available

Floor Stickers – Outside the Hall

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the NHIA 2023 logo. This package includes a total of four (4) floor stickers with an approximate size of 3’x2’.

$3,500 – 2 available

Infusion Quest Trivia Game

$3,000 each – 10 available

Increase booth traffic by sponsoring the infusion quest! Attendees can play a fun company trivia game on the mobile app for exciting prizes. Each participating company will have a Q.R. code sign in their booth or at a selected location throughout the conference. Attendees use the mobile app to scan the code, making them answer a trivia question about your company. The participating companies provide all questions! This game will last all three days of the exhibit hall, with grand prizes for the winners handed out at NHIA Central on the last day.
Digital Advertising

Mobile App

All attendees will use this mobile app to access the schedule, session descriptions, and speaker bios.

Splash Screen

Your custom graphic will be seen by all attendees each time that they open the app.

Banner Ad – Exhibitor Directory

Advertise on the exhibitor directory section of the mobile app.

Banner Ad – Schedule Page

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

Banner Ad – Attendee Page

Advertise on the attendee section of the mobile app.

Questions? Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
Digital Advertising cont.

Registration Conference Email Banner  $5,000
Put your logo and custom graphic banner with a link to a URL of your choosing at the bottom of every conference registration email that is sent out. Your information will be prominently placed at the end of the registration sent to every attendee. With more than 1,300 attendees, your company banner will reach them all.

“Know Before You Go” Email Banner  $3,500
Put your logo, and custom graphic banner with a link to a URL of your choosing at the bottom of the pre-conference information email sent out. Your information will be prominently placed at the end of the informational “know before you go” conference email sent to every attendee. With more than 1,300 attendees, your company banner will reach them all.

Walk-In Presentation Slide  $3,500 - 4 available each general session
Place your custom graphic advertisement on a walk-in slide that plays on a loop with other slides for 15 minutes before each general session. You will be able to choose which general session you would like your ad to play.

Exclusive E-Blasts  $4,500 – 8 available
Send your custom message out to all NHIA current and past conference attendees with a custom eblast. NHIA will schedule to send these eblasts in the immediate six weeks before the meeting.

Push Notification  $750 – 2 available per day
Send out a text alert through the NHIA 2023 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater.
Digital Advertising cont.

Conference Platform & Website Ads

**Navigation Ad**
$5,000

Your custom ad (and link) on the conference platform 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.

**Conference Blog Ad**
$5,000

Sidebar ad on every page of the all new NHIA Conference blog. The blog will be up all year around and feature spotlights on conference sessions, speakers, exhibitors and other conference content.

**Sub-Page Header Banner**
$2,500 – 4 available

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.

**Home Page Ad**
$3,500 – 2 available

Place a custom ad on the home page of the event website. This ad will be seen by every attendee and prospect that visits the conference homepage. This tile ad is placed among the tiles that direct attendees to sessions and other key event information. This branded ad can link to your resource center or a webpage of your choosing.

Questions? Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
Print Advertising

**NEW!**

**Tote Bag Product or Swag Insert**  
$2,500 – 3 available  
Take your product sample size directly to each attendee with this prime product sample placement each attendee tote bag. All product inserts must be approved by NHIA.

**Tote Bag Insert**  
$2,000 – 10 available  
Place your custom flyer into each attendee tote bag. Each flyer can be a standard 8.5” x 11” double-sided.

**Hotel Room Drop**  
$2,000 (for license fee)  
Have your literature or product sample delivered to each attendee's hotel room. Your product or literature will be placed outside the hotel room of attendees. Additional hotel room fees will apply.

**Onsite Program Guide - Exhibitor Directory Only**

Advertise in the one publication that every attendee receives! Your four-color advertisement will appear in the Exhibitor Directory section of the onsite program guide.

- Exhibitor Directory – Outside Back Cover $3,000
- Exhibitor Directory – Inside Front Cover $4,000
- Exhibitor Directory – Inside Back Cover $2,500
- Exhibitor Directory Ads – Full Page $1,500
- Exhibitor Directory Ads – Half Page $800

**Pre-Meeting Attendee List**  
$750  
Mail your postcard, brochure, or flyer to all pre-registered attendees. List contains mailing addresses only – no email addresses. The list is for one-time usage and will be available after January 28th, 2023.
Thought Leadership Opportunities

**Satellite Symposium**

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 can be up to 1 hour in content.

**DATES/TIME:** Educational symposia can be held within these time frames:

- **SUNDAY, MARCH 26**
  - Lunch Exclusive: 11:15 pm - 1:30 pm
- **MONDAY, MARCH 27**
  - (2 Available): 7:30 am - 9:00 am
- **MONDAY, MARCH 27**
  - (2 Available): 7:00 pm - 8:30 pm
- **TUESDAY, MARCH 28**
  - (2 Available): 7:30 am - 9:00 am

**Rules & Regulations:**

- Only NHIA 2023 exhibitors are eligible to host symposia. NHIA must approve all marketing partners and educational contractors.
- NHIA reserves the right not to accept a symposium topic if it is not aligned with NHIA's vision, mission, and strategic goals.
- All symposia marketing must be approved by NHIA. This includes, but is not limited to, invitations, announcements, and mailers.
- Space is assigned on a first-come, first-served basis. Space will NOT be allocated or held without a complete registration form and full payment.
- Room set to be designated by NHIA and cannot be altered.
- Joint ventures or combined exhibitor events are allowed; however, one company name must be listed as the event host. This company must be an NHIA exhibitor.
- NHIA does not allow a company to restrict attendees from attending symposiums.

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Questions? Please contact NHIA Exhibits Manager at 301-658-2042 or nhia@sponsorshipboost.com
Satellite Symposium cont.

Pricing includes:

MARKETING

- Pre-registration list of conference attendees (mailing address only)
- One eblast to ALL NHIA attendees with details on your symposium. This eblast is designed by NHIA and features all symposia events.
- Listing of symposium title, faculty, location, and sponsoring company with description in Exhibitor Events Guide
- Listing of symposium title, faculty, location, and sponsoring company with description on NHIA website and mobile app
- NHIA 2023 logo to be used upon receipt of signed agreement form

ROOM RENTAL & REGISTRATION

- 6’ table with two chairs outside of meeting room

AUDIOVISUAL

- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- Laptop
- A/V tech before/during the presentation

This fee DOES NOT include:

- Catering costs
- A/V - Captured content
- Education content
- Accreditation
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs
- Lead Retrieval Equipment

A complete service kit will be available upon completion of the signed registration form and payment in full.
Thought Leadership Opportunities cont.

**Infusion Side Chats**

$3,000 for 1 day  
$5,000 for both days

Designed for informal discussions or a “Meet the Expert” style session, Infusion Side chats are the ideal forum to have in-depth discussions on topics of your choosing. These are excellent opportunities to have longer, comprehensive conversations with interested home infusions specialists.

You choose your desired speaker and specific content topic to optimize your marketing efforts. These Side Chats are located outside the exhibit hall in a meeting room; each session will be 60 minutes in length. You may use that time for your discussion and/or Q&A. Food and beverage is not included in the fee, but you are allowed to offer/order F&B for attendees.

Benefits Include:

- Meeting Room
- Ability to host an expert/moderator of your choosing
- Your custom session will be added to the official conference schedule. Title, session description, and speaker information will be featured on the website, onsite guide, and mobile app.
- Logo and sponsorship acknowledgment on all marketing materials (registration brochure, website, program planner, onsite program, signage, and mobile app)
Exhibitor Theater

$4,000 per session - 7 sessions available

Our NEW & IMPROVED exhibit theater, inside the exhibit hall area, is the ideal forum to host a 30-minute educational session regarding your products or services to an interested audience of home infusion specialists. These sessions are located in a designated area of the exhibit hall well away from other booths to ensure your audience can focus on the presentation at hand. Each session will be 30 minutes in length. You may use that time for your presentation and/or Q&A.

Sponsorship benefits include:
- Ability to host a speaker of your choosing
- Speaker biography and description on the website, onsite guide, and mobile app
- Logo and sponsorship acknowledgment on all marketing (registration brochure, website, onsite program, signage, and mobile app)
- Podium, microphone, lavalier, handheld projection screen

DATES/TIME:

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<th>Monday, March 27th</th>
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NHIA 2023 Foundation Celebration

At this year's revamped NHIF reception, stand up and join us as we celebrate the invaluable research, leadership and innovation recognized by the Foundation throughout the year.

Attendees will experience an open bar with a flair, grabbing food and drinks while mingling in collective revelry for the outstanding work NHIF produces in support of the home and alternate site infusion industry.

The event will recognize the Foundation's industry benchmarking and data collection that helps to inform members and fuel research that advances the industry and patient care; Infusion Journal, the first peer-reviewed scholarly publication advancing knowledge specifically surrounding the administration of infused therapies with a particular focus on home and alternate site settings; the NHIA Fellow Program, which recognizes outstanding leadership and innovation within the industry community; and the Outstanding Abstract Achievement Award which provides scholarships and pathways to publication for independent researchers.

Showcase your support for these incredible initiatives and the individuals that help drive the industry forward by purchasing a block of tickets to this newly redesigned event!

Ticket Packages Available:

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See you soon!
conference.nhia.org