

# NHIA24

March 23-27, 2024

Austin, TX



## Exhibitor & Sponsorship Prospectus

[conference.nhia.org](https://conference.nhia.org)

# Table of Contents

About Us .....	3
NHIA Expo .....	4-11
Why Exhibit? .....	4
Attendee Demographics .....	5-6
Past Exhibitors .....	7
Exhibit Schedule .....	8
Exhibit Pricing and Benefits .....	9-10
Floorplan .....	11
Sponsorship Opportunities .....	12-34
Sponsorship Levels .....	13
Networking Events .....	14-17
Education Preconference Sessions .....	18
Education Sessions .....	19
General Sessions .....	20-21
Sterile Compounding Clinic .....	22-23
Thought Leadership Opportunities .....	24-27
Advertising & Brand Promotion .....	28-30
Custom Advertising Packages .....	31
Meeting Space .....	32
Booth Traffic Generators .....	33
Digital Advertising .....	34-36
Conference Platform & Website Ads .....	37
Print Advertising .....	38
Foundation Celebration .....	39



NHIA is the trade association representing companies that provide medically necessary infusion therapies to patients in alternate sites, as well as companies that manufacture and supply infusion and specialty pharmacy products. The association's mission is to provide advocacy, education, and resources to the infusion provider community so the patients they serve can lead healthy, independent lives. For more information, visit [www.nhia.org](http://www.nhia.org).

**NHIA's Annual Conference is the premiere event for the rapidly growing home and alternate site infusion industry.**

## **NHIA 2024 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.
- 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 1,500 infusion professionals in Austin, Texas – March 23-27, 2024.**



# Why Exhibit?

## Access

1,500 home, alternate site and specialty infusion professionals in one location!

## Learn

Exhibitors have general conference\* access and can attend all educational sessions and networking events as well as engage with attendees to better understand the most pressing challenges for providers. We offer pre-conference workshops that can be added to your general conference access for executives/leaders and for those looking for more information on sterile compounding.

## Network

Expand your network and nurture existing relationships. Join discussions or host your own and interact with attendees at education and networking events.

## Influence

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

*\*Ticketed events and Sterile Compounding Clinic excluded*

# Who Should Exhibit?

Accreditors

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

Infusion Center Supply Companies

Laboratory and Microbiology Supplies and Services

Logistic and Packaging Solutions

Maintenance Supply Companies

Medical Distributors

Medical Supply and Device Companies

Nursing Service Providers

Pharmaceutical/Biotech Companies

Reimbursement Services

Staffing Agencies

Technology Vendors

Vascular Access Device Care

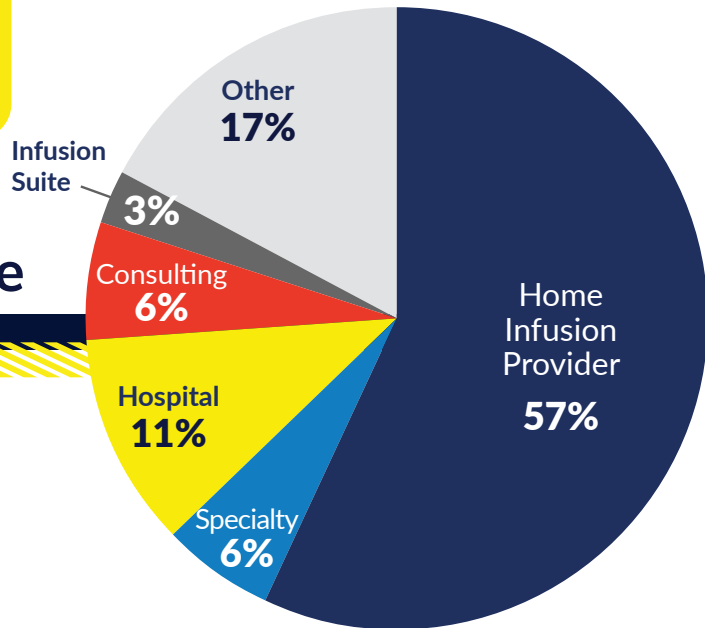
Vascular Access Device Manufacturers



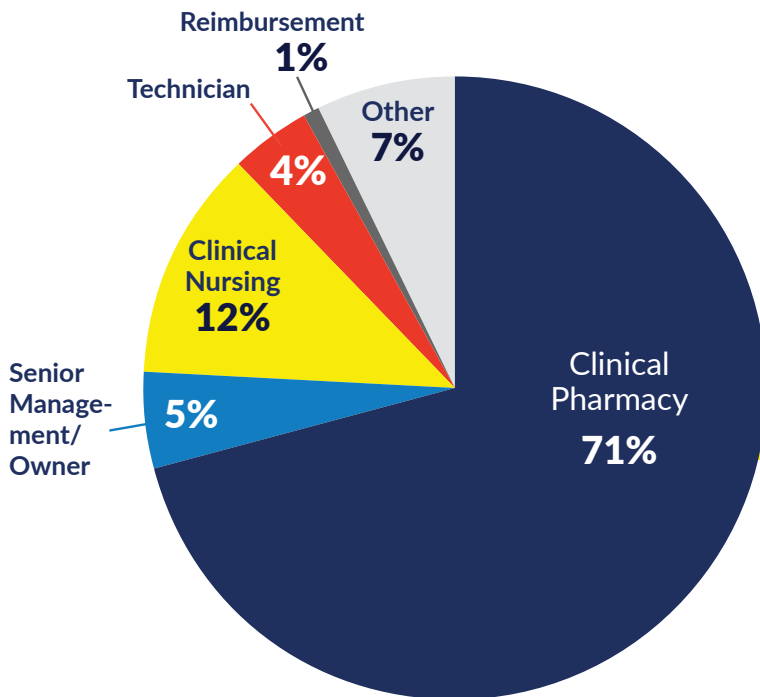
# Attendee Demographics

“Great Exhibit Hall, I learned so much about new products and companies with amazing vision and innovation.”

## Company Type



## Area of Practice



“Absolutely amazing, informative and easily navigated. Valuable take aways and information to improve our services.”

## 2023 Exhibit Hall Summary

**84%**  
of attendees rated the 2023 exhibit hall as very good or excellent

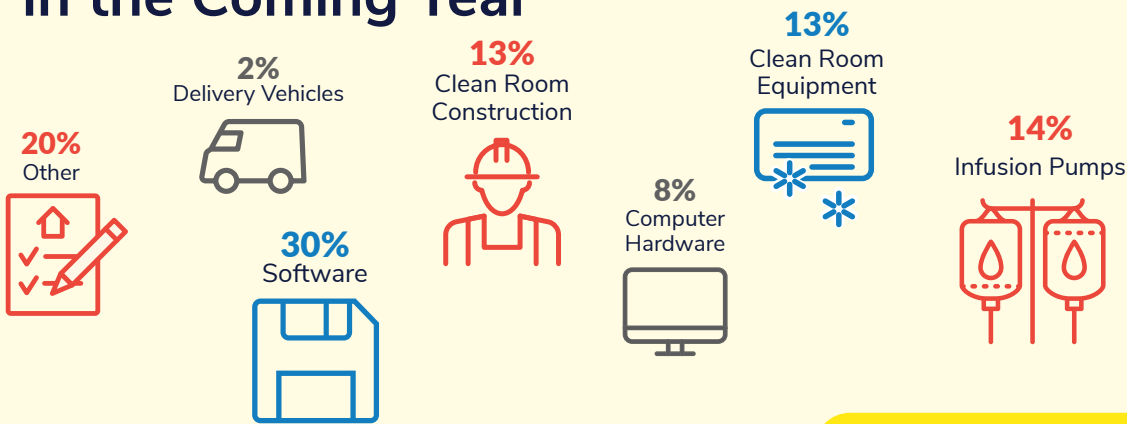
**80%**  
of attendees rated the 2023 quality of exhibitors as very good or excellent

**81%**  
of attendees rated the 2023 quantity of exhibitors as very good or excellent

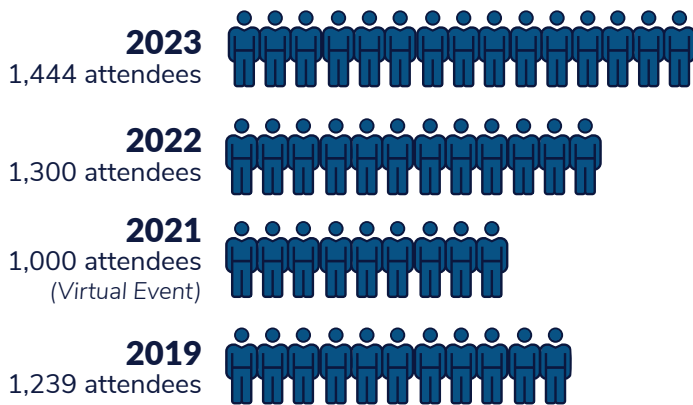
**71%**  
of attendees have influence in buying decisions

# Attendee Demographics cont.

## Major Purchases By Attendee Organizations in the Coming Year

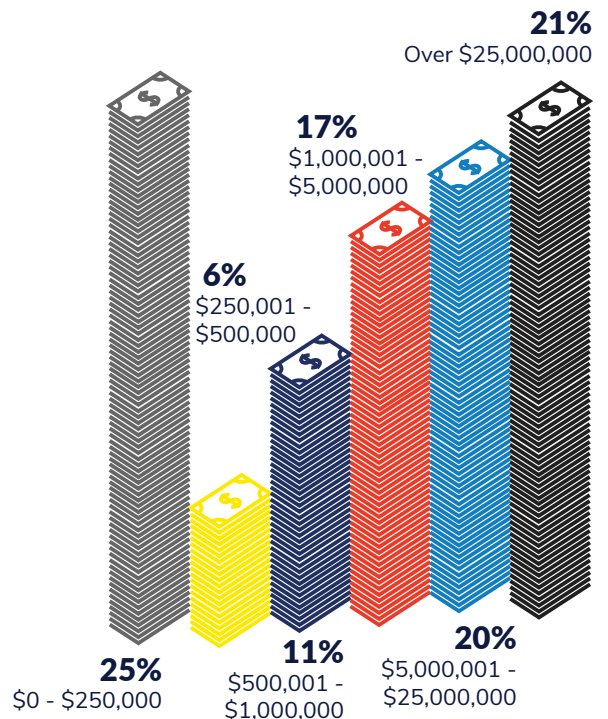


## Past Attendance



**“ I love the variety of exhibitors and the chance to see new products. ”**

## Estimated Total Amount of Annual Purchases



**“ I have worked with many organizations that put on annual conferences. NHIA 2023 was phenomenal. THANK YOU! ”**

# Past Exhibitors

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

# Exhibit Hall Schedule

## Installation

SATURDAY, MARCH 23 12:00 pm – 5:00 pm  
SUNDAY, MARCH 24 8:00 am – 1:00 pm



**Excellent conference! This was my first time attending and I will definitely be back and recommend to colleagues.**

## Exhibit Hall Hours

SUNDAY, MARCH 24 4:30 pm – 7:00 pm **Grand Opening Reception** (*appetizers*)  
MONDAY, MARCH 25 12:00 pm – 3:00 pm **Lunch provided** (*complimentary*)  
TUESDAY MARCH 26 10:30 am – 1:00 pm **Lunch provided** (*complimentary*)

## Dismantle

TUESDAY, MARCH 26 1:30 pm – 9:00 pm

*Dismantling/Exhibit Removal – Dismantling of exhibits begins no earlier than 1:30 pm. Empties 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.





# Exhibit Pricing and Benefits

MEMBERSHIP PRICING – \$38 per sq ft

NON-MEMBER PRICING – \$47 per sq ft

CORNER FEE – \$150

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.

Exhibitor Benefits	Member	Non-Member
Exhibitor Directory: Listing & Description	✓	✓
Complimentary General Registration (for use by exhibit staff)	2	1
8' Background Drape; 3' Side Rail Drape	✓	✓
Company ID Sign	✓	✓
General Hall Cleaning and Security	✓	✓
Lunch for two days for all exhibitors	✓	✓
Recognition on Member Page in Onsite Guide	✓	
Supplier Member Recognition on Onsite Signage	✓	
Logo on Supplier Member Recognition in Onsite Guide	✓	
Logo on Supplier Member Recognition on Onsite Signage	✓	

## Interested in Membership?

Contact [membership@nhia.org](mailto:membership@nhia.org) for additional information.



# Exhibit Pricing and Benefits cont.

## 50% Deposit Due Upon Booth Rental

- Checks must be payable in U.S. Dollars to NHIA (all international bank fees are the Exhibitor's responsibility).
- Check payments must be received within 2 weeks of signing up or booth space will be released.
- Final payment is due by October 1, 2023.
- Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit.

## Cancellations

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

### Linear booths

**50% refund** On or Before October 1, 2023

**No refund** AFTER October 1, 2023

### Island booths

**50% refund minus \$200 administrative fee** On or before October 1, 2023

**No refund** AFTER October 1, 2023

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, 2024.

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.

# Floorplan

## Austin Convention Center, Austin, TX - Halls 4 and 5



### Booth Reservation Procedure

- STEP 1:** Go to [conference.nhia.org/booth](http://conference.nhia.org/booth)
- STEP 2:** Choose an available booth. (If you wish to combine booths, please contact the Exhibits Sales Manager at [NHIA@discoversb.com](mailto:NHIA@discoversb.com).)
- 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

Being a sponsor for NHIA's 2024 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 platform
- 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 platform
- 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 platform
- 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 platform
- 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

# Networking Events

## NHIA Networking Reception

\$50,000



*Exclusively brand the NHIA networking event!* This is a perfect opportunity to be associated with the premier networking reception at the conference. 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. This year, NHIA will be hosting our networking event at Banger's. This location is all about being a wonderful place to eat, drink and hang out.

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
- Recognition in pre-marketing and dedicated promotional plans, including your logo on the NHIA conference website, app and in the onsite guide; push notification recognition; emails; and social media
- A walk-in slide in all general sessions promoting the event and your sponsorship
- Signature custom named cocktail
- Step and repeat banner with company logo
- Additional benefits will be included based upon venue chosen for event



## **SOLD** Grand Opening Exhibit Hall Reception

**\$8,500**

**Exclusive**

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 24. Participate in the ribbon-cutting ceremony and welcome attendees!

Benefits Include:

- Company logo displayed on meter board sign at the Exhibit Hall entrance
- Company executives may appear in company logo apparel and participate with NHIA staff at the ribbon cutting of the exhibit hall
- Three (3) 22x28 signs at the bar and food stations during the Reception, recognizing your company as the sponsor
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)



## **Welcome Reception**

**\$8,000**

**Exclusive**

Join us as a sponsor of the Welcome Reception, which will be held from 6:00 pm-8:00 pm on March 23. 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:

- Two (2) 22x28 signs placed at event recognizing sponsorship
- Table top signage at the bar and food stations during the reception
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)





# Networking Events cont.

## New Drugs and Biologics Lunch and Learn

\$7,500



Back again after an amazing inaugural run, the New Drugs and Biologics Lunch and Learn is not to be missed. With over 300 attendees in 2023, it is an amazing way to kick off our conference on Sunday afternoon. The session appeals to all members of the home infusion care team, from clinicians to intake and revenue professionals to our sales teams. This session is a highlight of the conference and takes a deep dive into the new FDA-approved drugs and biologics impacting the home and alternate site infusion industry. Industry residents from multiple NHIA members provider organizations present information clinical, nursing, preparation, administration, and revenue cycle details of these new products to prepare home infusion professionals for their use.

This lunch-and-learn format will provide even more access and visibility to an “attendee favorite” session as it launches our attendees into three days of learning, networking, and fun!

### Benefits Include:

- Brief introduction of your company to all attendees
- Table tent sign with your company logo on all tables
- Option to hand out flyer (by sponsor) to attendees entering the session room (8.5” x 11” up to double sided)
- Meter board sign at entrance to session room
- Logo and sponsorship acknowledgment on marketing materials (registration brochure, website, onsite program, signage, and mobile app)





## NEW! Continental Networking Breakfast

\$7,500

Exclusive

This is a new hour-long networking breakfast on Monday March 25th, prior to the start of the opening General Session. Don't miss this opportunity to welcome NHIA attendees to the start of the conference. Network with Fellows, Committee members and a special section for first time attendees. Your company will be front and center for all to see.

Benefits Include:

- Company logo displayed on two (2) 22x28 signs at the breakfast
- Meter board sign with custom graphic and message
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)



## NEW! Morning Coffee Break

\$5,000

Exclusive

This is a new hour-long coffee break on Tuesday March 26th, before the start of the 30/30/30 sessions. Don't miss this opportunity to help NHIA attendees start their morning off right before attending educational sessions.

Benefits Include:

- Company logo displayed on one (1) 22x28 sign at the breakfast
- Meter board sign with custom graphic and message
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)

## NEW! Farewell Breakfast

\$7,500

Exclusive

This is a new hour-long networking breakfast on the last day of the conference. Help NHIA attendees make lasting connections at the end of a rewarding experience. Your company has an opportunity to make a final impression.

Benefits Include:

- Company logo displayed on two (2) 22x28 signs at the breakfast
- Meter board sign with custom graphic and message
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)



# Education Preconference Sessions

## Executive Preconference Seminar

\$25,000

Exclusive

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 marketing materials (website, onsite program, signage, and mobile app)
- Meter board sign at the entrance with company logo
- 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 introduction



## Sterile Compounding Preconference

\$5,000

Exclusive

This year's preconference will have a comprehensive focus on accreditation and regulatory visits as well as technician-centric topics such as training and development and recruitment and retention. This program is ideal for pharmacy leadership and those involved with the sterile compounding operations of any organization.

Benefits Include:

- Logos and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)
- Introduction of speakers
- **NEW!** Chair drop in session room with custom flyer (8.5" x 11" up to double-sided)
- **NEW!** Meter board sign at the entrance to the session room
- List of all participating attendees (mailing addresses only)



# Education Sessions

## Roundtables

\$12,500

Exclusive

One of NHIA's most popular conference events, Roundtables offer attendees the perfect opportunity to learn in an interactive, networking-style environment. Four 25-minute sessions—literally at a round table—allow attendees to share knowledge on an industry hot topic in-depth and face-to-face. Sessions will be held on Monday, March 25, 2024 from 10:00 am–12:00 pm—at a new time! The sponsor will have access to more than 300 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 tables
- **NEW!** Chair drop in session room with custom flyer (8.5" x 11" up to double sided) (*Flyer provided by sponsor*)
- **NEW!** Meter board sign at entrance to session room
- Option to host one roundtable with a topic of your company's choice (must meet Continuing Education guidelines)
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)





# General Sessions

## **SOLD** Opening General Session - Sunday

\$17,500

Exclusive

The Opening Session energizes attendees and 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:

- **NEW!** Meter board sign at entrance to session room
- Brief introduction of the speaker
- Keynote book signing at your booth
- **NEW!** Chair drop in session room with custom flyer (8.5" x 11" up to double sided)  
(Flyer provided by sponsor)
- 45-second commercial to play before the session begins once placed on demand
- Keynote video promotion highlighting the sponsor recognition
- Logo and sponsorship acknowledgment on marketing materials (registration brochure, website, onsite program, signage, and mobile app)



## **SOLD** General Session: Industry Keynote - Monday

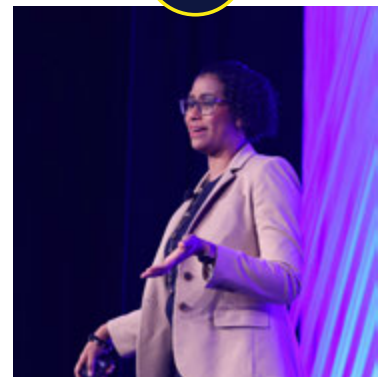
\$15,000

Exclusive

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:

- Brief introduction of the speaker
- **NEW!** Chair drop in session room with custom flyer (8.5" x 11" up to double sided)  
(Flyer provided by sponsor)
- **NEW!** Meter board sign at entrance to session room
- 45-second commercial to play before the session begins once placed on demand
- A Meet & Greet with the speaker at your booth during Monday exhibit hall hours
- Logo and sponsorship acknowledgment on marketing materials (registration brochure, website, onsite program, signage, and mobile app)





## **SOLD** General Session: DEIA & Leadership

**\$12,500**

**Exclusive**

This new session, now in its second year, 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:

- 45-second commercial to play before session begins once placed on demand
- **NEW!** Chair drop in session room with custom flyer (8.5" x 11" up to double sided) *(Flyer provided by sponsor)*
- **NEW!** Meter board sign at entrance to session room
- Brief introduction of the speaker
- Logo and sponsorship acknowledgment on marketing (website, onsite program, signage, and mobile app)



# Sterile Compounding Clinic

## 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.

**SOLD**

### Session 1

**\$11,500**

#### 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

**\$11,500**

#### 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.

**SOLD**

### Session 3

**\$11,500**

#### 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.



The presentations were extremely interesting and relevant. The keynotes were high quality and engaging. Thank you for a wonderful opportunity to network with peers!

**SOLD**

**Session 4**

**\$11,500**

## 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 for sponsoring one of these sessions include:

- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app) related to the Sterile Compound Clinic
- Onsite signage outside the Sterile Compound Entrance
- **NEW!** Tote bag insert into Sterile Compound tote bags
- **NEW!** Logo branding on Sterile Compound check-in counter at registration
- 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



# Thought Leadership Opportunities

## Satellite Symposium

**\$15,000** – 2 available

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. All symposium will be hosted at the headquarters hotel, the Hilton Austin hotel, across from the convention center. The satellite symposium can be up to one (1) hour in content.

Educational symposia can be held within this time frame:

**TUESDAY, MARCH 26**

**(2 Available)**

**7:15 am - 8:45 am**

### Rules & Regulations:

- Only NHIA 2024 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 symposia.



## 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 2024 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
- Continuing Education Accreditation
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs
- Lead retrieval equipment





# Thought Leadership Opportunities cont.

## Infusion Side Chats

**\$4,000** for one day  
**\$6,000** 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 infusion 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 marketing materials (registration brochure, website, program planner, onsite program, signage, and mobile app)

### This fee DOES NOT include:

- Catering costs
- A/V
- Education content
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs
- Lead retrieval equipment





## Learning Lab

**\$4,000** per session - 13 sessions available

Share your expertise as part of the exclusive on-floor education opportunity for general attendees. For NHIA 2024, we are leveling up this experiential learning offering—providing dynamic seating for attendees in a highly visible, dedicated area of the exhibit hall and reducing downtime to keep engagement high. Use your 20-minute time slot to highlight your products and services or as a thought leadership opportunity to showcase your expertise and the challenges home and alternate site infusion professionals can solve by working with you.

Your 20 minutes can include a presentation and/or Q&A and you can carry conversations to a designated area or back to your booth after your time slot.

Benefits include:

- Ability to host a speaker 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 marketing (registration brochure, website, onsite program, signage, and mobile app)
  - Onsite signage listing your theater presentation
  - Advance upload of presentation
- Podium, microphone, lavalier, handheld projection screen

### DATES/TIME:

#### MONDAY, MARCH 25

12:10 pm - 12:30 pm  
12:35 pm - 12:55 pm  
1:00 pm - 1:20 pm  
1:25 pm - 1:45 pm  
1:50 pm - 2:10 pm  
2:15 pm - 2:35 pm  
2:40 pm - 3:00 pm

#### TUESDAY, MARCH 26

10:35 am - 10:55 am  
11:00 am - 11:20 am  
11:25 am - 11:45 am  
11:50 am - 12:10 pm  
12:15 pm - 12:35 pm  
12:40 pm - 1:00 pm



# Advertising & Brand Promotion

## Hotel Room Key Card

\$15,000

Exclusive

Place your company logo on every key card provided to attendees staying at the host hotel (Hilton Austin). 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.

## **SOLD** Badge & Lanyard

\$15,000

Exclusive

Badge holders and lanyards provide highly visible recognition throughout NHIA. Place your company logo prominently on the lanyard and around the neck of all attendees, and **NEW THIS YEAR** place a custom message about your company on the back of new, high quality badges distributed to conference attendees. Attendees will have your company with them for the duration of the event. Keep them informed about who you are with this custom description

Benefits include:

- Company logo (one color) on the lanyard.
- **NEW!** Custom message on the back of the badge



## **NEW!** Exhibition Aisle Signs

\$15,000

Exclusive

Showcase your company's custom graphic on all Exhibit Hall aisle signs. These numbered aisle signs are hung from the ceiling and are highly visible throughout the entire Exhibit Hall.

## Charging & Networking Lounge

\$12,500

Exclusive

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.



**NEW!**

## Headshot Lounge

**\$12,500**

Exclusive

Put your company's name front and center at the lounge on the exhibit hall floor. NHIA will provide a photographer to take headshots for attendees. Attendees will see your company at the forefront as they enter this area. Headshots will be available on Monday and Tuesday during exhibit hall hours.

Benefits Include:

- Meter board sign at the lounge acknowledging support
- Branded online gallery
- Custom branded email with link
- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app)

## Conference Tote Bags

**\$10,000**

Exclusive

Presented to each NHIA attendee, these official conference tote bags are used during and long after the conference providing maximum marketing impact. Your brand will be represented throughout the event and in future marketing photos as attendees use these bag throughout the conference.

Benefits include:

- Company logo imprinted in one color on all bags (along with the NHIA logo)
- One complimentary conference bag insert



## Wall Graphic

**\$7,500**

Exclusive

Make a splash with a large custom graphic wall cling for all attendees to see. This wall is right outside the exhibit hall and is impossible to miss as attendees make their way to and from the hall.

Benefits Include:

- Custom graphic, 12'6.5" W x 17'4.5"H

## Atrium Window Cling

**\$6,500**

Exclusive

Place your custom message on the windows facing into the lobby area across from registration. This high-traffic area is at the main entrance to the convention center, next to the main escalators that lead up to the general sessions and educational room. Don't miss this opportunity to show off your brand!

Benefits Include:

- Custom graphic  
Eight (8) panels - 47.75"W x 33"H  
Eight (8) panels - 57.5"W x 33"H



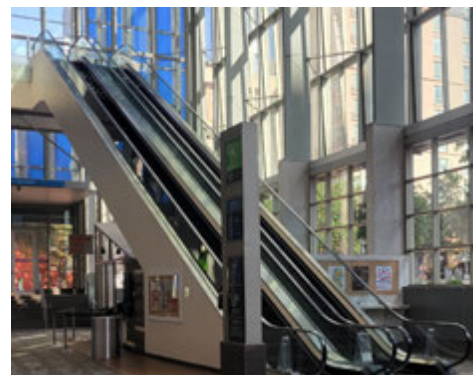
# Advertising & Brand Promotion cont.

## Atrium Escalator Graphic **\$5,000** per full panel run - 4 available

Put your brand on the main escalators up to General Session Rooms, Education Room, and exhibit hall. These escalator clings are located on the main path that attendees will take right across from registration. Don't miss this opportunity to put your brand in front of them.

Benefits include:

- Custom graphic per panel run, 79.875" W x 22.875" H



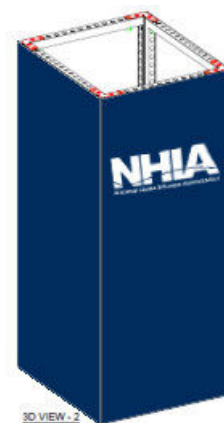
**NEW!**

## Column Towers **\$4,000** - 6 available

NHIA has six (6) column towers that can advertise your custom graphics. These column towers are located throughout the conference center, from the exhibit hall to the breakout sessions. Put your message in view of attendees as they navigate through the conference.

Benefits include:

- Each column tower has four (4) graphic areas - each approximately 3' wide x 8' tall. Three panels are available for your content; the fourth panel will contain NHIA content.

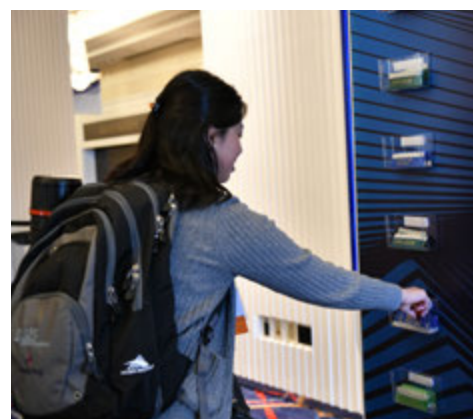


## Ribbon Bar

**\$2,500**

Exclusive

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



# 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 \$4,000

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 Passport (Valued at \$1,000)
- Floor Sticker (Valued at \$3,500)

## Advertising Package \$5,000

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 \$2,500)
- Full page ad in the Onsite Program Guide (valued at \$2,000)
- Pre-meeting attendee list (mailing addresses only) (valued at \$950)

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



# Meeting Space

## Meeting Space

Small Meeting Rooms -	\$1,000	\$10,000
Medium Meeting Rooms -	\$1,200	\$12,000
Large Meeting Rooms -	\$1,500 per hour (with 4 hour minimum)	\$15,000 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 24th** 8:00 am – 12:00 pm OR 1:00 pm – 5:00 pm

**Monday, March 25th** 8:00 am – 12:00 pm OR 1:00 pm – 5:00 pm

**Tuesday, March 26th** 8:00 am – 12:00 pm OR 1:00 pm – 5:00 pm

Room rental specifics:

- Room rental is for four (4) hours minimum
- This room rental fee does NOT include any AV or Catering

**NEW!**

## Meeting Space Add-On Option— VIP Exhibit Booth

**Access with Customers \$1,000 per day**

Bring up to ten (10) customers into the hall early to your booth space for a more exclusive and focused conversation before the exhibit hall opens. With early access to the hall for your customers, you will have that quiet time you need with them. **This option is only available to companies that purchase a full day meeting room.**





# Booth Traffic Generators

## Floor Stickers – Inside the Hall

**\$3,500 – 4 available**

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 2024 logo.

This package includes a total of four (4) floor stickers with an approximate size of 3'x2'.



**NEW!**

## Infusion Passport

**\$1,000**

Drive traffic to your booth with Infusion Passport! Each attendee will receive a passport in their tote bag. Attendees will be instructed to stop by each participating exhibitor to receive a “stamp” on their passport. NHIA will provide prizes to attendees who enter their completed passport cards into a random drawing (scheduled to take place in the NHIA Booth at the exhibition close).

Benefits Include:

- Meter board sign with the participating company logo in the registration area promoting Infusion Passport sponsorship
- Recognition as an Infusion Passport participant in NHIA Event Scheduler, the mobile app, and all contest promotions
- Recognition in exhibit booth
- Company logo and booth number on the Infusion Passport card

### INFUSION PASSPORT

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>				

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_  
Mobile \_\_\_\_\_

**NHIA**  
2024

“The conference was incredible! The topics were all so relevant and important to our industry. I enjoyed the speakers for each general session. The networking opportunities were also fantastic. This is my favorite conference each year.”

# Digital Advertising

## CONFERENCE APP

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

### Conference App Splash Screen **\$7,500**



Gain valuable exposure for your brand when sponsoring the Conference App Splash Page. Your custom graphic sponsor splash ad appears each time the event app is launched. The event splash and sponsor splash screens are static full-page images.



### Banner Ad – Exhibitor Directory **\$2,500**



Place your custom banner and advertise on the exhibitor directory section of the conference app.

Benefits Include:

- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.



### Banner Ad – Schedule Page **\$2,500**



Place your custom banner and advertise on the browse by schedule section of the conference app.

Benefits Include:

- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

### Banner Ad – Attendee Page **\$2,500**



Place your custom banner and advertise on the attendee section of the conference app.

Benefits Include:

- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

## Conference Registration – Email Banner \$7,500

Exclusive

Be the first to welcome attendees to the NHIA Conference as the exclusive registration sponsor! Your sponsorship includes a custom email banner ad on all confirmation emails sent out to attendees. Don't miss this opportunity!

Benefits include:

- Custom banner ad on all pages of the online registration form
- Custom banner ad included at the bottom of all attendee registration email confirmations, including purchase confirmation, event reminder emails, and platform access information (minimum two (2) emails per registrant).

**NEW!**

## “Know Before You Go” Email Banner \$6,500

Exclusive

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. All registered attendees will see your company banner!

Benefits Include:

- The advertisement banner can be hyperlinked to your website, online exhibitor resource center or any other URL.

**NEW!**

## Show Daily E-Newsletter

\$5,000

Exclusive

NHIA will send out one eblast each morning of the annual meeting; the eblast will provide the day's highlights and information on the day's events. Remind attendees to visit your booth or attend your event. Sent daily, Sunday, Monday and Tuesday of the conference.

Benefits Include:

- Your custom banner ad with hyperlink
- Acknowledged as show daily sponsor



# Digital Advertising cont.

## 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.

## 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.

## Push Notification

**\$750 – 2 available  
per day**

Send out a text alert through the NHIA 2024 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your symposium or visit you in the exhibitor theater. Push Notifications are available on Saturday, Sunday, Monday and Tuesday of the conference.



# Conference Platform & Website Ads

## Navigation Ad

\$5,000



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

Benefits Include:

- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

## Conference Blog Ad

\$5,000



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

Benefits Include:

- Exclusive medium rectangle ad on the sidebar of all conference.nhia.org blog pages
- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

## Home Page Ad

\$3,500 -  
2 available

Place a custom ad on the homepage of the event website. Be seen among high-level content on the most highly trafficked and visible web page related to the conference. This branded ad can link to your resource center or a webpage of your choosing.

Benefits Include:

- The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

# Print Advertising

## Tote Bag Insert or Product Insert

**\$2,500 -  
10 available**

Take your message or product sample size directly to each attendee with this prime placement in each attendee tote bag. NHIA must approve all inserts and product inserts.

## Hotel Room Drop

**\$2,000  
(for license fee)**

Have your literature or product sample delivered to each attendee's hotel room. Additional hotel room fees will apply.

## ONSITE PROGRAM GUIDE -

Advertise in the one publication that every attendee receives! Your four (4)-color advertisement will appear in the Onsite Program Guide.

Outside Back Cover	<b>\$3,500</b>
Inside Front Cover	<b>\$4,000</b>
Inside Back Cover	<b>\$3,000</b>
Exhibitor Directory Ads - Full Page	<b>\$2,000</b>
Exhibitor Directory Ads - Half Page	<b>\$1,200</b>



## Pre-Meeting Attendee List

**\$950**

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 use and will be available after February 9, 2024.



# NHIF Fundraising Event

## An Evening to Remember

Continuing on the momentum from last year's revamped NHIF reception, experience a can't-miss celebration in support of the invaluable research, leadership, and innovation recognized by the Foundation throughout the year.

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

This is a great opportunity to purchase tickets to give away for customer relations or to recognize your team for their hard work surrounding the conference.

All proceeds go directly to NHIF programs.  
Food and refreshments will be served.

### Ticket Packages Available:

5 Ticket Package	<b>\$550</b>
10 Ticket Package	<b>\$1,050</b>
15 Ticket Package	<b>\$1,500</b>
20 Ticket Package	<b>\$1,800</b>





**NHIA24**



**See you soon!**

[conference.nhia.org](http://conference.nhia.org)