



**Connect with ACO Leaders  
at the  
NAACOS Spring 2021 Conference  
A Virtual Event This April**

**Exhibitor and Sponsor Prospectus**

Don't miss the opportunity to inform and network with ACO leaders from across the country during the Spring 2021 Conference. NAACOS conferences are the only events exclusively tailored for the ACO community. Based on participation at prior virtual events, we expect more than 400 ACO leaders to attend the spring conference. The conference will include keynotes, breakouts, peer exchanges via Zoom, and a robust virtual exhibit hall.

NAACOS Business Partners, Alliance Partners, and Partner Circle Participants are the only vendors allowed to sponsor, exhibit, and attend NAACOS conferences. Get the most from your NAACOS partnership and join us.

<p><b>Who will attend this spring?</b></p> <ul style="list-style-type: none"><li>• Clinical leaders of ACOs</li><li>• Administrators of ACOs</li><li>• Executives considering value-based care</li><li>• Payers with value-based contracts</li></ul>	<p><b>Mark Your Calendar for Fall 2021!</b></p> <p>October 6–8 Marriott Wardman Park Washington, D.C.</p> <p>We are optimistic that our fall conference will be held in person with expanded sponsorship and exhibit options and lots of networking!</p>
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**Spring 2021 Sponsor and Exhibitor Packages**

**\$20,000 Level**

- Limited to six (6) sponsors
- Benefits include
  - 45-minute live session during the virtual conference
    - Content is fully planned by sponsor (equivalent to sponsor breakfasts during in-person events)
    - Session is recorded and archived with the other conference sessions
  - Prominent location in virtual exhibit hall
  - List of participants with email addresses
  - Promotion through NAACOS accounts on Twitter and LinkedIn

- Four complimentary registrations to the virtual event
  - Not restricted to company employees

### **\$10,000 Level**

- Limited to 10 sponsors
- Benefits include
  - 12-minute recorded commercial played between sessions during the virtual event
    - Commercials are not part of conference archives
    - Commercial can be less than 12 minutes and will be repeated for 12 minutes
  - Prominent location in virtual exhibit hall
  - List of participants with email addresses
  - Two complimentary registrations to the virtual event
    - Not restricted to company employees

## **Fall 2021 Sponsor and Exhibitor Packages**

### **Diamond: \$25,000**

- “Host” a 45-minute breakfast on October 7 or 8
  - Sponsor presents in a private room where a continental breakfast is served. Approximately 100 people attend. Presentation will be recorded, and sponsor will receive a copy.
  - No more than three breakfasts will be scheduled on each morning.
- Three complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people).
- Three invitations to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space in a premium location with all exhibitor benefits. Booth spaces are 10-feet wide by 10-feet deep.
- Pre- and post-conference attendee list with mailing and email addresses. Sponsors are allowed one use of the list pre-conference and one post-conference use. The pre-conference attendee list will be sent out 10 days prior to the conference, on September 27.
- Recognition on NAACOS website, conference signage, and materials
- Placement of promotional piece into meeting folder
- Complimentary lead generation through the conference app, Whova

### **Platinum: \$20,000**

- Choose one of the following:
  - Reception with open bar and appetizers
    - Sponsor may provide branded cocktail napkins
    - Signage placed throughout the reception with your logo
  - Sponsor conference app with ad placement
    - Logo/ad on main screen
    - Your ad will lead directly to your website
  - Ten seats for the live stream of the full NAACOS Conference. Share a branded link with your clients or staff.
  - WiFi Sponsor
    - Signage designating you as the WiFi sponsor
    - Ability to choose password

- Landing page for WiFi is your website
  - Charging lounge branded with your logo
    - Signage throughout conference and at tables in the charging lounge
    - Logo on charging hub
- Two complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people)
- Two invitations to a VIP reception with NAACOS board, committee members and conference speakers
- Complimentary booth space in the atrium with all exhibitor benefits. Booth spaces are 10-feet wide by 10-feet deep.
- Recognition on NAACOS website and conference signage
- Placement of promotional piece into meeting folder
- Pre- and post-conference lists with attendees' names and affiliations and mailing addresses (no emails). The pre-conference attendee list will be sent out 10 days prior to the conference on September 27.
- Complimentary lead generation through the conference app, Whova

**Gold: \$15,000**

- Opportunity to place an item with your company's logo:
  - Lanyards, passed out at registration
  - Water bottles, passed out at registration, placed near water stations or put at each seat in the opening plenary
  - Pen or pad of paper in plenary
  - Tote bag, passed out at registration
  - Other items considered upon request
  - Sponsor supplies items and NAACOS will place.
- One complimentary registration (sponsor is allowed to pay the prevailing rate to register an additional two people)
- One invitation to a VIP reception with NAACOS board, committee members and conference speakers
- Complimentary booth space in the atrium with all exhibitor benefits. Booth spaces are 10 ft wide by 10 ft. deep.
- Recognition on NAACOS website and in conference materials
- Placement of promotional piece into meeting folder
- Pre- and post-conference lists with attendees' names and affiliations and mailing addresses (**no emails**). The pre-conference attendee list will be sent out 10 days prior to the conference, on September 27.
- Complimentary lead generation through the conference app, Whova

**Silver: \$10,000 limited to 10 for Fall 2021**

- One complimentary registration. Sponsor is allowed to pay the prevailing rate to register an additional two people.
- One invitation to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space in the exhibit hall with all exhibitor benefits. Booth spaces are 10-foot wide by 10-foot deep.
- Recognition on NAACOS website and conference signage.
- Placement of promotional piece into meeting folder.

- Pre- and post-conference lists with attendees' names and affiliations and mailing addresses (no emails). The pre-conference attendee list will be sent out 10 days prior to the conference, on September 27.
- Complimentary lead generation through the conference app.

**For more information about any of our sponsorship or exhibit opportunities, or if you have any questions, please contact [Emily Perron](#) by email or at (202) 640-2674.**

## Exhibitors

### Table-Top Display

#### Exhibitors receive the following:

- All NAACOS Business Partners receive one complimentary table-top during their 12-month partnership. NAACOS Alliance Partners and ACO members may exhibit for a \$3,500 fee. Business Partners who have used their complimentary tables may exhibit for \$3,500. Table-top displays include one 6-foot by 30-inch table, two chairs, and a table drape. All materials must fit on top of the table. No floor signs are permitted.
- Exhibit tables do not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have an exhibit-only registration option.
- Opportunity to inform and network with 650 ACO leaders
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks, and a reception
- Complimentary lead generation through our conference app, Whova
- Pre-conference list with attendees' names and affiliations (no emails). The pre-conference attendee list will be sent out 10 days prior to the conference on September 27.
- Post-conference list with postal addresses (no emails)

### Booth Only: Only if space is available after July 15

- Dependent upon space availability, partners may purchase a la carte booth space for \$5,000.
- Booth space in the exhibit hall with all exhibitor benefits for \$5,000. Booth spaces are 10-feet wide by 10-feet deep. Booth only exhibitors are not featured on any signage or listed as sponsors in anyway.
- Booth only does not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have exhibit only registrations.
- Opportunity to inform and network with more than 650 ACO leaders
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks, and a reception
- Complimentary lead generation through our conference app, Whova
- Pre-conference list with attendees' names and affiliations (no emails). The pre-conference attendee list will be sent out 10 days prior to the conference, on September 27.
- Post-conference list which also includes postal addresses (no emails)

### Live Access Bundle

- For \$3,500, get five seats to the live stream of the full conference (value of nearly \$5,000). Share a branded link with your clients or staff for access to this rich learning experience. (Business partners may apply the value of their complimentary table-top exhibit to receive the live access bundle without charge.)
- For more information, contact [Emily Perron](#).

### Sponsor and Exhibit Policies

- Only NAACOS Business Partners, Alliance Partners, and Partner Circle Participants may sponsor or exhibit. Information on NAACOS partnership at [www.naacos.com/partner-information](http://www.naacos.com/partner-information).
- NAACOS Business Partners, Alliance Partners, and Partner Circle Participants are the only non-ACOs that may attend the conference. Partners are limited to two registrations, including those who are staffing the exhibit. **Exhibit-only attendees are not permitted** for free or for a fee. Partners must pay the prevailing rate to register all staff attending the conference, even those who are staffing the exhibit.
- Sponsors receive complimentary registrations and may also pay to register an additional two staff.
- Should the meeting need to be canceled, NAACOS will refund exhibitor fees and registration fees. Travel and other costs incurred by the exhibitor will not be reimbursed.
- If the Fall 2021 Conference becomes a virtual-only event, NAACOS will provide sponsors and exhibitors with a choice between virtual sponsorship/exhibiting and non-conference sponsorship opportunities of similar value. Registration fees for attending an in-person conference will be applied to the virtual event.
- Information regarding shipping and rental of audio-visual equipment will be posted to the NAACOS website by August 11.
- Space assignments will be made on a first-come, first-served basis with priority for sponsors, beginning on August 11.
- Table-Top Exhibitors: All items must fit **on the top** of one 6-foot by 30-inch table. Signs, literature racks and other items that stand on the floor are not permitted.
- Booth Exhibitors: All items must fit in a 10-foot wide by 10-foot deep space.
- The deadline to sign up as an exhibitor is September 10, although space may sell out sooner.