



# PARTNER | SPONSOR | EXHIBIT

## 2018 PROSPECTUS

Celebrating 31 years of bringing together leading public and private sector health policy professionals from across the country to address key topics important to the state health policy community.

Join us for #NASHPCONF18 August 15-17, 2018 in Jacksonville, FL!

**The National Academy for State Health Policy (NASHP)** is an independent academy of state health policymakers dedicated to helping states achieve excellence in health policy and practice.

A non-profit and non-partisan organization, NASHP provides a forum for constructive work across branches and agencies of state government on critical health issues.

At NASHP, we provide a unique forum for productive interchange across all lines of authority, including executive offices and the legislative branch.



Reach key state health policy decision makers who are eager to hear about your company.

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NASHP produces a number of programs and publications throughout the year culminating with our hallmark event, the Annual State Health Policy Conference, this year held August 15-17, 2018 in Jacksonville, FL.

As part of our mission to help states achieve excellence in state health policy and practice, we offer opportunities to partner, sponsor, and exhibit with us.

This year we celebrate the 31st Annual State Health Policy Conference. Planned by state health policymakers for state health policymakers, NASHP's annual event stands out as a "must-attend" for the state health policy community. With a carefully crafted agenda focusing on emerging issues and current best practices within states, our conference brings together the nation's leading experts to share, learn, and discuss.

Our annual conference attracts more than 800 leading public and private sector health policy professionals from all 50 states and the District of Columbia, giving you the opportunity to be in front of this key audience.

Partner, sponsor, and exhibit with NASHP this year and join us in our quest to help states achieve excellence in health policy and practice.

Trish Riley  
Executive Director  
National Academy for State Health Policy

## Why Partner with NASHP?

Cultivate relationships between state health policy leaders and private corporations.

Exclusive opportunities to work directly with NASHP leadership and staff.

Exclusive opportunities to engage in customized activities with NASHP.

Extensive visibility to NASHP's growing community of state health policy leaders and decision-makers through prominent visibility on NASHP's website, e-news and social media outreach and conference promotions.

## Why Sponsor and Exhibit ?

Over 800 members of the state health policy community representing all 50 states and the District of Columbia attend.

Unparalleled access to top state health policy officials.

Extensive marketing reach that is precisely targeted to leaders, influencers and decision makers.

Gain industry insight, product feedback, market research and learn about emerging trends.

Exhibit area centrally located to allow continuous traffic flow and excellent interaction opportunities.

Networking opportunities and social events to bring your company face-to-face with your target audience.

**\*All products and their content are created at the sole discretion of NASHP.**

# STRATEGIC PARTNERSHIP OPPORTUNITIES

NASHP's Strategic Partnership Program aligns corporations interested in supporting excellence in state health policy with our work ensuring maximum impact. State health policy leaders and private corporations have much to learn from one another and NASHP partnerships will help foster a collaborative environment as we examine and create solutions to critical health issues. Strategic partnerships encompass one calendar year of activities, including NASHP's Annual State Health Policy Conference.

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## Mission Partner \$75,000

- Customize a benefit to best fit your needs, for example work with NASHP staff to track state activity on a specific topic, hold a conference call with state leaders and subject specialists, or participate in a dialog-driven discussion with thought leaders on an emerging issue
- Participate in a meeting with NASHP's executive director and staff to discuss the state of the states
- Access to NASHP staff subject specialists (one-time use of up to 25 hours)
- Listed as Strategic Partner on [www.NASHP.org](http://www.NASHP.org) (company name, logo, and description)
- Sponsor of NASHP News (weekly e-publication) for one calendar year
- Three (3) social media mentions quarterly promoting the partnership
- Designation as a Strategic Partner at the Annual State Health Policy Conference including:
  - Exclusive invitation to join NASHP executive director and senior staff on a conference planning call
  - Invitation to host a round table with follow-up webinar or blog the following year (restrictions apply)
  - Recognition as a Strategic Partner from the podium
  - Video welcome message to conference attendees played immediately before opening plenary session
  - Company name and logo scrolling on banner in Conference App
  - Complimentary meeting space (restrictions apply)
  - Platinum level sponsorship including opportunity to select from exclusive a-la-carte sponsorship items (see pages 7 and 10)
  - Two (2) additional complimentary conference registrations
  - Two (2) additional discounted registrations (at \$500 each)

## Alliance Partner \$50,000

- Customize a benefit to best fit your needs, for example work with NASHP staff to track state activity on a specific topic, access to NASHP staff subject specialists (one-time use of up to 25 hours), hold a conference call with state leaders and subject specialists, or participate in a dialog-driven discussion with thought leaders on an emerging issue
- Listed as Strategic Partner on [www.NASHP.org](http://www.NASHP.org) (company name, logo, and description)
- Recognition in two NASHP News (weekly e-publication) per quarter
- Two (2) social media mentions quarterly promoting the partnership
- Designation as a Strategic Partner at the Annual State Health Policy Conference including:
  - Invitation to join NASHP executive director and senior staff on a conference planning call
  - Invitation to host a round table with follow-up webinar or blog the following year (restrictions apply)
  - Recognition as a Strategic Partner from the podium
  - Video welcome message to conference attendees played immediately before opening plenary session
  - Company name and logo scrolling on banner in Conference App
  - Complimentary meeting space (restrictions apply)
  - Platinum level sponsorship including opportunity to select from exclusive a-la-carte sponsorship items (see pages 7 and 10)
  - One (1) additional complimentary registration
  - One (1) additional discounted registration (at \$500)

## Corporate Partner \$25,000

- Listed as Strategic Partner on [www.NASHP.org](http://www.NASHP.org) (company name, logo, and description)
- Recognition in one (1) NASHP News (weekly e-publication) per quarter
- One (1) social media mention per quarter
- Designation as a Strategic Partner at the Annual State Health Policy Conference including:
  - Invitation to join NASHP executive director and senior staff on a conference planning call
  - Invitation to host a round table with follow-up webinar or blog the following year (restrictions apply)
  - Recognition as a Strategic Partner from the podium
  - Video welcome message to conference attendees played immediately before opening plenary session
  - Company name and logo scrolling on banner in Conference App
  - Complimentary meeting space (restrictions apply)
  - Platinum level sponsorship including opportunity to select from exclusive a-la-carte sponsorship items (see pages 7 and 10)
  - One (1) additional discounted registrations (at \$500)

# #NASHPCONF18

## SPONSOR AND EXHIBITOR OPPORTUNITIES



### What to Expect at NASHPCONF18

- More than 800 leading state health policy experts from all 50 states and the District of Columbia in attendance
- More than 20 carefully crafted sessions with over 120 health policy experts addressing topics most relevant to the industry, including dynamic keynote speakers
- Content-driven, data-focused, day long preconference sessions that allow attendees to dig into a specific issue
- Round tables offering thought-provoking, dialog-driven discussions to provide best practices and solutions to timely issues
- Numerous networking opportunities throughout the three days
- Special events held in the Exhibit Hall

In 2017  
97% of conference attendees rated the overall substance as either very good or excellent!

## Platinum Sponsor

### \$20,000

- Invitation to host a round table
- Complimentary exhibit space
- Two (2) complimentary registrations
- Two (2) discounted registrations (at \$500 each)
- Pre-and post-conference attendee list
- Company name and logo scrolling on plenary room screen
- Sponsor designation on name badge
- Recognition on conference website (name, logo, web link)
- Recognition on Conference App (name, logo,web link)
- Company name and logo on conference signage
- Company name and logo on agenda-at-a-glance distributed to all attendees
- Recognition as a sponsor in conference mailings
- Promotional item in conference tote distributed to all attendees
- Complimentary table drop (one time use)
- Opportunity to select from exclusive a-la-carte sponsorship opportunities (see page 10)

## Gold Sponsor

### \$15,000

- Complimentary exhibit space
- One (1) complimentary registration
- Two (2) discounted registrations (at \$500 each)
- Pre-and post-conference attendee list
- Company name and logo scrolling on plenary room screen
- Sponsor designation on name badge
- Recognition on conference website (name, logo, web link)
- Recognition on Conference App (name, logo,web link)
- Company name and logo on conference signage
- Company name and logo on agenda-at-a-glance distributed to all attendees
- Recognition as a sponsor in conference mailings
- Promotional item in conference tote distributed to all attendees
- Complimentary table drop (one time use)
- Opportunity to select from exclusive a-la-carte sponsorship opportunities (see page 10)

## Silver Sponsor

### \$10,000

- Complimentary exhibit space
- One (1) complimentary registration
- One (1) discounted registration (\$500)
- Pre-and post-conference attendee list
- Company name scrolling on plenary room screen
- Sponsor designation on name badge
- Recognition on conference website (name, logo)
- Recognition on Conference App (name, logo)
- Company name and logo on conference signage
- Recognition as a sponsor in conference mailings
- Promotional item in conference tote distributed to all attendees
- Opportunity to select from exclusive a-la-carte sponsorship opportunities (see page 10)

## Bronze Sponsor \$7,500

- One (1) complimentary registration
- One (1) discounted registration (at \$500)
- Company name scrolling on plenary room screen
- Sponsor designation on name badge
- Recognition on conference website (name only)
- Recognition on Conference App (name only)
- Company name on conference signage
- Recognition as a sponsor in conference mailings

## Exhibit Opportunities

### \$4,195

#### Early Bird Exhibit Rate

(application and payment received by Friday, July 20)

### \$4,395

#### Regular Exhibit Rate

(application and payment received after Friday, July 20)

## Standard Exhibit Space Specifications

- Includes a 6' skirted exhibit table; each exhibitor's assigned space will be a maximum of 8' wide.
- Includes two chairs
- Includes one garbage can
- Includes overnight security of exhibit space

## Exhibit Benefits

- One (1) complimentary conference registration, which grants access to all conference sessions and events.
- Maximum exposure during all exhibit hall events, including the opening reception, Thursday breakfast buffet, Blueberry Break, Friday boxed lunch buffet and all coffee breaks.
- Exclusive hours with no competing programming.
- Name of organization on conference website.
- Name of organization on some conference signage (on-site).
- Name of organization in mobile conference app.
- Name of organization mentioned in conference promotions, including e-news, email and social media outreach (to over 15,000 stakeholders).

# Preliminary Exhibit Schedule

Wednesday, August 15

Set-up: 12:00 pm - 3:30 pm

Exhibits Open: 3:30 pm - 7:15 pm (*Opening reception in exhibit area will be held from 6:00 pm - 7:15 pm*)

Thursday, August 16

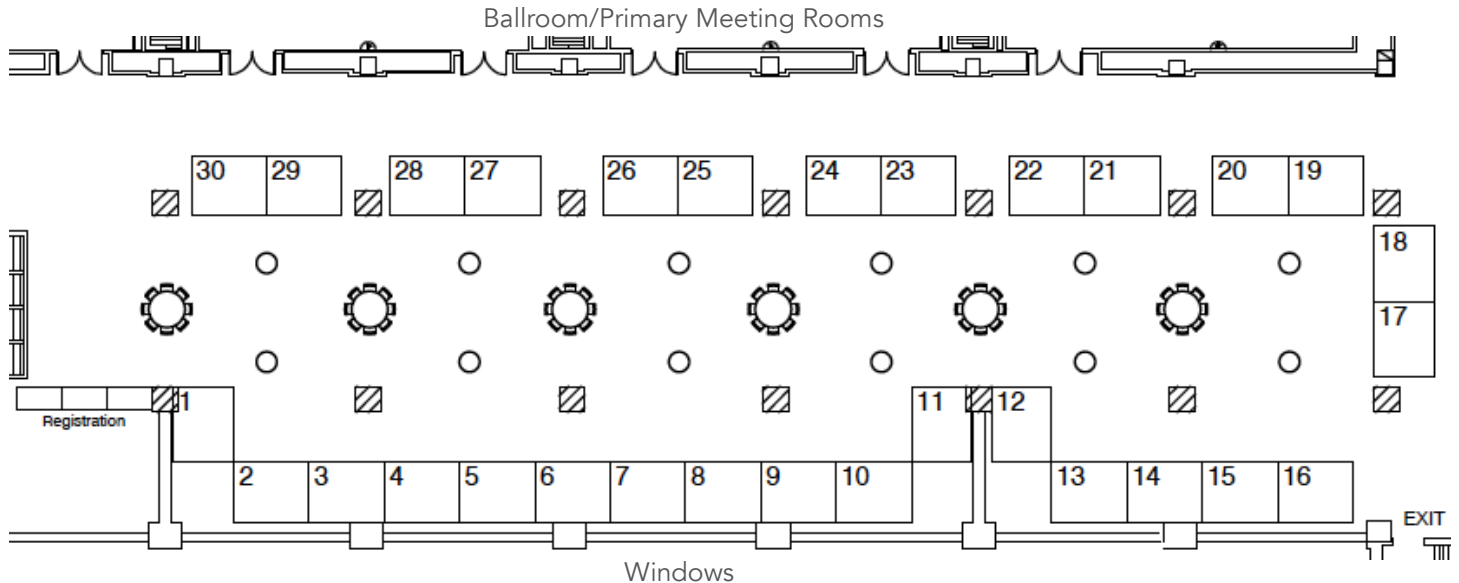
Exhibits Open: 7:30 am - 5:00 pm (*All breaks, including the popular "Blueberry Break" will be held in the exhibit area.*)

Friday, August 17

Exhibits Open: 7:30 am - 1:00 pm (*All breaks and buffets will be set up in the exhibit area.*)

Break-down: 1:00 pm - 2:00 pm (*All exhibits should be out of exhibit area by 2:00 pm.*)

## Preliminary Exhibit Map and Assignment of Space



In an effort to make best use of our exhibit space, NASHP will assign exhibit space in order of exhibit applications received. All confirmed exhibitors will be contacted during the week of July 9th to process exhibit space assignments. For all exhibits confirmed after July 9th, exhibit assignment will be made on a rolling basis.

## A-La-Carte Sponsorship Opportunities

Select one (1) from the menu below | options are based on coordinating sponsorship level

### Blueberry Break

A NASHP tradition! The hotel executive chef will design a custom break package featuring the Maine blueberry. This break will energize and satisfy participants while putting your organization front and center. (One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum, or Gold Sponsor only.*

### Wireless Internet

Our attendees are mobile and looking for Wi-Fi. Sponsor the conference wireless internet to have your name and logo visible everytime someone logs-in! (One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum Sponsor only.*

### Plenary Meal

Be the exclusive sponsor of a plated plenary meal. Our plenary speakers are top-notch and attract a crowd. Get your name and logo in front of more than 500 people. Choose between breakfast or lunch.

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum Sponsor only.*

### Buffet Breakfast/Lunch

Be the exclusive sponsor of one of our buffet meals. Choose between a breakfast or lunch.

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum or Gold Sponsor only.*

### General Session AV

The audio visual production in the general session room helps set the tone for the event and makes a big impact on the attendee experience. Sponsor the general session AV and your company will have prominent exposure!

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum Sponsor only.*

### Lanyard

Your company logo will be featured on the lanyards used to hold attendees name badges.(One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum, Gold, and Silver Sponsor only.*

### Tote Bags

Put your company logo in the hands of all 800 plus attendees as the sponsor of the conference bag, used throughout conference and long after the conference is over. (One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum and Gold Sponsor only.*

### Rising Star Award

The Rising Star, awarded at a plenary session, recognizes the best of the best in up and coming health policy professionals. (One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum Sponsor only .*

### NASHP Walk

Always popular! Be part of the networking and memories as attendees start their morning with this healthy walk around Jacksonville. (One available)

*Eligible levels: Mission, Alliance, or Corporate Partner and Platinum, Gold and Silver Sponsor only.*

### Conference App

Be the exclusive sponsor of the 2018 Conference App and have your company logo prominently displayed on the screen every time an attendee logs on!

*Eligible levels: Mission, Alliance, or Corporate Partners and Platinum and Gold Sponsors only.*

### Coffee Breaks

Be the exclusive sponsor of one of our morning coffee breaks. Choose between Thursday and Friday. (Two available)

*Eligible levels: Mission, Alliance, or Corporate Partners and Platinum, Gold, and Silver Sponsors only.*

### Charging Stations

Be the exclusive day sponsor for all charging stations in breakout rooms. Choose between Thursday or Friday sessions- attendees will be sure to thank you! (Two available).

*Eligible levels: Mission, Alliance, or Corporate Partners and Platinum, Gold, and Silver Sponsors only.*



# PARTNER | SPONSOR | EXHIBIT

## APPLICATION

### COMPANY INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

### PRIMARY CONTACT *(This person will be the primary point of communication.)*

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

#### STRATEGIC PARTNERSHIP

Mission Partner \$75,000

Alliance Partner \$50,000

Corporate Partner \$25,000

#### CONFERENCE SPONSOR

Platinum Sponsor \$20,000

Gold Sponsor \$15,000

Silver Sponsor \$10,000

Bronze Sponsor \$7,500

#### CONFERENCE EXHIBIT

Early-Bird \$4,195

Regular Rate \$4,395

#### PAYMENT METHOD

Total Amount Due: \_\_\_\_\_

Check Enclosed

*Please make check payable to Center for Health Policy Development and mail to:*

*National Academy for State Health Policy*

*Attn: Accounts Receivable*

*10 Free Street, 2nd Floor*

*Portland, ME 04101*

Payment by Credit Card

*Credit card payment is accepted for all transactions \$5,000 or less.*

Card Type: \_\_\_\_\_ Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

EXCLUSIVE SPONSORSHIP ITEM: \_\_\_\_\_

*(Selections based on availability; assignments made on a first come, first served basis.)*

#### PLEASE SUBMIT APPLICATION TO:

Ashlee Maxfield, Director of Conferences and Partnership Development

email: [amaxfield@nashp.org](mailto:amaxfield@nashp.org) • tel: 207-822-3937 • fax: 207-874-6566

**Cancellation policy:** Fifty percent of each exhibit fee and of all sponsorships are non-refundable. All cancellations of exhibit space or sponsorships must be sent, in writing, to NASHP at [amaxfield@nashp.org](mailto:amaxfield@nashp.org) Friday, July 6, 2018. You will receive a refund minus the amount of your deposit. No refunds will be given after Friday, July 6, 2018. No cancellations for sponsorships or will be accepted regardless of date if exclusive sponsorship materials have already been produced/purchased by NASHP.