

NHIA25

Exhibitor & Sponsorship Prospectus



conference.nhia.org

March 29 - April 2, 2025
Washington, D.C.



About NHIA

The National Home Infusion Association (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.

Table of Contents

NHIA Expo

- Why Exhibit? 4
- Who Should Exhibit? 5
- Past Exhibitors 6-7
- NHIA Expo Schedule 8
- Exhibit Pricing and Benefits 8-10
- Floorplan 11

Sponsorship Opportunities

- Sponsorship Levels 13
- Sponsorships At-A-Glance 13-15
- Brand Promotion 16-21
- Digital Opportunities 22-23
- Education Programming Sponsorships 24-27
- Thought Leadership Opportunities 28-31
- Print Advertising 32
- Foundation Celebration 33



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

NHIA 2025 will bring together:

- Business owners, executives and seasoned industry professionals seeking the year's best networking and leadership education.
- 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 alternate site infusion industry looking to earn CE, expand skill sets, discover new career opportunities, or explore business opportunities related to starting a home infusion practice or infusion suite.

We hope you will join us and over **1,600 infusion professionals** in the Washington, D.C. area from March 29 to April 2, 2025.



Why Exhibit?

Access

Over 1,600 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 preconference workshops that can be added to your general conference access for executives/leaders or for those looking for more information on sterile compounding.

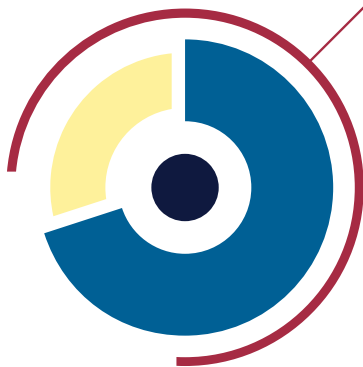
**Ticketed events and Sterile Compounding Clinic excluded*

Network

Expand your network and nurture existing relationships. Join discussions or host your own and interact with attendees during dedicated time in the NHIA Expo and at education and networking events.

Influence

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



More than **70%**
of attendees
have influence
over purchases



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

Past Exhibitors

2G Medical
3M Medical Solutions
Accreditation Commission for Health Care (ACHC)
Acta Medical LLC
ACU-Serve Corp
Adepto Medical
ADMA Biologics
AlayaCare
Alexion
Allegiance Group
American Outcomes Management DBA AOM Infusion
Amerita, Inc.
Amgen
Amsino Medical Group
Analytical Lab Group Ann
Annexus Health
APS Health and Infusion Nursing Services, LLC
Arbor Distribution
Asembia
Associates of Cape Cod Inc
Avanos
B. Braun Medical Inc
Baxter Healthcare Corporation
Becton Dickinson
Ben Guard Healthcare Solutions LLC
Biocare
Bioscience International, Inc
Board of Pharmacy Specialties
BPL
BQ Plus Medical Co., Ltd
Brightree LLC
Brightstar Care
Cardinal Health
CE Group, Inc
Cencora/AmerisourceBergen/Triose
Citius Health
Clinical Resources Inc
Coldkeepers
Community Health Accreditation Partner (CHAP)
Contec Healthcare
Coram CVS/Specialty Infusion Services
Covalon Technologies AG Ltd
CSI Specialty Group
CSL Behring
Cumberland Pharmaceuticals
Cura Surgical
CuraScript SD
Curbside Infusion Services
DME MAC Contractors
DoseMe
Douglas Medical Products
Dynamic Infusion
Eagle Analytical Services
Eitan Medical
Elite Biomedical Solutions
EMED Technologies
EMSL Analytical, Inc
Endue, Inc
ENV Services Inc
Equashield, LLC
Expert Infusion Nurse Consulting
Fairview Infusion Consulting
Ferring Pharmaceuticals Inc
FFF Enterprises
FG Clean Wipes
Fresenius Kabi USA, LLC
Frier Levitt
Gasgon Medical
Gensco Pharma
GC Biopharma USA, Inc
Grifols USA, LLC
Hardy Diagnostics
HLTH Infusion
Hope Charities
ICU Medical, Inc
Immunoglobulin National Society
Infinity Infusion Nursing LLC
Informatics
Infinity Laboratories
Infuse Flow
Infusion Access Foundation
Infusion Nurses Society
InfuSystem
Innovatix
Innoviva Specialty Therapeutics
Inovalon
Integrated Medical Systems Inc
Ivensure
Janssen Biotech Inc
KabaFusion
Kedrion Biopharma Inc
KnarrStar Recruiting, LLC
KORU Medical Systems

Labconco Pharmacy Equipment	PlayMaker Health	Strategic Healthcare Programs (SHP)
Leadiant Biosciences Inc	Precision Reimbursement, Inc	Takeda Pharmaceuticals USA Inc
Linear Health Sciences	Preferred Medical	TANYR Healthcare LLC
Managed Health Care Associates Inc (MHA)	Prochant	Technical Safety Services
M-Biolabs	Prodigy Health	Temptime Corp
McKesson Medical Surgical	Professional Reimbursement, Inc	TerSera Therapeutics LLC
MedEdge Solutions	Progressive Medical, Inc	Tetraphase Pharmaceuticals
Medline Industries	ProHealth Pharmacy Solutions	The Cleanroom Parts Guys
Melinta Therapeutics	Provista	The Compliance Team Inc
Merck & Co., Inc	Prudential Cleanroom Services	The Joint Commission
Mertz Taggart	Q Core Medical	The Remedy Group
Mitsubishi Tanabe Pharma America	Q.I. Medical, Inc	TIDI Products
Moog Medical	R2 Health	Trella Health
MyndYou	Reimbursement Concepts	Triac Medical Products
National Association of Specialty Pharmacy	Right Way Medical	Triangle Healthcare Advisors, LLC
National Infusion Center Association (NICA)	RMB Consulting	TrueCare Biomedix-USA
National Logistics Network, LLC	RMS Medical Products	TubeClear System (Actuated Medical)
Naven	RyMed Technologies LLC	U.S. Micro-Solutions, Inc.
Nestle Health Science	RxToolKit	Universal Software Solutions
Nexus Medical LLC	Sagebrush Health	Vaporstream
NuAire Pharmacy Equipment	Sharps Assure	Veltek Associates, Inc
Octapharma USA	Sharps Compliance	Vesco Medical
Pace Labs	Shepard Medical Products (CareMates)	Virtue Technologies
Paragon Ventures	Shift Labs Inc	Vital Care Home Infusion Services
Pfizer Alternate Site	Shipment Trackers	WalkMed Technologies, LLC
Pharmacists Mutual Insurance Company	Smiths Medical	Wellsky
Pharmacy Technician Certification Board	Soliant Health	WelInfuse LLC
Pinnacle Revenue Management, Inc	SoloProtect	Winfield Laboratories Inc
	Somerset Pharma, LLC	Wolf Medical Supply
	Specialty Pharmacy Continuum	Wolters Kluwer
	Steris/CECS	Xellia Pharmaceuticals

NHIA Expo Schedule

Installation

Saturday, March 29 8:00 AM – 5:00 PM

Sunday, March 30 8:00 AM – 1:00 PM

* **NOTE:** Move-in for booth spaces in Hall A does not start until Sunday Morning at 8:00 AM. For more information or to confirm your location, please reach out to NHIAOps@discoversb.com.

NHIA Expo Hours

Sunday, March 30 4:30 PM – 7:00 PM NHIA Expo Grand Opening Reception

Monday, March 31 12:00 PM – 3:00 PM Lunch provided (*complimentary*)

Tuesday, April 1 10:30 AM – 1:00 PM Lunch provided (*complimentary*)

Exhibit Pricing and Benefits

Membership Pricing \$4,000

Non-Member Pricing \$5,200

Corner Fee \$200

Note that if you switch from nonmember 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



Exhibit Pricing and Benefits cont.

Exhibitor Benefits

	Member	Non-Member
Exhibitor Directory: Listing & Description	✓	✓
Complimentary General Conference Registration <i>For use by exhibit staff. Per 10x10 space, i.e. 10x20 would get (4) member or (2) non-member registrations.</i>	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 for additional information



Exhibit Pricing and Benefits cont.

50% Deposit Due Upon Booth Rental

- **Reservations made before October 1, 2024** – A 50% deposit must accompany the exhibit application and contract. Deposits must be received within 30 days of reservation. Applications received without payment will not be processed, nor shall space be assigned. **Final payment is due October 1, 2024.** Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit.
- **Reservations made after October 1, 2024** - Full payment must accompany the exhibit application and contract. Payments must be received within 30 days of reservation or before March 1, 2025, whichever is sooner.

Checks must be payable in U.S. Dollars to NHIA (all international bank fees are the Exhibitor's responsibility). Checks will not be accepted after January 31, 2025.

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:

Linear booths

50% refund	On or Before October 1, 2024
No refund	AFTER October 1, 2024

Island booths

50% refund <i>minus \$200 administrative fee</i>	On or before October 1, 2024
No refund	AFTER October 1, 2024

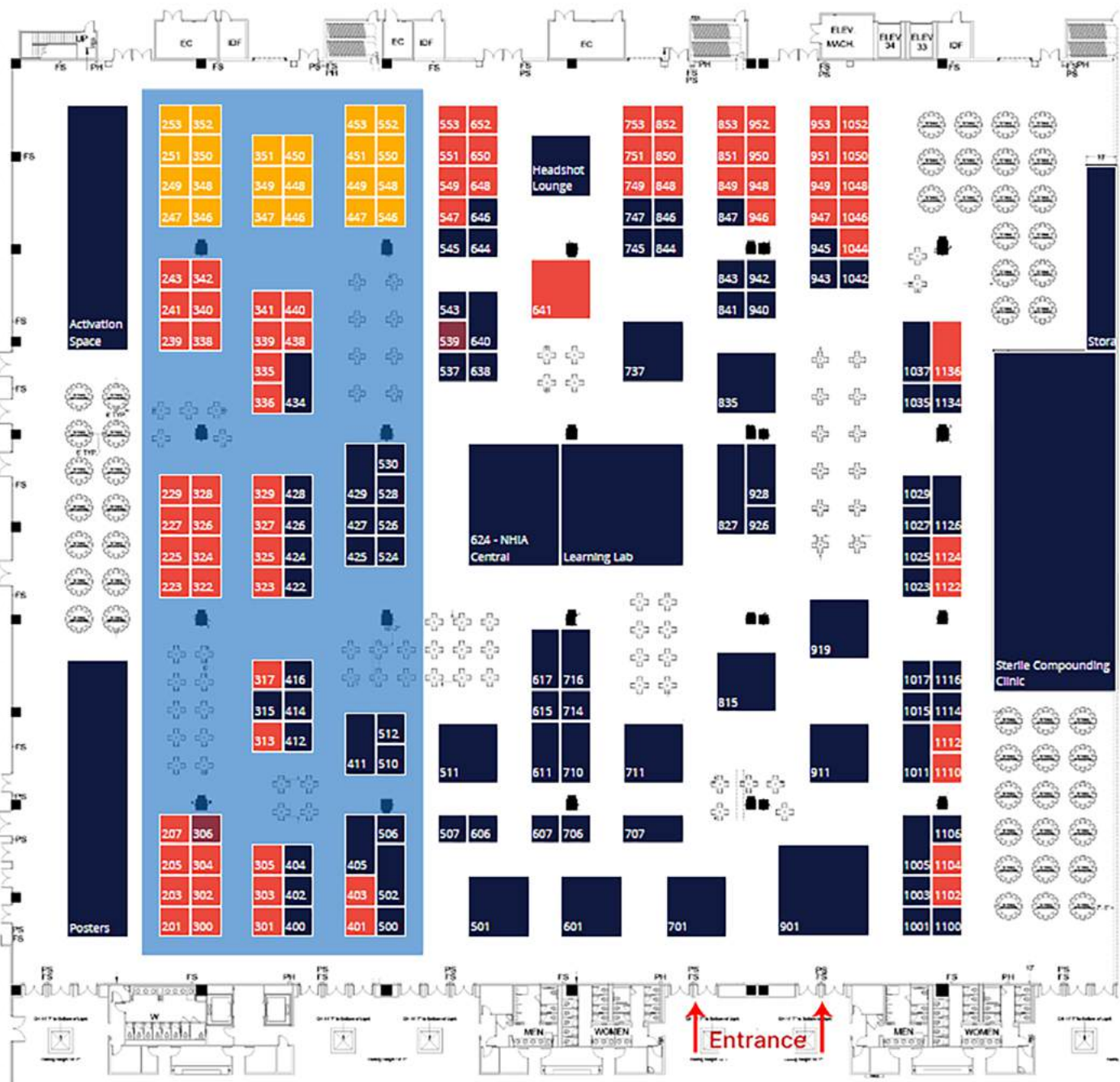
If you downsize from an Island to a Linear booth, the cancellation terms for an island booth are in effect for the square footage that is being decreased.

Rigging is only allowed for island booths. The maximum allowable height is 20' with approval. All rigging diagrams must be approved by the rigging company and show management no later than February 1, 2025.



Floorplan

Gaylord National, Prince George's NHIA Expo - Halls A-C



Booth Reservation Procedure

- STEP 1:** Go to 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.)
- STEP 3:** Rent the booth online

Sponsorship Opportunities

Boost Your Brand Recognition!

Reach over 1,600 home and alternate site infusion professionals.

- Sponsor educational content
- Elevate brand visibility
- Increase booth traffic and lead generation
- Showcase products
- Form lasting impressions with activations and reception sponsorships



Sponsorship At-A-Glance

BRAND PROMOTION

	Signature Networking Reception - Tuesday Evening Exclusively brand the biggest celebration of the home & alternate site infusion community and most memorable experience of the conference.	\$50,000
SOLD	Conference Badge/Lanyard	\$18,000
SOLD	Hotel Key Card	\$18,000
	Charging/Networking Lounge Put your brand front and center in this highly visible and valuable attendee meeting and networking point.	\$12,500
	Headshot Studio Attendee favorite! Create a lasting impression. Drive booth traffic and provide attendees free, professional headshots in the Expo Hall.	\$12,500
SOLD	Sterile Compounding Clinic - 4 available	\$11,500
SOLD	Conference Tote Bag	\$11,000
SOLD	NHIA Expo Grand Opening Reception	\$8,500
	Welcome Reception Make a first impression with attendees to kick off the conference as the exclusive sponsor welcoming 500+ attendees on Saturday evening.	\$8,000
	Continental Networking Breakfast - Monday Morning	\$7,500
	Column Tower - 6 available	\$7,500
	National Harbor Conference Room Staircase Highly-visible custom graphic leading from NHIA Expo to sessions.	\$6,500
	NHIA Expo Landing Escalator - 2 available Large custom graphic showcasing your brand between NHIA Expo and sessions.	\$5,000
	Maryland Foyer Window Clings - 2 available Custom graphic in high traffic area outside General Session, Roundtables and Morning Networking.	\$4,000
	National Harbor Escalators Large custom graphic showcasing your brand leading to session rooms.	\$4,000
	Expo Hall Floor Stickers - 4 available	\$3,500
	Walk-In Presentation Slides - 4 available Shown on large projection screens before all 3 General Sessions.	\$3,500
	Ribbon Bar Sponsor a tower of attendee badge ribbons at registration and design a custom ribbon.	\$2,500
	Infusion Passport - 15 available Encourage attendees to visit your booth as part of this interactive Expo Hall activity for prizes.	\$1,000

Sponsorship Levels



Platinum >\$25,000

- Logo and hyperlink on conference platform
- Sponsor ribbons for all staff at NHIA25
- Recognition on a Platinum sponsorship slide at a NHIA Annual Conference General Session
- Enhanced Platinum Sponsor directory listing
- Logo on meeting signage in Platinum category
- Platinum Sponsor floor sticker in front of exhibit booth
- Exhibitor Spotlight interview posted on NHIA Conference Website



Gold >\$15,000

- Logo and hyperlink on conference platform
- Sponsor ribbons for all staff at NHIA25
- Enhanced Gold Sponsor directory listing
- Logo on meeting signage in Gold category
- Gold Sponsor floor sticker in front of exhibit booth
- Exhibitor Spotlight interview posted on NHIA Conference Website



Silver >\$10,000

- Logo and hyperlink on conference platform
- Sponsor ribbons for all staff at NHIA25
- Enhanced Silver Sponsor directory listing
- Logo on meeting signage in Silver category
- Silver Sponsor floor sticker in front of exhibit booth



Bronze >\$5,000

- Logo and hyperlink on conference platform
- Sponsor ribbons for all staff at NHIA25
- Enhanced Bronze Sponsor directory listing
- Listing on meeting signage in Bronze category
- Bronze Sponsor floor sticker in front of exhibit booth

Sponsorship At-A-Glance cont.

DIGITAL OPPORTUNITIES

Conference Registration Banner Gain visibility by placing your ad on all conference registration confirmation emails, platform access emails and online registration form.	\$7,500
Mobile App - Splash Screen Harness the power of repetition and put your brand in the hands of attendees, displaying your ad front and center each time attendees open the conference app.	\$7,500
Conference Blog Ad Place your ad in the sidebar of all conference website blog pages, which garnered more than 7,500 views from 2,600+ users in 2024.	\$5,000
Navigation Ad Persistent ad on the interactive conference platform.	\$5,000
SOLD Show Daily E-Newsletter Banner ad across all 3 issues of this daily attendee email.	\$5,000
Convention Center Pre-Function Video Wall - 4 available	\$4,500
Custom E-blast to Conference Registrants - 8 available	\$4,500
"Know Before You Go" Email Banner	\$3,500
Conference Website Homepage Ad	\$3,500
Conference App - Banner Ad - Attendee Page	\$2,500
Conference App - Banner Ad - Exhibitor Page	\$2,500
Conference App - Banner Ad - Schedule Page	\$2,500
Exhibitor Spotlight - 6 available Q&A posted to conference website + social post.	\$1,500
Sponsored Blog Post - 4 available Custom content posted to conference website.	\$1,500
Push Notification - 3 available per day	\$750

EDUCATION PROGRAMING SPONSORSHIPS

Executive Preconference Seminar	\$25,000
SOLD Opening General Session - Sunday	\$20,000
General Session - Industry Keynote - Monday	\$17,500
General Session - DEIA & Leadership - Tuesday	\$17,500
Roundtables Connect your brand with the most engaging education experience at the conference.	\$12,500
New Drugs and Biologics Lunch and Learn Support this attendee favorite session that kicks off the conference with a networking lunch and valuable content led by home infusion residents.	\$7,500
Sterile Compounding Preconference	\$5,000



Sponsorship At-A-Glance cont.

THOUGHT LEADERSHIP

Satellite Symposium - 2 available 90-minutes of sponsor-specific content, includes A/V setup.	\$15,000
Infusion Side Chats - 12 available 60 minutes of sponsor specific content.	\$5,000
Learning Lab - 8 available 30-minutes of sponsor-specific content in a prime location in the NHIA Expo Hall, includes A/V setup.	\$3,500
Meeting Space 4-hour minimum, full day options available	\$1,000/hr

PRINT ADVERTISING

Onsite Program Guide - Inside Front Cover	\$4,000
Onsite Program Guide - Outside Back Cover	\$3,500
Onsite Program Guide - Inside Back Cover	\$3,000
Tote Bag Insert - 10 available	\$2,500
Exhibitor Directory Ad - Full Page - 10 available	\$2,000
Exhibitor Directory Ad - 1/2 Page - 10 available	\$1,200
Pre-Meeting Attendee List	\$1,000

FOUNDATION CELEBRATION

This annual event recognizes the essential work of the National Home Infusion Foundation, including industry research, establishing standardized definitions and quality metrics, and recognizing outstanding work in the home and alternate site infusion field. Enjoy a fun night of networking with industry professionals, provide tickets to clients and support the industry.

The National Home Infusion Foundation (NHIF) is recognized as a 501(c)(3) nonprofit organization by the IRS. A portion of your contribution may be tax deductible.

NHIF Reception Tickets - 20	\$2,200
NHIF Reception Tickets - 15	\$1,500
NHIF Reception Tickets - 10	\$1,100
NHIF Reception Tickets - 5	\$600

Make sure your branding is prominently displayed throughout NHIA25!

Contact the NHIA25 Sponsorship Team at nhia@discoversb.com.



BRAND PROMOTION

NHIA Networking Reception

\$50,000

Exclusive

Exclusively brand the NHIA networking event and create a lasting impression attendees will remember all year! 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.

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
- Step and repeat banner with company logo
- Additional benefits will be included based upon venue chosen for event



Conference Badge & Lanyard

\$18,000

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 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.
- Custom message and/or graphic on the back of the badge



Hotel Room Key Card

\$18,000

Exclusive

Place your company logo on every key card provided to attendees staying at Gaylord National Harbor. 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.



BRAND PROMOTION cont.

Charging & Networking Lounge **\$12,500** **Exclusive**

The lounge will feature comfortable seating, charging stations, and easy access to the NHIA Expo, 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.



Headshot Studio **\$12,500** **Exclusive**

Attendee favorite! Create a lasting and memorable impression. Drive booth traffic and provide attendees free, professional headshots in the Expo Hall. Put your company's name front and center at the lounge on the NHIA Expo floor. Headshots will be available on Monday and Tuesday during NHIA Expo hours.

Benefits Include:

- Branded ticket to hand out to attendees at your booth
- Meter board sign at the lounge acknowledging support
- Branded online gallery
- Complimentary lead retrieval license to capture attendee data
- Custom branded email with link
- Logo and sponsorship acknowledgment on all marketing (website, onsite program, signage, and mobile app)



Conference Tote Bags **\$11,000** **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 bags throughout the conference.

Benefits include:

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



Sterile Compounding Clinic

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

\$11,500

Exclusive

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

Exclusive

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

\$11,500

Exclusive

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

\$11,500

Exclusive

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



BRAND PROMOTION cont.

NHIA Expo Grand Opening 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 30. Participate in the ribbon-cutting ceremony and welcome attendees!

Benefits Include:

- Company logo displayed on meter board sign at the NHIA Expo entrance
- Company executives may appear in company logo apparel and participate with NHIA staff at the ribbon cutting of the NHIA Expo
- Tabletop 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)

Welcome Reception **\$8,000** **Exclusive**

Make a first impression with attendees to kick off the conference as the exclusive sponsor welcoming 500+ attendees on Saturday evening. This opening event is always a popular place for attendees to meet and greet in a casual atmosphere before the conference and NHIA Expo 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)

Continental Networking Breakfast **\$7,500** **Exclusive**

This is an hour-long networking breakfast on Monday morning, before the opening General Session starts. 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)



BRAND PROMOTION cont.

Column Towers

\$7,500 – 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 NHIA Expo 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.



National Harbor Conference Room Staircase

\$6,500

Exclusive

Highly-visible custom graphic leading from NHIA Expo to sessions.



NHIA Expo Landing Escalator

\$5,000 – 2 available

Large custom graphic showcasing your brand between NHIA Expo and sessions.



Maryland Foyer Window Clings

\$4,000 – 2 available

Custom graphic in high traffic area outside General Sessions, Roundtables and Morning Networking.



National Harbor Escalator

\$4,000

Exclusive

Large custom graphic showcasing your brand, leading to session rooms.



Expo Hall Floor Stickers

\$3,500 – 4 available

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the NHIA Expo entrance and lead to your booth. These stickers will feature your custom graphics along with the NHIA 2025 logo. This package includes a total of four (4) 3'x 3' floor stickers with 3' x 2' custom sponsor graphic and 3' x 1' NHIA branding.



Walk-In Presentation Slide

\$3,500 - 4 available

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. Your slide will play at the beginning of each of the three (3) general sessions.



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.



Infusion Passport

\$1,000 - 15 available

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 companies' logos 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name _____
Address _____
Email _____
Mobile _____

NHIA
NATIONAL HEALTHCARE INNOVATION ASSOCIATION

DIGITAL OPPORTUNITIES

Conference Registration – Email and Web 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).

Conference App Splash Screen

\$7,500 **Exclusive**

Harness the power of repetition and put your brand in the hands of attendees, displaying your ad front and center each time attendees open the conference app. The event splash and sponsor splash screens are static full-page images.

Conference Blog Ad

\$5,000 **Exclusive**

Place your ad in the sidebar of all conference website blog pages, which garnered more than **7,500 views from 2,600+ users in 2024**.

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.

Conference Website Navigation Ad

\$5,000 **Exclusive**

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.

Show Daily E-Newsletter

\$5,000 **Exclusive**

NHIA will send out one eblast each morning of the annual conference; 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 with a custom banner ad included in the E-Newsletter. Sent daily, Sunday, Monday and Tuesday of the conference.

Benefits Include:

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

Convention Center Pre-Function Video Wall

\$4,500 – 4 available

Custom 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 four weeks before the conference.

“Know Before You Go” Email Banner **\$3,500 Exclusive**

Put your logo, and custom graphic banner with a link to a URL of your choosing at the bottom of the preconference 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.

Conference App Banner Ad

\$2,500 each

Choose from the Exhibitor Directory, Schedule Page, or Attendee Page

Place your custom banner and advertise on a section of the conference app. One advertisement available per section.

Benefits Include:

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

Exhibitor Spotlight

\$1,500 – 6 available

Interview-style Q&A with your company using standardized questions posted on the conference website with your logo. Also includes 1 social post promoting the spotlight.

Sponsored Blog Post

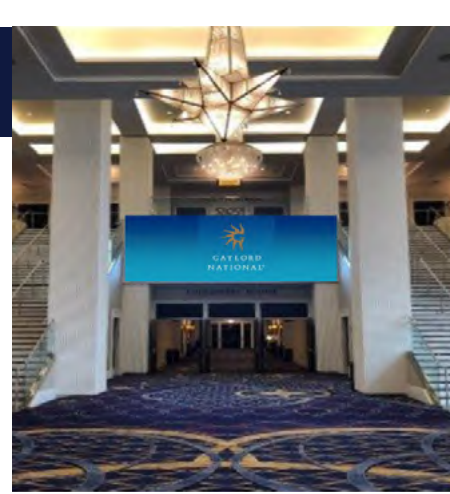
\$1,500 – 4 available

Custom, contributed post from your company posted on the conference website blog.

Push Notification

\$750 – 3 available per day

Send out a text alert through the NHIA 2025 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.



EDUCATION PROGRAMMING SPONSORSHIPS

Executive Preconference Seminar

\$25,000 **Exclusive**

This year's preconference will focus on the Designated Person role from the perspectives of pharmacists and pharmacy technicians as well as discussions surrounding the challenges and lessons learned from implementing technology to improve compounding operations. This program is ideal for pharmacy leadership and those involved with the sterile compounding operations of any organization.

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

Opening General Session – Sunday

\$20,000 **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:

- One (1) meter board sign at entrance to session room
- Brief introduction of the speaker
- Keynote book signing at your booth
- 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)



General Session: Industry Keynote **\$17,500** **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
- Chair drop in session room with custom flyer (8.5" x 11" up to double sided) (Flyer provided by sponsor)
- One (1) 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 NHIA Expo hours
- Logo and sponsorship acknowledgment on marketing materials (registration brochure, website, onsite program, signage, and mobile app)

General Session: DEIA & Leadership **\$17,500** **Exclusive**

NHIA has continued to invest in and raise the profile of this final general session of the conference dedicated to advancing diversity, equity, inclusion and accessibility (DEIA). In 2025, the general session will feature a dynamic and internationally-recognized Keynote speaker on gender equity and LGBTQ advocacy. Attendees will 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 also 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 the winner of the Exhibitor Innovation Award.

Benefits Include:

- 45-second commercial to play before session begins once placed on demand
- Chair drop-in session room with custom flyer (8.5" x 11" up to double sided) (Flyer provided by sponsor)
- One (1) 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)



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 31, 2025 from 10:00 am–12:00 pm. The sponsor will have access to over 500 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
- Chair drop in session room with custom flyer (8.5" x 11" up to double sided) (Flyer provided by sponsor)
- One (1) meter board sign at entrance to session room
- Logo and sponsorship acknowledgment on marketing materials (website, onsite program, signage, and mobile app)



New Drugs and Biologics Lunch and Learn **\$7,500** **Exclusive**

Back again, the New Drugs and Biologics Lunch and Learn is not to be missed. With over 300 attendees in 2024, 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)

Sterile Compounding Preconference **\$5,000** **Exclusive**

This year’s preconference will have a focus on the Designated Person role from the perspectives of pharmacists and pharmacy technicians as well as discussions surrounding the challenges and lessons learned from implementing technology to improve compounding operations. 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
- Chair drop in session room with custom flyer (8.5” x 11” up to double-sided)
- One (1) meter board sign at the entrance to the session room
- List of all participating attendees (mailing addresses only)



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. The satellite symposium can be up to one (1) hour in content.

Educational symposia can be held on **Tuesday, April 1** (2 Available) from **7:15 AM - 8:45 AM**.

Rules & Regulations:

- Only NHIA 2025 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.

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 2025 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



Infusion Side Chats

\$5,000 – 12 available

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 NHIA Expo 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



THOUGHT LEADERSHIP OPPORTUNITIES cont.

Learning Lab

\$3,500 per session – 8 available

Share your expertise as part of the exclusive on-floor education opportunity for general attendees. For NHIA 2025, we are leveling up this experiential learning offering—providing dynamic seating for attendees in a highly visible, dedicated area of the NHIA Expo and reducing downtime to keep engagement high. Use your 30-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 30 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, projection screen

DATES/TIME:

Monday, March 31 12:15 PM - 12:45 PM
12:50 PM - 1:20 PM
1:25 PM - 1:55 PM
2:00 PM - 2:30 PM

Tuesday, April 1 10:45 AM - 11:15 AM
11:20 AM - 11:50 AM
11:55 AM - 12:25 PM
12:30 PM - 1:00 PM



Meeting Space **\$1,000/per hour (with 4 hour minimum)**
\$10,000/full 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 30 8:00 AM – 12:00 PM OR 1:00 PM – 5:00 PM
Monday, March 31 8:00 AM – 12:00 PM OR 1:00 PM – 5:00 PM
Tuesday, April 1 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



PRINT ADVERTISING

Onsite Program Guide

Advertise in the one publication that every attendee receives!

Your four (4)- color advertisement will appear in the Onsite Program Guide.

Inside Front Cover	\$4,000	Exclusive
Outside Back Cover	\$3,500	Exclusive
Inside Back Cover	\$3,000	Exclusive
Exhibitor Directory Ads – Full Page	\$2,000 – 10 available	
Exhibitor Directory Ads – Half Page	\$1,200 – 10 available	

Tote Bag 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.

Pre-Meeting Attendee List **\$1,000**

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, 2025.



FOUNDATION CELEBRATION

An Evening to Remember

This annual event recognizes the essential work of the National Home Infusion Foundation, including industry research, establishing standardized definitions and quality metrics, and recognizing outstanding work in the home and alternate site infusion field.

Enjoy a fun night of networking with industry professionals, provide tickets to clients and support the industry. 100% of the proceeds go to supporting the NHIF's research initiatives and support of excellence in the infusion industry.

Ticket Packages Available:

5 Ticket Package	\$600
10 Ticket Package	\$1,100
15 Ticket Package	\$1,500
20 Ticket Package	\$2,200

The National Home Infusion Foundation (NHIF) is recognized as a 501(c)(3) nonprofit organization by the IRS. A portion of your contribution may be tax deductible.



NHIA25

See you soon!



conference.nhia.org

March 29 - April 2, 2025
Washington, D.C.