

# SPONSORSHIP OPPORTUNITIES



NCHICA 24th Annual Conference  
October 8-9, 2018  
Charlotte Convention Center  
Charlotte, NC



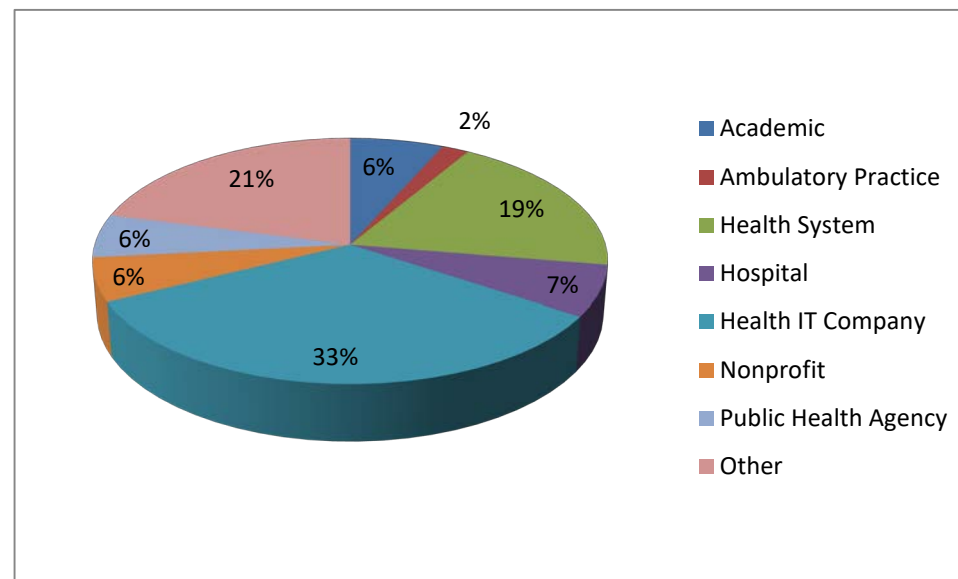
NCHICA is a nonprofit consortium dedicated to accelerating the transformation of the U.S. healthcare system through the effective use of information technology, informatics and analytics. Our members represent the diverse sectors of the healthcare industry.

We invite you to showcase your company's products and services at NCHICA's 24th Annual Conference, scheduled for October 8-9, 2018 at the Charlotte Convention Center in Charlotte, NC. The conference will draw attendees from across the country and provide you with numerous opportunities to make one-on-one contacts with key decision makers from the healthcare industry.

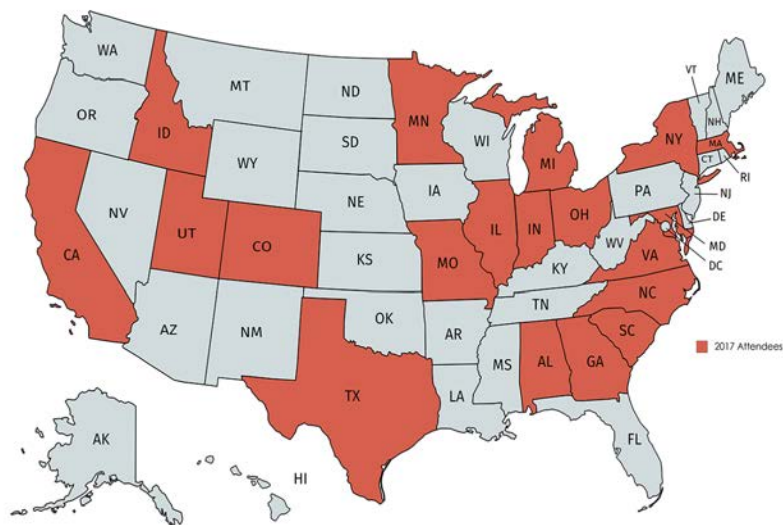
Maximize your event ROI by taking advantage of the exhibit, speaking, engagement and marketing opportunities available to you as an NCHICA Annual Conference Sponsor!

For further details about the different sponsorship opportunities and benefits, see pages 5-8.

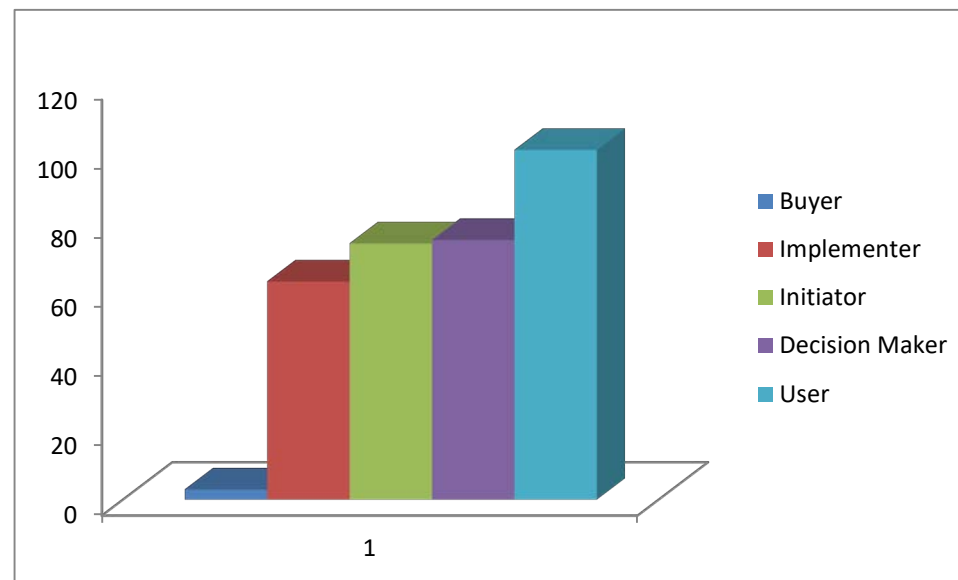
### 2017 Attendees by Healthcare Industry Sector



### 2017 Attendees by State



### 2017 Attendees by Role in Purchasing Decisions



# WHY SPONSOR AT THE NCHICA ANNUAL CONFERENCE?

We want to work with your organization to integrate our event into your sales and marketing strategy and maximize the benefits you realize from your sponsorship package.

## TOP TEN REASONS TO BECOME A SPONSOR

1. The conference draws an audience of over 300 healthcare IT professionals from across the United States.
2. The agenda features scheduled events in the Exhibit Hall each day.
3. The Exhibit Hall is centrally located on the same floor as the educational sessions.
4. There will be Exhibit Hall games and prizes to drive traffic to your booth.
5. Your organization will be listed on the conference website and app.
6. Most sponsorship levels include complimentary passes for your staff.
7. Diamond, Platinum and Gold level sponsorships feature speaking opportunities.
8. You can connect with attendees during the conference via email and text through the event app.
9. You will receive the attendee list after the conference for post-event marketing.
10. You can gain new insights by attending the educational sessions.

## IMPORTANT KEY DATES

<b>March 31</b>	Abstract submission deadline
<b>June 30</b>	Sponsorship early rate deadline
<b>July 2</b>	Conference registration opens
<b>August 30</b>	Deadline for sponsorship applications or cancellations
<b>September 4-8</b>	Hotel reservation room block deadline
<b>September 7</b>	Conference registration early rate deadline
<b>September 21</b>	Deadline for sponsor attendee registrations (fees start to apply)
<b>October 7</b>	Exhibitor move-in 2:00-6:00 pm
<b>October 8</b>	Exhibit Hall opens
<b>October 9</b>	Exhibitor move-out 3:00-4:00 pm



*“The NCHICA conference consistently offers the highest quality sessions, the opportunity to network with peers and healthcare experts, and the ability to meet with world-class vendors.”*

*~2017 Conference Attendee*

*“NCHICA continues to provide an outstanding educational event with timely topics and presentations from national experts. The excellent networking opportunities with peers and business partners increased the value of the event.”*

*~2016 Conference Attendee*

*“A rigorous conference that rewards you with health IT information and contacts to empower your organization.”*

*~2015 Conference Attendee*

*“NCHICA provides a unique platform and an opportunity to network with professionals from different organizations who are involved in shaping the future of health care in this country.”*

*~2014 Conference Attendee*

*“There is no other place that you can hear the critical issues happening in the North Carolina healthcare and technology world like NCHICA’s Annual Conference. The quality of the programming is matched only by the quality of the conversations you can have with other attendees.”*

*~2013 Conference Attendee*

*“Cost of admission to the conference, economical. Cost of ability to network with peers and discuss related challenges, priceless.”*

*~2012 Conference Attendee*





# 2017 SPONSORS

## Diamond Level Sponsors



## Platinum Level Sponsors



## Gold Level Sponsors



Delivering on IT Costs and Business Results



Practical thinking for a connected world



## Silver Level Sponsors



## Exhibit Only Sponsors



## SPONSORSHIP LEVELS AT-A-GLANCE

SPONSORSHIP LEVELS & BENEFITS		Diamond \$12,000	Platinum \$9,000	Gold \$6,000	Silver \$4,000	Bronze \$1,000	Booth Only \$1,760 mbr \$2,560 nonmbr
<b>Exhibit</b>	Exhibit Booth	●	●	●			●
<b>Speaking Opportunities</b>	Lightning Talk Presentation	●	●				
	Introduce Breakout Session	●					
	Innovative Solutions Showcase Presentation			●			
<b>Engagement Opportunities</b>	Full Conference Passes	●	●	●	●		●
	Exhibit Hall Games and Prizes	●	●	●			●
	Access to VIP Lounge	●	●				
	Executive Lunch	●	●				
	Reserved Table at Lunches	●	●				
	Complimentary Full Conference Passes for Guests	●					
	Host Learning Lab Activity	●					
<b>Marketing Opportunities</b>	Pre-conference attendee list	●	●	●			
	Post-conference attendee list	●	●	●	●	●	●
	Listing in website and app	●	●	●	●	●	●
	Listing in Virtual Goodie Bag	●	●	●	●		●
	Pre-conference Social Media Promotion	●	●	●			
	Pre-conference Podcast Interview	●					
	Logo projected on stage in Plenary Sessions	●					
	Recognition in Welcome Remarks	●					
	Mobile App or Digital Information Board	●					
	60-second Commercial Spot	●					
	Lunch or Reception Activity		●				
	Ice Cream Social, Power Station, Reception or VIP Lounge				●		
	Reception, Catch Box, Goodie Bag or Food Court Cash					●	

**Note: Sponsorship Fees are good through June 30: price increases listed on pages 6-7.**

**[CLICK HERE to apply!](#)**

**For further info,  
contact:**

Allison Mera  
allison@nchica.org  
919-558-9258 ext. 301

# SPONSORSHIP LEVEL DESCRIPTIONS

## DIAMOND LEVEL (1 available)

\$12,000 (before June 30)/\$15,000 (after June 30)

### Sponsorship Opportunities (pick one):

- Event Mobile App (includes logo on app splash page)
- Digital Information Board in Registration area (includes your 30-second ad to play once an hour throughout the conference and scrolling logo)

### Speaking Opportunities:

- One 5-minute speaking slot at Lightning Talk Plenary Session
- Executive Introduction at one breakout session each day

### Engagement Opportunities:

- Access to private meeting space in VIP Lounge
- 6 VIP Lounge passes
- 2 invitations to NCHICA Executive Lunch
- 6 full conference passes for staff
- 6 additional full conference passes for invited customers
- Participate in Games and Prizes in Exhibit Hall
- Reserved lunch table for staff and clients

### Marketing Opportunities:

- Premium 16x8 exhibit space (includes pipe and drape, 2 6 ft. tables, 4 chairs, Wi-Fi, electricity, ID sign)
- Interview of company representative on NCHICA Healthcare IT Trends Buzz Podcast
- 30-second ad to play in prime location (sponsor provides ad)
- Option to host product/service demo in NCHICA Learning Lab
- Premium placement in Virtual Goodie Bag
- Premium placement in Event Mobile App (includes logo in scrolling banner; 50-word description; link to featured content; promoted push notification during conference)
- Recognition as Diamond Level Sponsor on conference website
- Logo projected on stage in plenary sessions
- Recognition during Welcoming Remarks
- Pre-conference social media marketing
- Staff badges with sponsor ribbon
- Pre-conference attendee list (receipt 2 weeks prior)
- Post conference attendee list (receipt 1 week after)

## PLATINUM LEVEL (4 available)

\$9,000 (before June 30)/\$12,000 (after June 30)

### Sponsorship Opportunities (pick one):

- Luncheon on Monday (includes logo sign)
- Luncheon on Tuesday (includes logo sign)
- NASCAR Hall of Fame Race Simulator Challenge (includes logo sign and 2 tickets to reception)
- NASCAR Hall of Fame Pit Crew Challenge (includes logo sign and 2 tickets to reception)

### Speaking Opportunity:

- One 5-minute speaking slot at Lightning Talk Plenary Session

### Engagement Opportunities:

- Access to private meeting space in VIP Lounge
- 4 VIP Lounge passes
- 1 invitation to NCHICA Executive Lunch
- 4 full conference passes for staff
- Participate in Games and Prizes in Exhibit Hall
- Reserved lunch table for staff and clients

### Marketing Opportunities:

- Premium 8x8 exhibit space (includes pipe and drape, 6 ft. table, 2 chairs, Wi-Fi, electricity, ID sign)
- Prime placement in Virtual Goodie Bag
- Premium placement in Event Mobile App (includes logo in scrolling banner; 50-word description; link to featured content; promoted push notification during conference)
- Recognition as Platinum Level Sponsor on conference website
- Pre-conference social media marketing
- Staff badges with sponsor ribbon
- Pre-conference attendee list (receipt 2 weeks prior)
- Post conference attendee list (receipt 1 week after)



**CLICK HERE to apply!**

# SPONSORSHIP LEVEL DESCRIPTIONS

## GOLD LEVEL (5 available)

**\$6,000 (before June 30)/\$9,000 (after June 30)**

### Speaking Opportunity:

- One 10-minute speaking slot at Innovative Solutions Showcase in Exhibit Hall (*topic, content and speaker must be pre-approved by NCHICA*)

### Engagement Opportunities:

- 2 full conference passes for staff
- Participate in Games and Prizes in Exhibit Hall

### Marketing Opportunities:

- Prime 8x8 exhibit space (includes pipe and drape, 6 ft. table, 2 chairs, Wi-Fi, electricity, ID sign)
- Enhanced placement in Virtual Goodie Bag
- Premium placement in Conference Mobile App (includes logo; link to featured content)
- Recognition as Gold Level Sponsor on conference website
- Pre-conference social media marketing
- Staff badges with sponsor ribbon
- Pre-conference attendee list (receipt 2 weeks prior)
- Post conference attendee list (receipt 1 week after)

## SILVER LEVEL

**\$4,000 (before June 30)/\$7,000 (after June 30)**

### Sponsorship Opportunities (pick one):

- Ice Cream Social Break (includes logo sign)
- Phone Charging Station (includes logo sign)
- NASCAR Hall of Fame Reception Moonshine Station (includes logo sign and 2 tickets to reception)
- VIP Lounge Beverage Station (includes sign and 1 VIP Lounge pass)
- VIP Lounge Snack Break (includes sign and 1 VIP Lounge pass)

### Engagement Opportunity:

- 1 full conference pass for staff

### Marketing Opportunities:

- Recognition as Silver Level Sponsor on conference website
- Staff badges with sponsor ribbon
- Post conference attendee list (receipt 1 week after)

## BRONZE LEVEL

**\$1,000 (before June 30)/\$1,500 (after June 30)**

### Sponsorship Opportunities (pick one):

- NASCAR Hall of Fame Reception game cards (includes logo on cards and ticket to reception)
- NASCAR Hall of Fame Reception Qualifying Game (includes logo sign and ticket to reception)
- Catch Box for Audience Q&A in Plenary Sessions (includes logo on box)
- Convention Center Food Court Cash (includes 30 booklets with \$10 coupons)
- Virtual Goodie Bag (includes ad placement)

### Marketing Opportunities:

- Recognition as Bronze Level Sponsor on conference website and app
- Staff badges with sponsor ribbon
- Post conference attendee list (receipt 1 week after)

## EXHIBIT BOOTH ONLY (21 available)

**\$1,760 member/\$2,560 non-member (before June 30)**

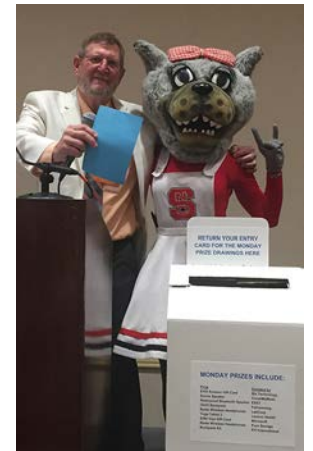
**\$2,200 member/\$3,200 non-member (after June 30)**

### Engagement Opportunities:

- 2 full conference passes for staff
- Participate in Games and Prizes in Exhibit Hall

### Marketing Opportunities:

- Standard 8x8 exhibit space (includes pipe and drape, 6 ft. table, 2 chairs, Wi-Fi, electricity, ID sign)
- Standard placement in Virtual Goodie Bag
- Recognition as Exhibitor on conference website
- Staff badges with exhibitor ribbon
- Post conference attendee list (receipt 1 week after)



**[CLICK HERE to apply!](#)**



# SPONSORSHIP BENEFIT DESCRIPTIONS

## Lightning Talk

This plenary session will feature six 5-minute talks from Diamond and Platinum level sponsors on a specific topic chosen by NCHICA. The session is designed to be fast-paced and engaging. Topic, content, and speaker must be pre-approved by NCHICA. Deadlines are imposed, and all content must be received by NCHICA no later than September 21st or benefit will be forfeited.

## Innovative Solutions Showcase

Similar to the Lightning Talk, Gold level sponsors have the opportunity to give a 10-minute presentation on the exhibit hall stage during one of the lunch breaks. Your opportunity to showcase your innovative solutions! Topic, content, and speaker must be pre-approved by NCHICA. Deadlines are imposed, and all content must be received by NCHICA no later than September 21st or benefit will be forfeited.

## Executive Lunch

This invitation-only luncheon on Monday will allow Diamond and Platinum level sponsors the opportunity to meet one-on-one with NCHICA board members, CIOs, CMIOs, and other healthcare IT executives. Each sponsor in attendance will have a brief introduction at the beginning of the function.

## NASCAR Hall of Fame Reception

Select sponsors will have the opportunity to host an activity during the NASCAR Hall of Fame Reception on Monday evening. Platinum level sponsors can choose the Pit Crew or Race Simulator Challenge, and can provide prizes to the winners. Bronze level sponsors can choose the Game Cards, Moonshine Station or Qualifying Game.



## Complimentary Conference Passes

Conference registration will open in July 2018. All sponsorship levels (except Bronze) include complimentary passes for company staff: the deadline to register is September 21, 2018 in order to avoid a \$50 per person penalty fee. Complimentary client passes are available to Diamond level sponsors and may not be used by company staff. Any client passes not reserved by September 21, 2018 will be forfeited.

## Learning Lab

The Learning Lab provides attendees with the opportunity to see and experience innovative technologies in the exhibit hall. Space is limited to Diamond level sponsors and others by invitation. Deadlines will be enforced.

## Virtual Goodie Bag

Go “green” with our Virtual Goodie Bag to provide conference attendees with a voucher, discount, or document share before, during and after the conference. Create your own placement online, directly link your content to your company website, online store, social media, etc. Visitors can view, save, and redeem content. You will receive detailed performance reports including participant demographics.

## VIP Lounge

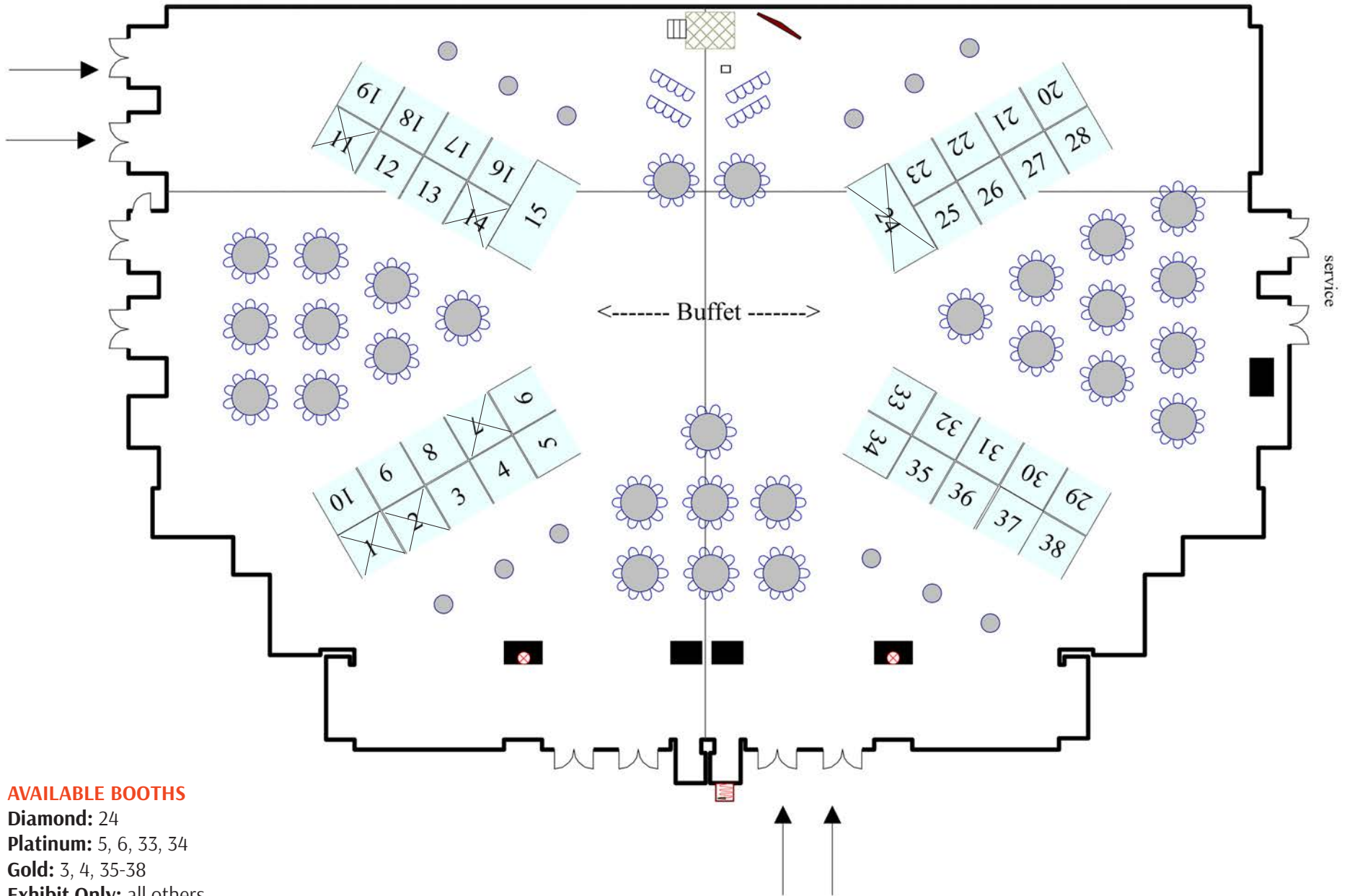
The VIP Lounge is an exclusive place for VIPs to take a break, grab a snack, check in with the office, and recharge their devices. Passes to the VIP Lounge will be provided to Diamond and Platinum level sponsors, as well as NCHICA Board members, speakers and other select guests. Plus, Diamond and Platinum sponsors will have private meeting space in the lounge.



[CLICK HERE to apply!](#)



# NCHICA EXHIBIT HALL LAYOUT



## RECOMMENDATIONS FOR A SUCCESSFUL EXPERIENCE

### 1. Attend Educational Sessions

The NCHICA Annual Conference features educational sessions on a variety of healthcare IT topics. We encourage your staff to attend sessions that pertain to your areas of interest and learn what your peers are doing, best practices, lessons learned, or ways your company can help.

### 2. Influencers Wanted!

Send staff members that have influence into how your products are developed and can provide high level expertise on those products and services. A mix of product engineering and product sales is recommended to get well rounded engagement at the conference.

### 3. Network, Network, Network

The best way to get in front of the decision makers is to go where they go. Attendee lists are provided to every attendee in advance of the conference. Get acquainted with our attendees and locate where they are during the conference. Sit with them during a session or at lunch, find them in a networking area, and join them in activities during the reception at the NASCAR Hall of Fame. If they don't have time to chat, be sure to entice them to come to your exhibit booth by providing pre-made cards with your exhibit booth number and company name on them. Remember, they won't know unless you ask!

### 4. Create a Welcoming Space

We all know everyone loves free stuff, but as an attendee, if the exhibit space is not welcoming, a free pen isn't worth the approach. Be sure to stay engaged in the conference. So many times we have heard that an attendee didn't approach a booth in the exhibit hall because the exhibit staff looked really busy on their computer or a phone call. Be prepared to interact with every "potential client" during exhibit hall hours.

### 5. Engage in Post-Conference Activities

Now that you have met and engaged with attendees at the NCHICA Annual Conference, we encourage you to continue those conversations in a neutral forum at NCHICA. Members have access to workgroups and roundtables that represent the interests of the many sectors of the healthcare community. If you are not already participating in a workgroup, contact [allison@nchica.org](mailto:allison@nchica.org) to get started!

## SPONSOR FAQs

### Can we speak at the conference?

Yes! If your company submitted an abstract that was not chosen for the educational sessions, we do offer speaking opportunities in some of the sponsorship packages. Although we strictly prohibit sales presentations, we recommend you share your thought leadership, unique research, or innovative case studies.

### Can we sponsor the conference if we have a session presenter?

Absolutely! One of the best ways to increase your ROI is to have conference attendees visit you in the exhibit hall after your session, or to have a way to catch attendees that missed your session.

### May sponsors attend the conference educational sessions?

Yes! If your sponsorship package contains a complimentary conference pass, that includes admission to all sessions. We recommend all sponsors attend at least one educational session each day.

### How many leads will I get?

We cannot guarantee numbers – but we are sure that our attendees are interested in the event topics because most pay to attend – so if your service relates well to the conference, you should find an interested and motivated audience.

### Can we share our sponsorship with another company?

No. We welcome companies to sponsor and exhibit at our conference, but we prohibit dual-occupancy of space in our exhibit hall. Please review the Sponsorship Rules & Regulations for complete information.

### Can we ship our booth materials to the Convention Center?

No. All booth materials must be shipped to our Show Management company, Fern. They will deliver shipped items to your exhibit booth area, and assist with shipping them back. After you sign up as an exhibitor, a representative from Fern will contact you about your shipping and labor needs.

### Can I bring my own booth materials with me?

If you have hand carry items, you may use the convention center escalators to get to the exhibit hall. If you have large materials that require a cart, you must arrive on Sunday, October 7 between 2:00-6:00 pm when the loading dock is available.

### Where can I order A/V equipment for our booth?

All orders must be placed with PSAV. You can contact them directly to make your order and payment. [Click here](#) to download the form.