SPONSORSHIP OPPORTUNITIES

NCHICA 26th Annual Conference

September 14-15, 2020

NCHICA • 3200 NC Hwy 54, Cape Fear Bldg, Suite 200 • Research Triangle Park, NC 27709-3048 • www.nchica.org
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 26th Annual Conference, scheduled for September 14-15, 2020 at the Durham Convention Center in Durham, 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!
WHY SPONSOR AT THE NCHICA ANNUAL CONFERENCE?

TOP TEN REASONS TO SPONSOR

1. The conference draws an audience of over 300 healthcare IT professionals from across the United States.
2. The agenda features scheduled breaks in the Exhibit Hallway each day.
3. The Exhibit Hallway is centrally located on the same floor as the educational sessions.
4. There will be games and prizes to drive traffic to your table.
5. Your organization will be listed on the conference website and app.
6. You will receive the attendee list after the conference for post-event marketing.
7. All sponsorships include complimentary passes for your staff for admittance to all meals and educational sessions.
8. You can connect with attendees during the conference via email and text through the event app.
10. Diamond, Platinum and Gold level sponsorships feature access to the VIP Lounge.

IMPORTANT KEY DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>March 30</td>
<td>Abstract submission deadline</td>
</tr>
<tr>
<td>May 15</td>
<td>Exhibit early rate deadline</td>
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<tr>
<td>June 15</td>
<td>Conference registration opens</td>
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<tr>
<td>August 14</td>
<td>Conference registration early rate deadline</td>
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<tr>
<td>August 21</td>
<td>Deadline for sponsorship applications or cancellations</td>
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<tr>
<td>August 28</td>
<td>Deadline for sponsor attendee registrations (fees start to apply)</td>
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<tr>
<td>September 13</td>
<td>Exhibit Table setup and check-in 2:00-5:00 pm</td>
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<tr>
<td>September 14</td>
<td>Exhibit Table setup and check-in 6:30-7:30 am; Exhibit Hall opens 7:30 am</td>
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<tr>
<td>September 15</td>
<td>Exhibitor move-out 2:45-5:00 pm</td>
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</tbody>
</table>

“The NCHICA annual conference provides a great venue for networking and generating new business. Unlike national mega-conferences, NCHICA is a tight knit group of healthcare IT professionals who share a common passion for privacy, IT security and systems innovation. The presentations are solution-focused and demonstrate methods and practices which can be implemented immediately. The conference is a great value for the contacts and ideas I return to the office with. I look forward to this event each year!” ~2019 Conference Attendee

“The NCHICA Conference always provides the best educational sessions and networking events. It’s the only conference I go to now!”
~2018 Conference Attendee

“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
SPONSORSHIP LEVEL DESCRIPTIONS

DIAMOND LEVEL (3 available)
$15,000
A customized package to include:
• A 45-minute Breakout Session
• Seat on Response Panel at C-Suite IT Reverse Pitch Plenary Session
• Exhibit space in hallway (includes two 6 ft. tables, 4 chairs, Wi-Fi, electricity)
• Interview on NCHICA Healthcare IT Trends Buzz Podcast
• Sponsorship of conference track, with branding opportunities
• 4 full conference passes plus 4 for invited customers
• 1 invitation to NCHICA Executive Lunch
• 6 invitations to VIP Evening Reception on Monday
• 1 reserved table for staff and customers at meals
• Participate in exhibit hall games and prize drawings
• Recognition as Diamond Level Sponsor on conference website and mobile app
• Staff badges with sponsor recognition
• Pre-conference social media marketing
• Pre- & post-conference attendee list in Excel (receipt 2 weeks prior/1 week after)

PLATINUM LEVEL (3 available)
$9,000 NCHICA member/$14,000 non-member
Speaking Opportunity:
• A 45-minute Breakout Session
Engagement Opportunities:
• 4 full conference passes plus 2 for invited customers
• 1 invitation to NCHICA Executive Lunch
• 1 reserved table for staff and customers at meals
Marketing Opportunities:
• Exhibit space in hallway (includes 6 ft. table, 2 chairs, Wi-Fi, electricity)
• Participate in exhibit hall games and prize drawings
• Recognition as Platinum Level Sponsor on conference website and mobile app
• Staff badges with sponsor recognition
• Pre-conference social media marketing
• Pre- & post-conference attendee list in Excel (receipt 2 weeks prior/1 week after)

GOLD LEVEL (7 available)
$5,000 NCHICA member/$8,000 non-member
Speaking Opportunity:
• Lead 60-minute Roundtable Discussions at Monday Plenary Session
Engagement Opportunities:
• 2 full conference passes
Marketing Opportunities:
• Exhibit space in hallway (includes 6 ft. table, 2 chairs, Wi-Fi, electricity)
• Participate in exhibit hall games and prize drawings
• Recognition as Gold Level Sponsor on conference website and mobile app
• Staff badges with sponsor recognition
• Pre-conference social media marketing
• Pre- & post-conference attendee list in Excel (receipt 2 weeks prior/1 week after)

SILVER LEVEL (5 available)
$2,500 NCHICA member/$4,000 non-member
Sponsorship Opportunities (pick one):
• Monday Continental Breakfast
• Monday Lunch
• Monday Reception
• Tuesday Continental Breakfast
• Tuesday Lunch
Engagement Opportunity:
• 1 full conference pass
Marketing Opportunities:
• Promotional materials in Meal Room (high top table provided)
• Recognition as meal sponsor on event signage
• Promotional material seat drop at sponsored meal
• Recognition as Silver Level Sponsor on conference website and mobile app
• Staff badges with sponsor recognition
• Conference attendee list in PDF (receipt 3 days before conference)

EXHIBIT ONLY (15 available)
$2,000 NCHICA member/$3,200 non-member (thru May 15)
$2,500 NCHICA member/$4,000 non-member (May 16-Aug. 21)
Engagement Opportunities:
• 2 full conference passes
Marketing Opportunities:
• Exhibit space in hallway (includes 6 ft. table, 2 chairs, Wi-Fi, electricity)
• Participate in exhibit hall games and prize drawings
• Recognition as Exhibitor on conference website and mobile app
• Staff badges with exhibitor recognition
• Conference attendee list in PDF (receipt 3 days before conference)
## SPONSORSHIP LEVELS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS &amp; BENEFITS</th>
<th>Diamond $15,000</th>
<th>Platinum $9K mbr $14K non</th>
<th>Gold $5K mbr $8K non</th>
<th>Silver $2.5K mbr $4K non</th>
<th>Exhibit Only $2K mbr $3.2K non</th>
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<tbody>
<tr>
<td>Exhibit</td>
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<tr>
<td>Speaking Opportunities</td>
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<td>Conference Breakout Session</td>
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<td>C-Suite IT Reverse Pitch Plenary Session</td>
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<td>Roundtable Discussions Plenary Session</td>
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<td>Engagement Opportunities</td>
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<td>Full Conference Pass(es)</td>
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<td>Participate in exhibit hall games and prize drawings</td>
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<td>Reserved Table at Meals</td>
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<td>Executive Lunch</td>
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<td>Guest Passes</td>
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<td>VIP Reception</td>
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<td>Marketing Opportunities</td>
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<td>Pre-conference attendee list</td>
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<td>Post-conference attendee list</td>
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<td>Listing on website and app</td>
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<td>Pre-conference Social Media Promotion</td>
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<td>Pre-conference Podcast Interview</td>
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<td>Recognition in Welcome Remarks</td>
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<td>Sponsor recognition on staff badges</td>
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<tr>
<td>Sponsored Meal</td>
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### Roundtable Discussions Plenary Session
Platinum and Gold level sponsors will lead Roundtable Discussions on a hot topic of their choice. Each discussion will be 20 minutes, and then attendees will move to another table, enabling engagement with a variety of attendees.

### Executive Lunch
This invitation-only luncheon on Monday will allow Diamond and Platinum level sponsors to meet one-on-one with NCHICA board members, CIOs, CMIOs, and other healthcare IT executives.

### VIP Reception
The VIP Reception on Monday evening will allow Diamond level sponsors to meet one-on-one with NCHICA board members, CIOs, CMIOs, conference speakers, and other healthcare IT executives.
Table 1-3: Diamond Sponsors
Tables 4-13: Platinum & Gold Sponsors
Tables 14-28: Exhibit Only

Tables assigned on a first-come, first-served basis.
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 the Diamond, Platinum and Gold 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! Each sponsorship package contains at least one 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 exhibit booth/table with another company?
There is a 35% surcharge for sharing your exhibit space. Please see “Co-branding Policy” in the Sponsor Terms and Conditions for more information.

Where can I order additional A/V equipment for our table?
NCHICA is providing electrical access to all exhibit tables. All other equipment must be ordered directly from the Durham Convention Center. Please fill out the Exhibitor Services Form and return it to:

Durham Convention Center
ATTN: Michelle Watson
301 West Morgan Street
Durham, NC 27701

If the equipment you need is not listed on the form, contact Michelle Watson
919-956-9404 ext. 109
michelle.watson@spectraxp.com.
Drayage Policy of Durham Convention Center

All packages that are being shipped to the Durham Convention Center can arrive three business days from the first day of the event (September 9). Any packages received earlier than this date will be refused. Packages should be shipped with the following info on the label:

- Durham Convention Center
- ATTN: Michelle Watson
- NCHICA 26th Annual Conference
- Vendor Name or Table Number
- 301 West Morgan Street
- Durham, NC 27701

Packages will be received and delivered to your vendor table. Please note, the convention center is not responsible for any lost or misplaced freight.

Total shipments under 100 lbs will have no fee. Any total shipments over 100 lbs will be charged a drayage fee of $32.00 per 100 lbs. The drayage fee will need to be paid before shipments can be delivered to the client. This fee can be paid via credit card. Provided with this packet are two forms: the Drayage Handling Form, which has additional shipping information and a couple of package-related questions for you to complete, and the Credit Card Charge Authorization Form. Please complete all required forms and return them to:

- Durham Convention Center
- ATTN: Michelle Watson
- NCHICA 26th Annual Conference
- Vendor Name
- 301 West Morgan Street
- Durham, NC 27701

Fax: 919.956.9507
Email: michelle.watson@spectraxp.com (If sending via email, leave credit card number blank and call to leave it with a DCC staff member)

For outbound packages, clients are responsible for:

- Completing the Out Going Drayage Form.
- Repacking and sealing their boxes for shipment.
- Attaching the proper pick up label (FedEx or UPS)
- Leaving outgoing packages on top of your vendor table with Out Going Drayage Form completed.
- Scheduling a pick up time with the shipping company. Please tell the shipping company packages need to be picked up between the hours of 8AM-4PM on Monday through Friday at the address above.

HOW TO RESERVE YOUR SPACE

Read and sign the Sponsor Terms and Conditions and return to:

Allison Mera, allison@nchica.org

Once the signed contract is received, you will receive an email with a link where you can select your sponsorship level and submit payment.