



SPONSORSHIP OPPORTUNITIES

2008 NHIA Annual Conference & Exposition

March 9-12, 2008

Phoenix, AZ

The NHIA Annual Conference is a growing national meeting for infusion therapy professionals, providing a wide range of high-quality, in-depth programs addressing the critical issues in alternate site health care.

With your partnership and support, NHIA can continue to build and strengthen this important event. NHIA Annual Conference attendees are the decision makers in today's alternate site infusion therapy marketplace—owners, pharmacists, nurses, clinical and operations managers, and reimbursement specialists. They are affiliated with a variety of services including community pharmacy, durable medical equipment, and home health nursing services. In addition to home infusion, they provide services to long-term care facilities, ambulatory infusion centers, physicians' offices and outpatient surgery centers.

SPONSORSHIP BENEFITS:

One of the benefits of becoming an NHIA supporter is the exposure and visibility your company, products and services receive. All sponsors receive the following benefits package.

- on-site signage at the conference
- special recognition in the official conference program book and exhibit hall show guide
- sponsor ribbons for company staff attending conference
- post-conference publicity in *INFUSION*, the only publication devoted exclusively to alternate site I.V. therapy with 15,000 readers nationwide
- acknowledgement on the NHIA website, www.nhia.org

SPONSORSHIP OPPORTUNITIES begin on next page...

Breakfast Educational Symposia \$35,000 *1 remaining available*

Host a breakfast educational program held in conjunction with the NHIA Annual Conference. Please contact us for details.

Lunch Educational Symposia \$35,000

Host a lunch educational program held in conjunction with the NHIA Annual Conference. Prime target audience! Please contact us for details.

Reimbursement Pre-conference Programming - \$10,000

This full day pre-conference workshop on the fundamentals of alternate-site infusion reimbursement features speaker David Franklin, MSA.

Executive Pre-Conference/Luncheon - \$25,000 *Sold*

One of the highlights of the Annual Conference, the Executive Conference is a six-hour program offering home infusion owners and managers the opportunity to learn about key topics in the industry as well as offering a unique opportunity to network with like-minded executives.

Opening Gathering and Entertainment – \$15,000

This “kick-off” to the conference and trade exposition always starts the meeting on a high point. “Extraordinist” Craig Karges highlights the evening and will dazzle the mind, leaving everyone questioning what is real and unreal, what is possible and what is impossible. Karges has appeared on The Tonight Show with Jay Leno, Larry King Live and many other national TV appearances.

General Session – \$10,000

A must attend session with Keynote Speaker Eric Dishman, head of Intel’s Health, Research, and Innovation Group, is one of the world’s leading experts on digital health-care technologies. Dishman has briefed White House cabinet members and conferences, Senate Committees and the National Governors Association, and now he will be center stage at NHIA!

General Session – \$5,000

A complete advocacy update and where we need to go to secure Medicare coverage for the alternate-site infusion marketplace. In addition, this general session will also host a Leadership Panel discussing the collaborative ideas of what is needed to transform the field for the better.

Educational Track Programs – \$10,000

Three tracks available – Clinical(*SOLD*), Management, Sales & Marketing, and Reimbursement Programs.

VAD Workshop – \$7,500 **Sold**

This special workshop will be CE accredited for both nurses and pharmacists featuring two leading experts on vascular access devices. The programs will take a complete look at vascular access devices used in the alternate-site setting and discuss care and maintenance as well as complications.

Roundtable Sessions– \$5,000

The ever-popular NHIA Roundtable session is an informal networking session that allows information sharing on key topics of interest to infusion professionals. Here is a list of many of the exciting topics:

- Accreditation Commission for Health Care (ACHC)
- Community Healthcare Accreditation Program (CHAP)
- Creative On-Call Coverage
- DME MAC Representatives
- Ensuring Employee Competency
- Getting Your Scoreboard Off the Ground
- Infusion Sales 101
- Joint Commission
- MediCal Billing
- Medication Reconciliation Strategies
- NPSG 3E—Anticoagulation Safety
- Pharmacy Technician Training Programs
- Sales Compensation Plans
- SCIG (Immune Globulin SC)
- Telemedicine

Membership Bingo – \$5,000 **SOLD**

Join the NHIA Membership Committee in sponsoring “Membership Bingo” for NHIA members, to be held in the exhibit hall. All exhibiting companies can participate by donating a prize; the sponsoring company’s logo will be placed on the bingo cards and on all membership bingo signage.

Preliminary Program Advertising \$5,000 **Sold**

Be part of the key conference marketing piece which is full of detailed information including the educational programming. The preliminary program is poly-bagged with the Nov/Dec issue of **INFUSION** and is distributed to our 15,000 subscribers. Exclusive support includes an acknowledgement in the program and placement of a one page, four color ad promoting your products and services in the program.

Conference Program Book – \$2,500

Place an ad in the program guide to be distributed onsite at the conference. Full Page Black and White ad in the final program book for the conference. For additional ad positions please call for rates.

Conference Tote Bags - \$15,000**Sold**

Distributed to all conference attendees at registration, the NHIA conference logo is placed on one side of the bag, sponsoring company logo on the other side.

Grand Opening of NHIA Exposition and Reception - \$15,000

The first formal event of the meeting and a popular networking session for exhibitors and attendees, the Grand Opening is the perfect opportunity to get your name in front of motivated attendees when they first arrive at the conference.

Cyber Central – \$10,000**Sold**

New last year and back by popular demand! Computer stations will be available in the exhibit hall for attendees to check emails. A unique opportunity to get your name in front of appreciative conference attendees.

Hotel Room Key--\$10,000**Sold**

Place your company logo on every room key at the Hyatt Regency host hotel in Phoenix. This is a perfect way to keep your name in front of every conference attendee.

Lunch - \$15,000 each

A tasty box lunch is provided to all attendees in the exhibit hall. A novel way to show your support for conference attendees – your customers.

LDF Fundraiser/Conference Party - \$35,000**Sold**

Exclusive sponsorship for this event that was the talk of the conference last year in Savannah.

**2008 NHIA Annual Conference & Exposition
March 9-12, 2008 ♦ Phoenix, AZ
FAX BACK RESPONSE FORM
FOR SPONSORSHIP**

My company will sponsor the following programs/events at the 2008 NHIA Annual Conference & Exposition:

_____	Fee \$ _____
_____	Fee \$ _____
Total Fee	\$ _____

Company Name _____

Company Contact _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone _____ **Fax** _____

Payment must accompany this form!

Payment method: Check enclosed **Total Amount \$** _____

Bill my: Amex VISA MasterCard

CC# _____ **Exp. Date:** _____

Signature: _____ **Date:** _____

Fax this form with credit card payment to: NHIA at 703-683-1484
or mail with check to: NHIA, 100 Daingerfield Road, Alexandria, VA 22314

THANK YOU FOR YOUR SUPPORT!