

NHIA 2020

VIRTUAL SPONSORSHIP

OPPORTUNITIES



Keep your message in front of NHIA conference attendees with these virtual options. These opportunities were developed as a way for NHIA's business partners to reach a large number of attendees that would normally be at the NHIA 2020 Annual Conference.

APRIL/MAY WEBINAR SPONSORSHIP OPTIONS

Each live webinar will be recorded and available for CE on NHIA's Learning Management System for three years. For each webinar you sponsor, your company will be able to provide a 30-60 second overview of your company's services or products as well as an introduction of the speaker. Sponsor recognition is also included on all email blasts, social media, and print advertising.

Advancing Home Infusion Clinical Practice through Research: The Best Abstracts from NHIF Poster Session **\$5,000**

Finalists for the NHIF Outstanding Abstract Achievement Award will be presenting an overview of the research project and summarizing their findings during this special clinical webinar. The winner of the Outstanding Abstract Achievement Award, chosen live during the webinar, will receive a \$1000 scholarship, support to develop a manuscript for publication in INFUSION magazine as well as a complimentary registration to the 2021 conference.

New Drugs & Biologics **\$7,500**

An NHIA Fan Favorite! Hear a summary of the new parenteral drugs, biologics, and biosimilar agents approved in 2019 from our industry's current roster of pharmacy residents. Dive into disease management role of each drug and its clinical application in the home setting. Cultivate your knowledge of administration considerations, patient education needs, and clinical monitoring requirements for each drug.

SUMMER EDUCATION SERIES



Weekly during June and July, NHIA will be offering a free continuing education program from our top speakers scheduled to share their knowledge at the 2020 Annual Conference. Each live webinar will be recorded and available for CE on NHIA's Learning Management System for three years. For each webinar you sponsor, your company will be able to provide a 30-60 second

overview of your company's services or products as well as an introduction of the speaker. Sponsor recognition is also included on all email blasts, social media, and print advertising.

Individual Webinar

\$7,500

Webinar Topics Include:

- Proactively Identifying Risk and Medication Errors
- Patient Education Theory and Industry Trends
- Practical Tips in Managing Long Term Home Parenteral & Enteral Nutrition (HPEN) Patients
- Disease State Management – Cystic Fibrosis
- Project Management Pearls: The Impact of Revenue
- Overcoming Barriers to Adding Specialty to your Home Infusion Model
- The 4 C's of Patient Collections: Change, Coach, Cater & Collect
- The Art of Intake

PRINT OPTIONS

Sponsored INFUSION Magazine Articles **\$5,000**

As the sponsor of an article in INFUSION Magazine, your organization will receive sponsor recognition for the article as well as a ½ page ad in the journal.

Articles Include:

- Operationalizing the Pharmacy to Maximize Reimbursement – Jul/Aug issue of INFUSION
- Residency Programs: Why, How, and What it Means – Sept/Oct issue of INFUSION
- Developing an Effective Model for Managing nurse Productivity – RN Essentials – Nov/Dec issue of INFUSION
- Disease State Management – Diabetes – Nov/Dec issue of INFUSION
- Standardizing Immediate Use Preparation Across the Alternate Site of Care Continuum – Nov/Dec issue of INFUSION

NHIA Posters INFUSION Magazine Supplement **\$7,500**

NHIA will be publishing all 20 of the NHIA Annual Conference Posters in a single supplement to be mailed to more than 10,000 INFUSION magazine subscribers. As a sponsor of the essential research, your sponsorship recognition will appear on cover of the INFUSION Magazine supplement and a full page ad in the supplement. The supplement will be sent with the July/Aug issue of INFUSION Magazine.

Business Guide

Advertise in the Business Guide that every NHIA professional member receives! We have several ad placement options for your four-color advertisement in the NHIA Business Guide. Consider the enhanced listing to prominently display your organizations products and services. The business guide will be sent with the Sept/Oct issue of INFUSION Magazine to over 10,000 INFUSION Magazine subscribers.”

Enhanced Listing (brief 100 word description, company logo, bold color)	\$500
Inside Front Cover	\$3,500
Inside Back Cover	\$3,500
Full Page Ad	\$2,500
Outside Back Cover	\$3,500