PARTNER • SPONSOR • EXHIBIT

PROSPECTUS

#NASHPCONF20

AUGUST 17-19, 2020

BOSTON, MASSACHUSETTS

Benefit from maximum visibility and brand recognition
Showcase your company’s services and solutions
Stand out as an industry thought leader
The National Academy for State Health Policy (NASHP) is an independent academy of state health policymakers dedicated to helping states achieve excellence in health policy and practice.

A non-profit and non-partisan organization, NASHP provides a forum for constructive work across branches and agencies of state government on critical health issues.

At NASHP, we provide a unique forum for productive interchange across all lines of authority, including executive offices and the legislative branch.

For over 30 years NASHP has been a trusted, bipartisan resource for busy state health policymakers. Through identifying best practices, developing policy options to address tough issues and forging partnerships across agency and executive and legislative branches, NASHP advances innovation in state health policy.

As part of our mission to help states achieve excellence in state health policy and practice, we offer opportunities to partner, sponsor, and exhibit with us.

This year we celebrate the 33rd Annual State Health Policy Conference. Planned by state health policymakers for state health policymakers, NASHP’s annual event stands out as a “must-attend” for the state health policy community. With a carefully crafted agenda focusing on emerging issues and current best practices within states, our conference brings together the nation’s leading experts to share, learn, and discuss.

Our annual conference attracts hundreds of leading public and private sector health policy professionals from all 50 states and the District of Columbia, giving you the opportunity to be in front of this key audience.

Partner, sponsor, and exhibit with NASHP this year and join us in our mission to help states achieve excellence in health policy and practice.

Trish Riley
Executive Director
National Academy for State Health Policy
WHAT TO EXPECT AT #NASHPCONF20

Planned by state health policymakers, for state health policy makers, NASHP’s annual event provides exhibitors, sponsors, and partners the opportunity to engage with a targeted group of the state health policy community who are eager to learn about your company.

ATTENDEES
HUNDREDS OF LEADING STATE HEALTH POLICY EXPERTS FROM ALL 50 STATES AND THE DISTRICT OF COLUMBIA IN ATTENDANCE

SESSIONS
OVER 20 CAREFULLY CRAFTED SESSIONS FEATURING HEALTH POLICY EXPERTS ADDRESSING THE MOST RELEVANT AND CUTTING EDGE TOPICS IN THE HEALTH POLICY COMMUNITY

TARGETED TOPICS
CONTENT-DRIVEN, DATA-FOCUSED, DAY LONG PRECONFERENCE SESSIONS THAT ALLOW ATTENDEES TO DIG INTO A SPECIFIC ISSUE

ROUND TABLES
ROUND TABLES OFFERING THOUGHT-PROVOKING, DIALOG-DRIVEN DISCUSSIONS TO PROVIDE BEST PRACTICES AND SOLUTIONS TO TIMELY ISSUES

NETWORK
NUMEROUS NETWORKING OPPORTUNITIES AND SPECIAL EVENTS
STRATEGIC PARTNERSHIP OPPORTUNITIES

NASHP’s Strategic Partnership Program aligns corporations interested in supporting excellence in state health policy with our work ensuring maximum impact. State health policy leaders and private corporations have much to learn from one another and NASHP partnerships will help foster a collaborative environment as we examine and create solutions to critical health issues. Strategic partnerships encompass one calendar year of activities, including NASHP’s Annual State Health Policy Conference.

*All products and their content are created at the sole discretion of NASHP.

SET YOUR COMPANY APART AS A THOUGHT-LEADER BY PARTNERING WITH NASHP TO DESIGN AN ISSUE-SPECIFIC BENEFIT THAT TARGETS A NEED IN THE HEALTH POLICY COMMUNITY

CULTIVATE RELATIONSHIPS BETWEEN STATE HEALTH POLICY LEADERS AND PRIVATE CORPORATIONS

EXCLUSIVE OPPORTUNITIES TO WORK WITH NASHP LEADERSHIP AND STAFF SUBJECT SPECIALISTS

EXTENSIVE VISIBILITY TO NASHP’S GROWING COMMUNITY OF STATE HEALTH POLICY LEADERS AND DECISION-MAKERS
STRATEGIC PARTNERSHIP OPPORTUNITIES

MISSION PARTNER

CUSTOM BENEFIT
Issue-based and designed around common priorities, the custom benefit is an opportunity to explore critical and emerging issues through convening focus groups, tracking state activity and/or making use of NASHP subject specialists to inform papers, webinars, blogs, tool kits and more.

PARTNERSHIP PERKS
• Discuss priorities with NASHP Executive Director and senior staff.
• Recognition as Strategic Partner on www.nashp.org for one calendar year.
  Company logo, description and web link included.
• Recognition as Strategic Partner in NASHP’s weekly e-newsletter for one calendar year (logo only).
• Three (3) social media mentions quarterly promoting strategic partnership.

MARKETING ADVANTAGE
Extend your reach to industry decision makers by retargeting your digital ads. Retargeting uses “cookies” to track visitors of one site and reach those same visitors with ads on other sites. Retargeting is one of the most effective forms of digital advertising and now you can retarget our website visitors promoting your partnership with NASHP and sponsorship of NASHP’s annual conference!

#NASHPCONF20 UPGRADES
• Recognition as a strategic partner from the podium at the Annual Conference.
• Complimentary use of meeting space (restrictions apply).
• Platinum level sponsorship for the Annual Conference PLUS:
  • The opportunity to host a roundtable at the Annual Conference OR the opportunity to help develop a post-conference webinar.
  • Two additional complimentary registrations and two additional discounted registrations

ALLIANCE PARTNER

CUSTOM BENEFIT
Issue-based and designed around common priorities, the custom benefit is an opportunity to explore critical and emerging issues through convening focus groups, tracking state activity and/or making use of NASHP subject specialists to inform papers, webinars, blogs, tool kits and more.

PARTNERSHIP PERKS
• Discuss priorities with NASHP Executive Director and senior staff.
• Recognition as Strategic Partner on www.nashp.org for one calendar year.
  Company logo, description and web link included.
• Recognition as Strategic Partner in NASHP’s weekly e-newsletter for one calendar year (logo only).
• Two (2) social media mentions quarterly promoting strategic partnership.

CORPORATE PARTNER

CUSTOM BENEFIT

PARTNERSHIP PERKS
• Discuss priorities with NASHP Executive Director and senior staff.
• Recognition as Strategic Partner on www.nashp.org for one calendar year.
  Company logo, description and web link included.
• Recognition as Strategic Partner in NASHP’s weekly e-newsletter for one calendar year (logo only).
• One (1) social media mention quarterly promoting strategic partnership.

#NASHPCONF20 UPGRADES
• Recognition as a strategic partner from the podium at the Annual Conference.
• Complimentary use of meeting space (restrictions apply).
• Platinum level sponsorship for the Annual Conference PLUS:
  • The opportunity to host a roundtable at the Annual Conference OR the opportunity to help develop a post-conference webinar.
  • One additional complimentary and one additional discounted registration.

#NASHPCONF20
NASHP’s Annual State Health Policy Conference brings together hundreds of the nation’s leading experts, decision makers and professionals representing all segments of the state health policy community from all 50 states. Sponsorship opportunities are designed to provide maximum visibility and brand recognition to stakeholders before, during and after the event has taken place. Choose from one of our sponsorship levels or work with NASHP Staff to design a custom package that meets your needs and works with your budget.

New this year, NASHP will welcome attendees of the co-located NAHDO Annual Meeting to its exhibit hall and networking events, which means sponsors and exhibitors will have the opportunity to engage not only with NASHP attendees but also NAHDO attendees, which include state and private health data organizations that maintain statewide health care databases and stakeholders of these databases in the public and private sectors.

#NASHPCONF20 SPONSORSHIP OPPORTUNITIES

NASHP’S ANNUAL STATE HEALTH POLICY CONFERENCE IS A MUST-ATTEND FOR MEMBERS OF THE STATE HEALTH POLICY COMMUNITY

UNPARALLELED ACCESS TO THE NATION’S LEADING EXPERTS ON THE MOST CUTTING-EDGE ISSUES IN STATE HEALTH POLICY.

SET YOUR COMPANY APART FROM THE COMPETITION THROUGH EXCLUSIVE SPONSORSHIP OPPORTUNITIES THAT GET YOUR BRAND IN FRONT OF YOUR TARGET AUDIENCE.

EXTENSIVE MARKETING REACH PRECISELY TARGETED TO LEADERS, INFLUENCERS AND DECISION-MAKERS BEFORE, DURING AND AFTER THE EVENT HAS TAKEN PLACE.

#NASHPCONF20
AUGUST 17-19, 2020
BOSTON, MA
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum ($20,000)</th>
<th>Gold ($15,000)</th>
<th>Silver ($10,000)</th>
<th>Bronze ($7,500)</th>
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<tr>
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<td>X</td>
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<td>Complimentary Registration</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Company Name and Logo Scrolling on Screen in General Session</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Sponsor Designation on Name Badge and in Conference Mailings</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Recognition on Conference Website</td>
<td>LOGO AND WEB LINK</td>
<td>LOGO AND WEB LINK</td>
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<td>LOGO ONLY</td>
</tr>
<tr>
<td>Recognition in Conference Mobile App</td>
<td>BANNER, LOGO, AND WEBLINK</td>
<td>LOGO AND WEBLINK</td>
<td>LOGO ONLY</td>
<td>LOGO ONLY</td>
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<tr>
<td>Recognition on Agenda At-a-Glance</td>
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<td>LOGO ONLY</td>
<td>NAME ONLY</td>
<td>NAME ONLY</td>
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<tr>
<td>Promotional Item in Conference Tote</td>
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<td>X</td>
<td></td>
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<tr>
<td>Complimentary Table Drop (One Time Use)</td>
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<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Exclusive Sponsorship Enhancement Opportunity (One selection per sponsor)</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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</tbody>
</table>
## CONFERENCE SPONSORSHIP ENHANCEMENTS

### GENERAL SESSION AV

The audio visual production in the general session room sets the tone for the entire event and makes a big impact on the attendee experience. Your company will get prominent exposure during every event held in the general session room with your name and logo on the big screen!

- Eligible to Strategic Partners and Platinum Sponsor only

### WIRELESS INTERNET

WiFi access for conference attendees is a must! The exclusive WiFi sponsor will benefit from prominent exposure in pre-conference promotions, in the mobile app, and in all conference session rooms. To top it off, create your own custom password to reinforce your brand.

- Eligible to Strategic Partners and Platinum Sponsor only

### MOBILE APP

An essential piece of the conference experience, the conference mobile app is the primary way attendees will access to all conference information. Sponsor the mobile app and benefit from significant visibility—no matter how an attendee enters the app—splash screens, banner ads, and conference promotional mentions.

- Eligible to Strategic Partners and Platinum Sponsor only

### RISING STAR AWARD

The Rising Star Award recognizes the best of the best in up and coming health policy professionals. The sponsor of this award will be recognized from the time nominations are accepted through the conference where the recipient will be awarded during a plenary session.

- Eligible to Strategic Partners and Platinum Sponsor only

### PLATED LUNCH

The exclusive sponsor of a plated plenary meal will get their company in front of more than 500 people as they enjoy a fantastic meal created by the hotel's executive chef. Our plenary speakers are top-notch and attract a crowd—don't miss this opportunity to make a huge impact!

- Eligible to Strategic Partners, Platinum and Gold Sponsor only

### NETWORKING BREAKFAST

Be the exclusive sponsor of the networking breakfast which is designed to get people mingling and excited for the education ahead. Hosted on Wednesday morning, your company will benefit from pre-conference promotions, mobile app push notifications, and on-site signage.

- Eligible to Strategic Partners, Platinum and Gold Sponsor only

### LANYARDS

Your company logo will be featured on the lanyards which are worn by all conference participants. Ensure your company's visibility each day of the conference and send a reminder of your brand home with these reusable conference lanyards.

- Eligible to Strategic Partners, Platinum, Gold, and Silver Sponsors only

### TOTE BAGS

Give attendees a way to carry all of their conference essentials with a branded tote bag. Put your company logo in the hands of all attendees as the sponsor of the official conference tote used throughout the conference and long after the event is over.

- Eligible to Strategic Partners, Platinum and Gold Sponsor only

### CHARGING STATIONS

With the mobile app being the primary mode of conference information, including presentations, attendees will be looking for places to charge their devices! Help make charging stations accessible to attendees by sponsoring them during concurrent sessions on either Tuesday or Wednesday!

- Eligible to Strategic Partners, Platinum, Gold, and Silver Sponsors only

### EVENING NETWORKING EVENT

After a full day of educational sessions, conference attendees will be ready to shake things up! Be the exclusive sponsor of the evening networking event and provide attendees with the opportunity to eat, drink, and network in a fun and lively environment. Your company will receive promotional mentions, on-site signage, and a mobile app push notification.

- Eligible to Strategic Partners only

### BLUEBERRY BREAK

NASHP's Famous Blueberry Break is a tradition like no other! The Executive Chef will be challenged to design a number of small bites that feature the Maine blueberry in honor of NASHP’s roots. This exciting break is a conference favorite and is sure to bring positive recognition to your brand when you are the exclusive sponsor!

- Eligible to Strategic Partners, Platinum and Gold Sponsor only

### WALK AROUND BOSTON

Attendees will enjoy an invigorating early-morning walk through our host city before settling in for a day of educational sessions! Be the exclusive sponsor of this coordinated walk and enjoy great visibility before, during and after the event!

- Eligible to Strategic Partners, Platinum, Gold, and Silver Sponsors only
EXCLUSIVE SPONSORSHIP ENHANCEMENTS

Select sponsorship levels include the opportunity to select an exclusive sponsorship enhancement that will increase your brand visibility and attendee interaction throughout the conference. Sign on today and lock in your exclusive item before they sell out!

CREATE YOUR OWN CUSTOM SPONSORSHIP ITEM!

Create a solution to an attendee need and your company will look like a superhero! Contact Ashlee Maxfield (amaxfield@nashp.org) for more info!
NASHP’s Annual Conference provides an exclusive opportunity to interact with hundreds of top state health policy officials from all 50 states. New this year, NASHP will welcome attendees of the co-located NAHDO Annual Meeting to its exhibit hall and networking events, which means sponsors and exhibitors will have the opportunity to engage not only with NASHP attendees but also NAHDO attendees, which include state and private health data organizations that maintain statewide health care databases and stakeholders of these databases in the public and private sectors.

With a centrally located exhibit hall and no more than 30 exhibitors on-site, you will experience a continuous traffic flow and excellent opportunities to interact with these key audiences. These interactions will help your company to:

- **Gain Industry Insight from the Experts**
- **Obtain Feedback on Product and/or Services**
- **Conduct Targeted Market Research**
- **Learn about Emerging Trends in State Health Policy**

## EXHIBIT RATES AND BENEFITS

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$4,195</strong></td>
<td>EARLY BIRD EXHIBIT RATE</td>
<td>(application and payment received by Friday, July 10, 2020)</td>
</tr>
<tr>
<td><strong>$4,395</strong></td>
<td>REGULAR EXHIBIT RATE</td>
<td>(application and payment received after Friday, July 10, 2020)</td>
</tr>
</tbody>
</table>

### EXHIBIT BENEFITS

- One (1) complimentary conference registration, which grants access to all conference sessions and events.
- Maximum exposure during all exhibit hall events, including the opening reception, Blueberry Break, buffets held in the foyer, and all coffee breaks.
- Exclusive hours with no competing programming.
- Significant recognition throughout the conference with your organization name on the conference website, on-site select conference signage, and in conference mobile app.
- Name of organization mentioned in conference promotions, including e-news, email and social media outreach to over 20,000 stakeholders.
STANDARD EXHIBIT SPACE SPECIFICATIONS

• Includes a 6’ skirted exhibit table; each exhibitor’s assigned space will be a maximum of 6’ wide and 6’ deep.
• Includes two chairs
• Includes one garbage can
• Includes overnight security of exhibit space

PRELIMINARY EXHIBIT SCHEDULE

MONDAY, AUGUST 17

• Set-up: 12:00 PM - 3:30 PM
• Exhibits Open: 3:30 PM - 6:30 PM (Opening reception in exhibit area will take place from 5:30 pm - 6:30 pm)

TUESDAY, AUGUST 18

• Exhibits Open: 7:30 AM - 5:00 PM (All breaks, including the popular “Blueberry Break”, will be in the exhibit area)

WEDNESDAY, AUGUST 19

• Exhibits Open: 7:30 AM - 1:00 PM (All breaks and buffets will be in the exhibit area)
• Break Down: 1:00 PM - 2:00 PM (All exhibits should be removed from the exhibit area no later than 2:00 PM)

ASSIGNMENT OF EXHIBIT SPACE

In an effort to make best use of our exhibit space, NASHP will assign exhibit space in the order of exhibit applications received. All confirmed exhibitors will be contacted during the week of July 13th to process exhibit space assignments. For all exhibits confirmed after July 13th, exhibit assignment will be made on a rolling basis.
APPLICATION

COMPANY INFORMATION
Company Name: ________________________________________________________________

Address: __________________________________________________________________________

City: ______________________________ State: __________________ Zip: __________________
Tel: _____________________ Fax: _____________________ Website: ______________________

PRIMARY CONTACT (This person will be the primary point of communication.)
Contact Name: ____________________________ Title: ___________________________________
Tel: _______________________________ Email: _________________________________________

PAYMENT METHOD
Total Amount Due: _______________________
☐ Check Enclosed
Please make check payable to Center for Health Policy Development and mail to the following address:
Center for Health Policy Development
Attn: Accounts Receivable
PO Box 405
Brattleboro, VT 05302-0405

☐ Payment by Credit Card
Credit card payment is accepted for all transactions $5,000 or less.
Card Type: __________ Card Number: __________________
Name on Card: ______________________________________
Billing Address: ______________________________________
Expiration Date: ____________ CSV: _________
Signature of Cardholder: ______________________________

EXCLUSIVE SPONSORSHIP ITEM: _______________________
(Selections based on availability; assignments made on a first come, first served basis.)

PLEASE SUBMIT APPLICATION TO OR COMPLETE ONLINE:
Ashlee Maxfield, Director of Conferences and Partnership Development
email: amaxfield@nashp.org • tel: 207-822-3937

Cancellation policy: Fifty percent of each exhibit fee and of all sponsorships are non-refundable. All cancellations of exhibit space or sponsorships must be sent, in writing, to NASHP at amaxfield@nashp.org by Friday, July 10, 2020. You will receive a refund minus the amount of your deposit. No refunds will be given after Friday, July 10, 2020. No cancellations for sponsorships will be accepted regardless of date if exclusive sponsorship materials have already been produced/purchased by NASHP.