

2024  
**PARTNER  
PROSPECTUS**

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Dear NAACOS Partners,

On behalf of the entire NAACOS leadership and team, I am writing to express our heartfelt gratitude for your unwavering commitment and contribution to the accountable care industry and your steadfast support of NAACOS' mission.

Your partnership has been instrumental in driving positive change within the ACO landscape. Your dedication, insight, and collaborative spirit have significantly enhanced how we approach value-based care, ensuring it remains a constant beacon of progress in an ever-evolving health care landscape. Our partners' collective efforts have enriched our ecosystem and ignited innovative solutions that continue to shape the future of health care delivery.

As we reflect on our journey together, we are inspired by the milestones we have achieved in advancing the principles of accountable care. Your engagement and commitment have fortified NAACOS' ability to provide essential resources, advocacy, and education to our members.

In light of this, I am excited to invite you to join us for our upcoming Spring and Fall 2024 Conferences. These gatherings promise to be moments of insightful learning, collaborative networking, and strategic discussions. We firmly believe that your presence will enhance the dialogue and contribute to the shared knowledge shaping accountable care's future.

We recognize that these are transformative times, marked by challenges that underscore the importance of our work. Your partnership is a testament to your dedication to a brighter future for healthcare, and we look forward to standing alongside you as we continue to make meaningful strides together.

Your presence and participation will undoubtedly enrich our conversations and drive the industry closer to our shared vision of value-based excellence. Thank you once again for your invaluable support. We are privileged to have you as our partners and are excited about the continued journey ahead.

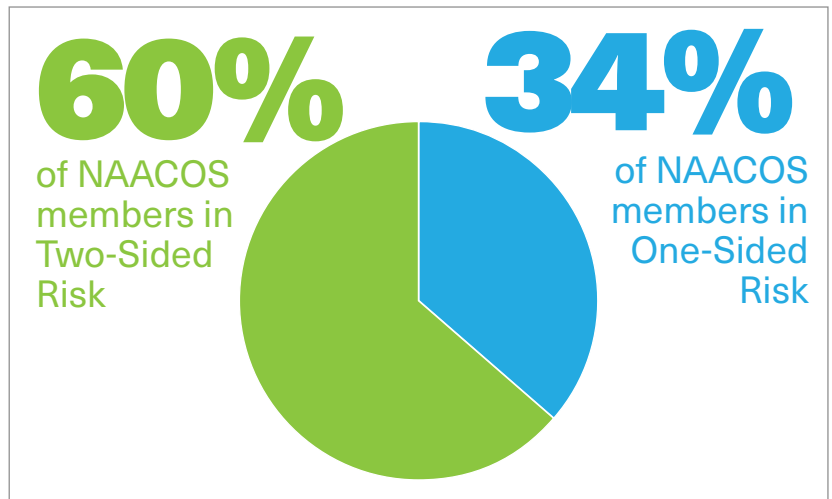
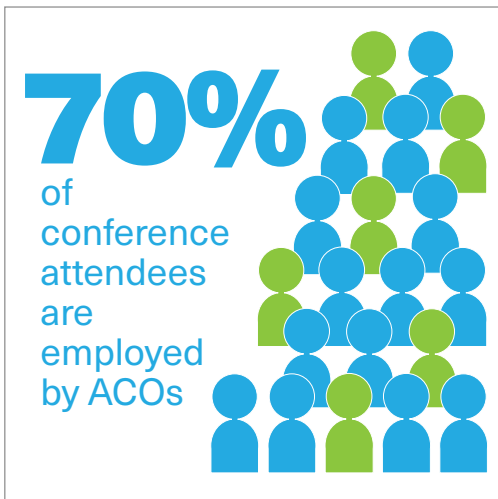
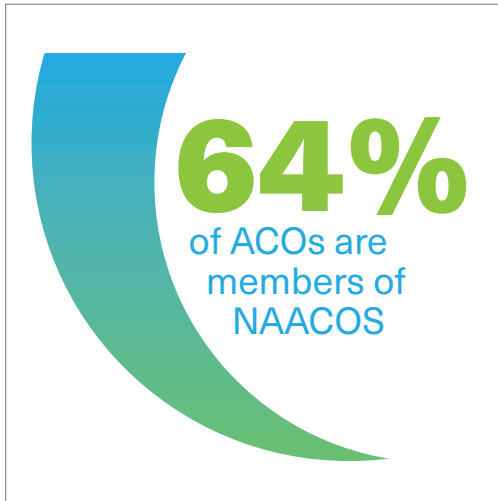
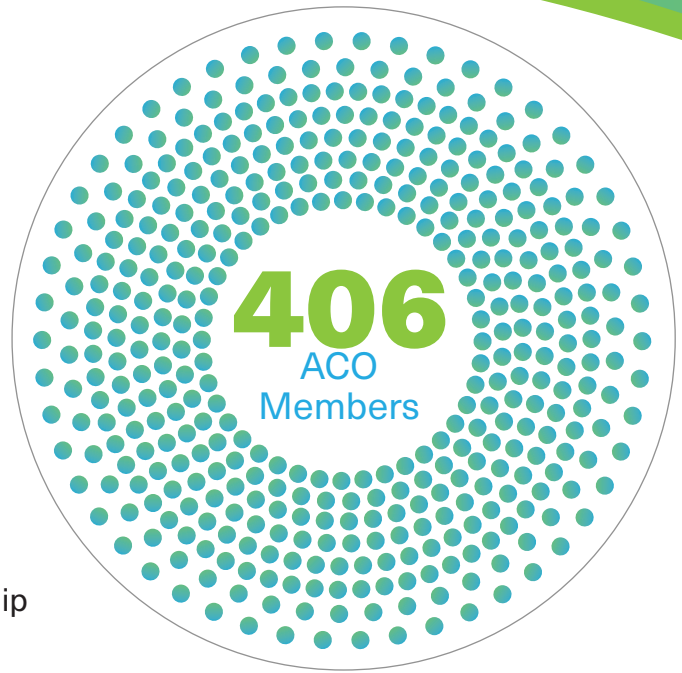
Sincerely,



Clif Gaus  
NAACOS President and CEO

## About NAACOS and NAACOS Partnership

NAACOS welcomes companies with products and services for ACOs to join its partner network. Partners receive exclusive opportunities to connect with NAACOS members who are accountable care organizations throughout the United States. Only NAACOS partners may participate as sponsors and exhibitors at NAACOS activities. If your company is not a current partner, join today to take advantage of our 2024 Sponsorship and Exhibitor Opportunities.



## Conference Sponsor and Exhibitor Packages

**Spring 2024 Conference**  
April 10 - 12 in Baltimore

**Fall 2024 Conference**  
October 16 - 18 in Washington, D.C.

**Diamond**  
**\$30,000**

### **“Host” a 45-minute breakfast on one morning:**

- Sponsor presents in a private room where a continental breakfast is served. Approximately 100 people attend. Presentation will be recorded, and sponsor will receive a copy.
- No more than three breakfasts will be scheduled on each morning.

### **Sponsorship Includes:**

- Three complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people).
- Three invitations to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space in a premium location with all exhibitor benefits. Booth spaces are 10-foot wide by 8-foot deep.
- Pre- and post-conference attendee list with mailing and email addresses. Sponsors are allowed one use of the list pre-conference and one post-conference use. The pre-conference attendee list will be sent out the Monday prior to the conference.
- Recognition on NAACOS website, conference signage, and materials
- Complimentary lead generation through the conference app, Whova
- This sponsor package is limited to ONE per calendar year for partners. If a diamond package becomes available after a specified date, NAACOS reserves the right to allow a business partner to sponsor at this level twice in a calendar year.





## Platinum \$25,000

### Choose one of the following:

#### Coffee Station (3 available)

- Available (1) Thursday 11:00 am, (2) Thursday 3:30 pm, or (3) Friday 9:30 am
- Coffee station is located in the Exhibit Hall
- Signage with sponsor's logo will be placed at the coffee station
- Sponsor may provide branded napkins or paper coffee cups (optional)

#### Lanyards for conference name badges

- Sponsor must purchase and provide branded lanyards

#### Sponsor conference app with ad placement

- Logo/ad on main screen
- Your ad will link directly to your website

#### Reception with bar and appetizers hosted by NAACOS

- Sponsor may provide branded cocktail napkins
- Signage placed throughout the reception with your logo

#### WiFi Sponsor

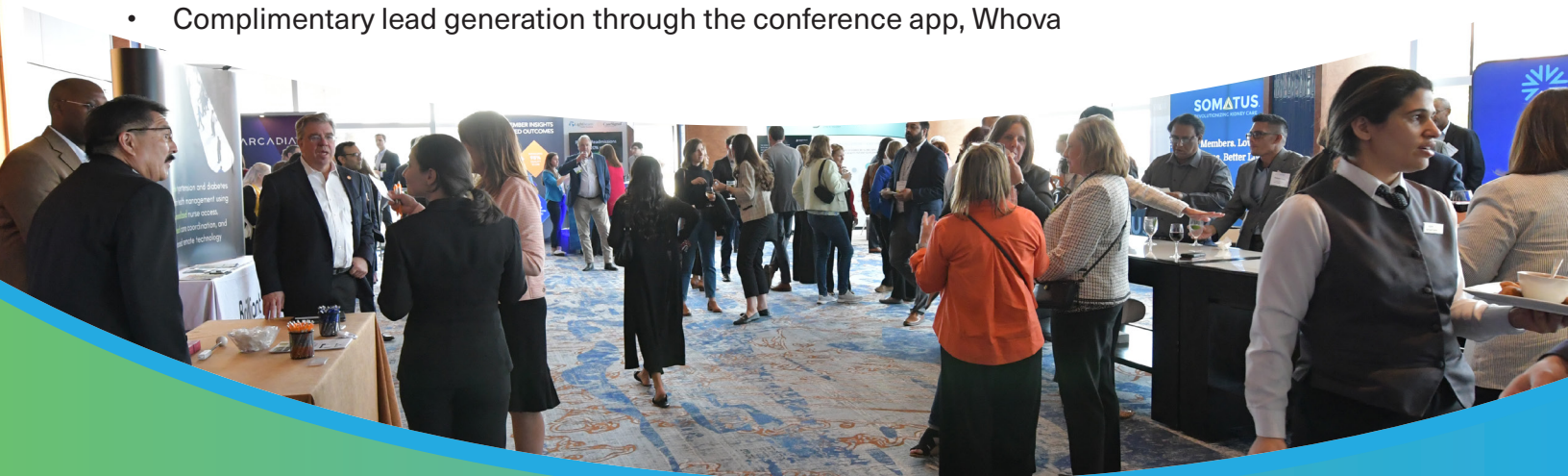
- Signage designating you as the WiFi sponsor
- Landing page for WiFi is your website
- Ability to choose password

#### Lounge with charging stations branded with your logo

- Signage throughout the lounge and at tables in the charging lounge

### Sponsorship Includes:

- Two complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people)
- Two invitations to a VIP reception with NAACOS board, committee members and conference speakers
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10-feet wide by 8-feet deep.
- Recognition on NAACOS website and conference signage
- Post-conference lists with attendees' names, affiliations and mailing addresses (no emails).
- Complimentary lead generation through the conference app, Whova



## Gold \$15,000

### Opportunity to place an item with your company's logo:

- Sponsor supplies items and NAACOS places or distributes.
- Water bottles, passed out at registration, placed near water stations, or put at each seat in the opening plenary
- Pen or pad of paper in plenary
- Tote bag, passed out at registration
- Other items considered upon request

### Sponsorship Includes:

- One complimentary registration (sponsor is allowed to pay the prevailing rate to register an additional two people)
- One invitation to a VIP reception with NAACOS board, committee members and conference speakers
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10 ft wide by 8 ft. deep.
- Recognition on NAACOS website and in conference materials
- Post-conference lists with attendees' names, affiliations and mailing addresses (no emails)
- Complimentary lead generation through the conference app, Whova

## Silver \$10,000 (limited to 10)

### Sponsorship Includes:

- One complimentary registration. Sponsor is allowed to pay the prevailing rate to register an additional two people.
- One invitation to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10-feet wide by 8-feet deep.
- Recognition on NAACOS website and conference signage.
- Placement of promotional piece into meeting folder.
- Post-conference lists with attendees' names, affiliations and mailing addresses (no emails)
- Complimentary lead generation through the conference app.



## Exhibitors: Table-Top Display

- All NAACOS Business Partners receive one complimentary table-top during their 12- month partnership. NAACOS Alliance Partners may exhibit for a \$5,000 fee. Business Partners who have used their complimentary tables may exhibit for \$5,000. Table-top displays include one 6-foot by 30-inch table, two chairs, and a table drape. All materials must fit on top of the table. No floor signs are permitted.
- **Exhibit tables do not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have an exhibit-only registration option.**
- Opportunity to inform and network with 600 ACO leaders
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks and a reception
- Complimentary lead generation through our conference app, Whova
- Post-conference list with postal addresses (no emails)

### Table Top Exhibitor Add On

Whova App Announcement (\$2,500) – Draw attendees to your exhibit table with an alert sent by NAACOS through the conference app. There will be a maximum of five announcements throughout Thursday and two on Friday morning. Each ad can be up to 100 words and contain one image. **This add-on is only open to table-top exhibitors.**

## Booth Only (If space is available)

- **\*\*Dependent upon space availability\*\*** Should NAACOS not fill all sponsorship booth space, we will open booth only 4 weeks prior to conference. Partners may purchase a la carte booth space for \$7,500.
- Booth space in the exhibit hall with all exhibitor benefits are 10-feet wide by 8-feet deep. Booth only exhibitors are not featured on any signage or listed as sponsors in anyway.
- Booth only does not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have exhibit-only registrations.
- Opportunity to inform and network with more than 600 ACO leaders
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks, and a reception
- Complimentary lead generation through our conference app, Whova
- Post-conference list which also includes postal addresses (no emails)



## Sponsor and Exhibit Policies

- Only NAACOS Business Partners, Alliance Partners, and Partner Circle Participants may sponsor or exhibit. Information on NAACOS partnership at [www.naacos.com/partner-information](http://www.naacos.com/partner-information).
- NAACOS Business Partners, Alliance Partners, and Partner Circle Participants are the only non-ACOs that may attend the conference. Partners are limited to two registrations, including those who are staffing the exhibit. Exhibit-only attendees are not permitted for free or for a fee. Partners must pay the prevailing rate to register all staff attending the conference, even those who are staffing the exhibit.
- Sponsors receive complimentary registrations and may also pay to register an additional two staff.
- Should the meeting need to be canceled, NAACOS will refund exhibitor fees and registration fees. Travel and other costs incurred by the exhibitor will not be reimbursed.
- If a conference becomes a virtual-only event, NAACOS will provide sponsors and exhibitors with a choice between virtual sponsorship/exhibiting and non-conference sponsorship opportunities of similar value, or we will apply the fee to the next event. Registration fees for attending an in-person conference will be applied to the virtual event and will not be refunded.
- Information regarding shipping and rental of audio-visual equipment will be posted to the NAACOS website.
- Space assignments will be made on a first-come, first-served basis with priority for sponsors.
- Table-Top Exhibitors: All items must fit on the top of one 6-foot by 30-inch table. Signs, literature racks and other items that stand on the floor are not permitted.
- Booth Exhibitors: All items must fit in a 10-foot wide by 8-foot deep space.

**For conference sponsorship and exhibitor inquiries/questions, please reach out to Emily Perron at [eperron@naacos.com](mailto:eperron@naacos.com).**



## Boot Camp Sponsorship (\$20,000)

February 8 and 9, 2024

Orlando, Fla.

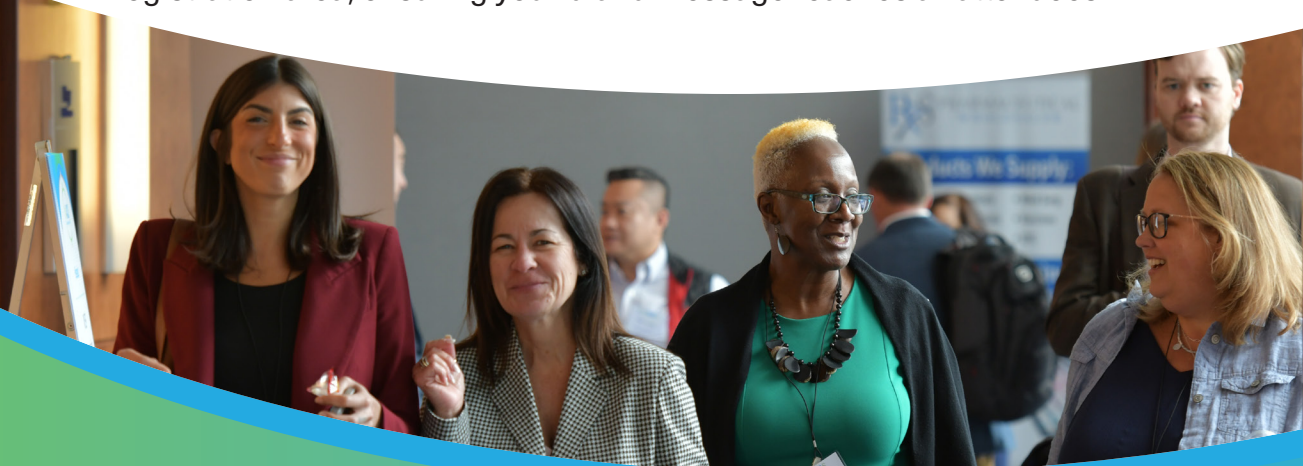
Capture the attention of the ACO community and showcase your brand's expertise as a valued sponsor at our Boot Camps. We invite you to explore this exclusive Sponsor Package, designed to maximize your visibility and provide unique opportunities for meaningful connections.

Two concurrent boot camps will be held in Orlando on February 8 and 9, 2024. NAACOS will accept two sponsors for each boot camp. Boot camps will be held on the following topics:

- 1. Clinical Operations:** Join top-performing ACO faculty as they share clinical and operational strategies for success in any value-based care model. Learn from clinical improvement models, case studies, and peer-to-peer interactions.
- 2. Data and Analytics:** Dive into data and analytics for new and advanced ACOs, gaining insights on getting the most from CMS files, collecting health equity and quality reporting information, utilizing claims data effectively, and leveraging data to drive actionable decisions.

### By becoming a sponsor, you unlock a host of benefits:

- **Two Complimentary Registrations:** Secure two complimentary registrations, enabling your key employees or ACO clients to participate in the boot camps and gain valuable insights.
- **Presentations on Up to 2 Panels:** Demonstrate your thought leadership by having your employees or ACO clients present on up to two panels during the boot camp sessions.
- **Participation as Boot Camp Faculty:** Your presenters will play an active role as boot camp faculty, facilitating workgroups and adding value to the learning experience.
- **Attendee Lists:** Gain access to pre-and post-event attendee lists, including email addresses, for targeted networking and follow-up opportunities.
- **Extensive Recognition:** Enjoy prominent recognition on NAACOS' website and promotional emails sent to our list of 6,000 contacts at ACOs, amplifying your brand visibility.
- **Promotional Placement:** Display your promotion flyer or brochure at the boot camp registration area, ensuring your brand message reaches all attendees.



## Sponsored Webinar Opportunity (\$25,000)

Partner with NAACOS for our Sponsored Webinar Opportunity and seize the chance to connect with ACO executives! We'll leverage our extensive network to promote your webinar to member and non-member contacts, ensuring maximum exposure and engagement.


We guarantee 100 registrants for your webinar! NAACOS will proactively market the webinar through our robust social media channels, informative newsletter, and targeted email campaigns, reaching a broad and relevant audience.

Gain valuable leads with full contact details, including names, email addresses, titles, organization names, organization types, phone numbers, and states: all provided post-webinar. Extend the life of your webinar by having it featured on our On-Demand Webinar Section of our website. This means your content will continue to reach a wider audience long after the live event, maximizing its impact.

## Email Blast (\$6,000)

Reach over 6,000 ACO executives with a powerful email blast showcasing your brand and offerings. Our partnership allows you to create a self-contained HTML page with full paths to graphics, ensuring an engaging and visually appealing email experience.

We provide valuable insights to measure your campaign's success. Track open rates and obtain click-through rates, allowing you to gauge engagement. As a bonus, we offer you the first 50 organization names that open the email: a valuable lead generation opportunity.



NAACOS will consider custom packages that include a combination of sponsorship opportunities at discounted rates.

Please contact Jen Rivera at [jrivera@naacos.com](mailto:jrivera@naacos.com).

Sponsors agree to NAACOS Terms

[BP Terms and Conditions](#)