

The logo features a stylized graphic of seven chevron-like shapes pointing right, with the top two in red and the others in blue. To the right of this graphic, the text 'NAMD 2020' is written in a large, bold, blue serif font. Below it, 'VIRTUAL CONFERENCE' is written in a smaller, red, sans-serif font. At the bottom of the logo, the tagline 'TOGETHER TOWARDS THE FUTURE' is written in a small, blue, sans-serif font.

NAMD 2020
VIRTUAL CONFERENCE
TOGETHER TOWARDS THE FUTURE

SPONSORSHIP PROSPECTUS

EVENTS.MEDICAIDDIRECTORS.ORG

DEAR NAMD SPONSORS AND EXHIBITORS,

Welcome to the NAMD 2020 Virtual Conference: Together Towards the Future! The newly reimagined virtual Fall conference highlights our goal to provide you meaningful opportunities to connect with Medicaid Directors, market your company/organization to key targets, and connect with colleagues from across the sector by fully harnessing the latest AI Business Matchmaking Technology and developing enhanced virtual networking events.

Our team is planning a virtual meeting that is dynamic and as full as our in-person conference. As we embark on this new endeavor, it will require us to be creative and discover elements that allow us to come together as a community to share our stories, best practices and discoveries, to interact with our colleagues, and continue to improve Medicaid across the country.

While we will miss the opportunity to be able to come together in-person in DC this fall, we are excited to expand the opportunities we have been working on over the last several months. We have developed a truly immersive online experience that pushes the boundary of how technology can improve the attendee learning experience and help our sponsors boost their ROI and engagement with the industry.

We look forward to seeing you at NAMD 2020 Virtual Conference: Together Towards the Future. On behalf of the NAMD Board of Directors, we wish the best to you, your families, and communities during these challenging times.

If you have any questions about sponsorship opportunities, please contact our conference team:

ARB Meetings & Events

(504) 309-8965

Anne Michaels: amichaels@ARBmeetings.com

Stephen Stephens: sstephens@ARBmeetings.com



Matt Salo

Executive Director

♦ IMPORTANT INFO AND HOW-TO'S

HOW TO ...

HOW DO I SECURE A SPONSORSHIP?

You may secure a sponsorship online by clicking [here](#).

HOW DO I PURCHASE AN EXHIBITOR BOOTH?

All Sponsors will automatically receive a virtual booth to highlight their services and interact with attendees. There are no Exhibitor-Only booths this year.

HOW DO I REGISTER AS A CONFERENCE ATTENDEE?

Visit [Attendee Registration](#) to register as a Corporate Sponsor attendee.

IMPORTANT CONTACTS

CONFERENCE MANAGEMENT

The Fall 2020 NAMD Conference is supported by the staff at [ARB Meetings and Events](#).

Phone: (504) 309-8965 | Fax: (504) 327-5299 | 7220 Earhart Blvd., 2nd Floor | New Orleans, LA 70125

Anne Michaels | Phone: (504) 309-8965 | Email: amichaels@ARBmeetings.com

Stephen Stephens | Phone: (504) 309-8965 | Email: sstephens@ARBmeetings.com

ATTENDEE REGISTRATION

All sponsors are required to register for the conference as a Corporate Sponsor attendee. Please note that if your company is NOT exhibiting or sponsoring at the conference, you will need to register as a Corporate NON-Sponsor.

WHAT'S INCLUDED WITH YOUR REGISTRATION

Your conference registration gives you full access to the following:

- Live virtual attendance to conference sessions Monday, November 9, through Wednesday, November 11.
- The ability to interact with speakers as if you were in the room.
- Recording of each session available on demand for 3 months after the end of the conference.
- Interactive networking sessions.
- Access to the virtual exhibit hall to stay on top of the latest developments in the Medicaid Marketplace.

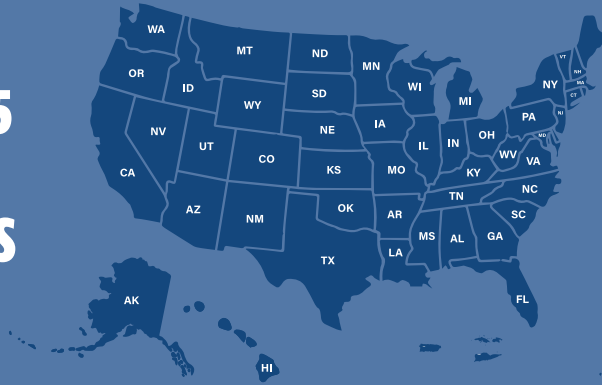
CANCELLATION POLICY

Cancellation requests must be received in writing by 5:00 PM ET October 2, 2020. Cancellations made on or before the deadline will be refunded, minus a \$100 administrative processing fee. All cancellations and requests for refunds must be in writing via email and requests for refunds must be in writing via email to conference@medicaiddirectors.org or via fax at (504) 327-5299. Please refer to full cancellation policy on page 13 under Terms and Conditions.

◆ QUICK FACTS

MEDICAID DIRECTORS & SENIOR STAFF

**FROM ALL 55
STATES AND
TERRITORIES**



NAMD CONNECTIONS THAT MATTER

1275
ATTENDEES

735
EXECUTIVE LEVEL
ATTENDEES

104
SPONSORS
& EXHIBITORS

81
FEDERAL ATTENDEES

173
STATE ATTENDEES

COMPANIES WHO EXHIBIT



MANAGED CARE/
HEALTH INSURANCE



PHARMACY AND
PHARMACEUTICALS



INFORMATION TECHNOL-
OGY/SYSTEMS



CONSULTANTS



TRANSPORTATION



DENTAL



SPECIALTY
HEALTH SERVICES

◆ **PAST SPONSORS AND EXHIBITORS**

- 3M Health Information Systems
- Accenture
- Accuity Asset Verification Services
- ACES\$ Financial Management Services
- Acumen Fiscal Agent
- Acxiom
- Aetna
- Aetna Medicaid
- AFMC
- Alkermes, Inc.
- Allergan
- Alvarez and Marsal Public Sector Services, LLC
- American Association of Birth Centers
- American Specialty Health
- America's Health Insurance Plans (AHIP)
- AmeriHealth Caritas
- Anthem
- Aon
- Aon Hewitt
- Appriss Safety
- Association for Community Affiliated Plans (ACAP)
- Assurex Health, a subsidiary of Myriad Genetics, Inc.
- Audacious Inquiry
- Avesis, a GUARDIAN company
- AxisPoint Health
- axialHealthcare
- BabyScripts
- Beacon Health Options
- BerryDunn
- Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of Montana, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma, and Blue Cross and Blue Shield of Texas
- Blue Cross Blue Shield Association
- Care Innovations
- CareSource
- CAQH
- Centene Corporation
- Centering Healthcare Institute
- Ceresti Health
- Cerner Corporation
- CGI
- Change Healthcare
- Children's Hospital Association
- CNSI
- CoinFlip Solutions, Inc.
- Comagine Health
- Conduent
- ConfirMED
- Consumer Direct Care Network
- CVS Health
- Deloitte Consulting, LLP
- DentaQuest
- Digital Harbor, Inc.
- Direct Care Innovations (DCI)
- DXC Technology
- Eccovia Solutions
- Edifecs
- Environmental Systems Research Institute, Inc. (Esri)
- Equian
- Equifax
- Eventa, LLC
- eviCore healthcare
- Evolent Health
- Express Scripts
- Finity Communications, Inc.
- Finity, Inc.
- Gateway Health
- GDIT
- General Dynamics Health Solutions
- Genomind, Inc.
- GreatCall, Inc.
- Guardian
- Harbage Consulting
- Harmony Information Systems/Mediware
- HealthEC
- Health Management Associates
- Health Policy Institute
- HealthySteps
- Hewlett Packard Enterprise
- HMS
- HP
- HT4M
- Humana
- IBM
- IMPAQ International, LLC
- InComm
- Independent Living Systems
- InnovAge
- Insulet Corporation
- IntelliRide a division of Transdev
- IPRO
- Kaiser Permanente
- Keystone Peer Review Organization, Inc. (KEPRO)
- KidsHealth
- KPMG, LLP
- Leavitt Partners
- LeFleur Transportation
- Lewin Group
- LexisNexis
- LIBERTY Dental Plan
- Liberty Healthcare Corporation
- LivaNova, PLC
- LogistiCare | Circulation
- Lundbeck, LLC
- Lyft
- Magellan Healthcare
- Marwood Group
- Mathematica
- MAXIMUS
- MCG Health
- McKesson Corporation
- MedAnalytics
- Medela LLC
- Medicaid Learning Center (MLC)
- Medical Assistance Intercept System (MAIS)
- Medical Review Institute of America
- Medical Transportation Access Coalition (MTAC)
- Medicare's Limited Income NET Program
- MedicFP
- Medecision
- Mediware
- MediSked, LLC
- MEDsys
- Medtronic Care Management Services
- MedZed
- Mercer Government
- Meridian Health Plan
- MicroPact
- Milliman, Inc.
- Mitre
- Molina Healthcare, Inc.
- Mom's Meals NourishCare
- Myers and Stauffer LC
- National Association of Chain Drug Stores
- National MedTrans
- National Seating and Mobility
- Navigant Consulting
- Netsmart
- Noridian Healthcare Solutions, LLC
- Oculus
- Optimetra, Inc.
- Optum
- PatientPing
- Pear Therapeutics
- PhRMA
- Plasma Protein Therapeutics Association
- Precipio Health Strategies
- Premier
- Prentke Romich Company
- Prime Care Technologies
- ProgenyHealth
- Public Consulting Group
- Pursuant Health
- Qualis Health
- Quantum Rehab
- Relias Learning
- RSA Medical
- Sage Therapeutics
- SAS
- Segal Consulting
- Sellers Dorsey
- Shared Health
- Signature Bundled Payments
- Smith & Nephew
- Softheon
- Southeastrans
- Syrtis Solutions, Ltd.
- Team Select Home Care
- Telligen
- Tellus
- Teva Pharmaceuticals USA
- The Compliance Team
- The Lewin Group
- The North Highland Company
- Therap Services
- Thomson Reuters
- UMass Medical School
- UnitedHealthcare Community & State
- Valence Health
- Ventec Life Systems
- Vertex Pharmaceuticals
- Veyo, LLC
- Walgreens
- Weitzman Institute
- WellCare Health Plans, Inc.
- WellSky
- WEXhealth
- Xerox

◆ **AGENDA-AT-A-GLANCE**

ALL TIMES LISTED ARE EDT.

MONDAY, NOVEMBER 9, 2020

11:00 AM - 3:15 PM NAMD State Only-Day*
 3:15 - 5:15 PM NAMD VIRTUAL EXHIBIT HALL OPENING RECEPTION
 3:15 - 5:15 PM MEDICAID DIRECTOR MEET & GREETINGS

TUESDAY, NOVEMBER 10, 2020

8:00 - 9:00 AM NAMD WELLNESS CHALLENGE
 10:00 - 11:00 AM BREAKFAST WITH SPONSORS
 11:00 - 11:15 AM WELCOME AND OPENING REMARKS
 11:15 AM - 12:15 PM PLENARY SESSION
 12:15 - 12:30 PM BREAK & MEMBER SPOTLIGHT ON-DEMAND SEGMENT
 12:30 - 1:15 PM CONCURRENT BREAKOUT SESSIONS
 1:15 - 1:45 PM SPONSORED LUNCH
 1:45 - 2:15 PM PLENARY SESSION
 2:15 - 2:25 PM BREAK
 2:25 - 3:10 PM CONCURRENT BREAKOUT SESSIONS
 3:10 - 3:30 PM FIRESIDE CHAT: CONVERSATIONS WITH MEDICAID DIRECTORS
 3:30 - 5:00 PM NAMD VIRTUAL EXHIBIT HALL
 3:30 - 5:00 PM MEDICAID DIRECTOR MEET & GREETINGS
 5:00 - 6:00 PM TUESDAY EVENING VIRTUAL RECEPTION

WEDNESDAY, NOVEMBER 11, 2020

8:00 - 9:00 AM NAMD WELLNESS CHALLENGE
 10:00 - 11:00 AM BREAKFAST WITH SPONSORS
 11:00 - 11:45 AM PLENARY SESSION
 11:45 AM - 12:00 PM BREAK & MEMBER SPOTLIGHT ON-DEMAND SEGMENT
 12:00 - 12:45 PM CONCURRENT BREAKOUT SESSIONS
 12:45 - 1:15 PM SPONSORED LUNCH
 1:15 - 2:00 PM PLENARY SESSION
 2:00 - 2:15 PM BREAK & MEMBER SPOTLIGHT ON-DEMAND SEGMENT
 2:15 - 2:45 PM FIRESIDE CHAT: CONVERSATIONS WITH MEDICAID DIRECTORS
 2:45 - 3:00 pm CLOSING REMARKS
 3:00 - 4:30 PM NAMD VIRTUAL EXHIBIT HALL
 3:00 - 4:30 PM MEDICAID DIRECTOR MEET & GREETINGS

* State staff only

◆ **SPONSORSHIPS**

As a sponsor at the NAMD 2020 Virtual Conference, your company obtains increased visibility not only with conference attendees, but also with the overall NAMD membership—an incredible benefit for your dollar! Several sponsorship and branding opportunities are available to fit your budget and needs.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

PLATINUM	\$ 50,000
DIAMOND	\$ 30,000
EMERALD	\$ 20,000
SAPPHIRE	\$ 17,500
PEARL	\$ 15,000
RUBY	\$ 10,000
GOLD	\$ 7,500

INDIVIDUAL LEVELS

EVENING RECEPTION	\$ 50,000
LUNCH*	\$ 32,500
CONFERENCE KIT	\$ 25,000
INFORMATION DESK	\$ 25,000
KEYNOTE SPEAKER	\$ 25,000
VR EXPERIENCE	\$ 20,000
NETWORKING BREAK	\$ 15,000
WELLNESS CHALLENGE	\$ 15,000

EXHIBIT AND SPONSORSHIP HIGHLIGHTS

- More than 300 program directors and key decision-makers in attendance.
- Each exhibiting company receives a complete list of all conference attendees two weeks before the official start date of the conference.
- Booth goes live starting at 10:00 am EDT on Monday, November 9 and is available 24-hours a day to conference audience.
- Exhibitors are invited to attend all open sessions.
- Control of your virtual booth presentation space and the materials you put in there.
- Lead generation list automatically populated when an attendee clicks on your booth.
- Live chat option during the primary hours you staff the virtual event. Chats are recorded and saved along with the attendee visit data.
- Booth is live for 90-days after the conference. NAMD will promote on-demand registrations after the November conference. All registered attendees can return to on-demand sessions and exhibit booths at any time during the 90-days.
- Full training to effectively use the system.

◆ SPONSORSHIPS

	PLATINUM \$50,000	EVENING RECEPTION \$50,000	LUNCH \$32,500	DIAMOND \$30,000	CONFERENCE KIT \$25,000
Logo in Virtual Welcome Lobby	✓				
Complimentary virtual registrations	5	5	4	4	4
Large Virtual Booth	✓	✓	✓	✓	✓
One-on-one chat system with booth visitors (Text, voice, video)	✓	✓	✓	✓	✓
Opportunity to host live meeting (Zoom, Webex, etc.) within your booth	✓	✓	✓	✓	✓
Option for custom avatar in booth	✓	✓	✓	✓	✓
Downloadable resources within your booth	5	5	5	5	5
Custom booth analytic report including all visitors, engagements & chat history	✓	✓	✓	✓	✓
Inclusion in Exhibit Hall giveaway incentivizing attendees to visit Exhibit Hall	✓	✓	✓	✓	✓
Participation in AI facilitated meet and greets with Medicaid Directors and senior staff	✓	✓	✓	✓	✓
Enhanced exposure in AI facilitated meeting and greets with Medicaid Directors and senior staff	✓	✓	✓	✓	✓
Branded artwork on physical Conference Kit mailed to attendees					✓
Company name on physical Conference Kit mailed to attendees	✓	✓	✓	✓	
(1) promotional item to be included in NAMD conference kit (item to be provided by sponsor)	✓	✓	✓	✓	✓
Detailed entry and QR code in physical Sponsor Directory to drive booth and website traffic	✓	✓	✓	✓	✓
One-time distribution of an electronic invitation to your sponsored event*		✓	✓		
Sponsor recognition during your sponsored event		✓	✓		
Opportunity to design experiential content for sponsored event		✓	✓		
Opportunity to host a Virtual Lounge during conference (creative and content elements provided by sponsor)	✓	✓	✓	✓	
Logo placement on the NAMD conference emails	PREMIUM	PREMIUM	✓	✓	✓
Company logo and website hyperlinked on conference website	✓	✓	✓	✓	✓
Opportunity to post item in the Sponsor Library (item approved by NAMD Board)	3	2	2	2	2

◆ SPONSORSHIPS

	KEYNOTE SPEAKER \$25,000	INFORMATION DESK \$25,000	EMERALD \$20,000	VR EXPERIENCE \$20,000	SAPPHIRE \$17,500
Complimentary virtual registrations	3	3	3	3	3
Large Virtual Booth	✓	✓	✓	✓	
Medium Virtual Booth					✓
One-on-one chat system with booth visitors (Text, voice, video)	✓	✓	✓	✓	✓
Opportunity to host live meeting (Zoom, Webex, etc.) within your booth	✓	✓	✓	✓	✓
Option for custom avatar in booth	✓	✓	✓	✓	✓
Downloadable resources within your booth	5	5	3	3	3
Custom booth analytic report including all visitors, engagements & chat history	✓	✓	✓	✓	✓
Inclusion in Exhibit Hall giveaway incentivizing attendees to visit Exhibit Hall	✓	✓	✓	✓	✓
Participation in AI facilitated meet and greets with Medicaid Directors and senior staff	✓	✓	✓	✓	✓
Enhanced exposure in AI facilitated meeting and greets with Medicaid Directors and senior staff	✓	✓	✓	✓	✓
One-time distribution of an electronic invitation to your sponsored event				✓	
Company name on physical Conference Kit mailed to attendees	✓	✓	✓	✓	✓
(1) promotional item to be included in NAMD conference kit (item to be provided by sponsor)	✓	✓	✓		
Detailed entry and QR code in physical Sponsor Directory to drive booth and website traffic	✓	✓	✓	✓	✓
Logo on custom Virtual Reality (VR) glasses mailed to attendees				✓	
Opportunity to create a custom VR experience for all attendees				✓	
Company logo featured prominently in the Virtual Information Desk during conference		✓			
Opportunity to introduce Keynote Speaker	✓				
Logo placement on the NAMD conference emails	✓	✓			
Company logo and website hyperlinked on conference website	✓	✓	✓	✓	✓
Opportunity to post item in the Sponsor Library (item approved by NAMD Board)	2	2	1	1	1

◆ **SPONSORSHIPS**

	PEARL \$15,000	NETWORKING BREAK \$15,000	WELLNESS CHALLENGE \$15,000	RUBY \$10,000	GOLD \$7,500
Complimentary virtual registrations	3	3	3	2	2
Medium Virtual Booth	✓	✓	✓		
Small Virtual Booth				✓	✓
One-on-one chat system with booth visitors (Text, voice, video)	✓	✓	✓	✓	
One-on-one chat system with booth visitors (Text only)					✓
Opportunity to host live meeting (Zoom, Webex, etc.) within your booth	✓	✓	✓		
Downloadable resources within your booth	3	3	3	2	2
Custom booth analytic report including all visitors, engagements & chat history	✓	✓	✓	✓	✓
Inclusion in Exhibit Hall giveaway incentivizing attendees to visit Exhibit Hall	✓	✓	✓	✓	✓
Participation in AI facilitated meet and greets with Medicaid Directors and senior staff	✓	✓	✓	✓	✓
Company name on physical Conference Kit mailed to attendees	✓	✓	✓		
One-time distribution of an electronic invitation to your sponsored event		✓	✓		
Detailed entry and QR code in physical Sponsor Directory to drive booth and website traffic.	✓	✓	✓	✓	✓
Opportunity to post item in the Sponsor Library (item approved by NAMD Board)	1	1	1		
Company logo and website hyperlinked on conference website	✓	✓	✓	✓	✓
Sponsor recognition during your sponsored event		✓	✓		
Opportunity to provide custom branded snack item in Conference Kit or design experiential content for sponsored break		✓			
Opportunity to design custom wellness challenge			✓		

A D D - O N S

What is captured in the prospectus is really just the beginning of creating a successful conference experience. Our team at ARB and our virtual conference provider are here to help you create a fully immersive experience. from an AR virtual walk through of D.C. to a virtual yoga session or enhanced story telling opportunities.

[Reach out to us](#) to discuss add-ons to your sponsorship.

◆ VIRTUAL EXHIBIT BOOTH SAMPLE

LARGE BOOTH



MEDIUM BOOTH



SMALL BOOTH



◆ TERMS AND CONDITIONS

1. **REGISTRATION:** All sponsors are required to register as participating attendees at the Fall 2020 NAMD Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference sessions, keynotes, and social events on the program agenda.
2. **VIRTUAL EXHIBIT DETAILS:** Virtual booth areas are denoted as small, medium and large and include videos, resource documents, contact card and branded graphics. All sponsors are required to submit booth deliverables by the deadline in the Sponsor Kit. If deliverables are not submitted by the deadline we cannot ensure your booth will be available for the live launch of the conference on Monday, November 9 at 10:00 am EDT. The Sponsor Kit will be emailed upon confirmation of sponsorship.
3. **BOOTH BLOCK:** In the event that an organization would like to purchase multiple booth spaces, or if two exhibitors would like adjoining space, this request **MUST** be indicated on the booth application forms and be received at the same time. Every effort will be made to accommodate adjoining booth requests, but final assignments are made at the discretion of Conference Management.

Organizations can request no more than three consecutive booth spaces in the Exhibit Hall. Shared booth space is prohibited. All materials, services, and products represented must be wholly owned or managed by the exhibitor on record.

4. **VIRTUAL EXHIBIT HALL LAUNCH:** The Virtual Exhibit Hall will go live at 10:00 am EDT on Monday, November 9. Exhibitors agree that all booths will be operational and staffed by 3:15 PM EDT on Monday, November 9, 2020.
5. **CANCELLATION:** Cancellations made before October 2, 2020, will receive a refund, minus the \$100.00 conference cancellation fee. All cancellations and requests for refunds must be in writing via email to conference@medicaiddirectors.org. Refunds will be processed after the conference. No refunds will be given for cancellations made after the October 2, 2020, deadline or for conference no-shows. If you cancel after the deadline and have not prepaid your registration fee, NAMD will bill you for your entire registration fee. Substitutions are accepted at any time at no additional charge. Registrations made after the refund cancellation deadline are not eligible for a refund.

The registration fee will be refunded approximately 30 days after the conference, either by check or credit card, depending on the method of payment.

6. **NO SHOWS:** If an Exhibitor fails to submit materials or fails to comply with any other provision of this agreement, NAMD shall have the right, without notice to exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.
7. **SPONSOR KIT:** Kits will be released after confirmation of payment in full.

◆ **TERMS AND CONDITIONS**

8. **INDEMNIFICATION AND HOLD HARMLESS:** NAMD shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses, and liabilities, including reasonable attorney fees (collectively “claims”) arising out of or caused by NAMD’s negligence. NAMD shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.
9. **RULES:** NAMD reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to final decision by NAMD. NAMD reserves the right to make such changes, amendments, and additions to these rules at any time as considered advisable for the proper conduct of the exhibit, with the provision that the exhibitors will be advised of any such changes.
10. **RIGHTS OF TERMINATION:** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party’s control making it illegal or impossible to provide the facilities of to hold the conference.



events.medicaiddirectors.org