

Sponsor Prospectus

FALL 2021 NAMD CONFERENCE

NOVEMBER 14 - 16, 2021

In Person Renaissance Washington,
+ DC Downtown Hotel
Virtual NAMD.live





A LETTER FROM THE EXECUTIVE DIRECTOR

DEAR NAMD SPONSORS AND EXHIBITORS:

Welcome to the NAMD 2021 Fall Conference!

The past year has been a challenging time for all of us, and I want to begin by thanking all of our industry partners who held hands with us and jumped into the unknown with our virtual conference last year. We certainly did things differently, but we thought it was the best meeting possible, given the circumstances.

We are thrilled that, as a nation, we are turning the corner and the world is opening up again. As vaccination rates skyrocket, we are all exploring the “new normal,” and a huge part of that will be a return to the in-person meeting for the Fall 2021 NAMD Conference.

Planning for this has been unpredictable, given the rapidly changing nature of the public health guidelines, as well as the fact that the original hotel went out of business! But we are on firm footing and thrilled to be able to see all of you soon.

Even with the promising developments, we don’t think anyone is ready for a return to 1,300 people in a ballroom, so we are allowing for a certain level of virtual engagement, but our primary focus is on convening the 56 state and territorial Medicaid Directors, their teams, and all of our partners for a return to networking, learning, and engaging the way we used to do.

We will be applying some of the lessons learned during our pandemic virtual conference and hopefully the “new normal” this year will be better than ever, especially as we look to improve the engagement between state Medicaid agency staff and our key industry partners.

The following prospectus contains sponsor information and details about the 2021 hybrid conference. I am confident you will find the sponsorship opportunities to be valuable to build engagement with the Medicaid community. Our conference partners play a pivotal role in the success of the Fall Conference and we appreciate your consideration of this opportunity.

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

ARB Meetings & Events
Anne Michaels: amichaels@ARBmeetings.com
Stephen Stephens: sstephens@ARBmeetings.com
(504) 309-8965

We look forward to seeing you at this year’s Fall conference and to learning more about the latest products and services your organization has to offer.

Thank you,

Matt Salo
Executive Director

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IMPORTANT DATES

JUNE 4, 2021: SPONSORSHIP REGISTRATION OPENS

WEEK OF JUNE 10, 2021: ATTENDEE REGISTRATION OPENS

OCTOBER 8, 2021: LAST DAY TO RECEIVE A REFUND WITH THE CANCELLATION OF A SPONSORSHIP OR CONFERENCE REGISTRATION

OCTOBER 8, 2021: CONFERENCE REGISTRATION FEES INCREASE

OCTOBER 22, 2021: LAST DAY TO BOOK A ROOM AT THE RENAISSANCE WASHINGTON, DC DOWNTOWN HOTEL AT THE CONFERENCE RATE

NOVEMBER 10, 2021: IN-PERSON REGISTRATION CLOSES

NOVEMBER 14 – NOVEMBER 16, 2021: CONFERENCE IS LIVE

HOW TO...

HOW DO I SECURE A SPONSORSHIP?

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

HOW DO I PURCHASE AN EXHIBITOR BOOTH?

In-person exhibit booths will only be available through your sponsorship.

HOW DO I REGISTER AS A CONFERENCE ATTENDEE?

Visit the [Attendee Information](#) page to register as a Corporate Sponsor attendee.

HOW DO I CANCEL MY REGISTRATION?

Cancellation requests must be received in writing by 5:00 PM ET October 8, 2021. 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 to conference@medicaiddirectors.org or via fax at (504) 327-5299. Please refer to full cancellation policy on [page 16](#) under Terms and Conditions.

IMPORTANT CONTACTS

The Fall 2021 NAMD Conference is supported by the staff at ARB Meetings and Events www.ARBmeetings.com

Conference Management
ARB Meetings and Events
7220 Earhart Blvd., 2nd Floor
New Orleans, LA 70125
Phone: (504) 309-8965 Fax: (504) 327-5299

Contacts:
Anne Michaels
Phone: (504) 309-8965
Email: amichaels@arbmeetings.com

Stephen Stephens
Phone: (504) 356-8733
Email: sstephens@ARBmeetings.com

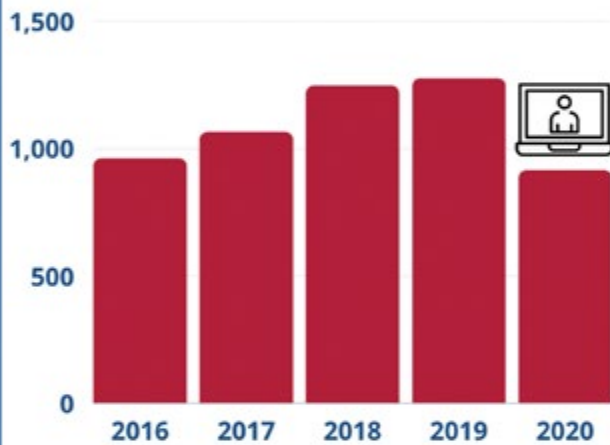
Conference Hotel & Venue
Renaissance Washington, DC Downtown Hotel
999 Ninth Street NW
Washington, DC 20001
Phone: (202) 898-9000



ATTENDEES BY YEAR

DID YOU KNOW?

THE FALL CONFERENCE AVERAGES **1,100** ATTENDEES EACH YEAR

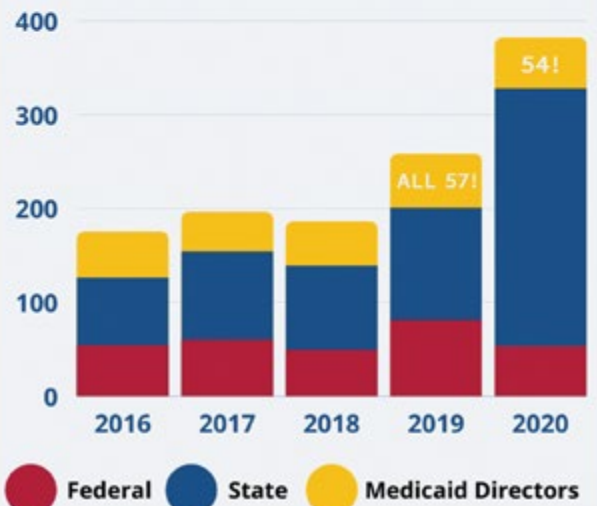


Who Exhibits?



- Managed Care
- Health Insurance
- Pharmaceuticals
- Information Technology
- Consultants
- Transportation
- Dental
- Specialty Health Services
- Telehealth
- ... And More

STATE AND FEDERAL ATTENDEES



NAMD 2020 HAD 7,596 VIRTUAL EXHIBIT HALL VISITS



PAST SPONSORS & EXHIBITORS

- 3M Health Information Systems
- Abt Associates
- Accenture
- Accuity Asset Verification Services
- ACES\$ Financial Management Services
- Acumen Fiscal Agent
- Acxiom
- 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
- Arnold Ventures
- Association for Community Affiliated Plans (ACAP)
- Assurex Health, a subsidiary of Myriad Genetics, Inc.
- Audacious Inquiry
- Aurrera Health Group
- Avesis, a GUARDIAN company
- AxisPoint Health
- axialHealthcare
- BabyScripts
- Beacon Health Options
- BerryDun
- Blue Cross Blue Shield Association
- Campaign for Transformative Therapies
- CAQH
- Care Innovations
- CareSource
- CareSource Management Group
- 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)
- Eccovia Solutions
- Edifecs
- Environmental Systems Research Institute, Inc. (Esri)
- Equian
- Equifax, Inc.
- Eventa, LLC
- eviCore healthcare
- Evolent Health
- Express Scripts
- Finity
- Finitix, Inc.
- Gainwell
- 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
- HHAeXchange
- HMS
- HP
- HT4M
- Humana Healthy Horizons
- IBM Watson Health
- 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 Risk Solutions
- LIBERTY Dental Plan
- Liberty Healthcare Corporation
- LivaNova, PLC
- LogistiCare | Circulation
- Lundbeck, LLC
- Lyft
- Magellan Health
- Marwood Group
- Mathematica
- MAXIMUS
- MCG Health
- McKesson Corporation
- MedeAnalytics
- 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
- MedImpact
- Medecision
- Medware
- MediSked, LLC
- MEDsys
- Medtronic Care Management Services
- MedZed
- Mercer Government
- Meridian Health Plan
- MicroPact
- Milliman, Inc.
- Mitre
- Molina Healthcare, Inc.
- Mom's Meals
- MTM, Inc.
- Myers and Stauffer LC
- National Association of Chain Drug Stores
- National MedTrans
- National Seating and Mobility
- Navigant Consulting
- Netsmart
- Noridian Healthcare Solutions, LLC
- Novartis Pharmaceutical
- Oculus
- Optimetra, Inc.
- Optum
- PatientPing
- PCMA
- 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
- Quest Analytics
- Relias Learning
- RSA Medical
- Sage Therapeutics
- SAS
- Segal Consulting
- Sellers Dorsey & Associates, LLC
- Shared Health
- Signature Bundled Payments
- Smith & Nephew
- Softheon
- Southeastrans
- Syrtis Solutions, Ltd.
- Team Select Home Care
- Telligen
- Tellus
- Teva Pharmaceuticals USA
- The Compliance Team, Inc.
- The Lewin Group
- The North Highland Company
- Therap Services
- Thomson Reuters
- Tyler Technologies
- UMass Medical School
- UnitedHealthcare Community & State
- Valence Health
- Ventec Life Systems
- Vertex Pharmaceuticals
- Veyo, LLC
- Walgreens
- Weitzman Institute
- WellCare Health Plans, Inc.
- WellSky
- WEX Inc.
- Xerox



Conference Housing

CONFERENCE HOTEL

Renaissance Washington, DC Downtown Hotel
999 Ninth Street NW
Washington, DC 20001
Phone: (202) 898-9000
Rate: \$269 standard king/double (rate excludes all taxes and fees)*

** The NAMD discounted rate is available through Friday, October 22, 2021. Reservations made after October 22, 2021, are subject to availability and prevailing hotel rates.*

RESERVATIONS

Online: To make reservations online, please visit the [conference hotel page](#).

Phone: To make reservations by phone, please call (888) 236-2427 and reference "National Association of Medicaid Directors Fall 2021 Conference" as the group.

Hotel Safety Updates

For a complete and up to date list of hotel safety procedures and precautions, please visit the Conference venue website for all [COVID-19 updates and what to expect](#).

Conference Safety and Community Pledge

NAMD is excited to bring the entire Medicaid community back together in-person after a long two years! Our goal for the conference is to create a smaller more intimate gathering that, while continuing to provide a high level of content and thought leadership, allows for more opportunities for Sponsors, Medicaid Directors, and their senior staff to engage, renew friendships, and network in a relaxed and safe environment. Our team will be providing all the necessary safety protocols on site, but we ask that sponsors and all attendees adhere to the following community guidelines:

Limited Attendance: Each sponsor will have a number of complimentary in-person registrations based on their sponsorship level (see pages 11 - 13). Each company may purchase additional registrations at the Sponsor Rate up to a ***total of 10 registrations*** (including complimentary registrations). Please coordinate with your team on attendance to ensure that we give all attendees the opportunity to interact safely with each other.

Vaccinations: We STRONGLY encourage—and expect—all individuals to be fully vaccinated at least two weeks prior to travelling to the event.

Respect: We ask that all attendees recognize that each attendee will have a different level of comfort with attending a large gathering and ask that you respect their preferences regarding personal space. Color coded individual display items will be available for everyone to know the attendees personal comfort level at a glance.

If you are unable or unwilling to attend in-person and follow the community guidelines, NAMD will once again be hosting an immersive virtual platform that will allow sponsors and attendees to engage with one another however they choose!



Attendee Registration: In-Person

Your level of sponsorship provides you with a number of complimentary attendee registrations. Please see pages 11 - 13 for your exact number. All sponsors are required to register for the conference as a Corporate Sponsor attendee.

Please visit [Attendee Registration](#) to register online.

In-person Corporate Sponsorship attendance is limited to 10 attendees per company inclusive of complimentary registrations. Please see page 6 for more details.

CORPORATE SPONSOR REGISTRATION FEES

Early Bird: \$1,095
After October 8, 2021: \$1,195

In-person Registration will close on Wednesday, November 10, 2021 at 5:00 pm EST.

CANCELLATION POLICY: Please refer to the full cancellation policy on [page 16](#) under Terms and Conditions.

Attendee Registration: Virtual

Your level of sponsorship provides you with a number of complimentary attendee registrations. Please see pages 11 - 13 for your exact number. All sponsors are required to register for the conference as a Corporate Sponsor attendee.

Please visit [Attendee Registration](#) to register online.

CORPORATE SPONSOR REGISTRATION FEES

Early Bird: \$400
After October 8, 2021: \$500

CANCELLATION POLICY: Please refer to the full cancellation policy on [page 16](#) under Terms and Conditions.

WHAT'S INCLUDED WITH YOUR REGISTRATION

Your conference registration gives you full access to the following:

- Exhibit Hall Opening Reception on Sunday, November 14
- Conference sessions all day Monday, November 15, through Tuesday, November 16
- Breakfast and Lunch on Monday, November 15, through Tuesday, November 16
- All conference related activities beginning at 5:00 PM Sunday, November 14
- Access to in-person and virtual networking and matchmaking tools and events
- Full Access to the Virtual NAMD 2021 Fall Conference Platform

WHAT'S INCLUDED WITH YOUR REGISTRATION

Your conference registration gives you full access to the following:

- Full Access to the Virtual NAMD 2021 Fall Conference Platform
- Live Streaming of all conference sessions Monday, November 15, through Tuesday, November 16
- All Virtual conference related activities beginning at 5:00 PM Sunday, November 14
- Access to virtual networking and matchmaking tools and events
- Full Access to the Virtual NAMD 2021 Fall Conference Platform
- Access to all recordings of conference sessions



SATURDAY, NOVEMBER 13

TIMES	PROGRAM
6:00 PM – 7:00 PM	NAMD Reception: NAMD's 10 ⁺¹ Birthday Celebration

SUNDAY, NOVEMBER 14

8:00 AM – 5:00 PM	Registration Desk Open
8:00 AM – 4:00 PM	Exhibit Hall Installation Hours
8:00 AM – 5:00 PM	State Only Meeting
5:00 PM – 7:00 PM	Exhibit Hall Opening Reception

MONDAY, NOVEMBER 15

7:00 AM – 5:00 PM	Registration Desk Open
7:00 AM – 5:00 PM	Exhibit Hall Open
8:00 AM – 9:00 AM	Networking Breakfast
9:00 AM – 5:00 PM	Plenary & Breakout Sessions
11:00 AM – 11:30 AM	Networking Break
12:30 PM – 1:30 PM	Networking Lunch
3:00 PM – 3:30 PM	Networking Break
5:30 PM – 7:00 PM	Evening Reception

TUESDAY, NOVEMBER 16

8:00 AM – 2:00 PM	Registration Desk Open
8:00 AM – 11:00 AM	Exhibit Hall Open
8:00 AM – 9:00 AM	Networking Breakfast
9:00 AM – 12:30 PM	Plenary & Breakout Sessions
10:15 AM – 10:45 AM	Networking Break
12:30 PM – 1:30 PM	Closing Plenary & Lunch

The timing on the agenda is subject to change.



In-Person Exhibit Hall Hours

INSTALLATION

Sunday, November 14 8:00 AM – 4:00 PM

EXHIBIT HALL OPENING RECEPTION

Sunday, November 14 5:00 PM – 7:00 PM

Booths must be operational and staffed during the Sunday reception from 5:00 PM to 7:00 PM.

EXHIBIT HALL HOURS

Monday, November 15 8:00 AM – 5:00 PM
Tuesday, November 16 8:00 AM – 11:00 AM

Booths must be operational and staffed all day Monday and Tuesday including breakfast, lunch, and breaks.

DISMANTLE

Tuesday, November 16 11:00 AM – 2:00 PM

All exhibits **MUST** be dismantled and the exhibit space completely clear by 2:00 PM.

Virtual Exhibit Hall Hours

EXHIBIT HALL HOURS

Monday, November 15 8:00 AM – 5:00 PM
Tuesday, November 16 8:00 AM – 11:00 AM

STAFFING

Booths must be operational and staffed all day Monday and Tuesday including breakfast, lunch, and breaks.

In order to help sponsors manage a hybrid flow of attendees seeking information, all sponsors will receive a complimentary virtual attendee registration for virtual booth staff.

BOOTH SELECTION/ASSIGNMENT

Upon confirmation of your sponsorship, you will receive an exhibitor kit which will include the exhibit hall floorplan and will guide you through the process of selecting your booth.

- Booth space will be assigned based on date of purchase.
- Preferential booth assignments will be given to sponsors based on level of sponsorship.
- All reasonable requests for booth space location will be considered but are not guaranteed.

BOOTH SPACE AND DESIGN

Please see page 11 - 13 for booth size information for each sponsorship level. We are excited to work with our sponsors to redefine the exhibit hall experience to facilitate meaningful conversations with attendees through our enhanced matchmaking system.

For more information on creating a booth experience that meets your current needs please contact us at: conference@medicaidirectors.org.

THE VIRTUAL BOOTH

Please see pages 11 - 13 for booth size information for each sponsorship level. The virtual booth provides sponsors with an excellent opportunity to communicate with both in-person and virtual attendees to highlight product and service offerings, case studies, and more. We are excited to offer enhanced scheduling, 1-on-1 text and video chat, and virtual conference rooms through the virtual booth.

For more information on creating a booth experience that meets your current needs, please contact us at: conference@medicaidirectors.org.



SPONSORSHIP OPPORTUNITIES

As a sponsor at the Fall 2021 NAMD 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. Detailed sponsorships benefits can be found on pages 11 - 13.

2021 SPONSORSHIP LEVELS

Platinum	\$ 50,000
Diamond	\$ 30,000
Emerald	\$ 20,000
Sapphire	\$ 17,500
Pearl	\$ 15,000
Ruby	\$ 10,000
Gold (Limited)*	\$ 7,500
Virtual Only	\$ 5,000

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Evening Reception	\$ 40,000
Networking Lunch (2)	\$ 32,500
Networking Breakfast (2)	\$ 27,500
Digital Sponsor	\$ 25,000
Wi-Fi	\$ 20,000
ReCharge Lounge	\$ 20,000
Networking Break (3)	\$ 15,000
Health and Safety	\$ 15,000

**Due to space constraints, Gold sponsorships will be limited to 15 for the 2021 conference. We will not be offering in-person exhibitor-only sponsorships for 2021.*

Donated funds to be used at the discretion of NAMD for the overall enhancement of the conference.

NAMD is a 501(c)(3) organization; your donations may be tax deductible.

SPONSORSHIP HIGHLIGHTS

- More than 300 program directors and key decision-makers in attendance
- Each sponsoring company receives a complete list of all conference attendees two weeks before the official start date of the conference
- Sponsors are invited to attend all open educational workshop sessions
- Advertising opportunities are available in the conference program book
- Multiple networking functions: reception, evening event, two breakfasts, two lunches, and all break functions held in Exhibit Hall
- Sponsorship and attendance both in-person and online
- Opportunity to host ancillary event at the Sapphire Level and above
- Participate in our enhanced Medicaid Director Meet and Greets and other networking tools

PLEASE SEE PAGE 14 FOR ADDITIONAL BRANDING AND A LA CARTE SPONSORSHIP OPPORTUNITIES.



SPONSORSHIP BENEFITS

	Platinum \$50,000	Evening Reception \$40,000	Lunch \$32,500	Diamond \$30,000	Breakfast \$27,500
Significant branding presence in conference lobby; banner of sponsor's choosing*	✓				
Significant branding presence on the virtual conference platform	✓				
Complimentary in-person registrations	4	4	3	3	3
Complimentary virtual registrations	1	1	1	1	1
Complimentary in-person exhibit booth	20' x 20'	20' x 20'	10' x 10'	20' x 20'	10'x10'
Complimentary virtual exhibit booth	✓	✓	✓	✓	✓
Participation in the Medicaid Director Meet and Greet	✓	✓	✓	✓	✓
(2) invitations to the Saturday NAMD Reception	✓	✓	✓	✓	✓
(2) full-page ads in the program book	✓	✓	✓	✓	✓
Company name on conference bag	✓	✓	✓	✓	✓
One-time distribution of an approved electronic invitation to your sponsored event emailed to all conference attendees		✓			
Sponsor recognition during Evening Reception by NAMD Staff		✓			
Individual recognition signage placed throughout venue during meal			✓		✓
Premier logo placement on the NAMD conference email outreach	✓	✓			
Logo placement on the NAMD conference email outreach			✓	✓	
Premier logo placement on all conference materials	✓	✓	✓	✓	
Logo placement on all conference materials					✓
Premier logo placement on sponsor recognition signage	✓	✓	✓	✓	
Logo placement on sponsor recognition signage					✓
Logo and 100-word company description in program book	✓	✓	✓	✓	✓
Company logo and website hyperlinked on conference website	✓	✓	✓	✓	✓
(1) promotional item to be included in NAMD conference bag (item to be provided by sponsor)	✓	✓	✓	✓	✓
Opportunity to host an ancillary event. Please refer to page 13 for more information.	✓	✓	✓	✓	✓



SPONSORSHIP BENEFITS

	Digital Sponsor \$25,000	Wi-Fi \$20,000	Emerald \$20,000	ReCharge Lounge \$20,000	Sapphire \$17,500	Pearl \$15,000	Networking Break \$15,000
Significant branding presence on the virtual conference platform	✓						
Complimentary in-person registrations	2	2	2	2	2	2	2
Complimentary virtual registrations	1	1	1	1	1	1	1
Complimentary in-person exhibit booth	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Complimentary virtual exhibit booth	✓	✓	✓	✓	✓	✓	✓
Participation in the Medicaid Director Meet and Greet	✓	✓	✓	✓	✓	✓	✓
(2) invitations to the Saturday NAMD Reception	✓	✓	✓	✓	✓		
(1) full-page ad in the program book	✓	✓	✓				
(1) half-page ad in the program book				✓	✓	✓	✓
Company name on conference bag	✓	✓	✓	✓	✓	✓	✓
One-time distribution of an approved electronic invitation to your sponsored event emailed to all conference attendees							✓
Company logo and information featured on Conference App	✓						
Wi-Fi network name and password chosen by sponsor		✓					
Individual recognition signage placed throughout venue during meal							✓
Branded coffee sleeves distributed during sponsored break							✓
Sponsor recognition on slide presentations during the plenary and breakout sessions	✓						
Sponsor logo or approved video prominently displayed at the ReCharge Lounge				✓			
Logo placement on all conference materials	✓	✓	✓	✓	✓	✓	✓
Logo placement on sponsor recognition signage	✓	✓	✓	✓	✓	✓	✓
Logo and 100-word company description in program book	✓	✓	✓	✓	✓	✓	✓
Company logo and website hyperlinked on conference website	✓	✓	✓	✓	✓	✓	✓
(1) promotional item to be included in NAMD conference bag (item to be provided by sponsor)			✓				
Opportunity to host an ancillary event. Please refer to page 13 for more information.	✓	✓	✓	✓	✓		



SPONSORSHIP BENEFITS

	Health and Safety \$15,000	Ruby \$10,000	Gold \$7,500	Virtual Only \$5,000
Complimentary in-person registrations	2	1	1	0
Complimentary virtual registrations	1	1	1	2
Complimentary in-person exhibit booth	10' x 10'	10' x 10'	10' x 10'	-
Complimentary virtual exhibit booth	✓	✓	✓	✓
Participation in the Medicaid Director Meet and Greet	✓	✓	✓	
Branded Health and Safety Stations	✓			
Branded COVID comfort level fans for use during the conference	✓			
(1) half-page ad in the program book	✓			
(1) quarter-page ad in the program book		✓		
Interactive signage displayed at the in-person conference in a dedicated space in the exhibit hall				✓
Logo placement on all conference materials	✓	✓	✓	✓
Logo placement on in-person sponsor recognition signage	✓	✓	✓	
Logo and 100-word company description in program book	✓	✓	✓	✓
Company logo and website hyperlinked on conference website	✓	✓	✓	✓

IMPORTANT NOTES

- There are a limited number of Gold Level sponsorships available to companies who are interested. These sponsorships will be secured on a first come, first served basis.
- Any additional employees beyond the complimentary registrations, including those there to staff exhibit booths, will need to register as conference attendees at the full registration rate of \$1,095 before Friday, October 8, 2021, or \$1,195 if the registration is processed after Friday, October 8.

ENTRY INTO EXHIBIT HALL WILL BE ALLOWED WITH PAID REGISTRATIONS ONLY.
NAME BADGES ARE REQUIRED TO ENTER THE EXHIBIT HALL; NO EXCEPTIONS.



A LA CARTE SPONSORSHIP OPPORTUNITIES

A la carte opportunities are available to sponsors at the Pearl Level and above. For information on each sponsorship, see details below.

Elevator Door Wrap	\$ 15,000
Hotel Key Card	\$ 12,500
Charging Table	\$ 10,000
Floor Cling Navigation Guides (2)	\$ 7,500

ELEVATOR DOOR WRAP

(8 doors) - \$15,000: Promote your brand by wrapping the elevator doors on the main conference floor.

HOTEL KEY CARD

(500+) - \$12,500: Your branded card handed to each conference attendee when they check into the Renaissance Washington, DC Downtown Hotel for use as their room key card.

CHARGING TABLE

(2 tables) - \$10,000: per block of two. Display your company logo on a branded charging table set up in the main conference area for attendees to charge their phone and digital devices.

FLOOR CLING NAVIGATION GUIDES

(5 Clings) - \$7,500: Display your logo as part of our Floor Navigation Guides welcoming attendees to the conference and helping them navigate the event space.



ANCILLARY EVENT REQUEST OUTLINE

APPROVED ANCILLARY EVENT TIMES:

SUNDAY, NOVEMBER 14, 2021	MONDAY, NOVEMBER 15, 2021	TUESDAY, NOVEMBER 16, 2021
BEFORE 8:00 AM AFTER 7:00 PM	BEFORE 8:45 AM AFTER 7:30 PM	BEFORE 9:00 AM AFTER 2:00 PM

ANCILLARY EVENT

NAMD allows sponsors at the Sapphire Level and above the opportunity to host an ancillary event. An ancillary event is any function held adjunct to the Fall 2021 NAMD Conference by a group other than NAMD. Ancillary events include but are not limited to:

- Client or Customer Meetings (including all meetings with state representatives)
- Educational Events
- Focus Groups
- Hospitality Suites (in a meeting room, hotel room, or suite)
- Hospitality Desks
- Internal Corporate Business Meetings
- Investor Meetings
- Office Space
- Social Events
- Staff Meetings

EVENT PROMOTION

Promotion and marketing of all ancillary events are the sole responsibility of the hosting sponsor. Ancillary events will not be listed on any official NAMD conference materials. Display of signage promoting an ancillary event will not be allowed in the conference space.

GUIDELINES:

- Any company interested in hosting an ancillary event, as defined above, must be a paid sponsor of the NAMD Conference at the Sapphire Level or above.
- The event must comply with approved time frames and be scheduled to permit attendees sufficient time to participate in official conference activities and sessions.
- The event must receive written approval by NAMD prior to available Ancillary Event space being assigned.
- All fees associated with the procurement of on-site event space will be billed directly to the sponsoring company by the venue.
- If a sponsoring company is interested in securing space for an ancillary event at an off-site venue in the host city, they must receive written approval from NAMD prior to making arrangements.
- All charges for services levied by the hotel and/or other venue are the sole responsibility of the sponsoring company.
- If a sponsoring company is requesting a multi-day event, completion of one form per event is required.
- Violation of these guidelines may result in the company being prohibited from participation in future NAMD Conferences at the discretion of NAMD.



TERMS AND CONDITIONS

- 1. REGISTRATION:** All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the Fall 2021 NAMD Conference. Conference registration entitles sponsors to participate fully in all open conference sessions, keynotes, and social events on the program agenda.
- 2. EXHIBIT DETAILS:** Each booth area is 10 ft. x 10 ft. and includes one 6 ft. skirted table and 2 chairs. All exhibitors are expected to complete the appropriate forms with the exposition services company for any additional needs such as drayage, AV, electrical, etc.
- 3. BOOTH BLOCK:** In the event 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. EXHIBIT INSTALLATION:** Exhibit installation hours are Sunday, November 14, 2021, 8:00 AM – 4:00 PM (reception to start at 5:00 PM). Exhibitors agree that all booths will be operational and staffed by 5:00 PM on Sunday, November 14, 2021.
- 5. DISMANTLING EXHIBITS:** Exhibits may be dismantled immediately after the final Networking break on Tuesday, November 16, 2021, at 11:00 AM. Time for tear down of exhibitor booths is subject to change.
- 6. CANCELLATION:** Cancellations made before October 8, 2021, will receive a refund, less the \$100.00 conference cancellation fee. All cancellations and requests for refunds must be in writing via email at conference@medicaiddirectors.org. Refunds will be processed after the conference. No refunds will be given for cancellations made after the October 8, 2021, 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.
- 7. NO SHOWS:** If an Exhibitor fails to install or display in an assigned space 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. Any exhibitors who do not show up will not receive a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.
- 8. FEES:** Full payment must accompany the application for booth space. Booth assignments and Exhibitor Information Packets will be released after confirmation of payment in full.



TERMS AND CONDITIONS

9. INDEMNIFICATION & HOLD HARMLESS:

a. The exhibitor shall indemnify, defend, and hold harmless NAMD and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses, and liability, including reasonable attorney fees (collectively “claims”) arising out of or caused by the exhibitor’s negligence in connection with the provision of services of the Renaissance Washington, DC Downtown. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

b. 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.

c. Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless NAMD and the Renaissance Washington, DC Downtown, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.

d. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and particularly when exhibits are being set up or dismantled to protect against loss.

10. **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 the exhibitors will be advised of any such changes.

11. **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 to hold the conference. The phrase “without liability” whenever used in this agreement shall be deemed to include a refund by NAMD of all deposits and repayment made within (30) days of the event’s final day.

**WE LOOK FORWARD TO YOUR PARTICIPATION AND ASSISTANCE IN MAKING THE FALL
2021 NAMD CONFERENCE AN INFORMATIVE AND EXCITING EXPERIENCE FOR ALL
PARTICIPANTS.**