Dear Colleagues:

I am excited that we are launching plans for our Fall 2023 conference. This is NAMD’s marquee annual event, and such a testament to the broad and diverse array of partners who contribute to the shared work of serving Medicaid members and programs across the country. Whatever your particular lens or area of focus, we celebrate what you do to build on and amplify a program that is currently serving 90 million people. Your insight, thought leadership, and generous financial support are all highly material to the most collaborative and affirming professional community of which I have ever been a part.

This is a watershed moment for Medicaid in several important respects. We are now on notice of timing and process for the “unwinding” of pandemic-related continuous eligibility requirements and the end of the declared federal public health emergency. This is a big lift for both programs and partners. We are also in an exciting but also not-yet-defined phase of planning for the “new normal” in Medicaid. In both the current work of moving out of the acute phase of the pandemic, and also visioning strategies and solutions for the future, you are essential partners.

As we issue this invitation to join us as sponsors, a few observations . . . The extraordinarily well attended and successful Fall 2022 conference resoundingly demonstrated peoples’ interest in connecting in person. We anticipate that same dynamic for the upcoming session, but will continue to promote health protocols and preserve a hybrid option for some tracks as we acknowledge that may be a useful option for some. Related to that great attendance, we also share your interest in promoting effective and fruitful connections among attendees, and particularly, with Medicaid directors themselves. Building on the reception style opportunities that we have featured in the past, we will also be offering a pre-conference session for select sponsors that will feature a representative panel of directors talking candidly about their priorities, strategic approach, and opportunities for collaboration. We also aim to translate this discussion into a brief white paper that can be more broadly shared.

Please see the enclosed Prospectus for more details on sponsorship opportunities and conference logistics. I am so grateful for all you have done to support us and will sincerely appreciate your continued commitment.

In partnership,

Kate McEvoy
Executive Director
## Important Dates

**March 23, 2023**  
Attendee registration & Sponsorships open

**March 31, 2023**  
Sponsor attendee registration opens

**September 8, 2023**  
Conference registration fees increase

**September 8, 2023**  
Last day to receive a refund for the cancellation of a sponsorship or conference registration

**September 8, 2023**  
Last day to book a room at the Washington Hilton at the conference rate

**September 29, 2023**  
In-person registration closes

**October 1-3, 2023**  
Conference is live

*Date subject to change based on availability of conference registrations

## Important Contacts

**Conference Management**  
ARB Meetings and Events  
7220 Earhart Blvd., 2nd Floor  
New Orleans, LA 70125  
Phone: (504) 309-8965  
www.ARBmeetings.com

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

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

**Conference Hotel & Venue**  
Washington Hilton  
1919 Connecticut Avenue NW  
Washington, D.C. 20009  
Phone: (202) 483-3000

## How To

**How do I secure a sponsorship?**  
You may secure a sponsorship online by clicking here.

**How do I register my conference attendees?**  
You must secure a sponsorship before registering attendees at the corporate sponsor rate. Visit Attendee Registration for information on how to register Corporate Sponsor attendees.

**Already secured your sponsorship?**  
Upon securing your sponsorship, your custom login information will be emailed to you within one business day.

**Can I purchase an exhibitor-only package?**  
Yes, NAMD will be allowing a limited number of exhibitor-only sponsorships.
Quick FACTS

Annual Attendance

274 STATE Employees
77 FEDERAL Employees
52 MEDICAID Directors

2022 Attendees

54 STATES & TERRITORIES ATTENDED IN 2022

Who Exhibits?

CONSULTANTS
DENTAL
HEALTH INSURANCE
INFORMATION TECHNOLOGY
MANAGED CARE
PHARMACEUTICALS
SPECIALTY HEALTH SERVICES
TELEHEALTH
TRANSPORTATION

...AND MORE!
PAST
Sponsors & Exhibitors

Sunday, October 1 - Tuesday, October 3
Washington Hilton + Virtual

3M Health Information Systems
Abt Associates
Accenture
Acuity Asset Verification
Services
ACESS Financial Management
Services
Accumen Fiscal Agent
Acxiom
Aetna Medicaid
AFMC
Alkermes, Inc.
Allergan
Altarum
Alvarez and Marsal Public
Services, LLC
Amazon Web Services
America’s Health Insurance Plans
(AHIP)
American Association of Birth
Centers
American Specialty Health
AmeriHealth Caritas
Aon
Apprise Safety
Arnold Ventures
Association for Community
Affiliated Plans (ACAP)
Assurecare
Assurex Health, a subsidiary of
Myriad Genetics, Inc.
Audacious Inquiry
Aurrera Health Group
Avesis, a GUARDIAN company
axisHealthcare
AxisPoint Health
BabyScripts
Bamboo Health
Beacon Health Options
Benchmark Human Services
BerryDunn
Bicycle Health
Blue Cross Blue Shield
Association
Boehringer Ingelheim
Boston Consulting Group
Campaign for Transformative
Therapies
Capital RX
CAQH
Care Innovations
CareSource
Centene Corporation
Centering Healthcare Institute
Ceresti Health
Cerner Corporation
CGI
Change Healthcare
ChaseHealth
Children’s Hospital Association
CMA / Lyfegen
CNSI
CoinFlip Solutions, Inc.
Comagine Health
Commonwealth Care Alliance
Conduent
ConfirMED
Consumer Direct Care Network
Cuban Buffet
CSG Government Solutions
CVS Health
CynChase
DataHouse Consulting
Deloitte Consulting, LLP
Delta Dental
DentaQuest
Dexcom, Inc.
Digital Harbor, Inc.
Direct Care Innovations (DCI)
Direct Interactions
Dynamic Health
Eccovia Solutions
Edifices
Elevance Health
Environmental Systems Research
Institute, Inc. (ESRI)
Equian
Equifax, Inc.
evCore healthcare
Evolent Health
Express Scripts
Finity Communications, Inc.
Findhelp
Finity, Inc.
FTI Consulting
Gainwell Technologies, LLC
Gateways Health
GDIT
Genomind, Inc.
Grail
GreatCall, Inc.
Guidehouse
Guardian
Harbage Consulting
Harmony Information Systems/
Medware
Health Management Associates
Healthmine
Health Policy Institute
HealthEC
HealthySteps
Hewlett Packard Enterprise
HH4exchange
Holista
HP
HT4M
Hyman Healthy Horizons
IBM Consulting
IDEIA
IMPAQ International, LLC
InComm
Independent Living Systems
Innovaccer
Innovation
Insulet Corporation
IntelliRide, a division of
Transdev
IPRO
Kaiser Permanente
Kepro
KPMG, LLP
Leavitt Partners
Lefleur Transportation
Lewin Group
LexisNexis Risk Solutions
LIBERTY Dental Plan
Liberty Healthcare Corporation
Limbitx
LivaNova, PLC
LogisticCare | Circulation
Lundbeck, LLC
Lyft
Magellan Health
Marwood Group
Mathematica
MAXIMUS
MCG Health
McKesson Corporation
MedeAnalytics
Mederion
Medela LLC
Medicaid Learning Center (MLC)
Medical Assistance Interconnect
System (MAIS)
Medical Review Institute of
America
Medical Transportation Access
Coalition (MTAC)
Medicare’s Limited Income NET
Program
MedicFPL
MedImpact
Medisked, LLC
Medware
MEDsys
Medtronic Care Management
Services
MedZed
Mercer Government
Meridian Health Plan
MicroPact
Milliman, Inc.
Mitre
Modivcare
Molina Healthcare, Inc.
Mom’s Meals
Monogram Health
MTM, Inc.
Myers and Stauffer LC
National Association of Chain
Drug Stores (NACDS)
National Committee for Quality
Assurance
National MedTrans
National Seating and Mobility
Navigant Consulting
Nemours Kidshealth
Netsmart
Noridian Healthcare Solutions,
LLC
Novartis Pharmaceutical
Novo Nordisk
Oculos
Onduo
Optimetra, Inc.
Optum
Organon
Papa, Inc.
PatientPing
PCMA
Peer Therapeutics
PhRMA
Plasma Protein Therapeutics
Association
Precio Health Strategies
Premier
Prentke Romich Company
Prime Care Technologies
ProgenyHealth
Public Consulting Group (PCG)
Public Partnerships (PPL)
Pursuant Health
Qualis Health
Quantum Rehab
Quest Analytics
Relias Learning
Roche Diagnostics Corporation
RSA Medical
Sage Therapeutics
Salesforce
Sandata Technologies
Sanofi
SAS
Scene Health
Segal Consulting
Sellers Dorsey & Associates,
LLC
Shared Health
Skygen
Signature Bundled Payments
Smartcomment Software
Smith & Nephew
Softheon
SteadyIQ
Syrtis Solutions, Ltd.
Tabula Rasa Healthcare
Team Select Home Care
Technical Assistance
Collaborative
Telligen
Tellus
Teva Pharmaceuticals USA
The Compliance Team, Inc.
The Joint Commission
The Lewin Group
The North Highland Company
Therap Services
Thomson Reuters
Transdev
TripSpark
Twill
Tyler Technologies
UMass Medical School
Unite Us
UnitedHealthcare Community &
State
Valence Health
Ventec Life Systems
Verida
Vertex Pharmaceuticals
Veyo, LLC
Walgreens
Wayspring
Weitzman Institute
WellCare Health Plans, Inc.
WellSky
WEX Inc.
Xerox
Sponsor Attendee REGISTRATION New for 2023

NAMD is excited to offer an enhanced centralized sponsor attendee registration portal. Within one business day of purchasing your sponsorship, you will receive a custom login to your sponsor attendee registration portal. Registration for both complimentary and purchased sponsor attendees will begin March 31.

This year we will be limiting the number of Non-sponsor corporate attendees to allow for a greater interaction between our sponsors and state and federal government attendees.

After receiving feedback from the NAMD board, we will also be limiting the number of additional sponsor attendees, on a tiered basis, that will receive the full sponsor discount. Complimentary registrations that are a part of your sponsorship will not be affected. Please see pages 13-14 for your exact number of complimentary and total available in-person registrations. 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. Corporate NON-Sponsor Registrations are limited. To register for the conference as a Corporate NON-Sponsor, please click here.

**IN PERSON**

Corporate Sponsor In-Person Registration Fees  
Early Bird: $1,300  |  After September 8: $1,400

Corporate Non-Sponsor In-Person Registration Fees  
Early Bird: $1,600  |  After September 8: $1,700

**VIRTUAL**

Corporate Sponsor Virtual Registration Fees  
Early Bird: $500  |  After October 7: $500

Corporate Non-Sponsor Virtual Registration Fees  
Early Bird: $600  |  After October 7: $700

**What's INCLUDED**

- Exhibit Hall Opening Reception on Sunday, October 1
- Conference sessions all day Monday, October 2, through Tuesday, October 3
- Breakfast and Lunch on Monday, October 2, through Tuesday, October 3
- All conference-related activities beginning at 5:00 PM on Sunday, October 1
- Access to in-person and networking events
- Full access to the Virtual NAMD 2023 Fall Conference Platform and App
- Access to all recordings of conference sessions

- Live streaming of all conference sessions from Monday, October 2, through Tuesday, October 3
- All Virtual Conference related activities beginning at 5:00 PM on Sunday, October 1
- Access to virtual networking tools and events
- Full access to the Virtual NAMD 2023 Fall Conference Platform
- Access to all recordings of conference sessions
Conference HOTEL

WASHINGTON HILTON
1919 Connecticut Avenue NW
Washington, DC 20009
Phone: (202) 483-3000

RATE
$294* (rate excludes all taxes and fees)

*The NAMD discounted hotel rate is guaranteed only through September 8, 2023. Rooms are limited; NAMD cannot guarantee a room for all attendees. Reservations made after September 8, 2023, are subject to availability and prevailing hotel rates.

Making a RESERVATION

ONLINE
To make reservations online, please visit the Washington Hilton online reservation by clicking HERE.

BY PHONE
To make reservations by phone, please call (202) 483-3000 and reference "National Association of Medicaid Directors Fall 2023 Conference" as the group.

What's CLOSE BY

Spanish Steps | 0.5 mi
Smithsonian National Zoological Park | 1.5 mi
Lincoln Memorial | 2.0 mi
Jack Rose Dining Saloon | 0.5 mi
Bar Charley | 0.4 mi
The Green Zone | 0.2 mi
Washington Monument | 2.0 mi
The White House | 1.7 mi
McClellan's Retreat | 0.2 mi
Georgetown Waterfront Park | 1.6 mi
SATURDAY, SEPTEMBER 30
5:00 PM – 6:00 PM Medicaid Director Panel & Discussion*
6:00 PM – 7:00 PM Medicaid Director Reception*

SUNDAY, OCTOBER 1 *State-Only Day
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, OCTOBER 2
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, OCTOBER 3
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

*By Invite Only
All NAMD Programming will take place on the TERRACE and CONCOURSE Levels of the Washington Hilton unless otherwise noted.
IN PERSON

INSTALLATION
Sunday, October 1 | 7:00 AM – 4:00 PM

EXHIBIT HALL OPENING RECEPTION
Sunday, October 1 | 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, October 2 | 8:00 AM – 5:00 PM
Tuesday, October 3 | 8:00 AM – 11:00 AM
Booths must be operational and staffed all day Monday and Tuesday including breakfast, lunch, and breaks.

DISMANTLE
Tuesday, October 3 | 10:45 AM – 2:00 PM
All exhibits MUST be dismantled and the exhibit space completely clear by 2:00 PM.

BOOTH SELECTION/ASSIGNMENT
During the Sponsorship purchase process, you will be able to select your preferred booth assignments.
• Booth space will be assigned based on the date of purchase.
• Preferential booth assignments will be given to sponsors based on the level of sponsorship.
• All reasonable requests for booth space location will be considered but are not guaranteed.

BOOTH SPACE AND DESIGN
Please see pages 13-14 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@medicaiddirectors.org.

VIRTUAL

EXHIBIT HALL HOURS
Monday, October 2
8:00 AM – 5:00 PM
Tuesday, October 3
8:00 AM – 10:45 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.

SPONSOR INFO PAGE
The virtual sponsor info page 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, one-on-one text and video chat, through the virtual sponsor page.

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

CLICK HERE TO SECURE SPONSORSHIP
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.
**SPONSORSHIP OPPORTUNITIES**

As a sponsor at the Fall 2023 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 sponsorship benefits can be found on pages 13-15.

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier (1)</td>
<td>$90,000</td>
</tr>
<tr>
<td>Platinum (4)</td>
<td>$60,000</td>
</tr>
<tr>
<td>Evening Reception (1)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Diamond</td>
<td>$40,000</td>
</tr>
<tr>
<td>Networking Lunch (2)</td>
<td>$37,500</td>
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<tr>
<td>Networking Breakfast (2)</td>
<td>$32,500</td>
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<tr>
<td>Wi-Fi (1)</td>
<td>$25,000</td>
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<td>Virtual Platform Sponsor (1)</td>
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<tr>
<td>Emerald</td>
<td>$22,500</td>
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<tr>
<td>Networking Break (3)</td>
<td>$20,000</td>
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<tr>
<td>Sapphire</td>
<td>$18,500</td>
</tr>
<tr>
<td>Pearl</td>
<td>$16,500</td>
</tr>
<tr>
<td>Ruby</td>
<td>$12,500</td>
</tr>
<tr>
<td>Gold</td>
<td>$8,500</td>
</tr>
<tr>
<td>Exhibitor Only (20)</td>
<td>$6,500</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>À LA CARTE</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Hotel Key Cards</td>
<td>$13,500</td>
</tr>
<tr>
<td>Charging Tables</td>
<td>$12,500</td>
</tr>
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</table>

**SPONSORSHIP HIGHLIGHTS**

- More than 300 program directors and key decision-makers in attendance
- Each sponsoring company receives a complete list of all conference attendees three 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

**PREMIUM SPONSOR HIGHLIGHTS**

- Invitations to Saturday Medicaid Director reception at Sapphire level and above
- Invitations to the pre-conference Medicaid Director Panel & Discussion
- Opportunity to host ancillary event at the Sapphire Level and above
- Premium booth locations
- 10’ x 20’ booths available only to Diamond sponsors and above

**PREMIUM SPONSOR EVENTS**

Sponsors at the Sapphire level and above are invited to the highly anticipated pre-conference Medicaid Director reception on Saturday night before the conference. In addition we have included a special invite this year to attend a pre-conference session before the reception that will feature a representative panel of directors talking candidly about their priorities, strategic approach, and opportunities for collaboration. We also aim to translate this discussion into a brief white paper that will be more broadly shared with all sponsors.
<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>PREMIER</th>
<th>PLATINUM</th>
<th>EVENING RECEPTION</th>
<th>DIAMOND</th>
<th>NETWORKING LUNCH</th>
<th>NETWORKING BREAKFAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand-alone branding presence in conference lobby</td>
<td></td>
<td></td>
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<tr>
<td>Significant branding presence in conference lobby</td>
<td>X</td>
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<tr>
<td>Significant branding presence on the virtual conference platform</td>
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<tr>
<td>Complimentary in-person registrations</td>
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<td>5</td>
<td>4</td>
<td>3</td>
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<td>30</td>
<td>25</td>
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<td>3</td>
<td>2</td>
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<tr>
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<td>20’ X 20’</td>
<td>20’ X 10’</td>
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<td>20’ X 10’</td>
<td>10’ X 10’</td>
<td>10’X10’</td>
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<tr>
<td>Complimentary virtual exhibit booth</td>
<td>PREMIUM</td>
<td>PREMIUM</td>
<td>PREMIUM</td>
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<tr>
<td>Invitations to the Medicaid Director Panel &amp; Discussion</td>
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<td>3</td>
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<td>Invitations to the Saturday NAMD Reception</td>
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<td>3</td>
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<tr>
<td>Ads in Program Book</td>
<td>2 FULL PAGE</td>
<td>2 FULL PAGE</td>
<td>2 FULL PAGE</td>
<td>2 FULL PAGE</td>
<td>1 FULL PAGE</td>
<td>1 FULL PAGE</td>
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<tr>
<td>Company name on conference bag</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>One-time distribution of an approved electronic invitation to your sponsored event emailed to all conference attendees</td>
<td></td>
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<tr>
<td>Sponsor recognition during Evening Reception by NAMD Staff</td>
<td></td>
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<tr>
<td>Individual recognition signage placed throughout venue during event</td>
<td></td>
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</tr>
<tr>
<td>One piece of company collateral placed on tables; item provided by sponsor</td>
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<tr>
<td>Premier logo placement on the NAMD conference email outreach</td>
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<td>Logo placement on the NAMD conference email outreach</td>
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<td>Premier logo placement on all conference materials</td>
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<td>X</td>
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<td>Logo placement on sponsor recognition signage</td>
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<td>Logo and 100-word company description in program book</td>
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<td>Company logo and website hyperlinked on conference website</td>
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<td>Promotional items to be included in NAMD conference bag; Item provided by sponsor</td>
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<td>1</td>
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<tr>
<td>Opportunity to host an ancillary event. Please refer to page 16 for more information.</td>
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</tr>
<tr>
<td>Exclusive Room Drop on State-Only Day for Medicaid Directors; Item provided by sponsor</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Stand alone email communication shared with Medicaid Directors and NAMD membership announcing sponsorship</td>
<td></td>
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</tr>
<tr>
<td>BENEFIT</td>
<td>VIRTUAL PLATFORM SPONSOR</td>
<td>WI-FI</td>
<td>EMERALD</td>
<td>NETWORKING BREAK</td>
<td>SAPPHIRE</td>
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<tr>
<td>Significant branding presence on the virtual conference platform</td>
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<td></td>
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<td>Complimentary in-person registrations</td>
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<td>2</td>
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<tr>
<td>Total Available in-person Registrations at Sponsor Rate (includes Complimentary Registrations)</td>
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<td>15</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Complimentary virtual registrations</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary in-person exhibit booth</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td></td>
</tr>
<tr>
<td>Complimentary virtual exhibit booth</td>
<td>PREMIUM</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Invitations to the Medicaid Director Panel &amp; Discussion</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>X</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Invitations to the Saturday NAMD Reception</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ads in Program Book</td>
<td>1 FULL PAGE</td>
<td>1 FULL PAGE</td>
<td>1 FULL PAGE</td>
<td>1 HALF PAGE</td>
<td>1 HALF PAGE</td>
<td></td>
</tr>
<tr>
<td>Company name on conference bag</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>One-time distribution of an approved electronic invitation to your sponsored event emailed to all conference attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual recognition signage placed throughout venue during event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded coffee sleeves distributed during sponsored break</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wi-Fi network name and password chosen by sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo prominently displayed at the ReCharge Lounge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition on slide presentations during the plenary and breakout sessions</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo placement on sponsor recognition signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo and 100-word company description in program book</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Company logo and website hyperlinked on conference website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Promotional items to be included in NAMD conference bag; item provided by sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host an ancillary event. Please refer to page 16 for more information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>PEARL</th>
<th>RUBY</th>
<th>GOLD</th>
<th>EXHIBITOR ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary in-person registrations</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total Available in-person Registrations at Sponsor Rate (includes Complimentary Registrations)</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Complimentary virtual registrations</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary in-person exhibit booth</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td>10' X 10'</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary virtual exhibit booth</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in Program Book</td>
<td>1 HALF PAGE</td>
<td>1 QUARTER PAGE</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company name on conference bag</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual recognition signage placed throughout venue during event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo placement on sponsor recognition signage</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo and 100-word company description in program book</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
À la Carte DETAILS

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

<table>
<thead>
<tr>
<th>À LA CARTE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Key Cards</td>
<td>$13,500</td>
</tr>
<tr>
<td>Charging Tables</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

**HOTEL KEY CARD**

(750+) - $13,500: Your branded card handed to each conference attendee when they check into the Washington Hilton for use as their room key card.

**CHARGING TABLE**

(2 tables) - $12,500: 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 phones and digital devices.
ANCILLARY
Events Request

Sunday, October 1 - Tuesday, October 3

Ancillary DETAILS

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 2023 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 onsite 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 multiday 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.

APPROVED TIMES

<table>
<thead>
<tr>
<th>SUNDAY, OCTOBER 1, 2023</th>
<th>BEFORE 8:00 AM</th>
<th>AFTER 7:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY, OCTOBER 2, 2023</td>
<td>BEFORE 7:00 AM</td>
<td>AFTER 7:00 PM</td>
</tr>
<tr>
<td>TUESDAY, OCTOBER 3, 2023</td>
<td>BEFORE 8:00 AM</td>
<td>AFTER 1:30 PM</td>
</tr>
</tbody>
</table>
REGISTRATION: All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the Fall 2023 NAMD Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference sessions, keynotes and social events on the program agenda.

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.

BOOTH BLOCK: 20’ x 10’ booth spaces are only available to sponsors at the Diamond level. 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.

EXHIBIT INSTALLATION: Exhibit installation hours are 7:00 AM - 4:00 PM on Sunday, October 1, 2023. Exhibitors agree that all booths will be operational and staffed by 5:00 PM on Sunday, October 1, 2023.

DISMANTLING EXHIBITS: Exhibits may be dismantled immediately after the final Networking break on Tuesday, October 3, 2023, at 10:45 AM. Time for tear down of exhibitor booths is subject to change.

CANCELLATION: Cancellations made by September 8, 2023, 5:00 PM EST 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 September 8, 2023, 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.

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.

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.

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 Washington Hilton. 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 Washington Hilton, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims. 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.

d. Exhibitors agree that all exhibitions shall be in accordance with all the rules and regulations prescribed by the local fire officials, and that if any exhibition is not in compliance with such rules and regulations, NAMD shall have the right, without notice to exhibitor, to close the exhibit immediately without liability.

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.

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.

HEALTH & SAFETY: We expect all attendees to take appropriate precautions and attend virtually if they are exhibiting symptoms of COVID-19 or other respiratory illnesses. We expect all attendees to make a personal commitment to ensuring they are not putting themselves or others in danger of illness or otherwise. We are a community and will rely on our community members to ensure the safety of the group.

WE LOOK FORWARD TO YOUR PARTICIPATION AND ASSISTANCE IN MAKING THE FALL 2023 NAMD CONFERENCE AN INFORMATIVE AND EXCITING EXPERIENCE FOR ALL PARTICIPANTS.