

**N P A 2 0 2 5**

**October 5-8  
New York, NY**



# Exhibitor and Sponsorship Prospectus



## A Place for Connections

The National PACE Association (NPA) works to advance the efforts of Programs of All-Inclusive Care for the Elderly (PACE®). PACE programs support, maintain, safeguard, and promote the provision of quality, comprehensive and cost-effective health care services for frail older adults. Currently, 180 PACE programs are operating in 33 states and the District of Columbia. NPA members are operational PACE programs, organizations developing PACE programs or exploring the feasibility of starting a PACE program, and other organizations supportive of the PACE model of care.

Since its founding in 1994, NPA has created an expanding program of education and training directed toward our members and the health care community at large. The NPA Annual Conference provides multiple opportunities for education, networking and information-sharing geared to executive and clinical staff at operational and prospective PACE programs. The conference faculty is drawn from existing PACE programs, long-term care and community-based elder care providers, and managed care and health systems. Speakers have expertise in PACE and other health services for seniors.



## Reach Your Target Market

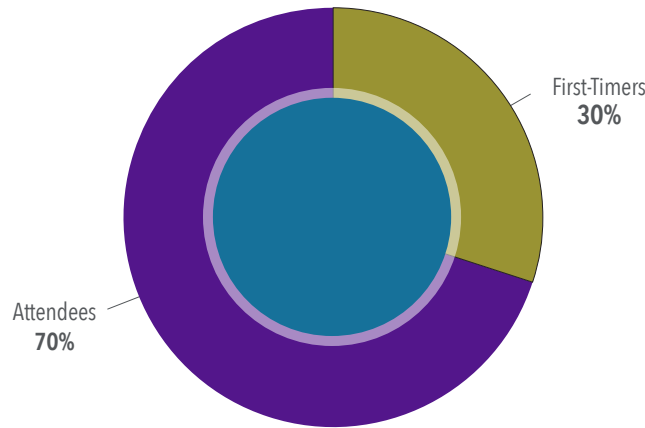
PACE programs are innovative, creative, and committed to delivering high-quality care and services to their participants. They are motivated to find improved ways to deliver care and services across settings, including the PACE center and the home. If these are the clients you seek, you may be interested in partnering with us as an exhibitor or sponsor at the 2025 NPA Annual Conference, which will be held Oct. 5-8 at the New York Marriott Marquis in New York, NY.

More than 1,200 individuals attended the 2024 conference, including administrators, primary care and clinical staff from PACE programs and those organizations considering PACE development, and state and federal legislative and regulatory staff. Most attendees represent organizations with budgets between \$10 million and \$30 million that are looking for ways to invest today in order to save tomorrow. In light of the many new federal and state data collection and submission requirements, PACE programs are beginning to look closely at health plan and health provider IT/IS products and services to enhance efficiency and effectiveness in managing data.

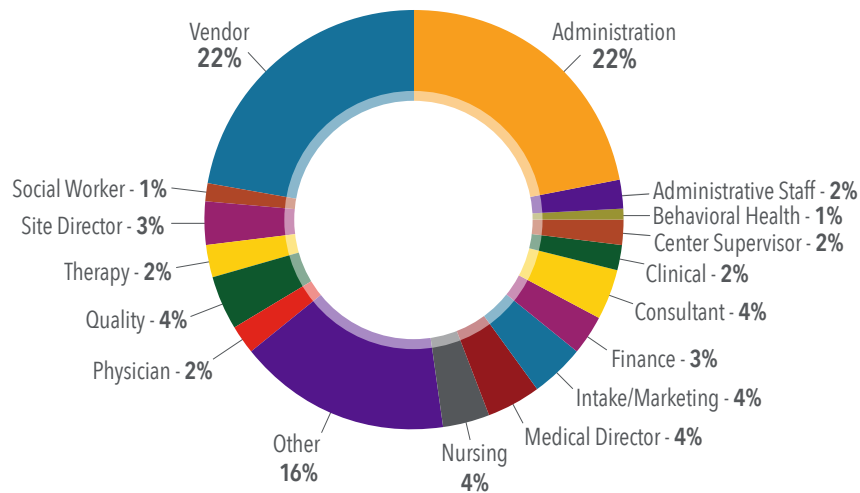
“The NPA Annual Conference provides a wonderful opportunity for networking, education, validation and advocacy for all PACE programs, big and small, new and established.”

– 2024 ATTENDEE

# 2024 NPA Annual Conference First-Time Attendees



# 2024 NPA Annual Conference Attendees by Discipline



“NPA conferences are always a highlight! As a company dedicated to providing PACE solutions, NPA remains pivotal to our success and those we serve (PACE leaders and participants). NPA does a phenomenal job ensuring that our needs are met as an exhibitor, including booth location, sponsorship opportunities, communication throughout the event, and coordination surrounding events we may like to host surrounding the conference. Thank you to the staff at NPA for the delightful experience collaborating over the years!”

– ANEWHEALTH, 2024 EXHIBITOR

# 2025 NPA Annual Conference Exhibitor Benefits

Exhibitors will have the opportunity to network with hundreds of staff from operational and prospective PACE providers and to share information about their products and services in a booth that is 10'x10' or 10'x20'. NPA is committed to promoting exhibit hours to attendees and has allotted **6.75** hours of designated exhibit hall time in the conference schedule. Exhibits will be located exclusively in the exhibit hall of the New York Marriott Marquis. Continental breakfasts and refreshment breaks will take place on Monday and Tuesday in the exhibit hall in order to maximize opportunities for connection with conference attendees.

**In addition to having the opportunity to maximize awareness of their products and services during exhibit hall hours, exhibitors will receive the following benefits:**

- one complimentary registration to the conference, which includes one ticket to the Networking Luncheon and one ticket to the Leadership and Awards Luncheon and excludes pre-conference workshops and/or symposiums and other special events requiring a separate fee;
- a copy of the advance registration list two weeks prior to the conference and the final registration list immediately following the conference for valuable promotion and follow-up;
- written recognition in on-site materials, on the **NPA website**, and on the event mobile app as a conference exhibitor;
- a link to your company website from the **NPA website**;
- opportunity to participate in the NPA Exhibitor Bingo game and the PACE program giveaway;
- exhibitor lead retrieval through American Tradeshow Services (paid separately by exhibitor);
- exhibitor logo on the conference entrance unit;
- a customizable company profile featured on the event mobile app, including logo and contact information;
- access to the event mobile app for all exhibit representatives named on your application; and
- the opportunity for additional booth representatives to attend the Opening General Session and PACE site tours.

## NPA Preferred Vendors Benefits

NPA Preferred Vendors receive an exclusive advance release of the Exhibitor and Sponsorship Prospectus and are encouraged to secure their exhibit space rental by submitting their booth selection with payment within 10 days of the date that NPA releases the prospectus. In addition to the exhibitor benefits listed above, Preferred Vendors receive the following exclusive perks:

- two complimentary registrations to the conference, which includes one ticket per registration to the Networking Luncheon and one ticket per registration to the Leadership and Awards Luncheon and excludes the pre-conference workshops and/or symposiums and other special events requiring a separate fee;
- designated Preferred Vendor area in the exhibit hall;
- the opportunity to select their booth space preference, before other exhibitors;
- the distinction of being listed as an NPA Preferred Vendor in on-site materials;
- up to two company flyers to be included in the conference welcome tote bags;
- a 10 percent discount on the booth rental fees; and
- the distinction of being listed as a Preferred Vendor in on-site materials.

# Exhibitor Fees

## Booth Rates

A standard booth consists of one 6-foot tabletop and two chairs (provided) in either a 10'x10' or 10'x20' space. Booths are supplied by the exhibitor.

## Fees

	10x10	10x10	10x20	10x20
	Preferred Vendor	Non-Preferred Vendor	Preferred Vendor	Non-Preferred Vendor
NPA Member	\$4,275	\$4,750	\$8,550	\$9,500
Non-Member	N/A	\$6,750	N/A	\$13,000

Each exhibitor will receive one fully draped 6-foot table, up to two chairs, and a wastebasket. Neither NPA nor the Marriott Marquis will accept responsibility for exhibitor loss or damage of materials, displays or belongings during the conference. Exhibitors should carry their own risk insurance to cover losses as security is not provided. Each exhibitor is responsible for any electrical or internet needs, as well as additional furniture or equipment rentals. Prices for these services vary and will be provided prior to the event. All exhibits must remain within the confines of their assigned exhibit space. Exhibitors may not alter the location or orientation of their assigned space or erect signs or any other displays that obstruct the view or disadvantageously affect the display of other exhibitors. Pop-up exhibits of any kind are strictly prohibited.

NPA will accept exhibitor and sponsorship applications on a first-come, first-paid basis. The deadline for applications is **Sept. 3**.

For more information, contact **Sue Hagler**.



2024 NPA Annual Conference Exhibit Hall in San Diego, CA

# Exhibitor Agreement

“Exhibitor” refers to the organization or person that applied for and has been granted exhibit space rental and such applicant’s employees, contractors, agents and representatives. Each applicant for exhibit space agrees to the terms included in this agreement, in addition to any others outlined in the NPA Exhibitor Service Kit, communicated by the organizers, or adopted by the event facility.

## Agreement for Exhibitor Space

New this year, NPA has introduced an online exhibit portal that allows vendors to select their booth location and sponsorship items. Each vendor will receive an email invitation from NPA Conferences containing a direct link to the portal, making it easy to choose their preferred options and manage their participation. Booth selection, payment in full and signed agreement must be submitted in the online exhibit portal. Booth selections will be held for 20 minutes if not purchased upon selection. After 20 minutes, the booth will be released for other vendors to purchase. Cancellations must be made in writing and will be honored with a refund until **Sept. 3**, minus a \$100 processing fee. No cancellations will be honored with refunds after **Sept. 3**.

## Location

Exhibits will be exclusively located in the Westside Ballroom at the New York Marriott Marquis, located at 1535 Broadway, New York, NY 10036 for the duration of the exhibit period.

## Exhibit Space

Each 10’x10’ space will consist of one skirted 6’ table, two chairs, a wastebasket, one booth identification sign, and a standard booth drape (8’ background, 3’ side rails). Each 10’x20’ booth will consist of two skirted 6’ tables, four chairs, two wastebaskets, one booth identification sign, and a standard booth drape (8’ background, 3’ side rails). NPA Exhibitor Service Kits are emailed directly from Levy Exposition Services, Inc., NPA’s general service contractor. Kits will be emailed a minimum of 60 days prior to the conference so exhibitors can take advantage of discount pricing. The kit contains information on show services, labor rates and drayage/freight handling rates. NPA will provide an exhibit kit through the exhibit portal, available for download. This kit will include essential logistical details, including deadlines, contact information, exhibitor lead-retrieval instructions, and information on exhibitor bingo and the PACE giveaway.

NPA reserves the right to alter the floor plan and make the final determination of all space assignments in the best interests of the event.

All exhibits must remain within the confines of their exhibit space. Exhibitors may not alter the location or orientation of their assigned space or erect signs or any other display that obstructs the view or disadvantageously affects the display of other exhibitors.

NPA has the sole discretion to accept or reject exhibits and to adjust their location based on their content, size, and the limits of the physical event space.

## Set-Up and Dismantle

Installation and Dismantle: In fairness to all exhibitors, NPA exhibit construction guidelines must be observed. Booth backgrounds are 8' high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50 percent open area to permit side viewing through the booth. If motion pictures other than A/V or loud speakers are used, Exhibitor agrees to comply with all applicable union requirements for the operation of the equipment. Sound presentation, slides or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. NPA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. If the Exhibit Hall is not carpeted, then Exhibitor is required to carpet each booth space contracted for. NPA reserves the right to make reasonable modifications, additions or subtractions to exhibit and booth requirements at any time at its sole discretion. Exhibitors may begin setting up their displays on Sunday, Oct. 5, from noon to 6 p.m. in the Westside Ballroom. Electrical and internet set-up will be activated on the morning of Monday, Oct. 6, the start date of the conference. Exhibits will remain in this location throughout the duration of the exhibit period. Exhibitors must dismantle their displays after the networking break on Tuesday, Oct. 7, at 4:15 p.m. The exhibit hall must be cleared of all exhibitor materials, including packages for outbound shipping, by 7 p.m. on Tuesday, Oct. 7. All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations

## Changes to Application

It is the exhibitor's responsibility to inform NPA of any changes to the information indicated on their Exhibitor Application, including the addition of or changes to exhibit staff. Changes to the Exhibitor Application should be made in writing to **Sue Hagler** with as much notice as possible to maximize NPA's ability to make accommodations.

## Exhibitor Agrees That:

- All provisions listed above shall be part of this Agreement.
- Exhibitor space is allotted on a first-come, first-paid basis.
- The National PACE Association (NPA) reserves the right to reject Exhibitor Applications with or without cause if in the best interest of the conference and its participants.
- Shipping instructions will be sent to exhibitors in the NPA Exhibitor Service Kits emailed from Levy Exposition Services, Inc. Exhibitors are responsible for their own shipping expenses.
- Exhibit hall hours (6.75 hours total):

### **Monday, Oct. 6, 2025**

7-8:30 a.m., 10:30-11:30 a.m., 3:45-4:45 p.m.

### **Tuesday, Oct. 7, 2025**

7-8 a.m., 10:15-11:15 a.m., 3-4:15 p.m.

- Exhibits must be staffed during exhibit hours.
- No printed materials are to be posted outside the exhibitor's space.
- The distribution of outside food, snacks or beverages – apart from prepackaged candy – is prohibited. Any exhibitor or sponsor who distributes food, snacks or beverages will be responsible for all service charges, cleaning fees, fines or other expenses incurred. Should exhibitors wish to order food and beverage for their booth, they must do so through the hotel.
- The subletting, assignment or appointment of the whole or any part of the exhibitor's space by an

exhibitor is prohibited.

- The cost of any insurance for an individual exhibit space will be borne by the exhibitor. The exhibitor agrees that NPA, its agents and employees and the New York Marriott Marquis shall not be responsible in any way for damage, loss or destruction of any property of the exhibitor or injury to the exhibitor or the exhibitor's representatives.
- The cost of electrical hook-up and internet access will be borne by the exhibitor.
- There will be no overnight security provided.
- By agreeing to the terms, you, your company, and its agenda are bound by this Agreement.

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“NPA conference and sponsorship is the highlight of the IntusCare calendar. Through our heavy involvement and partnership, IntusCare is better able to understand partner programs, share educational resources, generate leads, and strengthen our ability to support PACE programs effectively.”

– INTUS CARE - 2024 NPA SPONSOR

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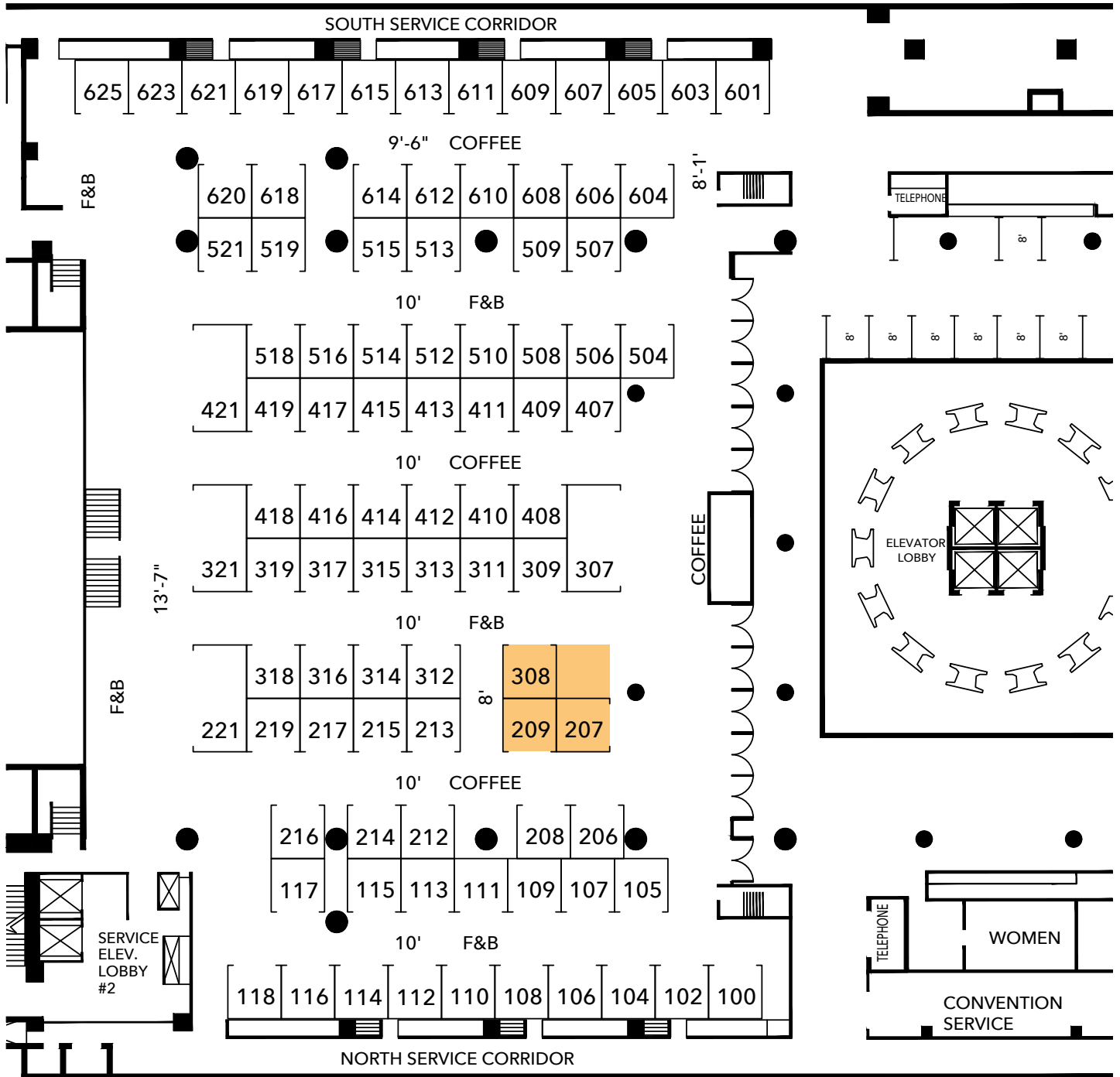


# NPA Annual Conference

Oct. 5-8, 2025

Exhibit Show Dates: Oct. 6-7, 2025

New York Marriott Marquis | Westside Ballroom



\* Preferred Vendors Area

# 2025 NPA Annual Conference Sponsorship Opportunities

To gain additional recognition during the conference, take advantage of one of the many sponsorship opportunities NPA offers. Sponsored events provide opportunities for access, networking and recognition. Long after the conference has ended, sponsored conference giveaways provide continued exposure, recognition and visibility.

## Benefits of Sponsorship:

- Sponsor logo with link to company website on the NPA conference site
- Recognition during the Opening General Session and Leadership and Awards Luncheon
- Sponsor logo on the conference entrance
- Thank-you flyer recognizing all sponsors in on-site materials
- Signage with your company name if exhibiting at each sponsored event

## Pre-Conference Push Notification Messaging

*(6 opportunities per day)*

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees immediately. Announce your presence at the conference or highlight a product or service. Push notifications will reach attendees within one week prior to their arrival. Messages are limited to 130 characters and must be scheduled by Sept. 19. Time slots are assigned in advance on a first-come, first-served basis. Companies must submit text electronically to NPA for prior approval.

**Cost:** \$2,500 each

## On-Site Push Notification Messaging

**Monday to Wednesday, Oct. 6-8**

*(6 opportunities per day, 1 push notification per sponsor)*

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees immediately. Announce your presence at the conference or highlight a product or service. Push notifications will reach attendees during the conference. Messages are limited to 130 characters and must be scheduled by Sept. 26. Time slots are assigned in advance on a first-come, first-served basis. Companies must submit text electronically to NPA for prior approval.

**Cost:** \$2,500 each

## Glass Panel Clings

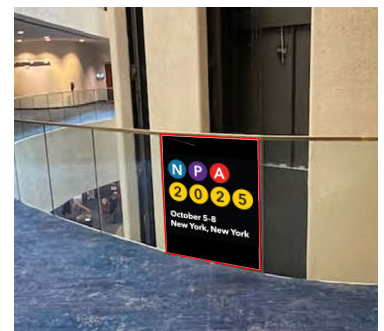
*5th floor: 53 opportunities*

*6th floor: 69 opportunities*

*7th floor: 54 opportunities*

An unbeatable visibility opportunity! This branding placement is the perfect way to capture attendees' attention as they move throughout the conference, ensuring your message stands out at every turn.

**Cost:** \$3,000 each



# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Conference Attendee Email Blast

NPA will send two emails on your behalf to conference registrants who have selected to receive sponsor mailings. Emails can be up to 300 words in length.

The first email will be sent out the week of Sept. 22. The second email will be sent the week of Sept. 29.

**Cost:** \$3,000

## Advertising Boards

*(8 opportunities)*

Deliver your message and branding on these new LED advertising boards throughout the conference! Your advertising board will be placed outside of the exhibit hall and will be seen by all attendees as they walk into and out of the exhibit hall and to the educational sessions. The LED board measures 25" wide x 76" high single-sided.

**Cost:** \$4,000 each



## Spotlight Cubes: Where Your Brand Takes Center Stage

*(5 opportunities)*

Step into the spotlight with our unique Spotlight Cubes, dynamic sponsorship units that highlight your brand in innovative and engaging ways. Designed to attract attention and spark conversations, these cubes are the perfect way to showcase your message, captivate your audience, and shine brighter than ever. Let your brand take center stage and leave a lasting impression.

### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$5,000 each



## Hotel Reader Boards

*(3 opportunities)*

Enhance your conference experience by showcasing your message on four strategically placed hotel reader boards: two at the escalators and two at the directories on the 5th and 6th floors. As attendees make their way to NPA registration, the exhibit hall and educational sessions, they will be greeted by your vibrant message displayed in bold type or color. Your message will be featured daily throughout the conference, ensuring maximum exposure.

### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$5,000 each



# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Charging Kiosk

(3 opportunities)

Attendees rely on their mobile devices throughout the conference but cannot always find a convenient place to charge them. Your logo will be elegantly displayed, ensuring prominent visibility and brand recognition. The charging kiosk will be located in the registration area, outside the General Session and near the educational session rooms.



### Additional Sponsorship Benefits:

- One complimentary forum registration
- Company name and logo wrapped around exterior of tower, which will be customized with company branding

**Cost:** \$5,000 each

## Hospitality Luggage Room

**Wednesday, Oct. 8, 6:30 a.m. - 1 p.m.**

Catch a few extra moments with our conference attendees and wish them well on their travels home by sponsoring a branded hospitality room for attendees to drop off their luggage in the morning on the last day of the conference and grab a snack on their way to the airport or to the Wednesday site tours. Make a lasting impression with branded luggage tags, custom mini water bottles and snacks.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Distribution of sponsor brochures
- Opportunity to have a welcome table
- Branded luggage identity tags, custom mini water bottles and snacks
- Branded alphabetical luggage signs

**Cost:** \$6,500

## Intake and Marketing Pre-Conference Workshop

**Sunday, Oct. 5, 8 a.m. - 4:30 p.m.**

This full-day pre-conference workshop is geared toward PACE intake, marketing and leadership staff. Breakfast, lunch and two breaks are provided. Sixty to 80 attendees are expected. This is a great opportunity to network with a smaller subset of the conference and hear about the latest marketing guidelines impacting PACE.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Opportunity to address attendees at workshop
- Opportunity to distribute company brochure at workshop

**Cost:** \$7,000

# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Small Column Clings

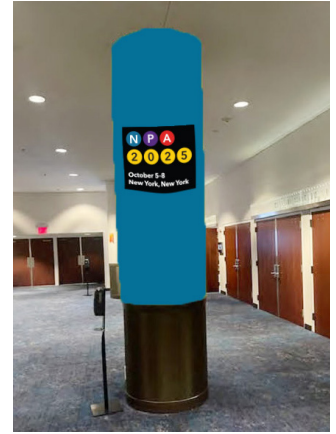
(5 opportunities)

A branding opportunity with high visibility! These column wraps will stand out even from a distance with your branded message. The columns are located on the 6th floor where the general session and luncheons take place. Expand your message on this wrap with your company logo and/or booth number for everyone to see as they walk throughout the conference.

### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$7,000 each



## Event Pocket Guides

NPA Annual Conference Pocket Guides provide attendees with a quick reference of the complete conference schedule, including site maps. This handy reference is a popular grab item for all attendees at the NPA registration desk.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor name and logo on the event pocket guides

**Cost:** \$7,500

## Broadway Ballroom Headers

(2 opportunities)

Catch their eye every time! Greet attendees with your company's name and logo prominently displayed above the General Session and Luncheon entrance doors—guaranteeing your brand is the first and last thing they see.

### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$7,500 each



# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Standard Column Wraps

5th floor - 5 opportunities

6th floor - 8 opportunities

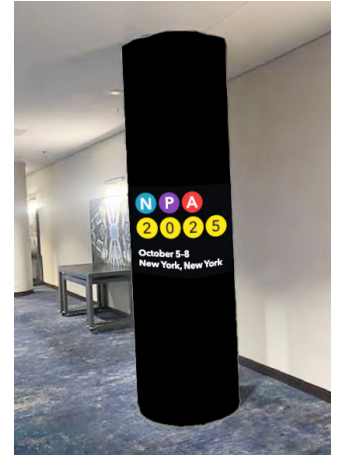
7th floor - 6 opportunities

A branding opportunity with high visibility! These column wraps will stand out even from a distance with your branded message. The columns are located throughout the conference area near the exhibit hall, general session and education sessions. Expand your message on this wrap with your company logo and/or booth number for everyone to see as they walk throughout the conference.

### Additional Sponsorship Benefit:

- One complimentary conference registration

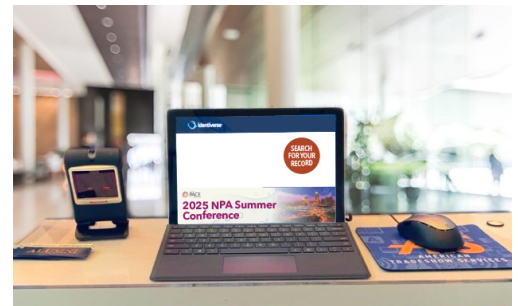
**Cost:** \$7,500 each



## On-Site Self-Registration Kiosks

Be a part of NPA's on-demand attendee badge-printing services, where attendees will be able to conveniently print their own badges from one of eight kiosks. With this exclusive sponsorship, your company logo will be branded around the frame of the kiosk.

Your company logo will be visible to each attendee as they check in at registration to print their badge. Don't miss this great opportunity!



### Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor artwork on the laptops at the check-in kiosk
- Branded pens next to the kiosk

**Cost:** \$8,000

## Corner Large Round Column Wraps

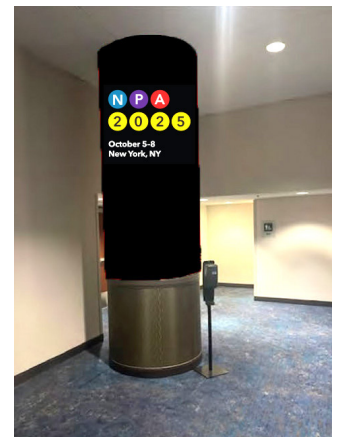
(4 opportunities)

A branding opportunity with high visibility! These column wraps will stand out even from a distance with your branded message. The columns are located outside the exhibit hall, the main hub of the conference. Expand your message on this wrap with your company logo and/or booth number for everyone to see as they walk throughout the conference.

### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$8,000 each



# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Coffee Breaks

*(5 opportunities)*

Monday, Oct. 6, 10:30-11:30 a.m.

Monday, Oct. 6, 3:45-4:45 p.m.

Tuesday, Oct. 7, 10:15-11:15 a.m.

Tuesday, Oct. 7, 3-4:15 p.m.

Wednesday, Oct. 8, 10:15-10:45 a.m.

Refreshments will be served in the exhibit hall during breaks and between educational sessions on Monday and Tuesday. The networking break on Wednesday will be held in the 5th floor foyer. Over 1,000 individuals are expected to attend each break.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor logo on napkins

**Cost:** \$8,000 each

## Continental Breakfast

*(3 opportunities)*

**Monday, Oct. 6, 7-8:30 a.m.**

**Tuesday, Oct. 7, 7-8 a.m.**

**Wednesday, Oct. 8, 7-8 a.m.**

Continental breakfast will be served in the exhibit hall Monday and Tuesday and in the 5th floor foyer on Wednesday. Over 1,000 individuals are expected to attend each breakfast.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor logo on napkins
- Opportunity to give away sponsor literature at buffet tables

**Cost:** \$9,500 each

## Keynote Speaker for the Opening General Session

**Monday, Oct. 6, 8:30-10:15 a.m.**

The keynote speaker is an integral part of the annual conference and sets the tone for the conference. The keynote address is designed to inspire, invigorate and motivate PACE staff. Don't miss out on one of the most memorable conference highlights.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Opportunity to provide a branded item in attendee packets
- Special private photo opportunity with the keynote speaker, the NPA president and CEO, and the NPA board chair prior to the Opening General Session
- Verbal recognition by the keynote speaker

**Cost:** \$10,000

# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Name Badges and Lanyards

What more could you ask for? Your logo will appear on both the lanyard worn around the conference attendees' necks and on the physical badge. This sponsorship opportunity will give your company unparalleled visibility as attendees wear their badges everywhere throughout the conference.

### Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor name and logo on name badges and lanyards

**Cost:** \$10,000

## Rounded Wall Display

*(3 opportunities)*

Showcase your message and logo prominently on a sleek, rounded wall display outside the Broadway Ballroom, visible as guests enter the Opening General Session, luncheons and the Opening Night Reception. Make a lasting impression from the very first moment!



### Additional Sponsorship Benefit:

- One complimentary conference registration

**Cost:** \$10,000 each

## Hotel Key Cards

Great visibility! What must be in every cell phone wallet, pocket or purse? Their hotel key card! Be the company that attendees see every time they go to unlock their hotel room door. Put your name and logo in the hands of every conference attendee. Each attendee receives two branded key cards.

### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Sponsor name and logo on the hotel key cards

**Cost:** \$12,000

## Cell Phone Wallet

Stick your brand where it matters most! Put your logo on an RFID cell phone wallet, a handy accessory attendees will attach to their phones, making your brand visible during the conference and long afterwards.

### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$12,000



# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## LED Wall Display

Gain maximum exposure in a high-impact, visually stunning way! The cutting-edge LED Wall Display ensures your message is showcased in vibrant, high-definition clarity, leaving a lasting impression on thousands.



### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$12,000

## Leisure Lounge

A comfortable place to sit and relax can be a welcome haven in the middle of a busy conference after a long day of walking. The Leisure Lounge provides a variety of opportunities for attendees to relax for a few minutes or have an impromptu meeting with a new colleague. Ensure that your brand is front and center in this casual setting designed to encourage networking and interaction with attendees. The lounge, which will be prominently located in the foyer area near the exhibit hall, includes comfortable seating with power for device charging. Your company logo, booth number and message will be prominently displayed on the lounge walls and signage near the Leisure Lounge.



### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Opportunity to hand out company swag and brochures in the lounge
- Sponsor logo on lounge walls

**Cost:** \$12,500

## Escalator Wall Clings

*5th floor - 2 opportunities*

*6th floor - 2 opportunities*

Maximize your visibility! These clings will be prominently displayed as attendees move between key areas – on their way to and from the exhibit hall, the opening general session, and the education sessions. Positioned on the escalators between the 5th and 6th floors and the 6th and 7th floors, your branding will be seen by everyone as they navigate the event.



### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$12,500 each

# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Portable Charger

Power up your brand! Get your logo on a sleek portable charger that attendees will carry throughout the conference and beyond. The first 1,000 attendees to check in will receive this must-have accessory, keeping your brand in their hands whenever their phones lose charge.

### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$13,000

## Relaxation Station

Transform your brand into a featured destination by sponsoring the inaugural conference Relaxation Station. This sponsorship opportunity gives you the opportunity to showcase your company and the message of your choice with a sponsorship that is sure to be an unforgettable component of the conference. Highlight your brand, such as by providing your logo apparel for the Relaxation Station team to wear or providing branded towels or other branded extras. The Relaxation Station will be set up in a high-traffic location of the conference, which is being held in New York City, one of the most popular U.S. cities. Receive measurable and meaningful ROI by obtaining qualified leads from attendees when they first visit your booth for a ticket or device scan. Be the star of the show as attendees enjoy much-needed time to relax after a long day of sessions and walking throughout the expansive Marriott Marquis property!



### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- A welcome table for handouts and giveaways at the Relaxation Station area.

**Cost:** \$15,000

## Networking Luncheon

**Monday, Oct. 6, 11:30 a.m. - 1:30 p.m.**

Attendees from different PACE disciplines sit with peers as well as new colleagues to network and discuss topics of interest while enjoying a buffet lunch featuring delicious New York cuisine. Don't miss this captive opportunity to briefly address 400-500 individuals to give them a quick introduction to your company and products.

### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- A welcome table at the luncheon entrance to hand out giveaways
- Opportunity to briefly address attendees
- Projection with sponsor logo during luncheon

**Cost:** \$15,000

# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## Leadership and Awards Luncheon

**Tuesday, Oct. 7, 12:15-2 p.m.**

This time-honored tradition honoring NPA award recipients and other special recognitions is a highlight of the conference. NPA will present the Marie-Louise Ansak Award, named for the co-founder of On Lok Senior Health Services, the model program for the Program of All-Inclusive Care for the Elderly, the Judy Baskins Volunteer Leadership Award and several other honorable distinctions. This luncheon truly embodies talent, dedication, and the unwavering spirit of those who work on the front lines of PACE. Over 500 individuals are expected to attend.

### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Slide with sponsor name and logo will be projected on screen during arrival of attendees
- A welcome table at the luncheon entrance to hand out giveaways
- Company fliers on all attendee chairs

**Cost:** \$15,000

## Entertainment Sponsor for Opening Night Reception

**Monday, Oct. 6, 6:30-8:30 p.m.**

Be a part of NPA's premier Opening Night Reception by helping to craft a fun and entertaining event featuring a variety of food stations.

Attendees will indulge in exquisite cuisine and a diverse range of entertainment throughout the evening. Highlights include fun photo booths, lively face painting, New York themed performers and guests, a high-energy band, and much more, ensuring a memorable experience for all.

### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Sponsor logo projected at the entryway of the reception venue
- A welcome table at the entrance to hand out branded giveaways
- Branded dessert items

**Cost:** \$16,500

## Conference Mobile App

Don't miss this opportunity to sponsor the popular mobile conference app, which attendees love for all of its features which allow them to have all pertinent conference information at their fingertips. The app includes a customizable conference agenda, links to exhibitors and sponsors, maps of the hotel and surrounding area, educational session descriptions and handouts, and networking features such as messaging, electronic business card exchange, photo sharing and more!

### Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Sponsor logo with link to sponsor website throughout app
- Opportunity to post product literature or other promotional items to app

**Cost:** \$17,500

# 2025 NPA Annual Conference Sponsorship Opportunities (cont.)

## The Candy Store

Everyone gets the munchies at a conference. Be the one to satisfy their sweet tooth. Attendees will enjoy walking around the conference with a branded bag of candy featuring your company logo. The Candy Store will be located in the registration area, a high-traffic area and sure to be a very popular place! The Candy Store will be open Monday and Tuesday 10 a.m. to 3 p.m. and Wednesday 7-11 a.m. The candy is included in the pricing.



### Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Sponsor logo on the candy bag
- Company tablecloth may be used on the tables at the Candy Store
- Small pop-up banner displayed next to candy bar
- Company brochures and business cards neatly displayed on the table for attendees to browse and take

**Cost:** \$20,000

## NPA's Exclusive Social Event at the Iconic Edison Ballroom

Be a part of NPA's exclusive social event, a captivating event at the 1930s style art deco iconic Edison Ballroom, nestled in the heart of Manhattan just steps from the Marriott Marquis. Help us create an unforgettable evening filled with fun and entertainment such as 1920s style entertainers, Rockette performers, cigar girls, a dance band and much more, featuring a selection of delectable food stations. Immerse yourself in the stunning ambiance of this historic venue, renowned for its original 1930s art deco charm and timeless elegance.



### Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Opportunity for brief welcome remarks

**Cost:** \$20,000

## Conference Wi-Fi

*(For email and web browsing only)*

With the abundance of laptops, smartphones and tablets, having an available internet connection is essential. This sponsorship opportunity will allow all conference attendees to check email, access the mobile app, and browse the web while in the meeting rooms and exhibit hall.



### Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Customized splash page with design of your choice
- Provide a one-minute video to be shown during the Opening General Session with over 1000 attendees

**Cost:** \$25,000

# Dynamic Branding and Sponsorship Packages

Maximize your reach with our exclusive sponsorship packages! Choose from the options below to ensure your brand gets the spotlight it deserves. Each package is tailored to deliver maximum exposure.

## Broadway Ballroom Header and Column Clings

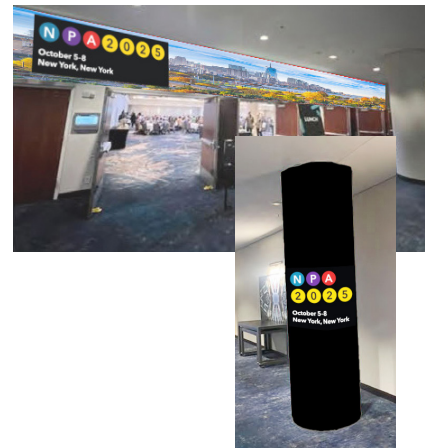
*(2 opportunities)*

Leave a lasting impression! Capture attention at every turn as attendees pass your message and branding prominently displayed on the Broadway ballroom's header and column. The Broadway Ballroom has hosted scores of dignitaries, receptions and even served as a hospitality area during the September 11th attacks. Be front and center as they enter and exit the beautiful Broadway Ballroom which is the location of the Opening General Session and luncheons, making your brand unforgettable.

### Additional Sponsorship Benefit:

- One complimentary registration

**Cost:** \$8,000 each



## Westside Ballroom Header and Column Clings

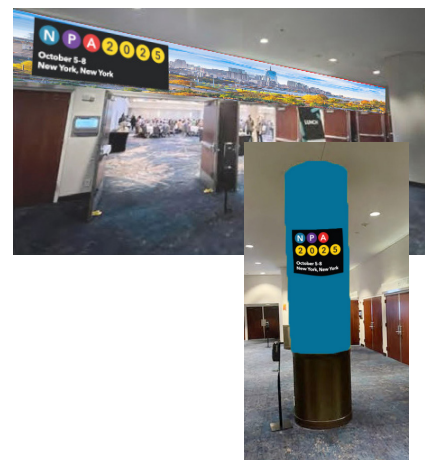
*(2 opportunities)*

Be unforgettable! Position your brand where it matters most – on the ballroom header and column. As attendees navigate the exhibit hall located in the Westside Ballroom and adjacent to the NPA registration area, your message will command their attention at every step, leaving a lasting impression that resonates long after the event.

### Additional Sponsorship Benefit:

- One complimentary registration

**Cost:** \$9,000 each



## Glass Panels and Column Clings

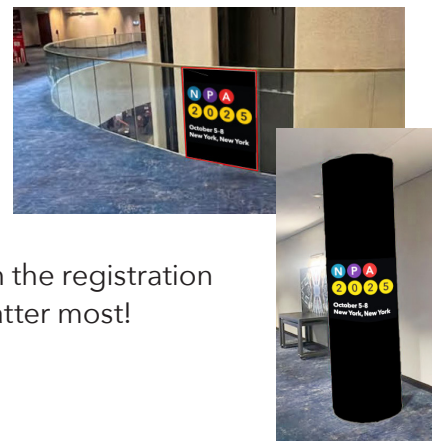
*(2 opportunities)*

Dominate the spotlight in a high-traffic zone! Display your message and branding with maximum impact on the glass panels and two central columns on the 5th floor, the hub of the conference, featuring the registration desks and info center of the conference.. Capture attention as attendees move seamlessly from the elevators to the exhibit hall and through the registration area. This is your chance to ensure your brand shines in the moments that matter most!

### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$15,000 each



# Dynamic Branding and Sponsorship Packages (cont.)

## Glass Panels and Column Clings

*(2 opportunities)*

Command attention in a prime location! Showcase your message and branding with high visibility on the glass panels and two central columns on the 6th floor. The 6th floor will host breakout sessions and a major thoroughfare. Make a lasting impression as attendees flow from the elevators to the Opening General Session and luncheons. It's your opportunity to stand out where it matters most!

### Additional Sponsorship Benefit:

- Two complimentary conference registrations

**Cost:** \$15,000 each

