



**March 17-18, 2025**

★ The Mayflower Hotel ★  
Washington, DC

# SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



The 2025 National PACE Association (NPA) Spring Policy Forum will be held March 17-18 at the Mayflower Hotel in Washington, DC. Attendees will have many opportunities to interact with political, legislative and policy experts. This year's program will feature members of Congress, federal agency officials and thought leaders sharing their perspectives on policies and cross-cutting topics impacting both the PACE model of care and the environment in which PACE programs operate.

The NPA Spring Policy Forum brings together hundreds of PACE leaders from across the country to learn first-hand about the political and policy environments affecting PACE.

Exhibit and sponsorship opportunities are available that will allow you to make important contacts and maximize exposure for your organization. Participating exhibitors will receive approximately **3.5** hours of designated exhibit time with attendees.

The target audience of the Spring Policy Forum includes key operational, finance and policy staff, as well as decision-makers at operating and developing PACE organizations. Sponsorship at the forum will provide excellent opportunities for access, networking, recognition and direct contact with some of the top executives in PACE.

NPA will accept sponsorship and exhibitor applications on a first-come, first-paid basis. The deadline for applications is Feb. 14.

For more information, contact [Sue Hagler](#).

# 2025 NPA Spring Policy Forum Exhibitor Benefits

Exhibitors will have the opportunity to network with staff from operational and prospective PACE providers and to share information about their products and services in a tabletop exhibit format. NPA is committed to promoting exhibit hours to attendees and has allotted in the forum schedule approximately **3.5** hours of designated exhibit time. Exhibits, as well as all continental breakfasts and breaks, will be located in the historic Chinese Ballroom and the Promenade Foyer, which is the main thoroughfare of the hotel and adjacent to NPA registration. The ballroom is beautifully adorned with hand-painted ceilings and renowned for entertaining dignitaries from around the world.

**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 forum;
- » a copy of the advance registration list two weeks prior to the forum and the final registration list following the conclusion of the forum for valuable promotion and follow-up;
- » opportunity to participate in the NPA Exhibitor Bingo game
- » written recognition in on-site materials and on the [NPA website](#) as a forum sponsor and/or exhibitor; and
- » a link to your company website from the [NPA website](#).

## NPA Preferred Vendors Benefits

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

- » two complimentary registrations to the forum;
- » first preference of exhibit space at the time of release of the Sponsorship and Exhibitor Prospectus and the opportunity to submit the exhibitor application, including tabletop exhibit space preference, before non-Preferred Vendors wishing to exhibit;
- » a 10 percent discount on exhibit fees; and
- » the distinction of being listed as a Preferred Vendor in on-site materials.

## Exhibitor Fees

	Preferred Vendor	Non-Preferred Vendor
NPA Member	\$1,800	\$2,000
Non-Member	N/A	\$2,500

No booths or other set-up options are available due to limited space.

# 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 tabletop exhibit space agrees to the terms included in this agreement, in addition to any others outlined in the Exhibitor 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 Education 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 **Feb. 14, 2025**, minus a \$100 processing fee. No cancellations will be honored with refunds after **Feb. 14, 2025**.

## Location

Exhibits will be located exclusively in the Chinese Ballroom and Promenade Foyer, the main thoroughfare of the forum, including NPA registration and the general session meeting room at the **Mayflower Hotel**, located at 1127 Connecticut Avenue NW, Washington, DC, for the duration of the exhibit period.

## Exhibit Space

Each space will consist of one skirted 6-foot table, two chairs and a wastebasket.

Vendors can select their booth space in the new online portal. 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 assigned 6-foot table 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.

**No booths or other set-up options are available due to limited space.**

## Set-Up and Dismantle

Exhibitors may begin setting up their tabletop displays on Monday, March 17, at 6 a.m. in the Chinese Ballroom and Promenade Foyer. Exhibits will remain in this location throughout the duration of the exhibit period. Exhibitors must begin dismantling their tabletop displays on Tuesday, March 18, at 8:30 a.m. following the continental breakfast with exhibitors. The Chinese Ballroom and Promenade Foyer must be cleared of all exhibitor materials, including packages for outbound shipping, by 11:30 a.m. on Tuesday, March 18.

## 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 exhibit application should be made in writing to **Sue Hagler** with as much notice as possible to maximize the ability of NPA 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 forum and its participants.
- » Shipping instructions will be sent to exhibitors with confirmation of the acceptance of their Exhibitor Application. Exhibitors are responsible for their own shipping expenses. Additional package handling fees will apply to all packages shipped to the Mayflower Hotel. Handling fees must be pre-paid. Complete information will be sent out after the Exhibitor Application and payment have been received.
- » **Exhibit Hours (3.5 hours total) are:**

### **Monday, March 17, 2025**

7:30-9 a.m., 10-10:30 a.m., 3-3:30 p.m.

### **Tuesday, March 18, 2025**

7-8 a.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 chocolate and 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 beverages for their tabletop exhibit, they must do so through the hotel (except for candy).
- » 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 Mayflower Hotel 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 agents are bound by this Agreement.**



# 2025 NPA Spring Policy Forum Sponsorship Opportunities

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

## Benefits of Sponsorship:

- » Sponsor logo with link to company website on the NPA forum site
- » Recognition during the opening remarks and Networking Luncheon
- » Thank-you flyer listing all sponsors in attendee packets

## Advertising Boards

(Four opportunities)

Deliver your message and branding on advertising boards throughout the forum! Your advertising board will be placed outside of the general session room, where all of the sessions will take place, on Monday and Tuesday and will be seen by all attendees. The foam core board measures 32" wide by 76" high double-sided.

**Cost:** \$3,000



## Smartphone Card Sleeve

This RFID-blocking card sleeve is the perfect solution for protecting your data while keeping essential cards within easy reach. Designed to attach securely to the back of your smartphone, it's ideal for carrying business cards, hotel key cards and credit cards. With your company logo prominently displayed, it offers daily brand visibility as people use their phones, making it a practical, stylish and memorable promotional item.

**Cost:** \$3,000

## Pre-Forum Push Notification Messaging

(Six 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 forum or highlight a product or service. Push notifications will reach attendees within one week prior to their arrival at the Spring Policy Forum. Messages are limited to 130 characters and must be scheduled by March 7. Time slots are assigned in advance on a first-come, first-paid basis. Companies must submit text electronically to NPA for prior approval.

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

# 2025 NPA Spring Policy Forum Sponsorship Opportunities

## On-Site Forum Push Notification Messaging

(Six 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 forum or highlight a product or service. Push notifications will be sent to attendees during the Spring Policy Forum. Messages are limited to 130 characters and must be scheduled by March 12. Time slots are assigned in advance on a first-come, first-paid basis. Companies must submit text electronically to NPA for prior approval.

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

## Forum Attendee Email Blast

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

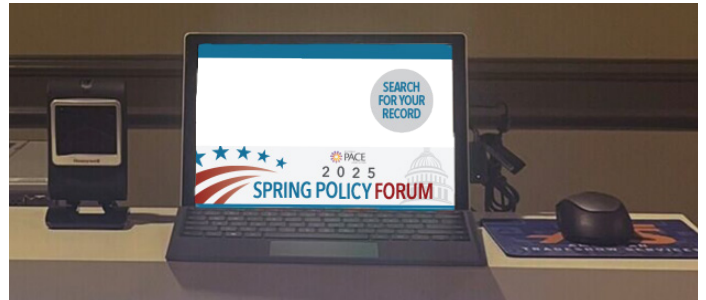
The first email will be sent the week of Feb. 24. The second email will be scheduled for the week of March 10.

**Cost:** \$4,000

## Badge Printing Kiosk Branding

Be a part of NPA's on-demand attendee badge printing services, where attendees will be able to print their own badges from one of four 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 forum registration
- » Sponsor artwork on the laptops at the check-in kiosk
- » Branded pens next to the kiosk

**Cost:** \$5,000

## Name Badge Pouch

Each attendee will receive a zippered name badge pouch that will display your company name and logo. This sponsorship opportunity will give your company unparalleled visibility throughout the forum.

### Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Company name and logo on name badges

**Cost:** \$5,000



# 2025 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

## Charging Kiosk

Attendees rely on their mobile devices throughout the forum 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 or by the sponsor's booth and features eight secure charging lockers.



### Additional Sponsorship Benefits:

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

**Cost:** \$5,000

## Hotel Key Cards

Great visibility! What must be in every attendee's badge pouch, 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 forum attendee.

### Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Recognition during the opening remarks and awards luncheon

**Cost:** \$7,000

## Coffee Break

(Two opportunities)

**Monday, March 17**

10-10:30 a.m., 3-3:30 p.m.

Beverages will be served in the exhibit area during breaks. Up to 250 are expected to attend.

### Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Signage with company name and logo at the sponsored break table
- » Place company brochures on tables
- » Napkins with company logo will be used during the break

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



# 2025 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

## Forum Mobile App

Don't miss this opportunity to sponsor the popular forum mobile app, which allows attendees to have all pertinent forum information at their fingertips. The app includes a customizable agenda, links to exhibitors and sponsors, maps of Capitol Hill and the surrounding area, educational session descriptions and handouts, and networking features such as messaging, electronic business card exchange and photo sharing.

### Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Sponsor logo on main app page
- » Sponsor listing page that contains company logo and link to website
- » Opportunity to post product literature or other promotional items on app

**Cost:** \$8,500

## Continental Breakfast

(Two opportunities)

### Monday, March 17

7:30-9 a.m.

### Tuesday, March 18

7-8 a.m.

A light continental breakfast will be served in the exhibit area prior to the start of the forum. Up to 250 are expected to attend.

### Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Signage with company name and logo at the sponsored breakfast table
- » Place company brochures on tables
- » Napkins with company logo will be used during the breakfast

**Cost:** \$8,500 each

## Forum Wi-Fi

(For email and web browsing only)

**Monday, March 17, and Tuesday, March 18**

With the abundance of laptops, smart phones, tablets and other electronic devices, having an available internet connection is essential. This sponsorship opportunity will allow forum attendees to check email and browse the web while in the meeting room.

### Additional Sponsorship Benefits:

- » Two complimentary forum registrations
- » Customized splash page with design of your choice
- » Flyer with unique network name and password placed in each attendee packet

**Cost:** \$12,000

## Networking Luncheon

**Monday, March 17**

12-1:30 p.m.

Engage with your colleagues from across the country, as well as local key thought leaders and federal and state officials, and enjoy a delicious buffet-style lunch. Collaborate and exchange insights on key issues relevant to PACE. Up to 250 are expected to attend.

### Additional Sponsorship Benefits:

- » Two complimentary forum registrations
- » Signage with company name and logo at the entrance of the luncheon
- » Opportunity to distribute company brochures in the attendee packets
- » Company logo projected on the screen during the luncheon
- » Opportunity to distribute giveaway items with company logo at the luncheon

**Cost:** \$14,000

## Welcome to DC Reception

**Monday, March 17**

6-7:30 p.m.

Play host to the official welcome reception of the Spring Policy Forum at the historic Mayflower Hotel, a setting that has hosted dignitaries. Unwind after a long day of sessions, make connections with your peers, and mix and mingle while enjoying delicious cuisine. Up to 250 are expected to attend.

### Additional Sponsorship Benefits:

- » Two complimentary forum registrations
- » The first 100 attendees will receive one complimentary wine or beer drink ticket stating "Compliments of the Sponsor" with the sponsor logo
- » Signage with company name and logo at the entrance of the reception
- » Opportunity to include company brochure in attendee packets
- » Sponsor logo with link to company website on the NPA event site

**Cost:** \$17,500