



2026 prospects

*Expand your reach and harness the
power of connection*

Exhibits,
Sponsorships &
Advertising

3 Virtual &
4 In-person
Events

Information Guide

About NPACE

NPACE is accredited as a provider of continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation and the American Academy of Physician's Associates . NPACE is a recognized leader in continuing education. In a rapidly changing healthcare environment, NPACE promotes excellence in patient care by providing and beyond to help fulfill your goals and surpass your expectations. high quality, evidence-based educational programs to nurse practitioners, physicians assistants, and other advanced practice clinicians.



Why NPACE?

From industry giants to small businesses, NPACE offers tailor-made options to suit every company's unique connection needs. Whether you choose to shine at our in-person conferences, leverage our cutting-edge virtual platforms, or amplify your reach through strategic advertising, our dedicated NPACE team will go above and beyond to help fulfill your goals and surpass your expectations.

2026 Events

FEB 23-25

NASHVILLE, TN | SHERATON GRAND
Exhibits: Feb 24-25

MAR 25-26

VIRTUAL CONFERENCE

MAY 5-7

DELRAY BEACH, FL | OPAL GRAND
Exhibits: May 6-7

JUNE 8-11

CAPE COD, MA | SEACREST
Exhibits: June 8-9

SEP 23-24

VIRTUAL CONFERENCE

NOV 2-4

NAPA, CA | SILVERADO RESORT
Exhibits: Nov 3-4

DEC 9

VIRTUAL CONFERENCE

EXHIBITING

All Exhibit Booths are 6' tabletop exhibits. Exhibits include table, chairs, carpeting, and badges for up to 4 staff, as well as breakfast and coffee.

Friends of NPACE receive premium location, logo on signage and intermission slide deck, registration bag item, and badge ribbon designation.

Friends of NPACE:

- | | |
|-------------|---------|
| • 2 tables: | \$2,800 |
| • 1 table: | \$2,400 |

Standard Booth:	\$1,800
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Non-profit/Government Independent/Small Business:	\$1,500
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Exhibitor Lead Retrieval:

- | | |
|---------------------------|-------|
| • Initial license | \$500 |
| • Each additional license | \$250 |

DIGITAL ADVERTISING

Email Blast to NPACE Community:	\$3,000
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- | | |
|-----------------------------|----------|
| • Email campaign (6 emails) | \$15,000 |
|-----------------------------|----------|

Company Landing Page:	\$4,000
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Page is active for three months

NEW! Pharma Dinner Promotion	\$1,000
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Website & Social Media:

- | | |
|--|---------|
| • Post (Facebook, Twitter, IG, LinkedIn) | \$1,000 |
| • Website logo & link feature | \$500 |
| • Blog post | \$500 |

Newsletter (3-month duration):

- | | |
|-----------------------|---------|
| • Feature article | \$2,500 |
| • Video advertisement | \$2,000 |
| • Logo & link feature | \$2,000 |
| • Header banner ad | \$2,000 |
| • Footer banner ad | \$1,800 |
| • Square box ad | \$1,650 |

Promotion Package (2 emails + 2 social media posts, virtual display page, header banner ad in newsletter):	\$12,000
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Package must be utilized within 3 months from start of first promotion

SPONSORSHIP ITEMS

Sponsorship items available for individual conferences. Pricing listed is per conference.

Meal Sponsorship/Reception	\$15,000	Device Charging Station	\$4,000
Wifi Support	\$7,500	Two 24"x36" Display Signs	\$2,000
Poster Display/Session	\$5,000	Wellness Activity	\$1,500
Coffee & Snack Break	\$5,000	Audience Email:	\$1,000
Offsite Dinner Promotion: (Includes Friends of NPACE booth)	\$5,000	Registration Bag Item	\$1,000
		New Mother's Room	\$1,000

PROGRAM SPONSORSHIP

All sponsored programs are unopposed with no competing sessions and are integrated into the conference schedule. See product theater/CE program info sheet for what's included with these programs!

Product Theaters	\$35-\$40k	Hands-On Training/ Learning Lab	\$10,000
<i>Inquire with jplotkin@npace.org for more info</i>			
CE Program w/ F&B	\$20,000		
Disease State Education	\$10,000	A/V & Meeting Room Space	
		<i>Inquire with jplotkin@npace.org for more info</i>	

VIRTUAL CONFERENCE SPONSORSHIP

Product Theater	\$22,500	Audience Email	\$1,000
CE Program	\$12,000	Virtual Conference Platform Banner Ad	\$1,000
Disease State Education	\$8,000		

ANNUAL SPONSORSHIP ITEMS

Mobile Phone Charger Logo Feature	\$15,000	Registration Bag Logo Feature	\$7,500
Hand Sanitizer Logo Feature	\$7,500	Conference Notebook Full-page Feature	\$2,000

NPACE PRODUCT THEATER INFORMATION

Contact Information for Contracting & Questions: Josh Plotkin, NPACE Chief Operating Officer, jplotkin@npace.org, 774-279-4607

PRICING:

- **In-Person Lunch Product Theater Program** \$40,000
- **In-Person Breakfast Theater Program** \$37,000
- **Virtual Product Theater Program** \$22,500

**Discounts – If a company contracts for 3 or more product theaters with NPACE in a calendar year, NPACE will provide a \$5,000 discount off the total cost.*

Attendance: Product Theaters typically generate 150-200 attendees!

PRODUCT THEATERS AT NPACE INCLUDE:

- **45-Minutes of unopposed podium time for program**
- **30-Minutes pre-program set-up and registration to take place**
- **Badge scanning of attendees**
- **Addition of session into the conference agenda**
 - Program info included on all conference agenda signage and attendee materials both print and digital
- **Complimentary Premium Exhibit Booth**
- **Registration bag item to promote program**
- **Marketing of program to conference attendees**
 - Direct email blast promoting program
 - Listing of programs on all online conference marketing
- **Ability to conduct:**
 - Pre-test
 - Post-test
 - Evaluation
 - Polling
 - URL Link Sharing
 - PDF File Sharing
- **Food & Beverage for program attendees coordinated and paid for by NPACE**
- **Complete Audio/Visual Set-Up**
 - Podium
 - Laptop
 - Confidence Monitor on floor
 - Conference room projection set-up
 - Onsite A/V techs to assist during program
 - Ability to record/capture program* (*Optional, potential additional costs involved)
- **Pre-conference and onsite logistics assistance from NPACE team for smooth running of your program! We are hands on throughout the entire process to ensure everything is ready on the day of your program!**

Product Theaters at NPACE are the optimal way to get in front of our conference audience Our staff is here throughout the entire process to ensure the program is executed properly.

PRODUCT THEATER FAQs

1. Why should my company choose NPACE for product theaters?

NPACE prides itself on providing the most seamless product theater experience in the industry. With a hands-on approach and the goal of making the program as easy as possible on the sponsor, we ensure you work with the same team of people from the beginning of the process through the day of the program, and post-program. Our team will ensure all needs for your program are taken care of and will go above and beyond for all needs. As we like to say, if you are there on the day of your program with your speaker, staff and slide-deck, we'll have the rest ready to go!

2. How does NPACE determine time slots and dates for product theaters?

NPACE operates on a first-come, first-serve basis for scheduling product theater programs. Product theaters are dates/times confirmed once NPACE and the sponsor company have signed a letter of agreement.

3. How does food and beverage work for product theaters?

The NPACE team will take care of all food and beverage needs for product theater programs so your staff does not have to worry about setting that up or working with the venue on that part of the program. NPACE provides a beautiful buffet breakfast/lunch for all product theater attendees which attendees appreciate much more than the typical boxed lunch. Food & Beverage is not provided for virtual programs.

4. How does A/V work for product theaters?

NPACE works with a fantastic AV provider called CCR who travels with NPACE to our in-person events and manages the broadcast of virtual conferences. Product theater programs take place in the same room as NPACE sessions, so sponsors are able to "plug-in" to the existing AV set up NPACE has for in-person programs. NPACE has an event app where polling, Q&A and sharing of digital resources can easily be shared!

5. How does access for my staff/speakers work for product theaters?

NPACE welcomes as many sponsored program staff members and speakers as needed for product theaters. (This is YOUR program after all!). Once a LOA is signed, NPACE will send information specific to the conference venue to your team including badge registration, hotel room block, logistical needs and anything else you may need while onsite at the conference!

6. Can I have a staff member introduce the speaker and/or screen questions from the audience?

YES! NPACE is happy to moderate the entire program or have a sponsor moderator. Questions for the speaker can be screened by staff prior to being asked to ensure they are appropriate and on-label.

7. Is a deposit required/how does payment work?

Payment terms are outlined in the LOA for product theaters. A 50% deposit is typically due within 30-days of signing of the LOA with the remaining 50% due at least 10-weeks in advance of the program date. NPACE is flexible and understands each company may have specific payment needs, please communicate any specific payment needs during the LOA process.

NPACE CE PROGRAM INFORMATION

Contact Information for Contracting & Questions: Josh Plotkin, NPACE Chief Operating Officer, jplotkin@npacenet.org, 774-279-4607

PRICING:

• In-Person CE Program with F&B	\$20,000	• Enduring CE Program Hosting & Marketing Package	\$12,000
• In-Person CE Program without F&B	\$14,000	• Enduring CE Program Hosting	\$2,000/mo
• Virtual CE Program	\$12,000		

**Discounts – If a company contracts for 3 or more CE programs with NPACE in a calendar year, NPACE will provide a \$5,000 discount off the total cost.*

***Please see oncology conference information sheet for special event pricing*

Attendance: CE Programs at NPACE are open to the entire conference audience and attract 250+ learners!

CE PROGRAMS AT NPACE INCLUDE:

- **60-Minutes of unopposed podium time for program**
- **15-Minutes pre-program set-up and registration to take place**
- **Badge scanning of attendees if needed**
- **Addition of session into the conference agenda**
 - Program info included on all conference agenda signage and attendee materials both print and digital
- **Registration bag item to promote program**
- **Marketing of program to conference attendees**
 - Direct email blast promoting program
 - Listing of programs on all online conference marketing
- **Ability to conduct:**
 - Pre-test
 - Post-test
 - Evaluation
 - Polling
 - URL Link Sharing
 - PDF File Sharing
- **Food & Beverage for program attendees coordinated and paid for by NPACE* (If selected)**
- **Complete Audio/Visual Set-Up**
 - Podium
 - Laptop
 - Confidence Monitor on floor
 - Conference room projection set-up
 - Onsite A/V techs to assist during program
 - Ability to record/capture program* (*Optional, potential additional costs involved)
- **Pre-conference and onsite logistics assistance from NPACE team for smooth running of your program! We are hands on throughout the entire process to ensure everything is ready on the day of your program!**

CE PROGRAM FAQs

1. Why should my company choose NPACE for CE Programs?

NPACE prides itself on providing the most seamless CE program experience in the industry. With a hands-on approach and the goal of making the program as easy as possible on the sponsor, we ensure you work with the same team of people from the beginning of the process through the day of the program, and post-program. Our team will ensure all needs for your program are taken care of and will go above and beyond for all needs. As we like to say, if you are there on the day of your program with your speaker, staff and slide-deck, we'll have the rest ready to go!

2. How does NPACE determine time slots and dates for CE Programs?

NPACE operates on a first-come, first-serve basis for scheduling CE programs. CE program dates/times are confirmed once NPACE and the sponsor company have signed a letter of agreement.

3. How does food and beverage work for CE Programs?

The NPACE team will take care of all food and beverage needs for CE programs so your staff does not have to worry about setting that up or working with the venue on that part of the program. NPACE provides a beautiful buffet breakfast/lunch for all CE program attendees which attendees appreciate much more than the typical boxed lunch. Food & Beverage is not provided for virtual programs.

4. How does A/V work for CE Programs?

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5. How does access for my staff/speakers work for CE Programs?

NPACE welcomes as many sponsored program staff members and speakers as needed for CE programs. (This is YOUR program after all!). Once a LOA is signed, NPACE will send information specific to the conference venue to your team including badge registration, hotel room block, logistical needs and anything else you may need while onsite at the conference!

6. Can I have a staff member introduce the speaker and/or screen questions from the audience?

YES! NPACE is happy to moderate the entire program or have a sponsor moderator. Questions for the speaker can be screened by staff prior to being asked to ensure they are appropriate and on-label.

7. Is a deposit required/how does payment work?

Payment terms are outlined in the LOA for CE programs. A 50% deposit is typically due within 30-days of signing of the LOA with the remaining 50% due at least 10-weeks in advance of the program date. NPACE is flexible and understands each company may have specific payment needs, please communicate any specific payment needs during the LOA process.

8. Can I have my program recorded and made available for on-demand access?

Yes, NPACE can record your program and make it available to the conference audience for enduring access! NPACE can also host the program on our learning center as an enduring program to attract an additional audience to the program and can also include advertising/promotion if desired.

9. Can my company include NPACE conferences/opportunities in our grant proposal?

Yes, NPACE is happy to provide any information needed to a medical education company to be included in your grant proposal.

PLATINUM PACKAGE: \$30,000

FOR IN-PERSON EVENTS

- Full-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during three intermissions
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- 10 conference badges
- Two registration bag/folder inserts
- Premium signage thanking company for being Platinum sponsor
- Email to conference attendees (pre- or post-event)
- Conference attendee list
- NPACE to distribute on Sponsor behalf
- Up to 5 push notifications in conference app
- Two lead retrieval licenses

GOLD PACKAGE: \$20,000

FOR IN-PERSON EVENTS

- Full-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during two intermissions
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- 8 conference badges
- 1 registration bag/folder inserts
- Premium signage thanking company for being Gold sponsor
- Up to 3 push notifications in conference app
- One lead retrieval license

SILVER PACKAGE: \$10,000

FOR IN-PERSON EVENTS

- Half-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during one intermission
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Six conference badges
- 1 registration bag/folder inserts
- Premium signage thanking company for being Silver sponsor
- Up to 2 push notifications in conference app
- One lead retrieval licenses

BRONZE PACKAGE: \$5,000

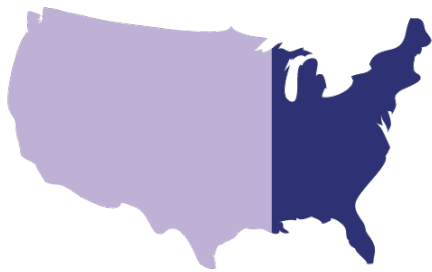
FOR IN-PERSON EVENTS

- Quarter-page ad in the digital conference program
- Standard booth and location in the exhibit hall
- Logo in digital program
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Four conference badges
- Standard signage
- Up to 1 push notifications in conference app
- One lead retrieval license

NPACE BY THE NUMBERS

"The NPACE team was fantastic to work with! The Neurocrine team had a wonderful time and feel our patient event was well received by your audience. Thank you for the support and seamless processes!"

– Stacey F. | Neurocrine Marketing Manager



40% local attendees

60% out-of-town



110k+

Online Learning Center
visitors per year



300-400

attendees
per conference



85%

Working in Adult or
Family Practice



98%

Master's Degree +
prescription writing ability

NPACE EMPLOYER DISCOUNT PROGRAM

Contact NPACE today to learn how your company can become a part of the NPACE employer discount program, where Nurse Practitioners working for your company can save up to 20% on NPACE in-person and online CE programs!

REACH YOUR TARGET AUDIENCE

Since 1980, we've offered relevant, evidence-based, and stimulating continuing education for NPs in a dynamic learning environment. We welcome the opportunity to work with companies and organizations who wish to reach our network of NPs and advanced practice clinicians.



TOPICS OF INTEREST

Based on annual Needs assessment Survey

- Acute Care
- Alternative Health & Wellness
- Anxiety/Depression
- Asthma/COPD
- Bone Health
- Cancer Screenings
- Cardiovascular Disease
- Chronic Pain Management
- Concussions
- Dermatology
- Diabetes
- GI Disorders
- Geriatrics
- Hypertension
- Immunization Guidelines
- Infectious Disease
- Kidney Disease
- Lab Interpretation
- Mental Health
- Movement Disorders
- Neurology
- Pain Management
- Professional Development
- Psychiatric Pharmacology
- New Drugs
- Obesity Management
- Opioid Addiction
- Orthopedic/Joint Disorders
- Women's Health

PODCAST INFORMATION

PODCAST INFORMATION

The Friends of NPACE Podcast allows for conversations with NPACE speakers, partners, and friends that discuss the intersection of healthcare, Nurse Practitioners, and patients.

With over 50 episodes released over the course of 2024 & 2025, episodes have focused on topics such as:

- NP career journey
- NP self-care and wellness
- Obesity management
- Patient resources and information
- Mental health

The podcast is hosted by **NPACE Executive Director, Terri Schmitt, PhD, APRN, FNP-BC**, and **NPACE Chief Operating Officer, Josh Plotkin** where both a Nurse Practitioner and patient point of view is conveyed in each episode.



PODCAST REACH & MARKETING

The Friends of NPACE Podcast is marketed to over 100K APPs across NPACE multi-media channels and is distributed on the platforms below. The Friends of NPACE podcast has over 6,000 downloads and averages 200-300 downloads per episode



YouTube

ADVERTISING & SPONSORSHIP INFORMATION

ADVERTISING & SPONSORSHIP PRICING

The Friends of NPACE Podcast offers the following advertising and sponsorship opportunities:

• Podcast Presenting Sponsor (Annual Sponsorship)	\$20,000
• Episode Presenting Sponsor	\$1,000
• 60-second ad read	\$750
• 30-second ad read	\$500

Presenting & Episode Sponsors will receive:

- 30-second Ad read at the beginning of the episode.
- Logo is featured at the beginning of the video version of the podcast and on the NPACE learning center.

Ad Reads:

- All ad reads will be read by podcast hosts. Companies are responsible for providing a copy for ad reads 5 days before recording dates.

EXPAND YOUR REACH

For more information, please reach out to Josh Plotkin at jplotkin@npace.org

EXHIBITOR FAQs

1. What do I receive with my exhibitor registration? Is lead retrieval included?

a. When you register to exhibit at a NPACE event, the following is included in your registration fee:

- i. Badges for up to 4 staff members to attend
- ii. One 6' table (unless you've selected the two table Friends of NPACE option)
- iii. Two Chairs
- iv. Waste removal for empty boxes cartons
- v. Carpeting – All exhibits take place in ballrooms or ballroom foyers in carpeted areas!
- vi. Lead Retrieval – Lead retrieval is available with pricing as follows:

1. \$500 – Initial license

2. \$250 – Additional license(s)

3. Lead retrieval is conducted thru the NPACE onsite event app that can be downloaded directly to your device of choice (CVENT lead capture) – companies purchasing lead retrieval will receive access information 1-2 weeks prior to the event start date.

2. Do I need to order any furniture for my exhibit booth? Is electrical included?

a. NO! Everything is included for you to arrive onsite at a NPACE event and set up your exhibit booth without having to go through any 3rd party ordering site for exhibit furniture

b. Electrical access is venue dependent, occasionally exhibitors will need to order electrical outlets for their booth directly with the venue. The pre-conference logistics email will alert you to electrical access for each individual event

3. How does shipping/receiving work?

a. Each individual venue NPACE works with has different shipping and receiving protocols. More often than not, the onsite venue FedEx/UPS or business center will handle all shipping & receiving needs and will deliver your items directly to your exhibit booth. Any costs associated with shipping and receiving.

4. How do I know my booth # or where my booth is/what do I do when I arrive onsite?

a. NPACE exhibit halls typically have 30-50 exhibit table top exhibits and will assign booth #'s to companies based on the type of exhibit booth they registered for and when they registered for the event. (If you want the best location, the Friends of NPACE booth is worth it!)

b. Upon arrival at the venue, visit the NPACE registration desk to receive your conference badge. NPACE staff will show you to your booth when you arrive onsite.

5. When is Payment Due/How does NPACE accept payment?

Payment is due 30-days prior to the event start date and can be received by credit card, check or ACH wire transfer.

6. What happens if I can't be onsite for the entire event?

No problem at all! You are allowed to swap out reps for your booth throughout the duration of the event to ensure your booth is adequately staffed.

7. Food & Beverage

NPACE provides breakfast and coffee breaks to exhibitors on the exhibit days at each event. Lunch is not provided unless specified onsite by NPACE staff at each individual event.

8. Room Blocks/Hotel Rooms

NPACE has room blocks at each venue available for exhibitors to take advantage of. It is highly encouraged to book your hotel rooms as soon as you register to exhibit as NPACE room blocks typically sell out at each event.