



**NPACE**<sup>®</sup>

Nurse Practitioner Associates  
for Continuing Education

Since 1980

# 2024 PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

# ABOUT NPACE



As an ANCC accredited provider and national nonprofit organization, NPACE is a recognized leader in continuing education. In a rapidly changing healthcare environment, NPACE promotes excellence in patient care by providing high quality, evidence-based educational programs to nurse practitioners and other advanced practice clinicians.



## WHY NPACE?

### Harness the power of connection.

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.

## 2024 CONFERENCES

We are excited to offer five in-person conference locations in exciting destinations, as well as three virtual events.

### Hilton Head, SC



Marriott Hilton Head  
March 18-21

Exhibit: March 19-20

### Clearwater, FL



Wyndham Grand  
May 14-16

Exhibit: May 15-16

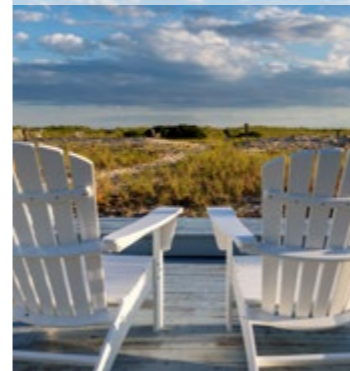
### Boston, MA



Westin Copley Place  
August 25-28

Exhibit: Aug. 26-27

### Cape Cod, MA



Seacrest Cape Cod  
October 8-10

Exhibit: Oct. 9-10

### Dana Point, CA



Laguna Cliffs Resort & Spa  
November 4-7

Exhibit: Nov. 5-6

### LIVE VIRTUAL EVENTS

WEBINAR DAY  
February 21

VIRTUAL CONFERENCE  
June 6-7

VIRTUAL CONFERENCE  
September 19-20

## 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.

• <b>Friends of NPACE:</b>	
-2 tables:	\$2,500
-1 table:	\$2,000
• <b>Standard Booth:</b>	\$1,500
• <b>Non-profit/Government Independent/Small Business:</b>	\$1,200
• <b>Exhibitor Lead Retrieval:</b>	
-Initial license	\$500
-Each additional license	\$250

## DIGITAL ADVERTISING

• <b>Email Blast to NPACE Community:</b>	\$2,000
-With follow up email	\$2,500
• <b>Company Display Page (First month):</b>	\$1,000
-6-months	\$5,000
• <b>NEW! Segmented List Targeting</b>	\$1,500
-Segment by NP specialty	
• <b>NEW! Pharma Dinner Promotion</b>	\$1,000
• <b>Website &amp; Social Media:</b>	
-Post (Facebook, Twitter, IG, LinkedIn)	\$1,000
-Website logo & link feature	\$500
-Blog post	\$500
• <b>Newsletter (3-month duration):</b>	
-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
• <b>Promotion Package (2 emails + 2 social media posts/month, virtual display page, header banner ad in newsletter):</b>	
-1-month:	\$7,500
-3-months:	\$20,000

## SPONSORSHIP ITEMS

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

• <b>Meal Sponsorship/Reception</b>	\$10,000	• <b>Device Charging Station</b>	\$4,000
• <b>Wifi Support</b>	\$7,500	• <b>Two 24"x36" Display Signs</b>	\$2,000
• <b>Poster Display/Session</b>	\$5,000	• <b>Wellness Activity</b>	\$1,500
• <b>Coffee &amp; Snack Break</b>	\$5,000	• <b>Audience Email:</b>	\$1,000
• <b>Offsite Dinner Promotion:</b>	\$5,000	• <b>Registration Bag Item</b>	\$1,000
<i>(Includes Friends of NPACE booth)</i>		• <b>New Mother's Room</b>	\$1,000

## PROGRAM SPONSORSHIP

Unopposed with no competing programs and are integrated into the conference schedule. Benefits includes print and digital advertising to conference audience, all A/V needs, Friends of NPACE booth, and F&B for select opportunities.

• <b>Product Theaters</b>	\$30-\$40k	• <b>Hands-On Training/ Disease State Education</b>	\$10,000
<i>Inquire with <a href="mailto:jplotkin@npace.org">jplotkin@npace.org</a> for more info</i>		<i>(45-mins)</i>	
• <b>CE Program w/ F&amp;B</b>	\$18,000	• <b>Learning Lab (15-min)</b>	\$7,000
• <b>CE Program w/o F&amp;B</b>	\$12,000	• <b>A/V &amp; Meeting Room Space</b>	
		<i>Inquire with <a href="mailto:jplotkin@npace.org">jplotkin@npace.org</a> for more info</i>	

## VIRTUAL CONFERENCE SPONSORSHIP

• <b>Product Theater</b>	\$20,000	• <b>Audience Email</b>	\$1,000
• <b>CE Program</b>	\$12,000	• <b>Virtual Conference Platform Banner Ad</b>	\$1,000
• <b>Disease State Education</b>	\$7,500		

## ANNUAL SPONSORSHIP ITEMS

Featured at each 2024 NPACE Conference. All items are distributed to attendees upon check in at registration desk. Must book by February 2, 2024..

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

# NPACE BY THE NUMBERS

“We are so excited to be partners with NPACE and appreciate all of the great work you do to make our programs successful”

– Lauren H. | Exact Sciences



40% local attendees

60% out-of-town



300-400 attendees per conference



85%

Working in Adult or Family Practice



110k+

Online Learning Center visitors per year



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



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Since 1980

**SECURE YOUR EXHIBIT/SPONSORSHIP  
OPPORTUNITY TODAY!**

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NPACE is a 501(c)(3) nonprofit organization.