



NAACOS Quarterly Call with Partners



March 18, 2026

Agenda



Welcome

Presented by: MaryJane Thomas, Membership Director

Spring 2026 Conference Update

Presented by: Emily Perron, Events Manager

NAACOS Education Update and Sponsorships

Presented by: Melody Danko-Holsomback, Vice President of Education

New Sponsorship Opportunities

Presented by: MaryJane Thomas, Membership Director

Q&A



Spring 2026 Conference Update



Spring 2026 Conference Information



- **Wednesday, April 22 – Friday, April 24**
 - [Agenda](#)
 - [Hotel](#)
 - [Registration](#)
- **Expecting ~750 attendees**
 - Clinical leaders and administrators of ACO and other value-based care models
 - Executives exploring value-based care models
 - CMS officials and private payers
 - Industry partners supporting value-based care
- **Attendee Breakdown:**
 - ACO: 70%
 - Vendor: 27%
 - Other: 3%

Spring 2026 Conference Update



- NAACOS Partners are the only non-ACOs allowed to sponsor and exhibit during the conference. Partners can register two attendees per conference at the prevailing rate.
- Agenda includes several coffee breaks, a lunch break each day, and a reception on Thursday evening for attendees to network with exhibitors.
- Limited tabletop space still available and some sponsorships without exhibit space. Contact eperron@naacos.com to reserve ASAP.

Spring 2026 Conference Update Con't



- All logistics including shipping information, AV/electric, conference hours, etc. can be found in the Exhibitor Fact Sheet.
- Whova App:
 - App goes live 2 weeks before the conference starts
 - Complimentary lead generation through our conference app, if exhibiting/sponsoring
 - Access to set up your exhibitor profile is already live – be sure to fill that out!
 - Whova holds online webinars for exhibitors that is complementary and is an excellent tool to take advantage of before the conference.
- Whova Add Ons still available in limited quantities. If interested, please contact Emily Perron (eperron@naacos.com)

Spring 2026 Exhibitor Add On



Scrolling Banner (\$1500)

- Scrolling banner on the Whova app
- When clicked on, goes to your profile within the Whova app
- Limited to 5



NAACOS Fall 2025 Conference
Washington, DC
Oct 8 – 10, 2025



Exhibitor Hub

Scan lead

SETUP

- 1 Exhibiting Booth Profile >
- Promotional Offers >
- Manage Booth Staff >
- Collect Leads/Contacts >
- Promote Your Booth >



Home Agenda Attendees Community Messages



Spring 2026 Exhibitor Add On



App Notification (\$2500)

- Sent to all attendees e-mail and as a push notification if set to receive notifications on device
- Limited time slots available during the conference
- NAACOS sends on your behalf

NAACOS Fall 2025 Conference

Dear Emily Perron,

Free Coffee & Fresh Insights With Alliant VBHS

Visit Booth #3

Alliant | NAACOS

Visit Alliant Value-Based Healthcare Solutions at Booth #3 to receive your PY2026 MSSP Aggregate Reinsurance Projections, tailored specifically for your ACO, along with a Starbucks gift card. In just minutes, you'll walk away with practical insights to strengthen your reinsurance approach, manage stop-loss with confidence, and uncover new opportunities in value-based care. Our team of experts will be on hand to answer questions, share strategies, and help you prepare for the future.

[Click here](#) to request an emailed copy of your projections if you can't stop by the booth.

Emily Perron on behalf of Alliant
Organizer,
NAACOS Fall 2025 Conference

Spring 2026 Exhibitor Add On



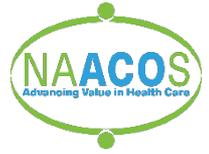
Whova App Message Campaign (\$3500)

- Proactively promote your organization and drive traffic
- Get leads and conversations started directly from the campaign
- Pre-scheduled, created and sent by you
- Draft one message and send to all attendees or target certain attendee groups
- Access directly the analytics of message
- Only available during the conference
- Must pre-purchase access to send a campaign

Whova Messages (Included)

- Direct communication between you and attendees
- Messaging cap per day
- Typically one-to-one, no bulk messaging
- Real-time messaging
- Messaging available once app is live
- Available to all exhibitors, sponsors, and attendees

Spring Conference Special Packages



- **Virtual Exhibitor Package - \$4,000**

- Perfect for Partners not exhibiting and/or attending at this conference to connect with attendees!
- Package Includes:
 - Virtual Exhibitor Profile
 - Located within the Whova app under 'Exhibitors'
 - Includes the ability to include website, contact info, documents, videos, live product demos, and more
 - If attending in person but not exhibiting will receive access to lead gen feature
 - 1 App Message Campaign
 - You send message to all attendees in the Whova app, gain each open as a lead with contact info
 - Access analytics report with open rates, etc.

- **Exhibitor Package - \$3,000**

- Perfect for Partners to drive traffic to their exhibit!
- Package Includes:
 - Social Media Post
 - Your message/image posted to NAACOS LinkedIn and X accounts in the days leading up to conference
 - Full analytics reports of click rates, engagement, etc.
 - 1 App Notification
 - NAACOS sends message on your behalf during the conference, goes to all attendees as a push notification on their device and to all attendee email addresses.
 - Can work with you to schedule around networking breaks, events happening at your booth, or a relevant session to drive attendees to your space

Email
eperron@naacos.com
to reserve!



NAACOS

Education Update



Boot Camp for Medicare ACOs



Progressive Learning: From Basic to Advanced

The Boot Camp Series is for MSSP and REACH employees at all levels to learn about ACO optimization, innovation, and advancement in data analytics and clinical operations.



Fundamentals

- On-demand videos
- Free to members

Boot Camp 101

- Data/Analytics Track
- Live, virtual event June 2-4, 2026
- **REGISTRATION AND SPONSORSHIPS OPEN**

Boot Camp 201

- Live, virtual events
- January 2027

Boot Camp 101 Topics



- ACO Data – Core Requirements
- Using internal and external data and analytics resources
- Understanding data to create provider and practice reports
- EHR Smart Data Elements and reportable data formatting
- Advocacy Update on New Models and Applications
- MSSP and LEAD Reporting packages (what do we get)
- Understanding Provider Attribution for MSSP and LEAD
- Managing TINs and providers
- CCLFs and APIs
- Understanding data to create provider and practice reports
- Understanding HCCs and Impact on Benchmarks/ Effects of risk adjustment on cost of care
- Care management metrics

NAACOS Boot Camp 101 Sponsorship Options



- **Event Sponsorship: \$15,000**
 - 3 days of virtual sessions
 - Up to 3 event sponsors
 - Sponsors present on an agenda sessions for up to 40 minutes and are part of audience and activities
 - Three complimentary registrations to attend
 - Pre- and post- event attendee lists, extensive recognition on site and in promotions
- **Sponsor Spotlight Sponsorship: \$5,000**
 - 5-8 minute prerecorded video played between sessions during live event
 - Use the time for an educational presentation, a client interview, a product demo, etc.
 - Video included in attendee recordings post-event to view on demand
 - Two complimentary registrations to attend
 - Pre- and post- event attendee lists, extensive recognition on site and in promotions

Contact MaryJane Thomas at mjthomas@naacos.com to reserve!

2026 Regional Meetings Coming to You



Seven Regions

- One in-person meeting and One virtual meeting each year
 - 2026 virtual meetings are scheduled, and registrations are open
 - Only sponsoring NAACOS Business Partners are eligible to attend these events (one sponsor per meeting).
- Pricing updated for 2026
 - In-person Sponsorship: \$25,000 *Sold out for 2026*
 - Virtual Sponsorship: \$12,000
- Email education@naacos.com if interested in sponsoring a regional meeting

NAACOS Regional Map



Northwest

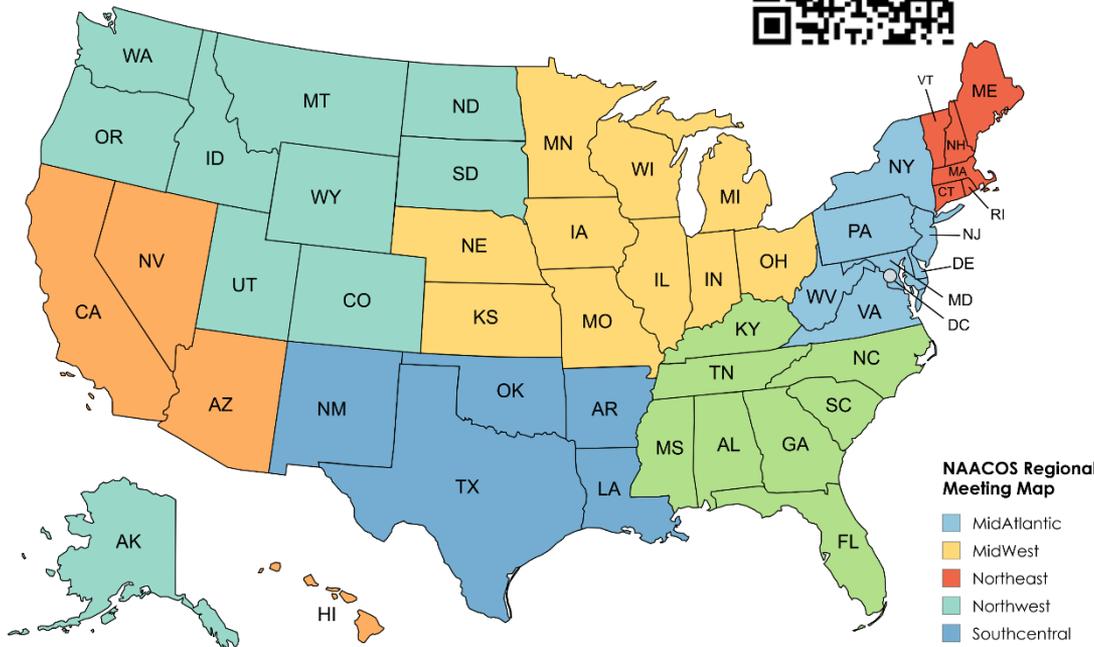
- August in-person
- March virtual

Southwest

- November in-person
- May virtual

South Central

- January in-person
- August virtual



Northeast

- July in-person
- March virtual

Mid-Atlantic

- June in-person
- December virtual

Midwest

- July in-person
- February virtual

Southeast

- February in-person
- September virtual

2026 Virtual Regional Meeting Sponsorships



- **Virtual Meeting Sponsorship: \$12,000**

- Participation on one meeting session
- 15-20 minute live sponsor session (demo, client interview, etc.)
- Post-event attendee list
- Extensive recognition on NAACOS website, social media, etc.

- **Partner Call Special:**

- Partners attending today's call are eligible to receive a special rate for the May 19 Southwest Regional Meeting
- \$10,000 instead of \$12,000
- Contact mjthomas@naacos.com by Friday, March 27 to reserve

2026 Virtual Meetings:
February 18: Midwest Region
March 5: Northeast Region
March 17: Northwest Region
May 19: Southwest Region
August 25: Southeast Region
September 14: Southcentral Region
December 2: Mid-Atlantic Region

NAACOS Education Team



Melody Danko-Holsomback
Vice President, Education
NAACOS



Karen Fetterolf
Manager, Education
NAACOS



Kaitlyn Huttman
Director, Education
NAACOS

education@naacos.com

New Opportunities



Webinar Sponsorships



- **NAACOS Led Webinar Sponsorship:**

- NEW for 2026
- NAACOS plans content and speakers
- Sponsor receives recognition in promotions and during the live event and copy of the registration list
- Recording featured on NAACOS website with sponsor recognition
- Two packages available on a case-by-case basis:
 - \$5,000 for sponsorship as described above with no speaking role
 - \$7,500 for sponsorship including speaking role for subject matter expert
- Opportunities coming soon, keep an eye on the newsletter!

- **Partner Sponsored Webinar:**

- 60-minute, live virtual event
- Partner plans content and speakers
- NAACOS handles registration and promotion
- Partner receives recognition in 2 email promotions, social media, and newsletter articles; copy of registration list; copy of recording for their own use
- NAACOS guarantees 100 registrants or additional emails to promote recording
- Availability throughout 2026
- **25% discount for Partner Call attendees who book a 2026 webinar by 3/31/26!**
Contact mjthomas@naacos.com

AI Spotlight Series Sponsorship



- NEW for 2026
- Series of virtual events held throughout the year
- Features how a partner product/platform/service addresses an AI concern critical to NAACOS members
- 60-minute session where your client presents how they are working to solve an issue and highlight how your company has helped in the process
- First session will launch in May 2026
- \$10,000 sponsorship

Contacts and Questions



- Spring Conference:
 - eperron@naacos.com
- Educational Activities:
 - mdholsomback@naacos.com
- Sponsorship Specials:
 - mjthomas@naacos.com