

NAACOS Quarterly Call with Partners



September 10, 2026

Agenda



Welcome

Presented by: Emily Brower, President & CEO

NAACOS Education Update

Presented by: Melody Danko, Vice President of Education

Fall 2026 Conference Update

Presented by: Emily Perron, Events Manager

Sponsorship Specials

Presented by: MaryJane Thomas, Membership Director

Q&A

NAACOS

Education Update



Regional Meeting Updates



2027 Regional Meeting Updates:

- Because of their popularity, NAACOS is currently exploring expanding in-person regional events next year
- Potential for 2 separate events with each day having its own sponsor, with current interest in transitions of care.
- 7 Regions will remain the same, and meetings will be held at the same time of year
- Details and schedule being finalized and will be available to reserve in October

Email membership@naacos.com if interested in sponsoring a 2027 regional meeting

NAACOS Regional Map



Northwest

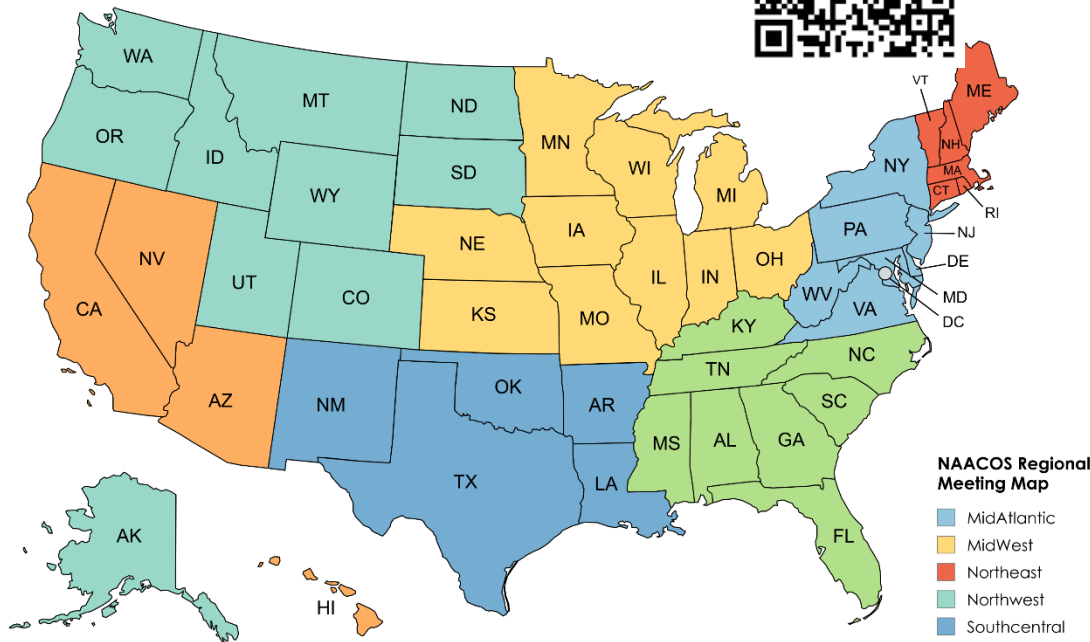
- August in-person
- March virtual

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

NAACOS Education Team



Melody Danko

Vice President, Education
NAACOS



Karen Fetterolf

Manager, Education
NAACOS



Kaitlyn Huttman

Director, Education
NAACOS

education@naacos.com

Fall Conference Update



Fall 2026 Conference Information



- **Wednesday, October 14 – Friday, October 18**
- **Expecting ~750 attendees**
 - Spring conference had record attendance, and we are currently pacing ahead of Fall 2025 registration numbers (630 already registered)
 - Clinical leaders of ACOS
 - Administrators of ACOs
 - Partners in ACOs
 - Value Based Care providers
 - Executives considering the ACO model
 - Payers
- **10+ CMS Speakers are planned, including Dr. Oz (invited) and Abe Sutton (invited)**
- **Attendee Breakdown:**
 - ACO: 70%
 - Vendor: 27%
 - Other: 3%

Fall 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 and a lunch break each day, and a reception on Thursday evening for attendees to network with exhibitors.
- Few select sponsorship packages available without exhibit space but with high visibility.
- We are sold out of tabletop exhibit space. Email eperron@naacos.com if you'd like to be added to the waitlist.

Fall 2026 Conference App



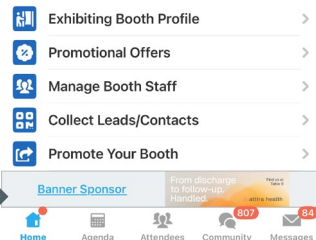
- NAACOS is going paperless for Fall 2026!
 - All attendees will need to utilize the app for conference agendas, schedule, maps of venue and exhibit hall, exhibitor profiles, messaging, etc.
 - It's more important than ever to fill out your Exhibitor Profile so attendees learn about your offerings and services. All exhibitors/sponsors have received the link to the profile. If you need it resent, please reach out.
- Whova App:
 - App goes live 2 weeks before the conference starts
 - Complimentary lead generation through our conference app, if exhibiting/sponsoring
 - Whova holds online webinars for exhibitors that is complementary and is an excellent tool to take advantage of before the conference

Fall 2026 Conference App Add Ons



Increase Your Engagement with Attendees in the App!

- **App Messaging - \$3,500**
 - Send your own message directly to attendees' Whova inbox
 - May only send during conference
 - Limited to sending 1 message
 - Each attendee who opens the message or interacts with the message (liking, etc) becomes a lead for you, without having to scan their badge onsite
 - Access the analytics of the message from your Whova exhibitor profile
- **App Announcement - \$2,500**
 - 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
- **Scrolling Banner - \$1500**
 - Scrolling banner ad on the Whova app
 - When clicked on, goes to your profile within the Whova app
 - Limited to 5



**If interested in reserving one of the add ons or seeing examples from previous conferences, please reach out to Emily Perron (eperron@naacos.com).

Fall 2026 Conference Digital Opportunities



- **Conference Social Media Post - \$1500** *(a \$1,00 savings!)*
 - Available the week leading up to the conference
 - Very limited availability
 - Post your photo or video ad and promotional text on NAACOS LinkedIn and X pages. Receive full analytics report.
- ***NEW* Conference Attendee List: \$5,000**
 - Reach attendees before being onsite to set up meetings, draw attention to your exhibit or after the conference to follow up on valuable conversations
 - List is for one-time use, includes email and postal addresses, and will be sent 1 week prior to the conference.
 - Limited to 5 partners, first come first served

Fall 2026 Conference Digital Opportunities



- ***NEW* Know Before You Go Email Ad Sponsorship: \$3,500**
 - Reach all conference attendees with ad placement in the preconference logistics email sent by NAACOS a few days before the event begins.
 - Includes a banner ad placed in email with post-send report on open and click through rates
 - Limited to one sponsor per conference – high visibility!



Venue & Dates

Dates: Start Date - End Date
Venue: Venue Name, Full Street Address

Registration & Badge Pick Up

Location:

Hours:

- Day One
- Day Two
- Day Three

Badges: Pick up your badge early to avoid opening morning lines. Badges must be worn at all times.

Mobile App

Download the official event app - your central tool for the schedule, map, slides and real time updates.

- App Name: Whova (available in Apple Store and Google Play)
- Log in: E-mail used at registration
- Use it to: Build your personal agenda, view session locations and map, receive push notification, complete session evaluations, and connect with other attendees.

Schedule Highlights

- Opening Plenary:
- Reception:
- Exhibit Hall Hours:
- Closing Plenary
- Session seating is first come, first serve.

What to Wear

- Attire: Business Casual
- Dress in Layers: Meeting room temperatures vary
- Weather:
- Pack: Reusable water bottle, portable phone charger (outlets are limited onsite), notebook, business cards

Meals and Refreshment

- [What's included: breakfast/boxed lunch/receptions: days, times, locations]
- [Dietary accommodations: vegetarian, vegan, gluten-free, allergen notes]
- [Coffee/refreshment stations and hours]

Continuing Education Credits

- This event offers [X] hours of continuing education credit, approved by IPMA.
- To claim credit: Fill out form in conference app by [DEADLINE].
- Credits will be e-mailed by [DATE].

Questions?

- On-site: Visit Registration Desk.
- Before you arrive: Contact XXX [EMAIL/PHONE].

KNOW BEFORE YOU GO AD HERE

Sponsorship Specials



Upcoming ACO Deadlines

- ACOs are in the process of gearing up for January 2027, preparing operational implementation, new technologies, and care management strategies
- Have a product or service that is operationally focused and would benefit ACOs as they work toward these goals? Book a marketing package now, when these issues are top of mind!
- [MSSP Timeline](#)
- [LEAD Timeline](#)

Digital Marketing Packages



- **Sponsored Webinar: 25% Discount**
 - 60-minute live webinar featuring your subject matter experts and educational content. 100 registrants guaranteed, includes registration list, extensive promotion, and recording on NAACOS site for 6 months
 - \$20,000, availability through December
- **Sponsored Emails: BOGO 50% Off**
 - NAACOS sends on your behalf to 6,500+ ACO and VBC contacts. You provide self-contained HTML, receive analytics report including first 50 organizations to open
 - \$9,750 total, availability through December

NEW Opportunity: Newsletter Ads



- **Three *NEW* options** to place an ad and/or article in the NAACOS biweekly newsletter, sent every other Thursday
- This email is a prime resource for over 6,700 ACO and value-based care members
 - Option 1 - Article + Ad: \$2,500
 - Option 2 – Article Only: \$2,000
 - Option 3 – Banner Ad: \$1,750
- Available immediately

Contact
mjthomas@naacos.com
to reserve



Option 1: Sponsored Article Heading
Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.
[Text Link](#)
This content has been sponsored by Business Partner.

Option 2: Sponsored Article Heading
Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.
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SAMPLE
BANNER AD



Call to Action
www.naacos.com

Thank you for attending!



- Attendees on today's call have first opportunity to reserve new sponsorship activities:
 - Fall Conference Attendee List
 - "Know Before You Go" Conference Email Ad
 - Sponsored Newsletter Ads + Articles
- Sneak peak at [2027 Partner Prospectus](#) with next year sponsorship pricing
- Contact mjthomas@naacos.com for more information or to reserve

Contacts and Questions



- Fall Conference:
 - eperron@naacos.com
- Educational Activities:
 - mdanko@naacos.com
- Sponsorship Specials:
 - mjthomas@naacos.com