NAACOS

Advancing Value in Health Care

PARTNER PROSPECTUS 2027

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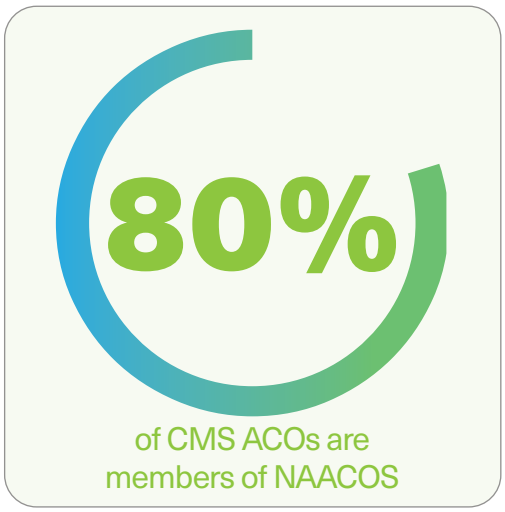
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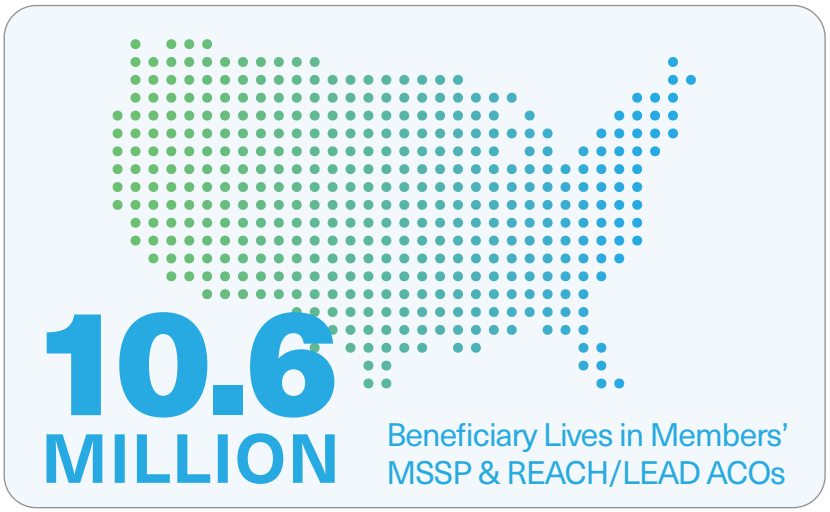
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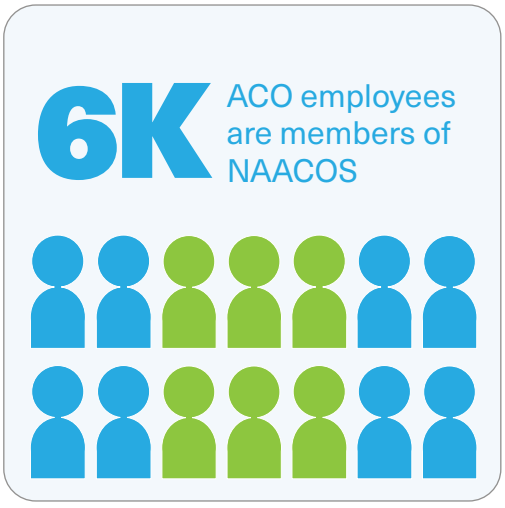
About NAACOS and NAACOS Partnership

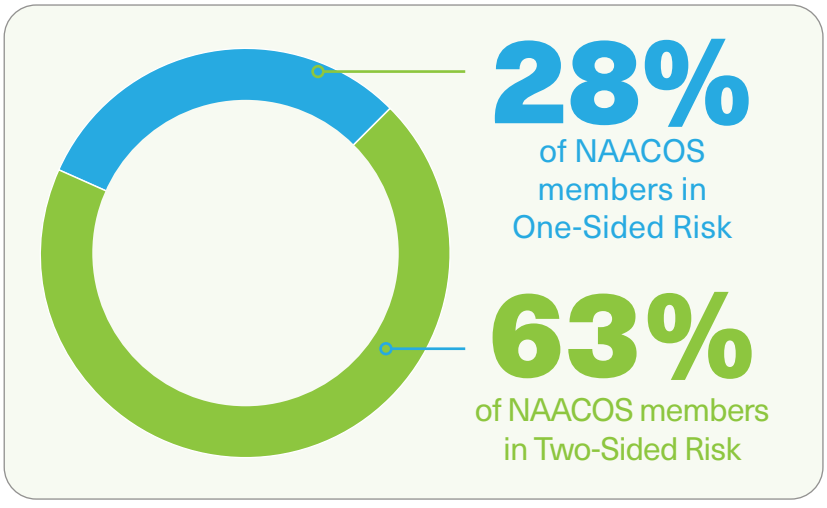
NAACOS welcomes companies with products and services for ACOs and value-based care providers to join its partner network. Partners receive exclusive opportunities to connect with NAACOS members throughout the United States. Only NAACOS partners may participate as sponsors and exhibitors at NAACOS activities. If your company is not a current partner, join today to take advantage of our 2027 Sponsorship and Exhibitor Opportunities.











Conference Sponsor Packages

Spring 2027 Conference
April 13–15 (Tues.–Thurs.) • Baltimore, MD

Fall 2027 Conference
October 14–16 (Mon.–Wed.) • Washington, D.C.

Diamond
$35,000

"Host" a 45-minute breakfast on one morning:

- Sponsor presents in a private room where a continental breakfast is served. Presentation will be recorded, and sponsor will receive a copy.
- No more than three breakfasts will be scheduled on each morning.

This sponsor package is limited to ONE per calendar year for partners. If a diamond package becomes available after a specified date, NAACOS reserves the right to allow a business partner to sponsor at this level twice in a calendar year.

Sponsorship Includes:

- Three complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people).
- Three invitations to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10-feet wide by 8-feet deep.
- Pre- and post-conference attendee list with mailing and email addresses. Sponsors are allowed one use of the list pre-conference and one post-conference use. The pre-conference attendee list will be sent out five business days prior to the conference.
- Recognition on NAACOS website, conference signage, and materials.
- Complimentary lead generation through the conference app.







Conference Sponsor Packages

Spring 2027 Conference
April 13–15 (Tues.–Thurs.) • Baltimore, MD

Fall 2027 Conference
October 4–6 (Mon.–Wed.) • Washington, D.C.

Platinum • $27,500

Choose one of the following:

Break Station (3 available)

- Coffee Breaks Day 1 • 11:00 am, Day 2 • 9:30 am; Afternoon Soda Break Day 1 • 3:30 pm
- Coffee and soda stations are located in the Exhibit Hall
- Signage with sponsor's logo will be placed at the stations
- Sponsor may provide branded napkins or paper coffee cups for coffee stations

Sponsor conference app with ad placement

- Scrolling banner on main screen of conference app
- Banner links directly to the conference app exhibitor profile
- Logo on all conference app signage

Reception with bar and appetizers hosted by NAACOS

- Sponsor may provide branded cocktail napkins
- Signage placed throughout the reception with your logo

WiFi Sponsor

- Signage designating you as the WiFi sponsor
- Landing page for WiFi is your website
- Ability to choose password

Networking Lounge

- Dedicated networking space with prominent sponsor branding for attendees to relax and recharge
- Snacks provided for attendees

Sponsorship Includes:

- Two complimentary registrations (sponsor is allowed to pay the prevailing rate to register an additional two people).
- Two invitations to a VIP reception with NAACOS board, committee members, and conference speakers.
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10-feet wide by 8-feet deep.
- Post-conference attendee list with attendee names, affiliations and mailing addresses (no emails).
- Recognition on NAACOS website, conference signage, and materials.
- Complimentary lead generation through the conference app.

Conference Sponsor Packages

Spring 2027 Conference
April 13–15 (Tues.–Thurs.) • Baltimore, MD

Fall 2027 Conference
October 14–16 (Mon.–Wed.) • Washington, D.C.

Gold • $20,000

Choose one of the following:

Lanyards for conference name badges

- Sponsor must purchase and provide branded lanyards

Table Tents

- Sponsor provides graphic for table tents that will be placed in all plenary sessions.

Conference Live Stream

- Sponsor provides banner graphic for home page of live stream and recording access.

Conference Survival Kit

- Logo placed on kit passed out to attendees at the Registration Desk

Silver • $15,000

Only 10 sponsorships available!

- One Conference App Outreach campaign sent to all attendees. Capability enabled in conference app.

The sponsor is responsible for sending the campaign through the app.

Sponsorship Includes:

- One complimentary registration (sponsor is allowed to pay the prevailing rate to register an additional two people)
- One invitation to a VIP reception with NAACOS board, committee members and conference speakers
- Complimentary booth space with all exhibitor benefits. Booth spaces are 10-feet wide by 8-feet deep
- Recognition on NAACOS website and in conference materials
- Post-conference lists with attendees' names, affiliations and mailing addresses (no emails)
- Complimentary lead generation through the conference app

Conference Exhibitor Packages

Spring 2027 Conference
April 13–15 (Tues.–Thurs.) • Baltimore, MD

Fall 2027 Conference
October 14–16 (Mon.–Wed.) • Washington, D.C.

Table-Top Display

- All NAACOS Business Partners receive one complimentary table-top during their 12-month partnership. NAACOS Affiliate Partners may exhibit for a $5,000 fee. Business Partners who have used their complimentary tables may exhibit for $5,000. Table-top displays include one 6-foot by 30-inch table, two chairs, and a table drape. All materials must fit on top of the table. No floor signs are permitted.
- **Exhibit tables do not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have an exhibit-only registration option.**
- Opportunity to inform and network with 700 ACO leaders.
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks and a reception.
- Complimentary lead generation through our conference app.
- Post-conference list with postal addresses (no emails).

Booth Only (If space is available)

Dependent upon space availability

- Should NAACOS not fill all sponsorship booth space, we will open booth only 4 weeks prior to conference. Partners may purchase a la carte booth space for $8,500.
- Booth space in the exhibit hall with all exhibitor benefits is 10-feet wide by 8-feet deep. Booth only exhibitors are not featured on any signage or listed as sponsors in anyway.
- Booth only does not include any registrations. You may register and pay for two attendees at the prevailing rate. We do not have exhibit-only registrations.
- Opportunity to inform and network with more than 700 ACO leaders.
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks, and a reception.
- Complimentary lead generation through our conference app.
- Post-conference list with postal addresses (no emails).

Conference Add-Ons

Spring 2027 Conference
April 13–15 (Tues.–Thurs.) • Baltimore, MD

Fall 2027 Conference
October 14–16 (Mon.–Wed.) • Washington, D.C.

Only available to exhibitors, sponsors and non-exhibiting partner package

Conference App Announcement • $2,500

Only seven opportunities available.

- Draw attendees to your exhibit table with an alert sent by NAACOS through the conference app.
- There will be a maximum of five announcements throughout Thursday and two on Friday morning.
- Each ad can be up to 100 words and contain one image.

Scrolling Banners • $1,500

Only five opportunities available.

- Banner ad in the conference app that leads to your exhibitor profile.
- Limited to 5 per conference.

Conference Attendee List • $5,000

- Reach out to conference attendees before the conference to set up meetings or draw attention to your exhibit, or afterward to follow up on valuable on site conversations.
- List is for one time use, includes email and postal addresses, and will be sent 1 week prior to or following the conference.

Know Before Your Go Email Ad Sponsorship • $3,500

Only one available per conference.

- Reach all conference attendees with ad placement in the pre-conference email sent a few days before the event begins. This high visibility opportunity reaches attendees at the peak of their event focus when they are planning out their logistics and schedule.
- Sponsorship includes a banner ad placed in the email with post-email report on open and click through rates.
- One sponsor per conference.

Non-Exhibiting Partner Package • $2,000

Not ready to exhibit onsite but still want to put your organization in front of conference attendees? The Non-Exhibiting Partner Package provides a cost-effective way to build visibility, connect with attendees, and generate valuable business leads throughout the conference experience.

- Includes conference app organization profile.
- Complimentary lead generation through our conference app.
- Ability to purchase Conference Add-Ons.

Sponsor and Exhibit Policies

- Only NAACOS Business Partners, Affiliate Partners, and Partner Circle Participants may sponsor or exhibit. Information on NAACOS partnership can be found at www.naacos.com/partner-information/.
- NAACOS Business Partners, Affiliate Partners, and Partner Circle Participants are the only non-value based care providers that may attend the conference. Partners are limited to two registrations, including those who are staffing the exhibit. Exhibit-only attendees are not permitted for free or for a fee. Partners must pay the prevailing rate to register all staff attending the conference, even those who are staffing the exhibit.
- Sponsors receive complimentary registrations and may also pay to register an additional two staff.
- Should the meeting need to be canceled, NAACOS will refund exhibitor fees and registration fees. Travel and other costs incurred by the exhibitor will not be reimbursed.
- If a conference becomes a virtual-only event, NAACOS will provide sponsors and exhibitors with a choice between virtual sponsorship/exhibiting and non-conference sponsorship opportunities of similar value, or we will apply the fee to the next event. Registration fees for attending an in-person conference will be applied to the virtual event and will not be refunded.
- Information regarding shipping and rental of audio-visual equipment will be posted to the NAACOS website.
- Space assignments will be made on a first-come, first-served basis with priority for sponsors.
- Table-Top Exhibitors: All items must fit on the top of one 6-foot by 30-inch table. Signs, literature racks and other items that stand on the floor are not permitted.
- Booth Exhibitors: All items must fit in a 10-feet wide by 8-feet deep space.
- The complete NAACOS sponsor policy can be reviewed at www.naacos.com/naacos-sponsorship-policy/.

For conference sponsorship and exhibitor inquiries/questions, please reach out to Emily Perron at eperron@naacos.com.



Regional Meeting Sponsorships

NAACOS Regional Meetings are a series of events in 7 geographic areas throughout the United States, meant to be a forum for sharing best practices and networking with providers across the full care continuum.

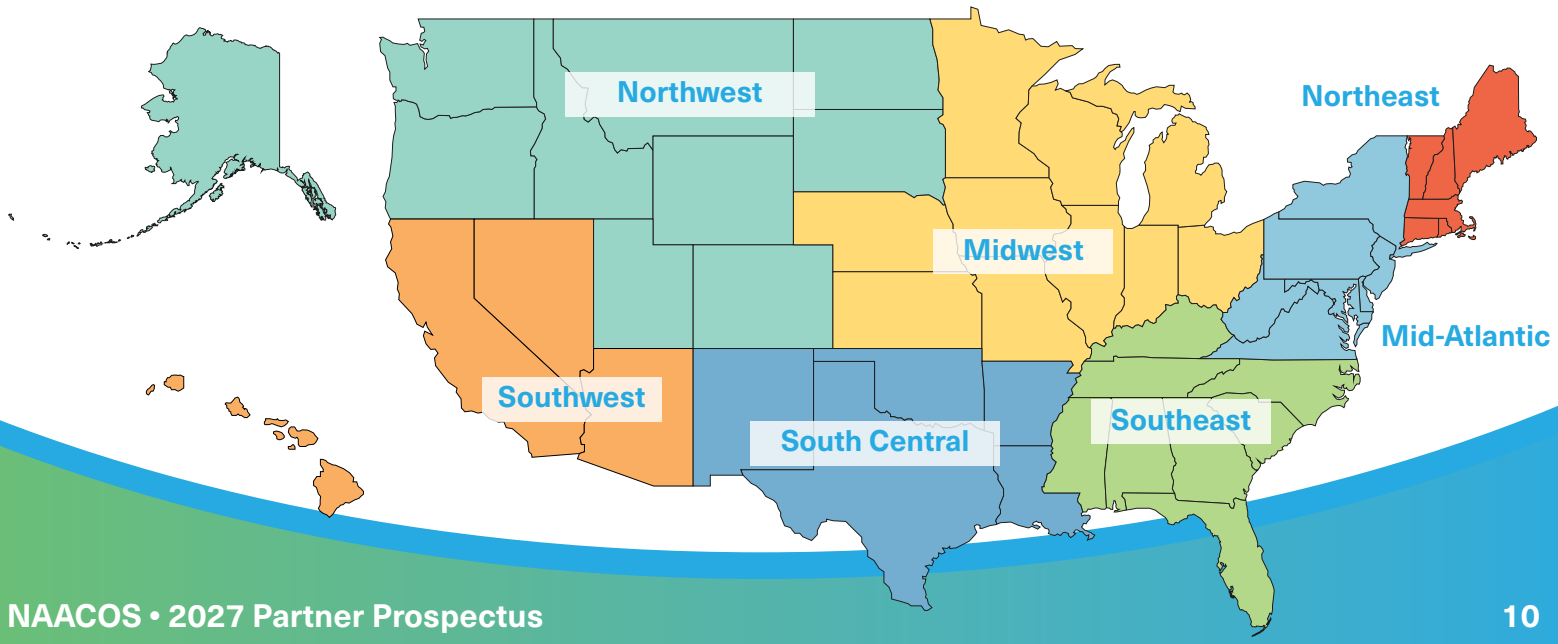
Sponsors are the only partners eligible to attend these events.

In-Person Sponsorship Package • $25,000

- **Participation on a panel for one session:** Your value-based care clients or employees can share their thought leadership by participating as a speaker on the agenda.
- **Two complimentary registrations to the event:** Secure two spots at the meeting for key stakeholders to attend and gain valuable insights.
- **Event host:** Ability to host unopposed pre-meeting dinner or gathering the evening before the event, which NAACOS will help promote.
- **Attendee list:** Receive pre- and post-event attendee list, including email addresses, to reach your geographic audience.
- **Extensive recognition:** Enjoy prominent recognition on the NAACOS website and social media pages, in dedicated email promotion to our 6,000+ value-based care contacts, and in newsletter articles to our membership base.

Topic-Focused Sponsorship • $15,000

- **Participation on a panel for one session:** Held in conjunction with regional meetings, these will be focused on key accountable care issues like Transitions of Care, Network Management, and MA Contracting. Your client or expert can speak on the agenda.
- **Attendee list:** Receive post-event attendee list, including email addresses, to reach your geographic audience.
- **Extensive recognition:** Enjoy prominent recognition on the NAACOS website and social media pages, in dedicated email promotion to our 6,000+ value-based care contacts, and in newsletter articles to our membership base.



Digital Sponsorships

Sponsors agree to NAACOS Terms: www.naacos.com/naacos-sponsorship-policy/

Sponsored Webinar • $25,000

Partner with NAACOS for our Sponsored Webinar Opportunity and seize the chance to connect with ACO executives! We'll leverage our extensive network to promote your webinar to member and non-member contacts, ensuring maximum exposure and engagement.

We guarantee 100 registrants for your webinar! NAACOS will proactively market the webinar through our robust social media channels, informative newsletter, and targeted email campaigns, reaching a broad and relevant audience.

Gain valuable leads with full contact details, including names, email addresses, titles, organization names, organization types, phone numbers, and states: all provided post-webinar. Extend the life of your webinar by having it featured on our On-Demand Webinar Section of our website. This means your content will continue to reach a wider audience long after the live event, maximizing its impact.

Sponsored Email Blast • $6,500

Reach over 6,000 ACO executives with a powerful email blast showcasing your brand and offerings. Our partnership allows you to create a self-contained HTML page with full paths to graphics, ensuring an engaging and visually appealing email experience.

We provide valuable insights to measure your campaign's success. Track open rates and obtain click-through rates, allowing you to gauge engagement. As a bonus, we offer you the first 50 organization names that open the email: a valuable lead generation opportunity.

Sponsored Social Media Post • $3,500

Interact with NAACOS 10K+ combined followers on LinkedIn and X (formerly Twitter). Create a compelling social media post showcasing your organization, including graphics or video, to share with our value based care audience. NAACOS will provide a report on the analytics, including engagement and click through rates, likes, shares and comments.

Newsletter Advertisement Sponsorship

NEW

Place an ad and/or article in the NAACOS biweekly newsletter. This email is a prime resource for over 6,700 ACO and value-based care members, and is sent every other Thursday.

Article + Ad • $2,500

Image: 120×120 pixels

Headline: 45 Characters with Spacing

Body: 190 Characters with Spacing

Link: Text and embedded URL

Article Only • $2,000

Headline: 60 Characters with Spacing

Body: 260 Character with Spacing

Link: Text and embedded URL

Banner Ad • $1,750

Leaderboard size image: 728×90 pixels (.png or .jpeg preferred)

Embedded URL in Image

NAACOS will consider custom packages that include a combination of sponsorship opportunities at discounted rates. Please contact membership@naacos.com

NAACOS
Advancing Value in Health Care

Contact Us

Ready to reserve your sponsorship? Have a question or need more information? Connect with our team, we are here to help!

General Partnership Information

membership@naacos.com

Partner Application Form

Conference Sponsorships and Exhibits

Emily Perron, Events Manager

eperron@naacos.com

Educational Event and Digital Sponsorships

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