



Oct. 11-14 • Denver, CO

Exhibitor and Sponsorship Prospectus

of the NPA Annual Conference



A Place for Connections

The National PACE Association (NPA) works to advance the efforts of Programs of All-Inclusive Care for the Elderly (PACE®). PACE programs support, maintain, safeguard, and promote the provision of quality, comprehensive and cost-effective health care services for frail older adults. Currently, over 200 PACE programs are operating in 33 states and the District of Columbia. NPA members are operational PACE programs, organizations developing PACE programs or exploring the feasibility of starting a PACE program, and other organizations supportive of the PACE model of care.

Since its founding in 1994, NPA has created an expanding program of education and training directed toward our members and the health care community at large. The NPA Annual Conference provides multiple opportunities for education, networking and information-sharing geared to executive and clinical staff at operational and prospective PACE programs. The conference faculty is drawn from existing PACE programs, long-term care and community-based elder care providers, and managed care and health systems. Speakers have expertise in PACE and other health services for seniors.



Reach Your Target Market

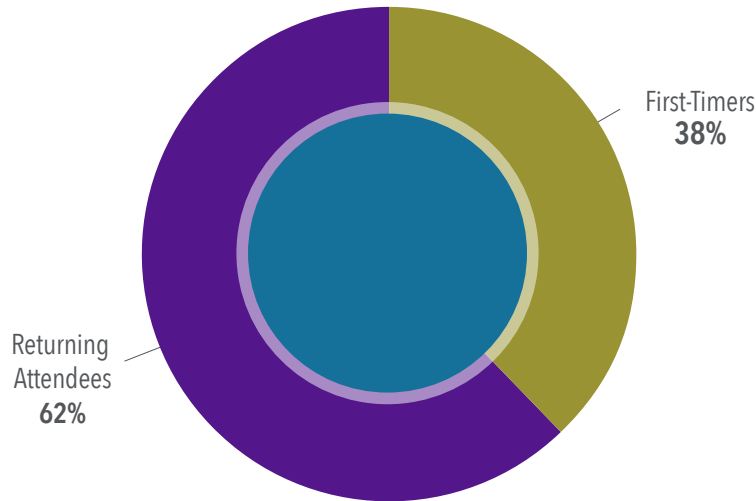
PACE programs are innovative, creative, and committed to delivering high-quality care and services to their participants. They are motivated to find improved ways to deliver care and services across settings, including the PACE center and the home. To reach this target audience, partner with us as an exhibitor or sponsor at the 2026 NPA Annual Conference, which will be held Oct. 11-14 at the Sheraton Denver Downtown Hotel in Denver, CO.

More than 1,300 individuals attended the 2025 conference, including administrators, primary care and clinical staff from PACE programs and those organizations considering PACE development, as well as state and federal legislative and regulatory staff. Most attendees represent organizations with budgets between \$10 million and \$30 million that are looking for ways to invest today in order to save tomorrow. In light of the many new federal and state data collection and submission requirements, PACE programs are beginning to look closely at health plan and health provider IT/IS products and services to enhance efficiency and effectiveness in managing data.

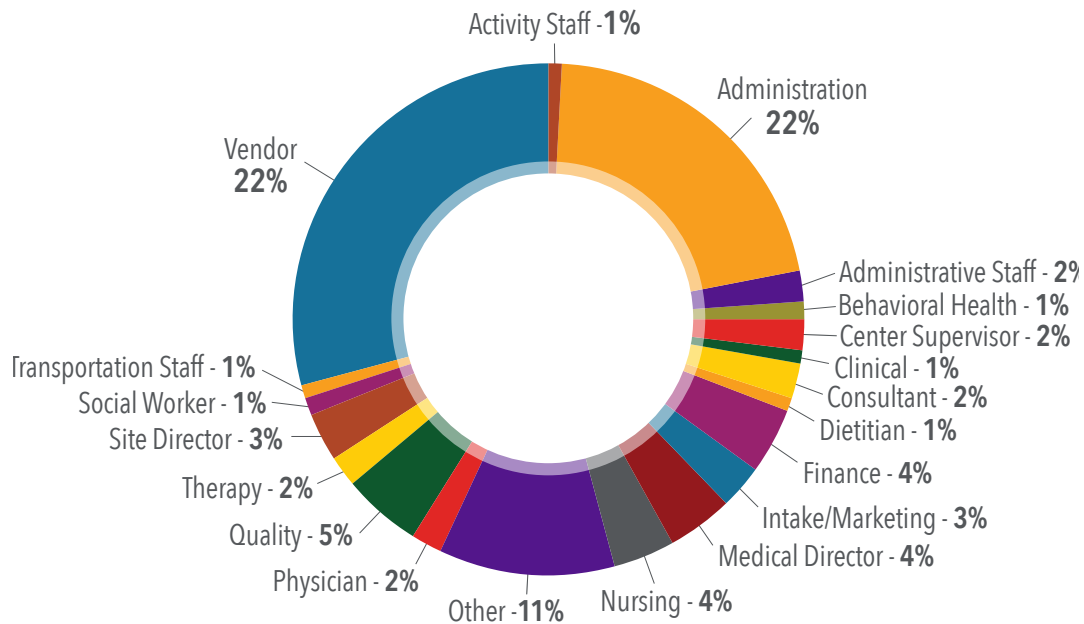
“The NPA Annual Conference provides a wonderful opportunity for networking, education, validation and advocacy for all PACE programs, big and small, new and established.”

– 2025 ATTENDEE

2025 NPA Annual Conference First-Time Attendees



2025 NPA Annual Conference Attendees by Discipline



“NPA conference and sponsorship is the highlight of the IntusCare calendar. Through our heavy involvement and partnership, IntusCare is better able to understand partner programs, share educational resources, generate leads, and strengthen our ability to support PACE programs effectively.”

– INTUS CARE, 2025 NPA SPONSOR

2026 NPA Annual Conference Exhibitor Benefits

Exhibitors will have the opportunity to network with hundreds of staff from operational and prospective PACE providers and to share information about their products and services in a booth that is 10'x10' or 10'x20'. NPA is committed to promoting exhibit hours to attendees and has allotted **7.75** hours of designated exhibit hall time in the conference schedule. Exhibits will be located exclusively in the exhibit hall of the Sheraton Denver Downtown Hotel. The exhibitor reception, continental breakfasts and refreshment breaks will take place on Monday and Tuesday in the exhibit hall in order to maximize opportunities for connection with conference attendees.

In addition to the opportunity to maximize awareness of their products and services during exhibit hall hours, exhibitors will receive the following benefits:

- one complimentary registration to the conference is included with a 10'x10' booth, and two complimentary registrations are included with a 10'x20' booth; registration includes one ticket to the Networking Luncheon and one ticket to the Leadership and Awards Luncheon and excludes pre-conference workshops and/or symposiums and other special events requiring a separate fee;
- three exhibit booth passes for a 10'x10' booth and five exhibit booth passes for a 10'x20' booth for those attending to staff the booth only; the passes do not include the Networking Luncheon or the Leadership and Awards Luncheon.
- a copy of the advance registration list two weeks prior to the conference and the final registration list immediately following the conference for valuable promotion and follow-up;
- written recognition in on-site materials, on the **NPA website**, in the exhibit hall floor plan, and on the event mobile app as a conference exhibitor;
- a link on the **NPA website** to the exhibit hall floor plan, where attendees can easily access and view your company profile;
- opportunity to participate in the NPA Exhibitor Bingo game, trivia game and PACE program giveaway;
- exhibitor lead retrieval through American Tradeshow Services (additional fee paid separately by exhibitor);
- exhibitor logo on the conference entrance unit;
- a customizable company profile featured on the event mobile app and the exhibit hall floor plan, including logo and contact information;
- access to the event mobile app for all exhibit representatives; and
- the opportunity for additional booth representatives to attend the Opening General Session, Opening Night Reception and PACE site tours.

NPA Preferred Vendors Benefits

NPA Preferred Vendors receive an exclusive advance release of the Exhibitor and Sponsorship Prospectus and are encouraged to secure their exhibit space rental by submitting their booth selection with payment within 10 days of the date that NPA releases the prospectus. In addition to the exhibitor benefits listed above, Preferred Vendors receive the following exclusive perks:

- two complimentary registrations for a 10'x10' booth and three complimentary registration for a 10'x20' booth to the conference, which includes one ticket per registration to the Networking Luncheon and one ticket per registration to the Leadership and Awards Luncheon and excludes the pre-conference workshops and/or symposiums and other special events requiring a separate fee;
- designated Preferred Vendor area in the exhibit hall;
- the opportunity to select their booth space preference before other exhibitors;
- the distinction of being listed as an NPA Preferred Vendor in on-site materials;
- up to two company flyers to be included in the conference welcome tote bags;
- a 10 percent discount on the booth rental fees; and
- the distinction of being listed as a Preferred Vendor in on-site materials.

Exhibitor Fees

Booth Rates

A standard booth consists of one 6-foot tabletop and two chairs (provided) in either a 10'x10' or 10'x20' space. Booths are supplied by the exhibitor.

Fees

	10x10	10x10	10x20	10x20
	Preferred Vendor	Non-Preferred Vendor	Preferred Vendor	Non-Preferred Vendor
NPA Member	\$4,275	\$4,750	\$8,550	\$9,500
Non-Member	N/A	\$6,750	N/A	\$13,000

Each exhibitor will receive one fully draped 6-foot table, up to two chairs, and a wastebasket. Neither NPA nor the Sheraton Downtown Denver Hotel will accept responsibility for exhibitor loss or damage of materials, displays or belongings during the conference. Exhibitors should carry their own risk insurance to cover losses as security is not provided. Each exhibitor is responsible for any audio-visual, electrical or internet needs, as well as additional furniture or equipment rentals. Prices for these services vary and will be provided prior to the event. All exhibits must remain within the confines of their assigned exhibit space. Exhibitors may not alter the location or orientation of their assigned space or erect signs or any other displays that obstruct the view or disadvantageously affect the display of other exhibitors. Pop-up exhibits of any kind are strictly prohibited.

NPA will accept exhibitor and sponsorship applications on a first-come, first-paid basis. The deadline for applications is **Sept. 7**. The cancellation deadline is Sept. 3. Please refer to the Exhibitor Agreement below for details on the cancellation process.

For more information, contact **Sue Hagler**.

Location

Exhibits will be held exclusively in the Plaza Foyer at the Sheraton Denver Downtown Hotel located at 1550 Court Place, Denver, CO 80202.

Exhibit Hours

Sunday, Oct. 11

6-7 p.m.: Expo Reception

Monday, Oct. 12

7-8:30 a.m., 10:30-11:30 a.m., 3:45-4:45 p.m.

Tuesday, Oct. 13

7-8 a.m., 10:15-11:15 a.m., 3-4:15 p.m.

Exhibit Move In

Sunday, Oct. 11

8 a.m. - 4 p.m.

Exhibit Move Out

Tuesday, Oct. 13

4:15 p.m.

The Plaza Foyer must be cleared of all exhibitor materials, including packages for outbound shipping, by 7 p.m. on Tuesday, Oct. 13.

Cancellation Deadline

The deadline to cancel your exhibit booth space is Friday, Sept. 11.

Exhibitor Agreement

“Exhibitor” refers to the organization or person that requested and has been granted exhibit space rental and its employees, contractors, agents and representatives. Exhibitor agrees to the terms included in this Agreement, in addition to any others outlined in the Prospectus or NPA Exhibitor Service Kit, communicated by NPA, or adopted by the event facility (collectively, “Terms”). NPA reserves the right to reject a request for exhibit space rental in its sole discretion.

Exhibit Space Selection

NPA utilizes an online exhibit portal that allows vendors to select both their booth location and sponsorship items. Each vendor will receive an email invitation from NPA Conferences containing a direct link to the portal, making it easy to choose their preferred options and manage their participation. Booth selections will be held for 20 minutes if not purchased upon selection. After 20 minutes, the booth will be released for other vendors to purchase. Exhibitor is not permitted to assign, sublet, or share any part of their assigned exhibit space with another business or entity (including affiliates, subsidiaries or parents) without prior written consent of NPA.

Payment and Cancellation Policy

Booth selection, payment in full, and this signed Agreement must be submitted in the online exhibit portal unless otherwise arranged with NPA. **Payment must be received by the due date specified in the Prospectus.** If payment is not received by the **due date**, NPA reserves the right to revoke Exhibitor’s exhibit privileges.

Exhibit booth space cancellations must be made in writing and will be honored with a refund until **the cancellation date specified in the Prospectus**, less a \$500 administration fee. Cancellations received after the **cancellation date** will not be refunded.

No Shows

Exhibitors with reserved exhibit space who do not inform NPA in writing of their inability to exhibit prior to the Exhibit Hall opening will forfeit all payments for booth rental and may not be eligible to exhibit at future NPA conferences.

Cancellation or Rescheduling of Conference

If NPA decides to cancel or reschedule the conference for any reason, the contract for exhibit space will be terminated. NPA will not be liable for damages sustained by Exhibitor resulting from such cancellation or rescheduling, and Exhibitor expressly releases NPA from claims for damages arising from such cancellation or rescheduling. NPA’s sole obligation to Exhibitor shall be to refund the exhibit fee.

Use of Exhibit Space and Conduct

The general rule of the Exhibit Hall is to be a good neighbor. Booths must be staffed during exhibit hours. No exhibits will be permitted to interfere with the use of other exhibits or impede access or the free use of the aisle. Booth personnel are required to confine their activities within Exhibitor’s booth space. Exhibitor is prohibited from marketing outside of the Exhibitor’s booth space in the Exhibit Hall, unless prior written consent is received from NPA.

Exhibitor representatives shall conduct themselves in a professional and businesslike manner during conference hours and at affiliate events outside of NPA official conference hours.

Health, Fire Regulations and Public Safety

To ensure the safety of all participants, local fire regulations must be observed. All display materials must be flame-proof, and electrical signs and equipment must be wired to meet the specifications of local fire regulations. Exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while exhibiting.

Care of Exhibit Hall

All exhibits must comply with the [IAEE Guidelines for Display Rules and Regulations](#). Exhibitors who fail to comply will be fined a minimum of \$250 per infraction by NPA.

Cost for repairing any damage to the Exhibit Hall by Exhibitor or Exhibitor representatives shall be billed to and payable by the responsible Exhibitor. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the Exhibit Hall or hotel.

Insurance and Indemnification

Exhibitors shall maintain insurance to cover damage or loss to exhibit materials and liability insurance to cover injury to persons, personal effects, and property of others in amounts consistent with industry standards. NPA may contract with security personnel at certain conferences during exhibit and non-exhibit hours, but Exhibitor remains solely responsible for the security of its exhibit booth and its exhibit materials during transit. Exhibitors are advised to use locked storage facilities within their own display area for excess merchandise.

Each party agrees to indemnify and hold harmless the other from any claims, damages or liabilities arising under this Agreement from its own acts, omissions or breach.

Changes to Terms

NPA reserves the right to make changes to these Terms in its sole discretion and will advise Exhibitors in writing of any changes or additions to the Terms. Any matters not specifically covered herein shall be determined by NPA in its sole discretion.

Exhibitor Responsibilities

Exhibitor agrees to use NPA's name or logo only with prior written approval and solely to identify the exhibitor relationship. Exhibitor shall avoid implying that NPA endorses or promotes Exhibitor's products, services or viewpoints.

Independent Parties

The relationship created by this Agreement is that of independent parties. Nothing herein shall be construed as creating an agency, partnership or joint venture.

Governing Law

This Agreement shall be governed by the laws of the Commonwealth of Virginia.

Exhibitor agrees to abide by the Terms set forth herein. **If Exhibitor violates any of the Terms set by NPA, then NPA may terminate this contract in its sole discretion.**

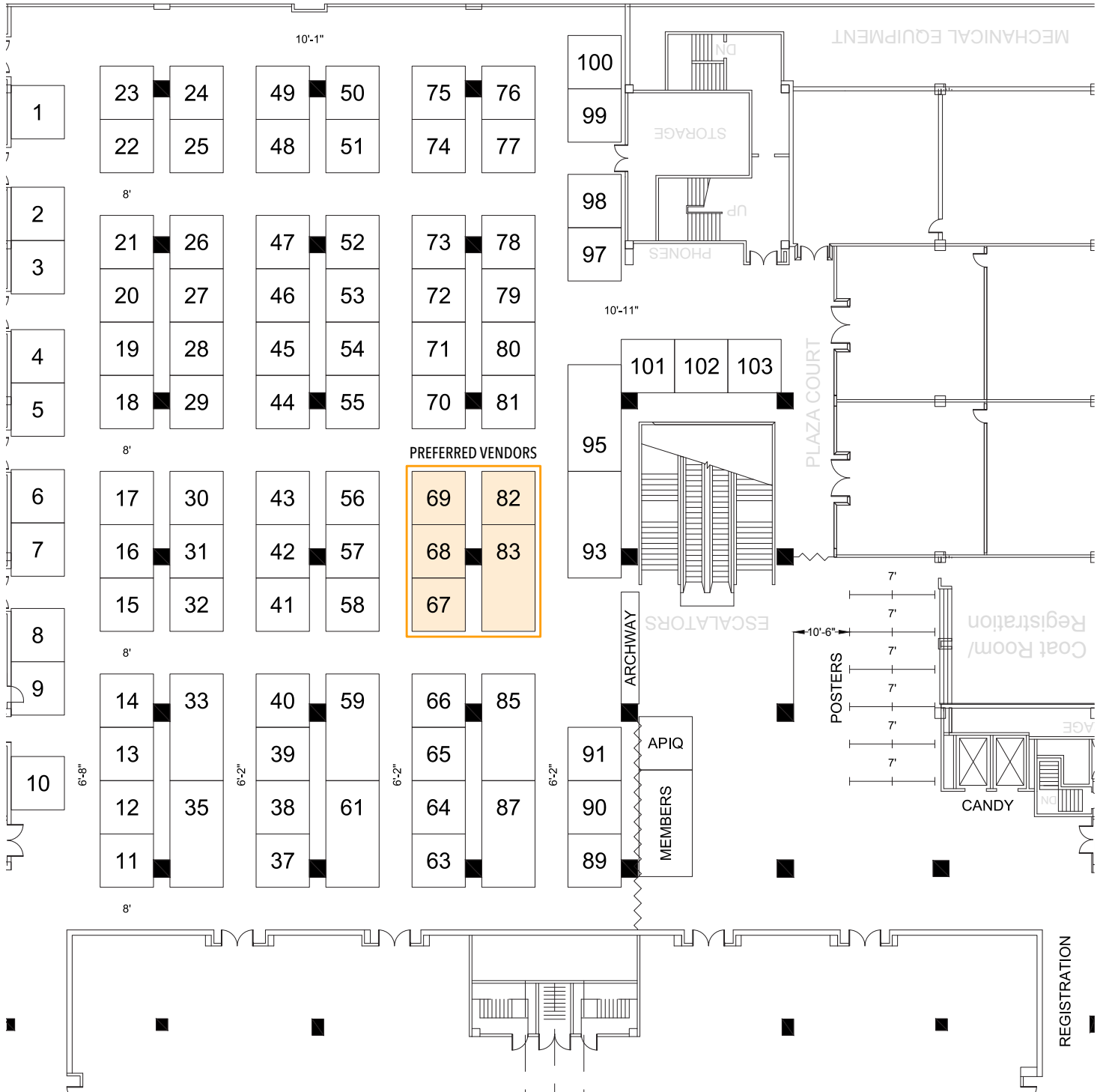
Signature _____ Date _____

NPA Annual Conference

Oct. 11-14, 2026

Exhibit Show Dates: Oct. 12-13, 2026

Sheraton Denver Downtown • Plaza Exhibit/Foyer



* Preferred Vendors Area

#NPA2026AC

Sponsorship Opportunities at the 2026 NPA Annual Conference

To gain additional recognition during the NPA Annual Conference, take advantage of the many sponsorship opportunities available. Sponsored events provide opportunities for access, networking and recognition. Long after the conference ends, sponsored giveaways provide continued exposure, recognition and visibility.

Benefits of Sponsorship:

- A link on the **NPA website** to the public exhibit hall floor plan, where attendees can easily access and view your company profile
- Recognition during the Opening General Session and Leadership and Awards Luncheon
- Sponsor logo at the conference entrance unit
- Thank-you flyer recognizing all sponsors in on-site materials
- Signage with your company name if exhibiting at each sponsored event

Exhibit Booth Add-On: NPA Career Center Digital Ad

Grow awareness of your products and services with PACE staff through digital ads in the NPA Career Center. With more than 500 monthly views, the ad space provides an opportunity to make an impression with those seeking employment opportunities in PACE, including PACE leaders.

Cost: \$500

Exhibit Booth Add-On: PACE Learning Center Digital Ads

Reach an expanding audience with an ad on our PACE Learning Center homepage. The learning management system, which launched just last year, averages more than 400 monthly log-ins.

Cost: \$500

Pre-Conference Push Notification Messaging

(6 opportunities per day)

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees. Announce your presence at the conference or highlight a product or service. Push notifications will reach attendees within a week prior to their arrival. Messages are limited to 130 characters and must be scheduled by Sept. 25. Time slots are assigned in advance on a first-come, first-serve basis. Companies must submit text electronically to NPA for prior approval.

Cost: \$2,500 each

On-Site Push Notification Messaging

Monday to Wednesday, Oct. 12-14

(6 opportunities per day, 1 push notification per sponsor)

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees. Announce your presence at the conference or highlight a product or service. Push notifications will reach attendees during the conference. Messages are limited to 130 characters and must be scheduled by Oct. 2. Time slots are assigned in advance on a first-come, first-serve basis. Companies must submit text electronically to NPA for prior approval.

Cost: \$2,500 each

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Conference Attendee Email Blast

NPA will send two emails on your behalf to conference registrants who have selected to receive sponsor mailings. Emails can be up to 300 words in length. The first email will be sent out the week of Sept. 28. The second email will be sent the week of Oct. 5.

Cost: \$3,000

Plaza Ballroom Entrance Inside Columns

Your branding on the inside columns entering and exiting the Plaza Ballroom area will receive high visibility! Attendees will constantly traverse this area to the exhibit hall, registration area and educational session rooms.

Additional Sponsorship Benefit:

- One complimentary forum registration

Cost: \$5,000



Spotlight Cubes: Where Your Brand Takes Center Stage

(5 opportunities)

Step into the spotlight with our unique Spotlight Cubes, dynamic sponsorship units that highlight your brand in innovative and engaging ways. Designed to attract attention, spark conversations, and provide a spot for attendees to take selfies, these cubes are the perfect way to showcase your message, captivate your audience, and shine brighter than ever. Let your brand take center stage and leave a lasting impression.



Additional Sponsorship Benefit:

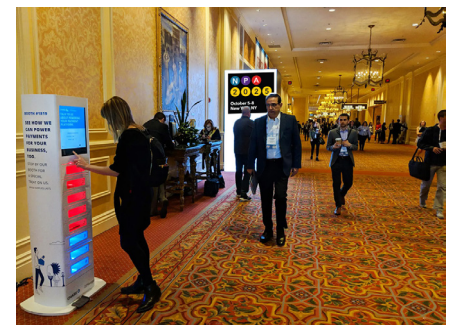
- One complimentary conference registration

Cost: \$5,000 each

Charging Kiosk

(3 opportunities)

Attendees rely on their mobile devices throughout the conference but cannot always find a convenient place to charge them. Your logo will be elegantly displayed, ensuring prominent visibility and brand recognition. The charging kiosk will be located in the registration area, outside the Opening General Session, and near the educational session rooms.



Additional Sponsorship Benefits:

- One complimentary conference registration
- Company name and logo wrapped around exterior of tower

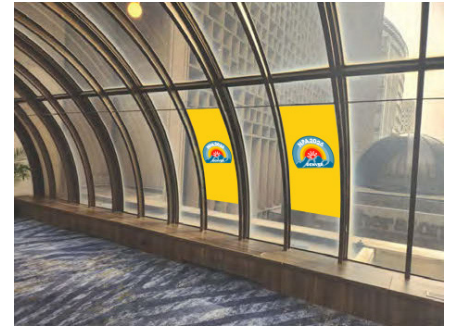
Cost: \$5,000 each

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Skywalk Window Clings

(72 opportunities)

Showcase your message along the skywalk bridge as attendees travel between the two towers to access sessions and their guest rooms each day. This exclusive placement captures attention in a high-traffic, captive walkway, ensuring repeated exposure and strong brand visibility throughout the conference.



Additional Sponsorship Benefit:

- One complimentary forum registration

Cost: \$5,000 each

Advertising Boards

(8 opportunities)

Deliver your message and branding on new LED advertising boards throughout the conference! Your advertising board will be placed outside of the exhibit hall and seen by all attendees as they walk in and out of the exhibit hall and to the educational sessions. The double-sided LED board measures 4' wide x 6' high.



Cost: \$5,500 each

Governor's Square Entrance Inside Columns

Your branding on the inside columns entering and exiting the Governor's Square area will receive high visibility! Attendees will constantly be in the meeting hub thoroughfare located near the registration area and educational session rooms.



Additional Sponsorship Benefit:

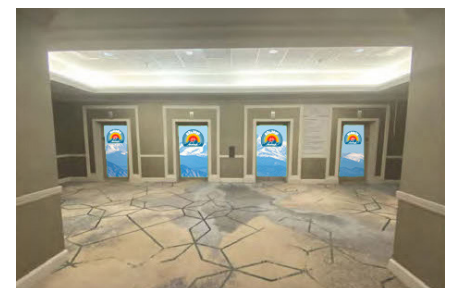
- One complimentary forum registration

Cost: \$5,000

Tower Building Elevator Clings

(6 opportunities)

Grab attendees' attention when they are a captive audience awaiting the elevators to access the walkway to the conference. Your company name and logo will be prominently displayed on the elevator doors before hotel guests board in the Tower building. Great visibility!



Additional Sponsorship Benefit:

- One complimentary forum registration

Cost: \$5,500

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Hospitality Luggage Room

Wednesday, Oct. 14, 6:30 a.m. – 2 p.m.

Catch a few extra moments with our conference attendees and wish them well on their travels home by sponsoring a branded hospitality room for attendees to drop off their luggage in the morning on the last day of the conference and grab a snack on their way to the airport or to the Wednesday PACE site tours. Make a lasting impression with branded luggage tags, custom mini water bottles and snacks.

Additional Sponsorship Benefits:

- One complimentary conference registration
- Distribution of sponsor brochures
- Opportunity to have a welcome table
- Branded luggage identity tags, custom mini water bottles and snacks
- Branded alphabetical luggage signs
- Your company logo in the Hospitality Luggage Room listed in the conference app

Cost: \$6,500

Skybridge Arch to Plaza Building Clings

Catch attendees' attention as they walk from the Tower building to the Plaza building, the main conference hub, by putting your brand on the skybridge arch in the walkway.

Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$7,000



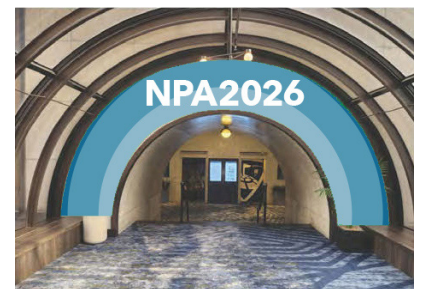
Skybridge Arch to Tower Building Clings

Catch attendees' attention as they walk from the Plaza building to the Tower building, as they return to their guest rooms or to conference sessions, by putting your brand on the skybridge arch in the walkway.

Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$7,000

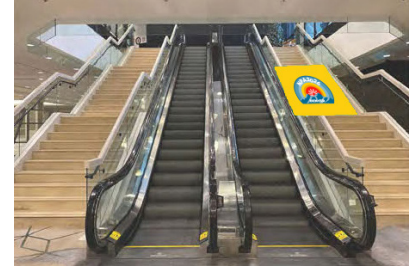


2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Plaza Stairs at Escalator

(2 opportunities)

Capture attendees' attention as they transition from the energy of the conference hub to the hotel lobby to access one of the hotel restaurants. Position your branding along the stairway to create a bold, eye-level visual experience that naturally draws the eye upward. This high-traffic pathway offers prime visibility and repeated impressions, ensuring your message stands out at a key moment when attendees are moving among sessions, networking and events.



Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$7,000

Plaza Building Elevator Clings

(6 opportunities)

Grab attendees' attention when they are a captive audience awaiting the elevators. Your company name and logo will be prominently displayed on the elevator doors in the main hotel tower before hotel guests board in the Plaza building. Great visibility!



Additional Sponsorship Benefit:

- One complimentary forum registration

Cost: \$7,500

Event Pocket Guides

NPA Annual Conference Pocket Guides provide attendees with a quick reference of the complete conference schedule, including site maps. This handy reference is a popular grab item for all attendees at the registration desk.

Additional Sponsorship Benefits:

- One complimentary forum registration
- Sponsor name and logo on the pocket guides

Cost: \$7,500

South Convention Lobby Stair Glass Wall Cling

An unbeatable visibility opportunity! This branding placement is the perfect way to capture attendees' attention as they move throughout the conference to attend the Opening Night Reception, Networking Luncheon, educational sessions and continental breakfast on Wednesday, ensuring your message stands out at every turn.



Additional Sponsorship Benefit:

- One complimentary conference registration

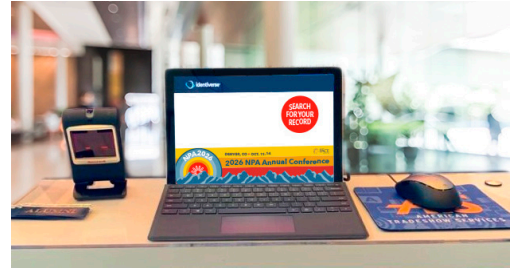
Cost: \$8,000

#NPA2026AC

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Badge Printing Kiosks

Be a part of the on-demand badge-printing service, where attendees can conveniently print their own badges from one of eight kiosks. With this exclusive sponsorship, your company logo will be branded around the frame of the kiosks, where your company logo will be visible to each attendee as they check in at registration to print their badge. Don't miss this great opportunity!



Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor artwork on the laptops at the check-in kiosks
- Branded pens next to each kiosk

Cost: \$8,000

South Convention Lobby Window Bank

(7 opportunities)

Catch the eye of attendees every time! Greet attendees with your company's name and logo prominently displayed on the window banks in the South Convention Lobby. Attendees will see your message on the window banks when they are in the lobby for the Networking Luncheon, educational sessions and Opening Night Reception.



Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$8,000

Intake and Marketing Pre-Conference Workshop

Sunday, Oct. 11, 8 a.m. - 5 p.m.

This full-day pre-conference workshop is geared toward PACE intake, marketing and leadership staff. Breakfast, lunch and two breaks are provided. Up to 80 attendees are expected. This is a great opportunity to network with a targeted subset of conference attendees and hear about the latest marketing guidelines impacting PACE.

Additional Sponsorship Benefits:

- One complimentary conference registration
- Opportunity to address attendees at workshop
- Opportunity to distribute company brochures at workshop

Cost: \$8,000

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Coffee Breaks

(5 opportunities)

Monday, Oct. 12, 10:30-11:30 a.m.

Monday, Oct. 12, 3:45-4:45 p.m.

Tuesday, Oct. 13, 10:15-11:15 a.m.

Tuesday, Oct. 13, 3-4:15 p.m.

Wednesday, Oct. 14, 10:15-10:45 a.m.

Refreshments will be served in the exhibit hall during breaks and between educational sessions on Monday, and Tuesday. The coffee break on Wednesday morning will be held in the South Convention Lobby. More than 1,000 individuals are expected to attend each break.

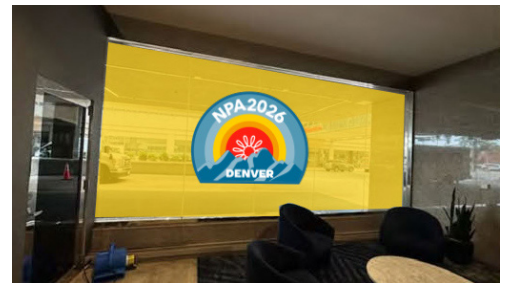
Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsored signage at the entrance of the break
- Sponsor logo on napkins

Cost: \$8,000 each

Tower Lobby Windows

Position your message where attendees pass through the Tower Lobby and exterior entrance areas. Whether they are heading to educational sessions, going to networking events, or setting off to explore the city, your branding will be seen repeatedly in these high-traffic spaces, maximizing visibility and reinforcing your presence throughout the conference experience.



Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$8,500

Hotel Lobby Entrance Windows

Greet attendees with your message each time they enter or exit the hotel lobby. This high-visibility placement ensures your brand is front and center as guests arrive energized for the day and depart reflecting on their conference experience. With repeated exposure at key transition moments, your messaging will leave a lasting impression and reinforce your presence throughout their stay.



Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$9,000

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Plaza Ballroom Entrance

(2 opportunities)

Catch the eye of attendees every time! Greet attendees with your company name and logo prominently displayed above the Opening General Session and the Leadership and Awards Luncheon entrance doors, guaranteeing your brand is the first and last thing they see.



Additional Sponsorship Benefit:

- One complimentary conference registration

Cost: \$9,000

Continental Breakfast

(3 opportunities)

Monday, Oct. 12, 7-8:30 a.m.

Tuesday, Oct. 13, 7-8 a.m.

Wednesday, Oct. 14, 7-8 a.m.

Continental breakfast will be served in the exhibit hall area on Monday and Tuesday. The continental breakfast on Wednesday will be held in the South Convention Lobby. More than 1,000 individuals are expected to attend each breakfast.

Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor logo on napkins
- Opportunity to give away sponsor literature at buffet tables

Cost: \$9,500 each

Keynote Speaker for the Opening General Session

Monday, Oct. 12, 8:30-10:15 a.m.

The keynote speaker is an integral part of the annual conference and sets the tone for the conference. The keynote address is designed to inspire, invigorate, and motivate PACE staff. Don't miss out on one of the most memorable conference highlights.

Additional Sponsorship Benefits:

- One complimentary conference registration
- Opportunity to provide a branded item in attendee packets
- Special private photo opportunity with the keynote speaker, the NPA president and CEO, and the NPA board chair prior to the Opening General Session
- Verbal recognition by the keynote speaker during the Opening General Session
- Signage at the entrance to the Opening General Session

Cost: \$10,000

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Name Badges and Lanyards

What more could you ask for? Your logo will appear on both the lanyard worn by conference attendees and on their name badge. This sponsorship opportunity will give your company unparalleled visibility as attendees wear their badges everywhere throughout the entire four-day conference.

Additional Sponsorship Benefits:

- One complimentary conference registration
- Sponsor name and logo on name badges and lanyards

Cost: \$10,000

Hotel Key Cards

Great visibility! What must be in every cell phone wallet, pocket or purse? Their hotel key card! Be the company that attendees see every time they go to unlock their hotel room door. Put your name and logo in the hands of every conference attendee. Each attendee will receive two branded key cards.

Additional Sponsorship Benefits

- Two complimentary conference registrations
- Sponsor name and logo on the hotel key cards

Cost: \$12,000

Cell Phone Wallet

Stick your brand where it matters most! Put your logo on an RFID cell phone wallet, a handy accessory that attendees will attach to their phones, making your brand visible during the conference and long afterwards. The first 1,000 attendees to check in will receive the cell phone wallet.

Additional Sponsorship Benefit:

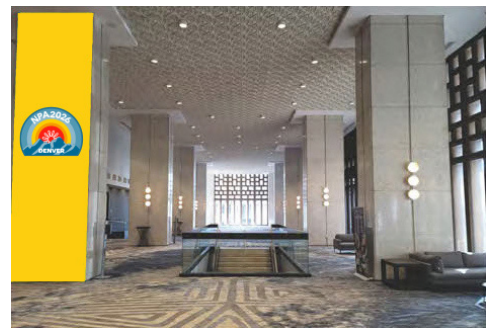
- Two complimentary conference registrations

Cost: \$12,000

South Convention Lobby Column Cling

(5 opportunities)

A branding opportunity with high visibility! These column wraps with your branded message will stand out even from a distance. The columns are located in the South Convention Lobby, where the Networking Luncheon, educational sessions and Opening Night Reception will be held. Expand your message on the wrap with your company logo and/or booth number for everyone to see as they walk throughout the conference.



Additional Sponsorship Benefit:

- Two complimentary conference registrations

Cost: \$12,500

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Portable Charger

Power up your brand! Get your logo on a sleek portable charger that attendees will carry throughout the conference and beyond. The first 1,000 attendees to check in will receive this must-have accessory, keeping your brand in their hands whenever their phones lose charge.

Additional Sponsorship Benefit:

- Two complimentary conference registrations

Cost: \$13,000

Escalator Glass Clings

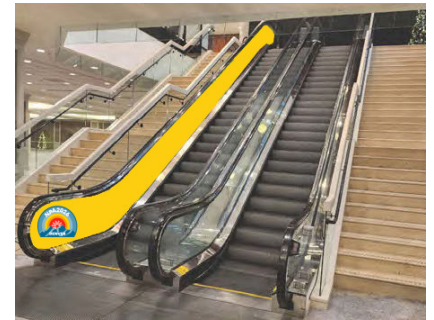
(2 opportunities)

Maximize your visibility! These clings will be prominently displayed as attendees move among the registration area, educational sessions, exhibit hall and Opening General Session. Your branding will be seen by everyone as they navigate the key areas of the event.

Additional Sponsorship Benefit:

- Two complimentary conference registrations

Cost: \$13,000 each



LED Wall Display

(2 opportunities)

Gain maximum exposure in a high-impact, visually stunning way! The cutting-edge LED wall display will ensure your message is showcased in vibrant, high-definition clarity, leaving a lasting impression on thousands.

Additional Sponsorship Benefit:

- Two complimentary conference registrations

Cost: \$15,000



Headshot Booth

Elevate your brand visibility and attendee engagement by sponsoring our premium, self-service professional headshot station. This high-traffic activity delivers immediate, tangible value to attendees while creating a memorable brand experience aligned with professionalism and career growth.

Additional Sponsorship Benefit:

- Two complimentary conference registrations
- Branding on welcome screen
- Branding on exterior of unit

Cost: \$15,000



2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Networking Luncheon

Monday, Oct. 12, 11:30 a.m. - 1:30 p.m.

Attendees from different PACE disciplines sit with peers to network and discuss topics of interest while enjoying a buffet lunch featuring delicious Colorado cuisine. Don't miss this captive opportunity to briefly address 400 to 500 individuals to introduce them to your company and products.

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- A welcome table at the luncheon entrance to hand out giveaways
- Opportunity to briefly address attendees
- Projection with sponsor logo during luncheon

Cost: \$15,000

Leadership and Awards Luncheon

Tuesday, Oct. 13, 12:15-2 p.m.

This time-honored tradition honoring NPA award recipients and other special recognitions is a highlight of the conference. NPA will present the Marie-Louise Ansak Award, named for the co-founder of On Lok Senior Health Services, the model program for the Program of All-Inclusive Care for the Elderly (PACE), the Judy Baskins Volunteer Leadership Award, and other honorable distinctions. The luncheon embodies the talent, dedication and unwavering spirit of those who work on the front lines of PACE. More than 500 individuals are expected to attend.

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Slide with sponsor name and logo projected on screen during attendee arrival
- A welcome table at the luncheon entrance to hand out giveaways
- Company flyers on all attendee chairs

Cost: \$15,000

Grand Ballroom Wall Cling

(2 opportunities)

Leave a lasting impression! Capture attention at every turn as attendees pass your message and branding prominently displayed on the header of the South Convention Lobby ballroom. Be front and center as they enter and exit the beautiful Grand Ballroom. The Grand Ballroom is located in the South Convention area.

Additional Sponsorship Benefit:

- Two complimentary conference registrations

Cost: \$15,500 each



2026 NPA Annual Conference Sponsorship Opportunities (cont.)

Expo Reception

Sunday, Oct. 11, 6-7 p.m.

Be exclusive vendor to sponsor NPA's inaugural Expo Reception in the exhibit hall and set the tone for the entire conference! Kick off the conference by connecting with attendees after workshops and meetings have concluded for the day. The lively atmosphere is designed to spark conversations and build meaningful relationships from the very start and help everyone wind down after a long day.

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Signage throughout reception
- Napkins with company logo at stations throughout reception
- One station located directly in front of your booth

Cost: \$16,500

Entertainment for Opening Night Reception

Monday, Oct. 12, 6:30-8:30 p.m.

Be a part of the premier Opening Night Reception by helping to craft a fun and entertaining event featuring a variety of food stations. Attendees will indulge in exquisite cuisine and a diverse range of entertainment throughout the evening. Highlights include fun photo booths, lively face painting, Colorado-themed performers and guests, a high-energy band and much more, ensuring a memorable experience for all.

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Sponsor logo projected at the entryway of the reception venue
- A welcome table at the entrance to hand out branded giveaways
- Branded dessert items

Cost: \$16,500

Conference Mobile App

Don't miss this opportunity to sponsor the popular mobile conference app, which attendees love for its many features allowing them to have all the pertinent conference information at their fingertips. The app includes a customizable conference agenda, links to exhibitors and sponsors, maps of the hotel and surrounding area, educational session descriptions and handouts, and networking features such as messaging, e-business card exchange, photo sharing and more!

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Sponsor logo with link to sponsor website throughout app
- Opportunity to post product literature or other promotional items to app

Cost: \$17,500

2026 NPA Annual Conference Sponsorship Opportunities (cont.)

President's Wine and Cheese Reception

(Exclusive to CEOs, COOs, CFOs, Program Directors)

Sunday, Oct. 11, 6:30-7:30 p.m.

Celebrate another inaugural reception at the NPA Annual Conference! This exclusive sponsorship offers a unique opportunity to connect with the president and CEO of NPA, as well as with executive-level leaders from PACE organizations around the country. Don't miss this exclusive opportunity to connect with key decision-makers at this invitation-only reception, which will be held in the **Parlur**, the most sought-after venue of the Sheraton Denver Downtown Hotel. The Parlur is an intimate setting that will provide charm and elegance to the attendee experience.

Additional Sponsorship Benefits:

- Two complimentary conference registrations
- Signage throughout reception
- Projected logo or image of your choice
- Branded dessert item
- Napkins with company logo at stations throughout reception
- Opportunity to provide branded giveaway items of your choice
- Access to the hotel Innovation Studio for a dedicated two-hour meeting block

Cost: \$20,000

The Candy Store

Everyone gets the munchies at a conference. Be the one to satisfy their sweet tooth. Attendees will enjoy walking around the conference with a branded bag of candy featuring your company logo. The Candy Store will be located in the registration and exhibit areas, a high-traffic location and sure to be a very popular place! The Candy Store will be open 9 a.m. to 4 p.m. on Monday and Tuesday and 7-11 a.m. on Wednesday. The candy is included in the pricing.



Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Sponsor logo on the candy bag
- Company tablecloth may be used on the tables at the Candy Store
- Small pop-up banner displayed next to candy bar
- Company brochures and business cards on a table for attendees to peruse
- Access to the hotel Innovation Studio for a dedicated two-hour meeting block

Cost: \$20,000

NPA's Exclusive Social Event at Mile High Station

Tuesday, Oct. 13, 6-10 p.m.

Be a part of NPA's exclusive social event at the beautiful Mile High Station in the Ironworks District of Denver. Help us create an unforgettable evening featuring a Western-inspired dinner buffet, dancing, games, a mechanical bull and much more. Showcase your brand for more than 400 attendees at this highly rated social event. Enjoy networking with new and existing members of the PACE community.

Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Opportunity for brief welcome remarks
- Access to the hotel Innovation Studio for a dedicated two-hour meeting block
- Sponsor logo projected at the entryway of the reception venue
- Welcome table at the entrance to hand out branded giveaways

Cost: \$20,000

Conference Wi-Fi

(For email and web browsing only)

With the abundance of laptops, smartphones and tablets, having an available internet connection is essential. This sponsorship opportunity will allow all conference attendees to check email, access the mobile app, and browse the web while in the meeting rooms and exhibit hall.

Additional Sponsorship Benefits:

- Three complimentary conference registrations
- Customized splash page with a design of your choice
- The showing of a one-minute video provided by your company during the Opening General Session, which draws more than 1,000 attendees
- Access to the hotel Innovation Studio for a dedicated two-hour meeting block

Cost: \$25,000



Sponsorship Agreement

“Sponsor” refers to the organization or person that requested and has been granted a sponsorship with NPA and its employees, contractors, agents and representatives. Sponsor agrees to the terms included in this Agreement, in addition to any others outlined in the sponsorship description or communicated by NPA (collectively, “Terms”). NPA reserves the right to reject a sponsorship request or refund a sponsorship purchase in its sole discretion, including, but not limited to, when a product or marketed sponsor message may not align with NPA policy and/or when a product or service competes with an NPA product or service.

Sponsorship Selection

NPA utilizes an online portal that allows vendors to make their sponsorship selection. Sponsorship selections will be held for 20 minutes if not purchased upon selection. After 20 minutes, the sponsorship will be released for other vendors to purchase. Sponsor is not permitted to assign, sublet, or share any part of the sponsorship with another business or entity (including affiliates, subsidiaries or parents) without prior written consent of NPA.

Payment Policy and Cancellation by Sponsor

Sponsorship selection, payment in full, and this signed Agreement must be submitted in the online portal unless otherwise arranged with NPA.

Sponsor may cancel its sponsorship selection if the cancellation is made in writing within five (5) business days of sponsorship selection. NPA will refund the sponsorship fee, less a \$500 administration fee. Sponsorship fees will not be refunded if cancellation is received after the cancellation timeline.

Cancellation of Sponsorship by NPA

If NPA cancels the sponsorship for any reason, NPA will offer comparable recognition or refund sponsorship fees, at its discretion.

Sponsor Responsibilities

Sponsor agrees to use NPA’s name or logo only with prior written approval and solely to identify the sponsorship relationship. Sponsor shall avoid implying that NPA endorses or promotes Sponsor’s products, services or viewpoints.

Indemnification

Each party agrees to indemnify and hold harmless the other from any claims, damages or liabilities arising under this Agreement from its own acts, omissions or breach.

Independent Parties

The relationship created by this Agreement is that of independent parties. Nothing herein shall be construed as creating an agency, partnership or joint venture.

Governing Law

This Agreement shall be governed by the laws of the Commonwealth of Virginia. Sponsor agrees to abide by the Terms set forth herein. **If Sponsor violates any of the Terms set by NPA, NPA may terminate this Agreement in its sole discretion.**