



March 23-24, 2026

★ The Mayflower Hotel ★
Washington, DC

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



The 2026 National PACE Association (NPA) Spring Policy Forum will be held March 23-24 at the Mayflower Hotel in Washington, DC. Attendees will have many opportunities to interact with political, legislative and policy experts. This year's program will feature members of Congress, federal agency officials and thought leaders sharing their perspectives on policies and cross-cutting topics impacting both the PACE model of care and the environment in which PACE programs operate.

The NPA Spring Policy Forum brings together hundreds of PACE leaders from across the country to learn first-hand about the political and policy environments affecting PACE.

Exhibit and sponsorship opportunities are available that will allow you to make important contacts and maximize exposure for your organization. Participating exhibitors will receive approximately **3.5** hours of designated exhibit time with attendees.

The target audience of the Spring Policy Forum includes key operational, finance and policy staff, as well as decision-makers at operating and developing PACE organizations. Sponsorship at the forum will provide excellent opportunities for access, networking, recognition and direct contact with some of the top executives in PACE.

NPA will accept sponsorship and exhibitor selections on a first-come, first-paid basis. The deadline for applications is Feb. 13.

For more information, contact [Sue Hagler](#).



2026 NPA Spring Policy Forum Exhibit Information

Exhibitors will have the opportunity to network with staff from operational and prospective PACE providers and to share information about their products and services in a tabletop exhibit format. NPA is committed to promoting exhibit hours to attendees and has allotted in the forum schedule approximately **3.5** hours of designated exhibit time. Exhibits, as well as all continental breakfasts and breaks, will be located in the historic Chinese Ballroom and the Promenade Foyer, which is the main thoroughfare of the hotel and adjacent to NPA registration. The ballroom is beautifully adorned with hand-painted ceilings and renowned for entertaining dignitaries from around the world.

In addition to having 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 forum;
- » a copy of the advance registration list two weeks prior to the forum and the final registration list following the conclusion of the forum for valuable promotion and follow-up;
- » opportunity to participate in the NPA Exhibitor Bingo and Trivia games
- » written recognition in on-site materials and on the [NPA website](#) as a forum sponsor and/or exhibitor; and
- » a link to your company website from the [NPA website](#).

NPA Preferred Vendor Benefits

NPA Preferred Vendors receive exclusive advance access to the Sponsorship and Exhibitor portal. They are encouraged to select their exhibit space rental by submitting their booth selection with payment within 10 days of receiving access to the portal. In addition to the exhibitor benefits listed above, Preferred Vendors receive the following exclusive perks:

- » two complimentary registrations to the forum;
- » first preference of exhibit space at the time of release of the Sponsorship and Exhibitor Prospectus and the opportunity to submit the exhibitor application, including tabletop exhibit space preference, before non-Preferred Vendors wishing to exhibit;
- » a 10 percent discount on exhibit fees; and
- » the distinction of being listed as a Preferred Vendor in on-site materials.

Exhibitor Fees

	Preferred Vendor	Non-Preferred Vendor
NPA Member	\$1,800	\$2,000
Non-Member	N/A	\$2,500

Location

Exhibits will be located exclusively in the Chinese Ballroom and Promenade Foyer, the main thoroughfare of the forum, including NPA registration and the general session meeting room at the **Mayflower Hotel**, located at 1127 Connecticut Avenue NW, Washington, DC, for the duration of the exhibit period.

Exhibit Hours

Monday, March 23

7:30-9 a.m., 10-10:30 a.m., 3-3:30 p.m.

Tuesday, March 24

7-8 a.m.

Exhibit Move In

Sunday, March 22

5:30-7:30 p.m.

Monday, March 23

6 a.m.

Booth must be set up by 7 a.m.

Exhibit Move Out

Tuesday, March 24

8:30-11:30 a.m.

The Chinese Ballroom and Promenade Foyer must be cleared of all exhibitor materials, including packages for outbound shipping, by 11:30 a.m. on Tuesday, March 24.

Exhibit Space

Each space will consist of one skirted 6-foot table, two chairs and a wastebasket.

Vendors can select their booth space in the online exhibit portal. NPA reserves the right to alter the floor plan and make the final determination of all space assignments in the best interests of the event.

All exhibits must remain within the confines of their assigned 6-foot table exhibit space. Exhibitors may not alter the location or orientation of their assigned space or erect signs or any other display that obstructs the view or disadvantageously affects the display of other exhibitors.

No booths or other set-up options are available due to limited space.

Changes to Application

It is the exhibitor's responsibility to inform NPA of any changes to the information indicated on their exhibitor application, including the addition of or changes to exhibit staff. Changes to the exhibit application should be made in writing to **Sue Hagler** with as much notice as possible to maximize the ability of NPA to make accommodations.

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 "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 Space

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 Space 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 Space 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.



2026 NPA Spring Policy Forum Sponsorship Opportunities

To gain additional recognition during the forum, take advantage of one of the many sponsorship opportunities NPA offers. Sponsored events provide opportunities for access, networking and recognition. Long after the forum has ended, sponsored conference giveaways provide continued exposure, recognition and visibility.

Benefits of Sponsorship:

- » Sponsor logo with link to company website on the NPA forum site
- » Recognition during the opening remarks and Networking Luncheon
- » Thank-you flyer listing all sponsors in attendee packets

Smartphone Card Sleeve

This RFID-blocking card sleeve is the perfect solution for protecting your data while keeping essential cards within easy reach. Designed to attach securely to the back of your smartphone, it's ideal for carrying business cards, hotel key cards and credit cards. With your company logo prominently displayed, it offers daily brand visibility as people use their phones, making it a practical, stylish and memorable promotional item.

Cost: \$3,000 each

Pre-Forum Push Notification Messaging

(Six opportunities per day)

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees immediately. Announce your presence at the forum or highlight a product or service. Push notifications will reach attendees within one week prior to their arrival at the Spring Policy Forum. Messages are limited to 130 characters and must be scheduled by March 13. Time slots are assigned in advance on a first-come, first-paid basis. Companies must submit text electronically to NPA for prior approval.

Cost: \$3,000 each

On-Site Forum Push Notification Messaging

(Six opportunities per day)

A push notification is a powerful, real-time marketing tool that grabs the attention of attendees immediately. Announce your presence at the forum or highlight a product or service. Push notifications will be sent to attendees during the Spring Policy Forum. Messages are limited to 130 characters and must be scheduled by March 18. Time slots are assigned in advance on a first-come, first-paid basis. Companies must submit text electronically to NPA for prior approval.

Cost: \$3,000 each



2026 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

Advertising Boards

(Four opportunities)

Deliver your message and branding on these new LED advertising boards throughout the conference! Your advertising board will be placed outside of the exhibit hall and will be seen by all attendees as they walk into and out of the exhibit hall and to the educational sessions. The LED board measures 25" wide x 76" high single-sided.



Cost: \$4,000 esch

Forum Attendee Email Blast

NPA will send two emails on your behalf to forum registrants who have selected to receive sponsor mailings. Emails can be up to 300 words in length.

The first email will be sent the week of March 9. The second email will be scheduled for the week of March 16.

Cost: \$4,000

Badge-Printing Kiosk Branding

Be a part of NPA's on-demand attendee badge-printing services, where attendees will be able to print their own badges from one of four kiosks. With this exclusive sponsorship, your company logo will be branded around the frame of the kiosk.

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 forum registration
- » Sponsor artwork on the laptops at the check-in kiosk
- » Branded pens next to the kiosk

Cost: \$5,000

2026 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

Charging Kiosk

Attendees rely on their mobile devices throughout the forum 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 or by the sponsor's booth and features eight secure charging lockers.



Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Company name and logo will be wrapped around the exterior of the tower, which will be customized with company branding

Cost: \$5,000

Name Badges and Lanyards

What more could you ask for? Your logo will appear on both the lanyard worn around the forum attendees' necks and on the physical badge. This sponsorship opportunity will give your company unparalleled visibility as attendees wear their badges everywhere throughout the forum.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Company name and logo on name badges and lanyards

Cost: \$6,000

Hotel Key Cards

Great visibility! What must be in every attendee's badge pouch, 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 forum attendee.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Recognition during the opening remarks and awards luncheon

Cost: \$7,000

2026 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

Coffee Break

(Two opportunities)

Monday, March 23

10-10:30 a.m., 3-3:30 p.m.

Beverages will be served in the exhibit area during breaks. Up to 250 are expected to attend.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Signage with company name and logo at the sponsored break table
- » Company brochures can be placed on tables
- » Napkins with company logo will be used during the break

Cost: \$7,500 each

Forum Mobile App

Don't miss this opportunity to sponsor the popular forum mobile app, Whova, which allows attendees to have all pertinent forum information at their fingertips. The app includes a customizable agenda, links to exhibitors and sponsors, maps of Capitol Hill and the surrounding area, educational session descriptions and handouts, and networking features such as messaging, electronic business card exchange and photo sharing.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Sponsor logo on main app page
- » Sponsor listing page that contains company logo and link to website
- » Opportunity to post product literature or other promotional items on app

Cost: \$9,000

2026 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

Continental Breakfast

(Two opportunities)

Monday, March 23

7:30-9 a.m.

Tuesday, March 24

7-8 a.m.

A light continental breakfast will be served in the exhibit area prior to the start of the forum. Up to 250 are expected to attend.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » Signage with company name and logo at the sponsored breakfast table
- » Company brochures can be placed on tables
- » Napkins with company logo will be used during the breakfast

Cost: \$9,500 each

Cocktail Reception

Monday, March 23

5:30- 6:30 pm

A cocktail reception will give attendees an opportunity to unwind with their colleagues after a busy day of sessions. The reception will include wine and beer and light appetizers.

Additional Sponsorship Benefits:

- » One complimentary forum registration
- » The first 100 attendees will receive one complimentary wine or beer drink ticket stating "Compliments of the Sponsor" with the sponsor logo
- » Signage with company name and logo at the entrance of the reception
- » Opportunity to include company brochure in attendee packets
- » Sponsor logo with link to company website on the NPA event site

Cost: \$10,000



2026 NPA Spring Policy Forum Sponsorship Opportunities (Cont.)

Forum Wi-Fi

(For email and web browsing only)

With the abundance of laptops, smartphones, tablets and other electronic devices, having an available internet connection is essential. This sponsorship opportunity will allow forum attendees to check email and browse the web while in the meeting room during the conference.

Additional Sponsorship Benefits:

- » Two complimentary forum registrations
- » Customized splash page with design of your choice
- » Flyer with unique network name and password placed in each attendee packet

Cost: \$12,000

Awards Luncheon

Monday, March 23

12-1:30 p.m.

NPA federal and state awards will be given out during the luncheon. NPA will honor individuals at the federal and state levels who have made exceptional contributions to PACE. This luncheon will provide an opportunity for attendees to network with their peers and with vendors. Up to 250 are expected to attend.

Additional Sponsorship Benefits:

- » Two complimentary forum registrations
- » Signage with company name and logo at the entrance of the luncheon
- » Opportunity to distribute company brochures in the attendee packets
- » Company logo projected on the screen during the luncheon
- » Opportunity to distribute giveaway items with company logo at the luncheon

Cost: \$14,000



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.**

Signature _____ Date _____