



## Reach Your Target Market

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, 140 PACE programs are operating in 30 states. 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.

## Going Virtual

Prioritizing the safety and well-being of all involved, NPA made the difficult decision to transition the 2021 NPA Annual Conference from an in-person event to an online event. While we are disappointed not to be able to meet in person as planned, we are committed to providing a valuable educational experience online that can be accessed remotely by our members and the wider PACE community.

The conference will consist of approximately 35 educational sessions. A mixture of prerecorded and live general sessions will be available beginning the week of Nov. 8 and continue through Feb. 7, 2022.

Another valuable component of NPA events is the ability to network with others in the PACE community. The annual conference will include approximately 12 live networking sessions featured on the conference platform. A mix of moderated and unmoderated sessions will be held between Nov. 8 and Nov. 19.

## Diverse Sponsor Recognition

NPA believes in the fundamental principles of diversity, equity and inclusion and that proactive efforts to fully recognize these principles are necessary to realize the enormous opportunities that exist to increase the satisfaction and fulfillment of NPA and PACE organization staff and the experience and quality of care for PACE participants. Recognizing that each PACE participant and staff person offers a unique set of ideas,

beliefs and skills shaped by their heritage, background and culture, NPA considers diversity, equity and inclusivity critical to the success of PACE and essential to the empowerment, collaboration and innovation needed to maintain PACE as a leader in the health care industry.

This year, we will use diversity as a lens for refining our sponsorship opportunities and are looking to partner with organizations that have demonstrated a strong commitment to embedding diversity and inclusion within their core values, aim to harness a pool of individuals with unique qualities and various perspectives, and are supportive of collaborative efforts to put diversity forward throughout PACE. If you feel that this accurately describes the culture of your company, we would like to provide a special recognition on our website.

## Exhibiting Opportunities

There are no opportunities to exhibit at this event. Instead, please consider supporting this event by attending and participating in one of the sponsorship opportunities below.

## NPA Shared Services Partner Benefits

NPA Shared Services partners have the opportunity to select sponsorship items before other vendors. They are encouraged to secure their sponsorship by submitting a completed application with payment no later than two weeks after the general release of the prospectus. Shared Services partners receive the following exclusive perks:

- » the opportunity to submit their sponsorship application, including sponsorship selection, in advance of other sponsors;
- » the distinction of being listed as a Shared Services partner in annual conference materials, as well as other select NPA educational offerings;
- » two complimentary registrations to the conference; and
- » a 10 percent discount on sponsorship fees.

## Sponsorship Opportunities: Identity Items

Item	Date/Time	Description	Benefits	Cost
Swag Box Includes All Branded Logo Items: » Journal Book » 4-in-1 Wine Gift Set » Screen Buddy 3-in-1 Charging Cable Set » Jelly Beans » Sponsor Welcome Letter » Company Flyer (Limit 1) » Full-Color Branded Cardboard Box (Interior or Exterior)	Mailed to first 450 paid registrants prior to the start of the conference (week of Nov. 1).	Provide attendees with memorable swag that they will enjoy using.  Decision and logo (EPS file) submission deadline is Sept. 17.  Items will be printed with one color imprint.  Swag box will be full-color print on exterior or interior.	Promote your company and services or products to conference attendees on special items they receive.	\$25,000 Exclusive

Item	Date/Time	Description	Benefits	Cost
Electronic Gift Cards » Giftogram eCard recipient's choice of company they would like the ecard from » \$25 Denomination	Emailed to first 450 paid registrants at the start of the conference on Nov. 8.	Incorporate sponsor branding on the eCard that message attendees receive at the start of the conference.	Promote your company and services or products to conference attendees on the welcome note they receive with the eCard.	\$15,000 Exclusive
Diversity, Equity and Inclusion Item: Badge Reel	Mailed to first 450 paid registrants prior to start of conference (week of Nov 1.) as part of the swag box. Sponsorship of this item is dependent on sponsorship of the swag box.	Badge reel, which can be attached to all badge types, features the words, "In diversity, there is Beauty and there is Strength. Maya Angelou"	The sponsor can provide a note to attendees printed on a 4x6 card that will be included with the badge reel. Also, as a sponsor committed to diversity, we will include your name/ company description in a special section on the NPA website.	\$5,000 Exclusive

## Sponsorship Opportunities

Item	Date/Time	Description	Benefits	Cost
Conference Attendee Email Blast	Two emails will be sent to conference registrants. The first email will be sent one week after sponsorship is received. The second email will be scheduled at a later date.	NPA will send an email on your behalf to NPA conference registrants who have selected to receive sponsor mailings.	Promote your company and services or products.	\$4,000
Ad Space on NPA Annual Conference Event Homepage	At the opening of conference registration through Feb. 7, 2022.	Your supplied ad will be placed on the event homepage of the NPA website for the duration of this event. Ad Dimensions: 585x100 pixels, RGB, JPEG or PNG. Artwork due by Sept. 17.	Promote your company and provide a special message. Direct users to URL of your choice.	Shared (Up to 2 Opportunities) \$3,500 Each
Ad Space on Annual Conference Event Site	At the opening of the conference event site through Feb. 7, 2022.	Your supplied ad will be placed on the conference event site for the duration of the event. The ad will rotate with other ads on the site. Ad Dimensions: 700 px wide by 210 px tall.	Promote your company and provide a special message. Direct users to URL of your choice.	Shared (Up to 10 Opportunities) \$3,500 Each
Corporate Logo in Event Email Template Footer	When registration launches through Feb. 7, 2022.	Your corporate logo will appear in the footer of conference emails to registered and potential attendees. Artwork can be a maximum of 625x95 px; RBG, JPEG or PNG, 72 ppt web or 300 ppi print resolution. Artwork due by Sept. 17.	Promote your company and gain recognition as an event sponsor.	Shared (Up to 4 Opportunities) \$3,500 Each

## Sponsorship Opportunities

Item	Date/Time	Description	Benefits	Cost
Moderate a Live Networking Session Via Zoom	One 60-minute roundtable on Zoom: Nov. 8 at 4-5 p.m. ET, Nov. 8 at 4-5 p.m. ET, Nov. 12 at 4-5 p.m. ET, Nov. 12 at 4-5 p.m. ET, Nov. 15 at 12-1 p.m. ET, Nov. 15 at 12-1 p.m. ET, Nov. 16 at 12-1 p.m. ET, Nov. 16 at 12-1 p.m. ET, Nov. 18 at 12-1 p.m. ET, Nov. 18 at 12-1 p.m. ET, Nov. 19 at 12-1 p.m. ET, or Nov. 19 at 12-1 p.m. ET	Interact with attendees via your own 60-minute live networking roundtable hosted by NPA on Zoom. Two roundtables will be conducted in each time slot per day. Giveaways and raffles permitted.	Promote your company and services or products by sharing expertise on a topic or area of your choice.	12 Opportunities \$2,500 Each
Networking Bingo	Nov. 16 at 4:15-5 p.m. ET	45 minutes of interactive bingo via Zoom. Create a company-specific bingo card in PDF that will be distributed to conference attendees. A five-minute welcome to attendees is allowed at the start of the game. Prizes permitted.	Promote your company and services or products to conference attendees during the game.	\$1,500 Exclusive

## 2021 NPA Annual Conference Sponsor Application

Please reserve the selected sponsorship for the company listed below for the 2021 NPA Annual Conference to be held online beginning Nov. 8. This application becomes valid only after being signed by the sponsor and a confirmation has been issued.

Company Name \_\_\_\_\_

(Print name as you wish it to appear in conference materials.)

- Check here if you feel that your company has made a strong commitment to diversity and would like someone to contact you for further information and to be recognized on the NPA website.

## Correspondence Contact for Sponsorship

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

URL to Be Used (If Applicable) \_\_\_\_\_

## Sponsor Payment

Payment must accompany this application. Sponsorship benefits will not begin until payment in full has been received. If paying by check, [email NPA](#) with your sponsorship choice and estimated arrival date of your check. Your choice will not be confirmed until payment is received.

- Check Enclosed (Payable to National PACE Association Annual Conference)
- Credit Card Payment
  - Visa
  - MasterCard

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name (As It Appears on Card) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Billing ZIP Code \_\_\_\_\_

## Artwork

Submit artwork by [email](#). All ads and artwork are subject to NPA approval. Images should be submitted as RGB, 72 ppi, JPEG or PNG files. Additional specifications and sizing can be found in the descriptions above. For more information, [email NPA](#).

## Refund Policy

Written refunds for sponsorships must be received no later than Nov. 1 or the date your ad or artwork appears online or in an NPA email template (whichever is sooner) in order to receive a refund minus a \$100 processing fee. Refunds cannot be honored for any sponsorship already provided in part or full.

## Sponsorship Selection

Select the sponsorship(s) you wish to participate in.

Identity Items			
	Item	Date/Time	Sponsorship
<input type="checkbox"/>	Swag Box	Delivered to first 450 registrants week of Nov. 1.	\$25,000 Exclusive
<input type="checkbox"/>	Electronic Gift Card	Delivered via email to first 450 registrants on Nov. 8.	\$15,000 Exclusive
<input type="checkbox"/>	Diversity, Equity and Inclusion Item: Badge Reel	Delivered to first 450 registrants week of Nov. 1 as part of the swag box.	\$5,000 Exclusive

## Sponsorship Opportunities

	Item	Date/Time	Sponsorship
<input type="checkbox"/>	Conference Attendee Email Blast	Upon receipt through Feb. 7, 2022	\$4,000
<input type="checkbox"/>	Web Ad: Event Homepage	Upon receipt through Feb. 7, 2022	\$3,500 (Shared Up to 2)
<input type="checkbox"/>	Web Ad: Event Virtual Site	Start of virtual conference through Feb. 7, 2022	\$3,500 (Shared Up to 10)
<input type="checkbox"/>	Corporate Logo in Event Emails	Registration launch through Feb. 7, 2022	\$3,500 (Shared Up to 4)
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 8 at 4-5 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 8 at 4-5 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 12 at 4-5 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 12 at 4-5 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 15 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 15 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 16 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 16 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 18 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 18 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 19 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session Via Zoom	Nov. 19 at 12-1 p.m. ET	\$2,500
<input type="checkbox"/>	Live Networking Session: Bingo	Nov. 16 at 4:15-5 p.m. ET	\$1,500

Signature of Authorized Contact \_\_\_\_\_ Date \_\_\_\_\_

If you are paying by check, return this completed application with full payment to:

NPA Annual Conference  
National PACE Association  
675 N. Washington St., Ste. 300  
Alexandria, VA 22314

If you are paying by credit card, return this completed application to [education@npaonline.org](mailto:education@npaonline.org). You also may fax your application to 703-535-1566. If you leave the credit card information blank, NPA will call the provided contact number for payment information.

For more information regarding sponsorship, please contact **Sue Hagler**, senior manager of Education and Digital Learning.