



**NPACE**<sup>®</sup>

Nurse Practitioner Associates  
for Continuing Education

# 2025 PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

# ABOUT NPACE

NPACE is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. NPACE is a recognized leader in continuing education. In a rapidly changing healthcare environment, NPACE promotes excellence in patient care by providing high quality, evidence-based educational programs to nurse practitioners and other advanced practice clinicians.



## WHY NPACE?

**Harness the power of connection.**

From industry giants to small businesses, NPACE offers tailor-made options to suit every company's unique connection needs. Whether you choose to shine at our in-person conferences, leverage our cutting-edge virtual platforms, or amplify your reach through strategic advertising, our dedicated NPACE team will go above and beyond to help fulfill your goals and surpass your expectations.

# 2025 CONFERENCES

We are excited to offer five in-person conference locations in exciting destinations, as well as three virtual events.

**Las Vegas, NV**



**Feb 11-13**  
Bellagio Hotel

Exhibit: Feb, 12-13

**Chicago, IL**



**April 7-9**  
Intercontinental  
Chicago

Exhibit: April 8-9

**Cape Cod, MA**



**June 9-12**  
Sea Crest Beach  
Resort

Exhibit: June, 10-11

**Phoenix, AZ**



**Sept 22-25**  
Sheraton Grand  
Wild Horse Pass

Exhibit: Sept. 23-24

**Orlando, FL**



**November 2-5**  
Hilton Signia  
Bonnet Creek

Exhibit: Nov. 3-4

**LIVE  
VIRTUAL  
EVENTS**

**VIRTUAL  
CONFERENCE**  
March 12-13

**VIRTUAL  
CONFERENCE**  
August 20-21

**WEBINAR DAY**  
December 10

# EXHIBITING

All Exhibit Booths are 6' tabletop exhibits. Exhibits include table, chairs, carpeting, and badges for up to 4 staff, as well as breakfast and coffee.

Friends of NPACE receive premium location, logo on signage and intermission slide deck, registration bag item, and badge ribbon designation.

<b>• Friends of NPACE:</b>	
• 2 tables:	\$2,600
• 1 table:	\$2,200
<b>• Standard Booth:</b>	\$1,600
<b>• Non-profit/Government Independent/Small Business:</b>	\$1,400
<b>• Exhibitor Lead Retrieval:</b>	
• Initial license	\$500
• Each additional licesnse	\$250

# DIGITAL ADVERTISING

<b>• Email Blast to NPACE Community:</b>	\$2,500
• With follow up email	
<b>• Company Display Page (First month):</b>	\$1,000
• 6-months	\$5,000
<b>• NEW! Segmented List Targeting</b>	\$1,500
• Segment by NP specialty	
<b>• NEW! Pharma Dinner Promotion</b>	\$1,000
<b>• Website &amp; Social Media:</b>	
• Post (Facebook, Twitter, IG, LinkedIn)	\$1,000
• Website logo & link feature	\$500
• Blog post	\$500
<b>• Newsletter (3-month duration):</b>	
• Feature article	\$2,500
• Video advertisement	\$2,000
• Logo & link feature	\$2,000
• Header banner ad	\$2,000
• Footer banner ad	\$1,800
• Square box ad	\$1,650
<b>• Promotion Package (2 emails + 2 social media posts/month, virtual display page, header banner ad in newsletter):</b>	
-1-month:	\$7,500
-3-months:	\$20,000

# SPONSORSHIP ITEMS

Sponsorship items available for individual conferences. Pricing listed is per conference.

• Meal Sponsorship/Reception	\$10,000	• Device Charging Station	\$4,000
• Wifi Support	\$7,500	• Two 24"x36" Display Signs	\$2,000
• Poster Display/Session	\$5,000	• Wellness Activity	\$1,500
• Coffee & Snack Break	\$5,000	• Audience Email:	\$1,000
• Offsite Dinner Promotion: (Includes Friends of NPACE booth)	\$5,000	• Registration Bag Item	\$1,000
		• New Mother's Room	\$1,000

# PROGRAM SPONSORSHIP

All sponsored programs are unopposed with no competing sessions and are integrated into the conference schedule. See product theater/CE program info sheet for what's included with these programs!

• Product Theaters	\$35-\$40k	Hands-On Training/ Disease State Education	\$10,000 (45-mins)
<i>Inquire with <a href="mailto:jplotkin@npace.org">jplotkin@npace.org</a> for more info</i>			
• CE Program w/ F&B	\$20,000	• Learning Lab (15-min)	\$7,000
• CE Program w/o F&B	\$14,000	• A/V & Meeting Room Space	
		<i>Inquire with <a href="mailto:jplotkin@npace.org">jplotkin@npace.org</a> for more info</i>	

# VIRTUAL CONFERENCE SPONSORSHIP

• Product Theater	\$22,500	• Audience Email	\$1,000
• CE Program	\$12,000	• Virtual Conference Platform Banner Ad	\$1,000
• Disease State Education	\$8,000		

# ANNUAL SPONSORSHIP ITEMS

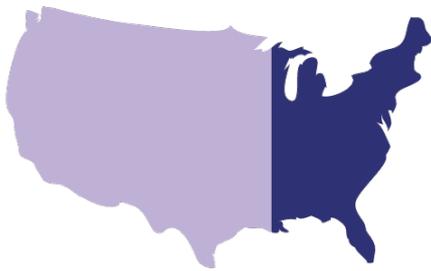
Featured at each 2024 NPACE Conference. All items are distributed to attendees upon check in at registration desk. Must book by December 6, 2024..

• Mobile Phone Charger Logo Feature	\$15,000	• Registration Bag Logo Feature	\$7,500
• Hand Sanitizer Logo Feature	\$7,500	• Conference Notebook Full-page Feature	\$2,000

# NPACE BY THE NUMBERS

“The NPACE team was fantastic to work with! The Neurocrine team had a wonderful time and feel our patient event was well received by your audience. Thank you for the support and seamless processes!”

– Stacey F. | Neurocrine Marketing Manager



**40%** local attendees

**60%** out-of-town



**110k+**

Online Learning Center  
visitors per year



**300-400**

attendees  
per conference



**85%**

Working in Adult or  
Family Practice



**98%**

Master's Degree +  
prescription writing ability

## NPACE EMPLOYER DISCOUNT PROGRAM

Contact NPACE today to learn how your company can become a part of the NPACE employer discount program, where Nurse Practitioners working for your company can save up to 20% on NPACE in-person and online CE programs!

# REACH YOUR TARGET AUDIENCE

Since 1980, we've offered relevant, evidence-based, and stimulating continuing education for NPs in a dynamic learning environment. We welcome the opportunity to work with companies and organizations who wish to reach our network of NPs and advanced practice clinicians.



## TOPICS OF INTEREST

Based on annual Needs assessment Survey

- Acute Care
- Alternative Health & Wellness
- Anxiety/Depression
- Asthma/COPD
- Bone Health
- Cancer Screenings
- Cardiovascular Disease
- Chronic Pain Management
- Concussions
- Dermatology
- Diabetes
- GI Disorders
- Geriatrics
- Hypertension
- Immunization Guidelines
- Infectious Disease
- Kidney Disease
- Lab Interpretation
- Mental Health
- Movement Disorders
- Neurology
- Pain Management
- Professional Development
- Psychiatric Pharmacology
- New Drugs
- Obesity Management
- Opioid Addiction
- Orthopedic/Joint Disorders
- Women's Health

# NPACE PRODUCT THEATER INFORMATION

Contact Information for Contracting & Questions: Josh Plotkin, NPACE Chief Operating Officer, [jplotkin@npace.org](mailto:jplotkin@npace.org), 774-279-4607

## PRICING:

- **In-Person Lunch Product Theater Program** \$40,000
- **In-Person Breakfast Theater Program** \$35,000
- **Virtual Product Theater Program** \$22,500

*\*Discounts – If a company contracts for 3 or more product theaters with NPACE in a calendar year, NPACE will provide a \$5,000 discount off the total cost.*

**Attendance: Product Theaters typically generate 150-200 attendees!**

## PRODUCT THEATERS AT NPACE INCLUDE:

- **45-Minutes of unopposed podium time for program**
  - **30-Minutes pre-program set-up and registration to take place**
  - **Badge scanning of attendees**
  - **Addition of session into the conference agenda**
    - Program info included on all conference agenda signage and attendee materials both print and digital
  - **Complimentary Premium Exhibit Booth**
  - **Registration bag item to promote program**
  - **Marketing of program to conference attendees**
    - Direct email blast promoting program
    - Listing of programs on all online conference marketing
  - **Ability to conduct:**
    - Pre-test
    - Post-test
    - Evaluation
    - Polling
    - URL Link Sharing
    - PDF File Sharing
  - **Food & Beverage for program attendees coordinated and paid for by NPACE**
  - **Complete Audio/Visual Set-Up**
    - Podium
    - Laptop
    - Confidence Monitor on floor
    - Conference room projection set-up
    - Onsite A/V techs to assist during program
    - Ability to record/capture program\* (\*Optional, potential additional costs involved)
  - **Pre-conference and onsite logistics assistance from NPACE team for smooth running of your program! We are hands on throughout the entire process to ensure everything is ready on the day of your program!**
- Product Theaters at NPACE are the optimal way to get in front of our conference audience Our staff is here throughout the entire process to ensure the program is executed properly.**

# PRODUCT THEATER FAQs

## **1. Why should my company choose NPACE for product theaters?**

NPACE prides itself on providing the most seamless product theater experience in the industry. With a hands-on approach and the goal of making the program as easy as possible on the sponsor, we ensure you work with the same team of people from the beginning of the process through the day of the program, and post-program. Our team will ensure all needs for your program are taken care of and will go above and beyond for all needs. As we like to say, if you are there on the day of your program with your speaker, staff and slide-deck, we'll have the rest ready to go!

## **2. How does NPACE determine time slots and dates for product theaters?**

NPACE operates on a first-come, first-serve basis for scheduling product theater programs. Product theaters are dates/times confirmed once NPACE and the sponsor company have signed a letter of agreement.

## **3. How does food and beverage work for product theaters?**

The NPACE team will take care of all food and beverage needs for product theater programs so your staff does not have to worry about setting that up or working with the venue on that part of the program. NPACE provides a beautiful buffet breakfast/lunch for all product theater attendees which attendees appreciate much more than the typical boxed lunch. Food & Beverage is not provided for virtual programs.

## **4. How does A/V work for product theaters?**

NPACE works with a fantastic AV provider called CCR who travels with NPACE to our in-person events and manages the broadcast of virtual conferences. Product theater programs take place in the same room as NPACE sessions, so sponsors are able to “plug-in” to the existing AV set up NPACE has for in-person programs. NPACE has an event app where polling, Q&A and sharing of digital resources can easily be shared!

## **5. How does access for my staff/speakers work for product theaters?**

NPACE welcomes as many sponsored program staff members and speakers as needed for product theaters. (This is YOUR program after all!). Once a LOA is signed, NPACE will send information specific to the conference venue to your team including badge registration, hotel room block, logistical needs and anything else you may need while onsite at the conference!

## **6. Can I have a staff member introduce the speaker and/or screen questions from the audience?**

YES! NPACE is happy to moderate the entire program or have a sponsor moderator. Questions for the speaker can be screened by staff prior to being asked to ensure they are appropriate and on-label.

## **7. Is a deposit required/how does payment work?**

Payment terms are outlined in the LOA for product theaters. A 50% deposit is typically due within 30-days of signing of the LOA with the remaining 50% due at least 10-weeks in advance of the program date. NPACE is flexible and understands each company may have specific payment needs, please communicate any specific payment needs during the LOA process.

# NPACE CE PROGRAM INFORMATION

Contact Information for Contracting & Questions: Josh Plotkin, NPACE Chief Operating Officer, [jplotkin@npace.org](mailto:jplotkin@npace.org), 774-279-4607

## PRICING:

• <b>In-Person CE Program with F&amp;B</b>	\$20,000	• <b>Enduring CE Program Hosting &amp; Marketing Package</b>	\$7,500/mo
• <b>In-Person CE Program without F&amp;B</b>	\$14,000	• <b>Enduring CE Program Hosting</b>	\$1,500/mo
• <b>Virtual CE Program</b>	\$12,000		

*\*Discounts – If a company contracts for 3 or more CE programs with NPACE in a calendar year, NPACE will provide a \$5,000 discount off the total cost.*

*\*\*Please see oncology conference information sheet for special event pricing*

**Attendance: CE Programs at NPACE are open to the entire conference audience and attract 250+ learners!**

## CE PROGRAMS AT NPACE INCLUDE:

- **60-Minutes of unopposed podium time for program**
- **15-Minutes pre-program set-up and registration to take place**
- **Badge scanning of attendees if needed**
- **Addition of session into the conference agenda**
  - Program info included on all conference agenda signage and attendee materials both print and digital
- **Registration bag item to promote program**
- **Marketing of program to conference attendees**
  - Direct email blast promoting program
  - Listing of programs on all online conference marketing
- **Ability to conduct:**
  - Pre-test
  - Post-test
  - Evaluation
  - Polling
  - URL Link Sharing
  - PDF File Sharing
- **Food & Beverage for program attendees coordinated and paid for by NPACE\* (If selected)**
- **Complete Audio/Visual Set-Up**
  - Podium
  - Laptop
  - Confidence Monitor on floor
  - Conference room projection set-up
  - Onsite A/V techs to assist during program
  - Ability to record/capture program\* (\*Optional, potential additional costs involved)
- **Pre-conference and onsite logistics assistance from NPACE team for smooth running of your program! We are hands on throughout the entire process to ensure everything is ready on the day of your program!**

# CE PROGRAM FAQs

## **1. Why should my company choose NPACE for CE Programs?**

NPACE prides itself on providing the most seamless CE program experience in the industry. With a hands-on approach and the goal of making the program as easy as possible on the sponsor, we ensure you work with the same team of people from the beginning of the process through the day of the program, and post-program. Our team will ensure all needs for your program are taken care of and will go above and beyond for all needs. As we like to say, if you are there on the day of your program with your speaker, staff and slide-deck, we'll have the rest ready to go!

## **2. How does NPACE determine time slots and dates for CE Programs?**

NPACE operates on a first-come, first-serve basis for scheduling CE programs. CE program dates/times are confirmed once NPACE and the sponsor company have signed a letter of agreement.

## **3. How does food and beverage work for CE Programs?**

The NPACE team will take care of all food and beverage needs for CE programs so your staff does not have to worry about setting that up or working with the venue on that part of the program. NPACE provides a beautiful buffet breakfast/lunch for all CE program attendees which attendees appreciate much more than the typical boxed lunch. Food & Beverage is not provided for virtual programs.

## **4. How does A/V work for CE Programs?**

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## **5. How does access for my staff/speakers work for CE Programs?**

NPACE welcomes as many sponsored program staff members and speakers as needed for CE programs. (This is YOUR program after all!). Once a LOA is signed, NPACE will send information specific to the conference venue to your team including badge registration, hotel room block, logistical needs and anything else you may need while onsite at the conference!

## **6. Can I have a staff member introduce the speaker and/or screen questions from the audience?**

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Payment terms are outlined in the LOA for CE programs. A 50% deposit is typically due within 30-days of signing of the LOA with the remaining 50% due at least 10-weeks in advance of the program date. NPACE is flexible and understands each company may have specific payment needs, please communicate any specific payment needs during the LOA process.

## **8. Can I have my program recorded and made available for on-demand access?**

Yes, NPACE can record your program and make it available to the conference audience for enduring access! NPACE can also host the program on our learning center as an enduring program to attract an additional audience to the program and can also include advertising/promotion if desired.

## **9. Can my company include NPACE conferences/opportunities in our grant proposal?**

Yes, NPACE is happy to provide any information needed to a medical education company to be included in your grant proposal.

# ONCOLOGY FOCUSED VIRTUAL CONFERENCE

**Event Name:** Advanced Practice Provider Oncology Update Virtual Conference

**Host Organizations:** Nurse Practitioner Associates for Continuing Education (NPACE),  
Supporting Organizations: Association of Cancer Centers (ACCC) and the Advanced Practitioner Society for Hematology and Oncology (APSHO)

**Event Dates:** March 12-13, 2025

## **Conference Overview & Description:**

NPACE, ACCC and APSHO present the Advanced Practice Provider Oncology Update Virtual Conference that will bring together Advanced Practice Healthcare Providers for 2-days of continuing education on Oncology focused educational programs. With the increase in Oncology care being needed by patients, primary care providers have increased their roles in assisting patients with cancer. We look forward to this event bringing providers up to date on all things they need to know on oncology!

## **Need for Educational Support & Sponsorship:**

Several companies and organizations in the Oncology space have educational content, pharmaceutical drugs, and important information that will help educate clinicians on oncology care options

## **Opportunities for Educational Support & Sponsorship:**

- Live Product Theater (Non-CE) - \$25,000
- Live CE Program - \$15,000
- Enduring CE Program - \$10,000
- Live Break-Time Micro-Learning (5-10 mins) - \$4,000
- Audience Email - \$2,000
- Virtual Exhibit Booth - \$1,500
- Banner Advertisement in CVENT Event Platform - \$1,000
- Digital Resource Center (Files & URLs) - \$1,000
- Virtual Gift/Swag Bag (Starbucks, Grubhub, Etc) - \$2,500 / \$5,000 / \$10,000



**NPACE**<sup>®</sup>

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# NEW PACKAGES!

EXHIBITS & SPONSORSHIPS



## PLATINUM PACKAGE: \$30,000

- Full-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during three intermissions
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- 10 conference badges
- Two registration bag/folder inserts
- Premium signage thanking company for being Platinum sponsor
- Email to conference attendees (pre- or post-event)
- Conference attendee list
- NPACE to distribute on Sponsor behalf
- Up to 5 push notifications in conference app
- Two lead retrieval licenses

## GOLD PACKAGE: \$20,000

- Full-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during two intermissions
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- 8 conference badges
- 1 registration bag/folder inserts
- Premium signage thanking company for being Gold sponsor
- Up to 3 push notifications in conference app
- One lead retrieval license

## SILVER PACKAGE: \$10,000

- Half-page ad with premium position in the digital conference program
- Premium booth and premium location in the exhibit hall
- Logo in digital program
- 60-second video to be played during one intermission
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Six conference badges
- 1 registration bag/folder inserts
- Premium signage thanking company for being Silver sponsor
- Up to 2 push notifications in conference app
- One lead retrieval licenses

## BRONZE PACKAGE: \$5,000

- Quarter-page ad in the digital conference program
- Standard booth and location in the exhibit hall
- Logo in digital program
- Acknowledgement from the podium
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Four conference badges
- Standard signage
- Up to 1 push notifications in conference app
- One lead retrieval license

## **BASIC PACKAGE: \$3,000**

- Standard booth and booth location in the exhibit hall
- Logo in digital program
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Three conference badges
- Standard signage
- One lead retrieval license

## **NON-PROFIT PACKAGE: \$1,500**

- Standard booth and booth location in the exhibit hall
- Logo in digital program
- Name or corporate logo on the event sponsor web page on conference website for attendees (CVENT)
- Three conference badges
- Standard signage
- One lead retrieval license

# Continuing Education Partnership Program

- NPACE will provide a 20% discount on all continuing education opportunities (In-Person Conferences, Virtual Conferences & Online CE) to any Advanced Practice Provider Employer wishing to use NPACE as the continuing education provider for their employees.
  - A custom code will be created
- NPACE can curate Online Continuing Education course packages for employers and organizations that wish to customize continuing education courses for their employees .
- NPACE will provide copy/graphics and additional information to send employees, staff or organization members regarding continuing education opportunities.
- NPACE will generate a press release that will be featured on the NPACE media page announcing the partnership, and will also share the press release across NPACE social media channels. Partners will assist in development of the press release and are encouraged to release across their channels as well!

## Join the following companies/organizations as an NPACE Continuing Education Partnership Program participant:

- **CVS Health**
- **Piedmont Healthcare**
- **American Board of Occupational Health Nurses (ABOHN)**
- **Duet**
- **NONPF**

*For more information on NPACE Continuing Education Partnership Program opportunities, please reach out to Josh Plotkin, NPACE Chief Operating Officer, 774-279-4607/jplotkin@npace.org*



# NPACE<sup>®</sup>

Nurse Practitioner Associates  
for Continuing Education

**SECURE YOUR EXHIBIT/SPONSORSHIP  
OPPORTUNITY TODAY!**

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