

Nurse Practitioner Associates
for Continuing Education

Since 1980

2025 PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

ABOUT NPACE



As an ANCC accredited provider and national nonprofit organization, 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



Bellagio Hotel
Feb 11-13

Exhibit: Feb, 12-13

Chicago, IL



Intercontinental
Chicago
April 7-9

Exhibit: April 8-9

Cape Cod, MA



Seacrest Cape Cod
June 9-12

Exhibit: June, 10-11

Phoenix, AZ



Sheraton Grand
Wild Horse Pass
Sept 22-25

Exhibit: Sept. 23-24

Orlando, FL



Hilton Signia
Bonnet Creek
November 2-5

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.

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

DIGITAL ADVERTISING

• Email Blast to NPACE Community:	\$2,500
• Company Display Page (First month):	\$1,000
-6-months	\$5,000
• NEW! Segmented List Targeting	\$1,500
-Segment by NP specialty	
• NEW! Pharma Dinner Promotion	\$1,000
• Website & Social Media:	
-Post (Facebook, Twitter, IG, LinkedIn)	\$1,000
-Website logo & link feature	\$500
-Blog post	\$500
• Newsletter (3-month duration):	
-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
• Promotion Package (2 emails + 2 social media posts/ month, virtual display page, header banner ad in newsletter):	\$7,500
-1-month:	\$20,000
-3-months:	

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 jplotkin@npace.org 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 jplotkin@npace.org 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, 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**

PRODUCT THEATER FAQs

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

- a. 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?

- a. 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?

- a. 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?

- a. 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 done!

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

- a. 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?

- a. 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?

- a. 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, 774-279-4607

PRICING:

• In-Person CE Program with F&B	\$20,000	• Enduring CE Program Hosting & Marketing Package	\$7,500/mo
• In-Person CE Program without F&B	\$14,000	• Enduring CE Program Hosting	\$1,500/mo
• Virtual CE Program	\$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
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 - ▶ 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
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8. Can I have a staff member introduce the speaker and/or screen questions from the audience?

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 Organization: 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:

The NPACE, ACCC and APSHO Advanced Practice Provider Oncology Update Virtual Conference 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

FRIENDS OF NPACE PODCAST ADVERTISING & SPONSORSHIP INFORMATION



THE FRIENDS OF
NPACE
PODCAST

PODCAST INFORMATION

The Friends of NPACE Podcast allows for conversations with NPACE speakers, partners, and friends that discuss the intersection of healthcare, Nurse Practitioners, and patients.

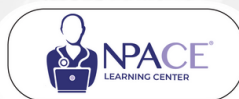
With the first six episodes released in 2023, conversations have been surrounding:

- NP career journey
- NP self-care and wellness
- Obesity management
- Patient resources and information
- Mental health

The podcast is hosted by NPACE Executive Director, Terri Schmitt, PhD, APRN, FNP-BC, and NPACE Chief Operating Officer Josh Plotkin where both a Nurse Practitioner and patient point of view is conveyed in each episode.

PODCAST REACH & MARKETING

The Friends of NPACE Podcast reaches thousands of Nurse Practitioners and is released every other Wednesday. The first episode release of 2024 will be Wednesday January 10th. NPACE markets the podcast through multi-channel marketing and communication efforts, including email, social media, web, and advertising opportunities. The Friends of NPACE Podcast can be found on the following platforms:



ADVERTISING & SPONSORSHIP

The Friends of NPACE Podcast offers the following advertising and sponsorship opportunities:

- Podcast Presenting Sponsor (Annual sponsorship, \$12,000)
- Episode Presenting Sponsor (\$1,000)
- 60-Second Ad Read (\$500)
- 30-Second Ad Read (\$350)
- 15-Second Ad Read (\$250)

Presenting & Episode Sponsors will receive

- 30-second Ad read at the beginning of the episode
- Your logo is featured at the beginning of the video version of the podcast and on the NPACE learning center

Ad Reads

- All ad reads will be read by podcast hosts, companies are responsible for providing a copy for ad reads 72 hours before recording dates

PODCAST HOSTS



TERRI SCHMITT

NPACE Executive
Director



JOSH PLOTKIN

NPACE Chief
Operating Officer



Nurse Practitioner Associates
for Continuing Education



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

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