WE'RE GOING VIRTUAL!

VIRTUAL BOOTH OFFERINGS

Description
NAMSS is committed to enhancing the professional development of and recognition for professionals in the medical staff and credentialing services field. The medical services profession has evolved over the past 41 years to where we are today – a true profession that spans a wide range of employment settings and requires a specific knowledge base and professional competencies. The NAMSS membership includes more than 6,000 medical staff and credentialing services professionals from medical group practices, hospitals, managed care organizations, and DVMs.

Through our education, advocacy, and commitment to patient safety, NAMSS continues to support MSPs, our members, and the healthcare industry.

Showcases
Innovation Theater Session
Elizabeth Eppinger
NAMSS

Exhibitor Name & Logo
Company Product Categories
Website & Company Description
Embedded Video(s)
Social Media Links
Booth Lead Retrieval
Video Chat with Booth Staff
Booth Staff Listing
Downloadable Collateral
Innovation Theater Session
# Virtual Booth Packages

<table>
<thead>
<tr>
<th>PRICING &amp; BENEFITS</th>
<th>Standard Booth</th>
<th>Premium Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company description &amp; website listing</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Social media listings</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Listing on Virtual Event website and Mobile App</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Event Booth Metrics</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-Event Attendee List*</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Gamification opportunity</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunities to create polls for attendee</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunity to post downloadable collateral</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Booth Lead Retrieval</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Video Chat capabilities with booth visitors</td>
<td>3 Videos</td>
<td></td>
</tr>
<tr>
<td>Embed videos in Booth Listing (total allowance)</td>
<td>1 Registration</td>
<td>3 Registrations</td>
</tr>
<tr>
<td>Complimentary Full Virtual Event Registration allotment with access to education (total)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to purchase additional Full Virtual Event Registrations</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

*Post-event attendee list includes name, title, company and mailing address for attendees who opt into receiving communication.

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Are you interested in sponsoring or exhibiting at the NAMSS Virtual Educational Conference and Exhibition? Contact our Sales Team!

202-367-1138  
meetings@namss.org
# Sponsor Virtual Booth Packages

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Elite ($15,000+)</th>
<th>Diamond ($10,000 - $14,999)</th>
<th>Platinum ($8,000 - $9,999)</th>
<th>Gold ($6,000 - $7,999)</th>
<th>Silver ($4,000 - $5,999)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth Package:</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>- Company description &amp; website listing</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>- Social media listings</td>
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<td>- Opportunities to create polls for attendee engagement</td>
<td></td>
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<tr>
<td>- Opportunity to post downloadable collateral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Embed videos in Booth (total allowance)</td>
<td>10 Videos</td>
<td>6 Videos</td>
<td>5 Videos</td>
<td>4 Videos</td>
<td>4 Videos</td>
</tr>
<tr>
<td>Pre-Event Attendee List*</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Logo Recognition on Main Event Page</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Rotating Banner Advertisement on Main Event Page</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>(1) Session 1-minute Commercial</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>(2) Bulletin Messages to attendees during the Live Event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary Full Virtual Event Registration allotment with access to education (total allowance)</td>
<td>7 Registrations</td>
<td>5 Registrations</td>
<td>4 Registrations</td>
<td>3 Registrations</td>
<td>3 Registrations</td>
</tr>
<tr>
<td>Opportunity to purchase additional Full Virtual Event Registrations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

*Post- and Pre-event attendee list includes name, title, company and mailing address for attendees who opt into receiving communication from exhibitors & sponsors

Questions? Contact our Sales Team  
202-367-1138 | meetings@namss.org

NAMSS 44th Educational Virtual Conference & Exhibition
VIRTUAL SPONSORSHIP OPPORTUNITIES

Questions?
Contact our Sales Team today!
meetings@namss.org | (202) 367-1138
Sponsorship Tiers

- **Elite**
  - $15,000+

- **Diamond**
  - $10,000 - $14,999

- **Platinum**
  - $8,000 - $9,999

- **Gold**
  - $6,000 - $7,999

- **Silver**
  - $4,000 - $5,999
Elite

$15,000+

• Virtual Platform Conference App
  $15,000
  • Take NAMSS education on the go! The educational conference content will be available on the mobile app after the conference. Whether it’s on a tablet or phone, help our attendees keep connected to content provided by industry experts. Branding opportunities are available for sponsor within the mobile platform.
  • Includes:
    • 6 push notifications/messages
    • Advertisement on Loading Page
    • Banners in app
    • Logo on emails to attendees related to mobile app info

• Attendee Gift Box
  $15,000
  • Make a first impression on our attendees with your logo on the outside of the gift box along with NAMSS logo. The gift boxes are being sent to each registered attendee for our Virtual Conference!
  • Includes:
    • Company logo on outside of Attendee Gift Box
    • Logo on emails to attendees related to Attendee Gift Box
Diamond

$10,000 - $14,999

- **Conference Tote Bag**
  - **$14,000**
    - Provide the conference tote bags and gain added exposure each time an attendee uses it beyond the event.
    - **Included:**
      - Company logo on one side of the Conference Tote Bag
      - Included in the Attendee Gift Box

- **Portable Charger**
  - **$12,500**
    - Be a hero! Eliminate dead battery drama by providing portable, USB mobile device (e.g., smart phones, tablets) chargers complete with your company logo.
    - **Included:**
      - Company logo on charger
      - Included in the Attendee Gift Box

- **Breakfast Gift Card**
  - **$12,000 (three available)**
    - Provide our attendees with the most important meal of the day!
    - **Included:**
      - Company branding on email promotion of breakfast discounts/gift card
      - Company branded code/gift card

- **Blue-Light Glasses**
  - **$10,000**
    - Help our attendees stay comfortable attending the conference virtually with branded blue-light glasses (to protect against screen glare)
    - **Included:**
      - Branding on Glasses
      - Included in Attendee Gift Box

NAMSS 44TH EDUCATIONAL VIRTUAL CONFERENCE & EXHIBITION
Platinum

$8,000 - $9,999

• **Mixology Class Social Event**
  - $9,500
  - Help our attendee learn a new skill by sponsoring our virtual mixology class social event!
  - **Includes:**
    - Recognition in marketing materials for social event
    - Opportunity to provide virtual background for mixologist
    - 30-sec promo video played at the beginning of the event

• **VIP Badge**
  - $9,000
  - Greet each attendee when they open their “Gift Box” with their “VIP” Badge to the Virtual event with your companies branding.
  - **Includes:**
    - Branding on event badge
    - Badge includes gamification code for expo game
    - Included in the Attendee Gift Box

• **Virtual Key Card**
  - $9,000
  - Help us welcome attendees to the event with the virtual keycard in our daily welcome messages.
  - **Includes:**
    - Recognition the welcome and daily emails
    - Branding on the welcome page of the conference

• **Individual Hand Sanitizers**
  - $8,500
  - Provide attendees with on-the-go hand sanitizer
  - **Includes:**
    - Company branding on the hand sanitizer promo product
    - Included in the Attendee Gift Box

• **After Hours Trivia Networking Event**
  - $8,000
  - Connect with attendees after a day of education for an After Hours Trivia Event. Great opportunity for brand visibility and engagement!
  - **Includes:**
    - Recognition in marketing materials for event
    - 30-sec promo video played at the beginning of the event
    - Provide prize(s) to the winning team!

• **Reflection/Meditation Session**
  - $8,000
  - After a long day of education, help attendees take a step back and reflect on what they’ve learned through a meditation session.
  - **Includes:**
    - Recognition in marketing materials for break
    - Opportunity to provide virtual background for instructor
Gold

$6,000 - $7,999

**Innovation Theater Session**

* $7,500

- Hosting your own 15-minute Innovation Theater Session, you can promote your company to our MSP attendees in an educational manner. Engage with the audience through questions and chat feature within the platform.
- **Includes:**
  - Scheduled Innovation Theater Timeslot during NAMSS Expo Hours
  - Session connected and listed on company booth details
  - List of attendees who attended your session (post-conference)
  - Question reports from your session (post-conference)

**Virtual Platform Training Webinar**

* $7,500

- We’re educating our attendees on how to use the brand new NAMSS Virtual Platform. Be one of the first sponsors to engage with our attendees through our online training webinar
- **Includes:**
  - Logo recognition on the webinar emails
  - Logo and verbal recognition during the recorded webinar
  - Logo recognition on the webinar webpage referenced to all newly registered attendees

**Virtual Send-Off Dance Party**

* $7,000

- Host the end of our first virtual conference celebration with a virtual dance party with a live DJ.
- **Includes:**
  - Recognition in all marketing communication for event
  - Branding on event within the daily schedule
  - Opportunity to provide branded background for DJ
  - Provide a 1-minute welcome message to attendees

**Registration**

* $6,000

- Just like at the live event, attendees will pass by registration on their way into the expo hall! Every time our attendees enter the expo hall, they will see your company branding and direct link to your booth.
- **Includes:**
  - Banner ad on registration confirmation email
  - Banner ad on registration webpage

**Sunrise Yoga Session**

* $6,000

- Attendees will have the opportunity to start their day with a 45 min yoga session to clear their minds and get ready for a day of sessions.
- **Includes:**
  - Recognition in welcome and daily emails
  - Branding on the welcome page of the conference

NAMSS 44TH EDUCATIONAL VIRTUAL CONFERENCE & EXHIBITION
Silver

$4,000 - $5,999

- **Notebook**
  - $5,500
  - Envision all attendees using your notepads to jot down session notes during our virtual event and then using them in their home office for the rest of the year.
  - **Includes:**
    - Company Branding on the notebook
    - Included in the Attendee Gift Box

- **Branded Pens**
  - $4,000
  - Imagine all of the attendees using pens with your company logo on them during our virtual conference and well into the balance of the year.
  - **Includes:**
    - Company Branding on the pen
    - Included in the Attendee Gift Box

- **Session Commercial**
  - $4,000 (five available)
  - Create a short commercial that will be played right before a session starts. As attendees are entering their sessions, they would see your branding and message.
  - **Includes:**
    - 1-minute video to play prior to session start (2 dedicated session blocks)
Additional Marketing Opportunities

Questions?
Contact our Sales Manager, Dave Merli
dmerli@namss.org | (202) 367-1219
Additional Opportunities

• **Attendee Daily Email Advertisement**
  $2,500 (four available)
  • Our conference emails go to each registered attendee every morning of the virtual conference. Include your branding in these communications!
  • **Includes:**
    • Banner ad on daily review emails

• **Virtual Platform Banner Advertisement**
  $2,500 (four available)
  • Showcase your company through a banner ad on the front page of the virtual experience website.
  • **Includes:**
    • Banner ad in rotation on home screen of the event
    • Banner links to companies booth profile

• **Bulletin Message**
  $2,500 (four available)
  • Send a message to all attendees in the virtual platform to promote your companies booth and initiatives.
  • **Includes:**
    • Bulletin message scheduled and sent to all attendees during the live event