



Sponsor and Exhibitor Prospectus

# NAACOS Spring Conference

*Helping ACOs Manage  
Care and Costs*



**April 23-25, 2014**  
Hilton, Baltimore

# Connect with ACO Leaders at the NAACOS Spring Conference, April 23-25

Don't miss the opportunity to inform and network with leaders from ACOs across the country at the NAACOS Spring Conference. Learn from your peers and share your success stories for managing care and costs in an accountable care organization. This is the only conference organized and sponsored by ACOs. NAACOS 2013 Conferences succeeded in gathering nearly 500 leaders from the ACO community to hear first-hand from CMS officials, to share best practices with peers, and to network with vendors. Plans are currently underway to convene even more ACO leaders at the 2014 Spring Conference.

## Who will attend?

- Clinical leaders of ACOs
- Administrators of ACOs
- Partners in ACOs
- Executives considering the ACO model
- Payers

## Exhibitors at the Fall 2013 Conference

- Accenture
- ACO Health Solutions
- Alana Health care
- Alere
- Arcadia Home Care & Staff
- Caradigm
- Care Team Connect
- Covisint
- DocsInk
- eClinicalWorks
- GSI Health
- Health Endeavors
- Health Recovery Solutions
- Healthcare Nutrition Council
- Hello Health
- ICA
- Laboratory Corporation of America
- Leavitt Partners
- Lightbeam Health Solutions
- Medelearn
- MZI HealthCare
- Net.Orange
- Optum
- Outcomes Health Information Solutions
- Patient Point
- Practice IQ
- Quantia Inc.
- Quest Diagnostics
- Sandlot Solutions
- ServData Inc
- TEAM of Care Solutions
- Truven Health Analytics
- Welch Allyn, Inc.
- Xcenda



# Sponsor and Exhibitor Packages

All sponsors and exhibitors must be NAACOS Business Partners.

## Platinum \$25,000

- Six complementary registrations (an additional two paid registrations will be permitted)
- One representative may participate on the conference advisory committee
- Exclusive sponsorship of dinner, recognized on signage and slide preceding dinner program
- Complementary double-sized booth space (10x20 ft.) in a premium location with all exhibitor benefits
- Pre-conference attendee list with email addresses
- Recognition on NAACOS website and conference signage
- Placement of promotional piece into meeting folder
- Post-conference attendee list with mailing addresses
- Only one sponsor will be accepted at this level

## Gold \$15,000

- Four complementary registrations (an additional two paid registrations will be permitted)
- One representative may participate on the conference advisory committee
- Complementary booth space (10x10 ft.) in a premium location with all exhibitor benefits
- Exclusive signage of sponsored event (choose one of the keynotes or the reception)
- Pre-conference attendee list with email addresses
- Recognition on NAACOS website and conference signage
- Placement of promotional piece into meeting folder
- Post conference attendee list with mailing addresses
- Five sponsors will be accepted at this level

## Silver \$7,500

- Two complementary registrations (an additional two paid registrations will be permitted)
- Complementary table-top display in a premium location with all exhibitor benefits
- Additional signage for sponsored event (choose from one of the following: coffee break, breakfast or lunch)
- Pre-conference attendee list with email addresses
- Recognition on NAACOS website and conference signage
- Placement of promotional piece into meeting folder
- Post conference attendee list with mailing addresses
- Ten sponsors will be accepted at this level

## Exhibitors \$2,500

- Opportunity to inform and network with ACO leaders
- Company description in printed exhibitor directory
- Table-top display space, two chairs and table drape
- Dedicated exhibit hours featuring meal functions such as breakfasts, breaks, and a reception
- Listing on NAACOS website and conference slide
- Advance list of conference attendees' names and affiliations in excel at least 10 days before conference; updated post-conference lists with postal mailing information
- **Please note: All NAACOS Business Partners receive one complementary exhibit opportunity annually.**

## How to Sponsor or Exhibit

Complete the form at [www.naacos.com/sp2014/ex\\_sponsSp2014.htm](http://www.naacos.com/sp2014/ex_sponsSp2014.htm) and mail with payment to:

### NAACOS

310 81st St W, Suite 100  
Bradenton, FL 34209

The following credit cards are accepted for payment: American Express, VISA, or MasterCard. To pay by credit card, please send the completed form along with a credit card authorization to [info@naacos.com](mailto:info@naacos.com) or fax 941-794-3494.

Visit the website for more details on exhibiting, such as the hotel floorplan and conference schedule with detailed exhibit times.

For more information about sponsorship and exhibits, contact Jennifer Muldoon at [Jennifer@naacos.com](mailto:Jennifer@naacos.com) or 703-772-3519.

## Sponsor and Exhibit Policies

- All sponsors and exhibitors must be NAACOS Business Partners.
- Business Partners receive complementary exhibit space to one of two NAACOS conferences held annually. If you are not a Business Partner, join today!
- Business partners may register a total of two staff to attend the conference. These staff are required to pay registration fees and receive the Business Partner discounted rate. Complementary exhibit-only attendees are not permitted.
- Sponsors receive complementary registrations and may pay to register an additional two staff at the discounted Business Partner rate.
- Should the meeting need to be cancelled, NAACOS will refund exhibitor fees. Travel and other costs incurred by the exhibitor will not be reimbursed.
- Information regarding shipping and rental of audio-visual equipment will be sent to exhibitors beginning March 1, 2014
- Space assignments will be made on a first-come, first-served basis with priority for sponsors. Exhibitors will be notified of assignments by March 1, 2014

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## Registration Information

Please visit our registration website at [www.naacos.com/sp2014/reginfoSp2014.htm](http://www.naacos.com/sp2014/reginfoSp2014.htm) to register individuals who are required to pay for registration, and to view the terms and conditions of registration. Sponsors who receive complimentary registration will be contacted by NAACOS with instructions for registering those individuals.

## Hotel Information

All conference events will take place at the Hilton Baltimore located at 401 West Pratt Street, Baltimore, MD 21201. To make a hotel reservation, please visit [www.naacos.com/sp2014/hotelSp2014.htm](http://www.naacos.com/sp2014/hotelSp2014.htm)

NAACOS is a 501 (c) 6 non-profit organization that allows ACOs to work together to increase quality of care, lower costs and improve the health of the communities. Determined to create an environment for advocacy and shared learning, organizations representing over 75 Accountable Care Organizations (ACO) from more than 20 States have formed the National Association of ACOs. Our mission is to:

- Foster growth of ACO models of care;
- Participate with Federal Agencies in development & implementation of public policy;
- Provide industry-wide uniformity on quality and performance measures;
- Educate members in clinical and operational best practices;
- Collectively engage the vendor community, and
- Educate the public about the value of accountable care.