



2024 PROSPECTUS

Strategic Partnerships and
Conference Sponsorship



#NASHPCONF24
NASHVILLE, TENNESSEE
SEPTEMBER 9-11, 2024



PARTNER

SPONSOR

EXHIBIT

INTRODUCTION

For over 35 years, the National Academy for State Health Policy (NASHP) has been a trusted nonpartisan organization of, by, and for state policymakers, committed to developing and advancing health policy innovations and solutions. NASHP provides a unique forum for the productive exchange of strategies across state government, including the executive and legislative branches.

Under the leadership of Executive Director Hemi Tewarson, NASHP's Strategic Partnership Program has been invigorated and redesigned to expand our relationships with partners in a way that encourages thought leadership, shared learning, and understanding to better support states and address their needs. NASHP recognizes that an important component to identifying innovations and solutions in state health policy is expanding state and private sector perspectives. With partnerships, we are better poised to tackle long-standing challenges to improve health and surface the best possible approaches to drive meaningful change.

OF, BY, AND FOR STATE POLICYMAKERS

VISION

To improve the health and well-being of all people across every state.

MISSION

To be of, by, and for all states by providing nonpartisan support for the development of policies that promote and sustain healthy people and communities, advance high quality and affordable health care, and address health equity.

To accomplish our mission we:

- **Advance innovation** by supporting states in the development of new policies and programs.
- **Surface and support the implementation and spread of best practices** by engaging states to inform data-driven policymaking at the state and federal level.
- **Ensure states have the information, data, and tools** to successfully design and implement policy.
- **Encourage sustainable cross-sector solutions** by strengthening partnerships across state agencies and executive and legislative branches and the private sector.
- **Elevate the state perspective** for a broad group of stakeholders, partners, and the public.

OUR WORK

NASHP's work is guided by four Academy Steering Committees and corresponding policy teams:

Behavioral Health, Aging, and Disability

Systems of care for older adults and people with complex needs and behavioral health, including substance use disorders, state mental health systems, and behavioral health integration.

Child and Family Health

Maternal and child health (MCH) systems and delivery, children and youth with special needs, maternal and women's health, and MCH benefits and coverage.

Coverage, Cost, and Value

Coverage across ages, income ranges, and payers; support to state employee health plans; lowering prescription drug costs; addressing hospital and health system costs; and improving states' oversight and understanding of hospital community benefit investments.

Population and Public Health

COVID-19 response and mitigation, immunizations, public health workforce, state approaches to addressing health equity, addressing social determinants of health, oral health, and integrated care/prevention for young children.

SHARE YOUR LEADERSHIP AND BE A THOUGHT PARTNER

NASHP invites you to share your leadership and be a thought partner in our commitment to improving the health and well-being of all people across every state.

NASHP is a respected resource and partner for state health policy leaders.

NASHP cultivates this reputation by working with and supporting states in the following ways:

- Policy publications
- Annual state health policy conference
- 50-state policy tracking
- Intensive technical assistance through Policy Academies and Learning Labs
- Policy blogs
- Multi-state convenings
- Ad-hoc technical assistance
- Advisory committees
- Webinars
- Model legislation
- External presentations
- Policy toolkits

STRATEGIC PARTNERSHIPS

NASHP recognizes the thought leadership and expertise that private sector partners contribute to advancing innovation in state health policy and to improving the health and well-being of all people in every state. Through engaging in strategic partnerships, NASHP can facilitate and encourage greater understanding between the private and public sectors to identify opportunities for sustainable, innovative, cross-sector solutions.

NASHP Strategic Partners will benefit from the opportunity to:

- **Stay current** on key priorities for state health policy leaders in all 50 states and DC.
- **Identify** the state perspective on existing and emerging issues.
- **Anticipate** needs and opportunities within states.
- **Increase** visibility and awareness of your organization and subject matter experts.
- **Share** best practices, industry perspectives, and innovative solutions.
- **Engage** in regular meetings with and access to NASHP executive director and senior leadership.

Quarterly Meetings with NASHP's Executive Director and Senior Leadership

Strategic Partners will be invited to participate in a series of meetings with NASHP's executive director and senior leadership to discuss key priorities, emerging issues, best practices/solutions, and how we can all best support advancement in state health policy.

A key component of these meetings will be discussing the state perspective. NASHP works closely with state leaders in its day-to-day work, and through this close relationship with states,

has its pulse on their priorities, challenges, and where they are moving on different issues across key areas. These areas include coverage, cost, and value; chronic and vulnerable populations; long-term services and supports; population and public health; and child and family health. NASHP looks to elevate the state perspective to Strategic Partners and encourage sustainable cross-sector solutions that are practical and innovative.

Three of the quarterly meetings will be with the individual partner organizations and one will be with the full group of partnering organizations and will focus on NASHP's Annual Conference.

Engage Strategic Partner Organization's Subject Matter Experts

NASHP will engage each partnering organization's subject matter experts to inform and provide perspectives for emerging and ongoing projects throughout the year. Such engagement may include discussions during research phase of projects, as well as informing webinars, in-person meetings, and publications.

Visibility and Brand Awareness to NASHP's Extensive Base of Stakeholders

NASHP regularly engages with an extensive base of state leaders and decision-makers in the state health policy community through its digital media and social media activities. Strategic Partners will be recognized on NASHP's website and periodically in NASHP's e-newsletter and social media.

Sponsorship of NASHP's Flagship Event, The Annual State Health Policy Conference

Strategic Partners have the opportunity to sponsor NASHP's Annual State Health Policy Conference at the highest sponsorship level (Platinum) for a significantly discounted rate of \$10,000 (a \$20,000 value). Sponsorship of this premier event provides the opportunity for unparalleled access to hundreds of the nation's leading experts on the most cutting-edge issues in state health policy, as well as additional high-level opportunities for brand visibility and extensive targeted reach to this key group of leaders, influencers, and decision-makers before, during, and after the event.

**STRATEGIC
PARTNER**

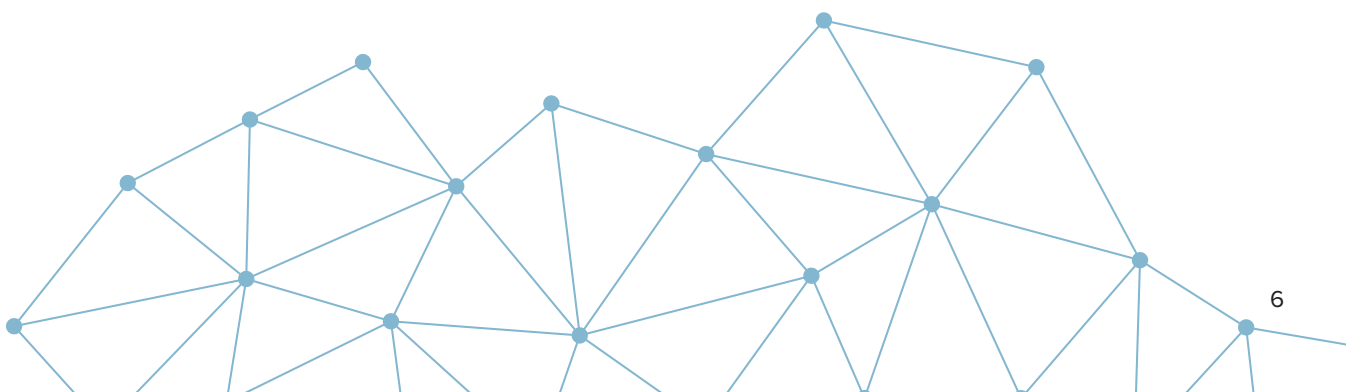
\$25K

**STRATEGIC
PARTNER**

+

**CONFERENCE
SPONSOR**

\$35K



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

NASHP's Annual State Health Policy Conference brings together hundreds of the nation's leading experts, decision-makers, and professionals representing all segments of the state health policy community from all 50 states.

Sponsorship opportunities are designed to provide maximum visibility and brand recognition to stakeholders before, during, and after the event has taken place. Choose from one of our sponsorship levels or work with NASHP staff to design a custom package that meets your needs and works with your budget.

See you in Nashville!

Join NASHP (and hundreds of state policy leaders) in the heart of downtown Nashville for two and a half days of inspiring speakers, meaningful conversations, and networking.

#NASHPCONF24
NASHVILLE, TENNESSEE
SEPTEMBER 9-11, 2024



Set your company apart from the competition through exclusive sponsorship opportunities that get your brand in front of your target audience

Unparalleled access

to the nation's leading experts on the most cutting-edge issues in state health policy

Extensive marketing

reach precisely targeted to leaders, influencers, and decision-makers before, during, and after the event



WHAT TO EXPECT AT #NASHPCONF24

Planned by state health policymakers, for state health policymakers, NASHP's annual event provides exhibitors, sponsors, and partners with the opportunity to engage with a targeted group of state leaders who are eager to learn about your company.



ROUNDTABLES

Thought-provoking, dialogue-driven discussions to provide best practices and solutions to timely issues



NETWORK

Numerous networking opportunities and special events



SESSIONS

More than 20 carefully crafted sessions featuring health policy experts addressing the most relevant and cutting-edge topics in the health policy community

#NASHP CONF24



ATTENDEES

Hundreds of leading health policy experts from all 50 states and DC



TARGETED TOPICS

Content-driven, data-focused, daylong pre-conference sessions that allow attendees to dig into a specific issue

“NASHP has been a go-to resource for me for over 15 years in multiple roles in our agency from supporting health care policy development, operationalizing policy, providing informed analysis on areas of health care policy, and mentoring new staff.”

Cindy Brock, Senior Medicaid Program Policy Analyst

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP \$30,000

Complimentary exhibit

Five complimentary registrations

Three discounted registrations (at \$500 each)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- General session audio-visual
- Wireless internet
- Mobile app
- Rising Star Award
- Plated lunch
- Networking breakfast
- Lanyards
- Tote bags
- Charging stations
- Blueberry Reception
- Social media award

PLATINUM SPONSORSHIP \$20,000

Complimentary exhibit

Two complimentary registrations

Two discounted registrations (at \$500 each)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Wireless internet
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- Charging stations
- Blueberry Reception
- Social media award

SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP \$15,000

Complimentary exhibit

Two complimentary registrations

One discounted registration (at \$500 each)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Networking breakfast
- Lanyards
- Tote bags
- Charging stations
- Blueberry Reception
- Social media award

SILVER SPONSORSHIP \$10,000

Complimentary exhibit

One complimentary registration

One discounted registration (at \$500)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

“The most impactful conference that I attend every year!”

Ana Novais, Assistant Secretary of Health and Human Services,
RI Executive Office of Health and Human Services

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORSHIP \$7,500

One Complimentary registration

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

EXHIBIT ONLY \$5,000

One complimentary registration

Designated exhibit space
(up to 6 foot table top)

Exhibitor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF24 website
- Mobile app
- Conference signage
- On screen prior to plenary and keynote presentations

“This was my first NASHP conference and I was blown away by the number of people fully engaged in this work across the country and the level of knowledge of the presenters, as well as the wide range of topics covered in the breakout sessions. This was a great investment of my time and money, and I will be back next year!”

Deb Patterson, Senator, Oregon State Senate

EXCLUSIVE SPONSORSHIP ITEM DESCRIPTIONS

**GENERAL SESSION AUDIO-VISUAL**

The audio-visual production in the general session room sets the tone for the entire event and makes a big impact on the attendee experience. Your company will get prominent exposure during every event held in the general session room with your name and logo on the big screen!

**WIRELESS INTERNET**

Wi-Fi access for conference attendees is a must! The exclusive Wi-Fi sponsor will benefit from prominent exposure in pre-conference promotions, the mobile app, and all conference session rooms.

**MOBILE APP**

An essential piece of the conference experience, the conference mobile app is the primary way attendees will gain access to all conference information. Sponsor the mobile app and benefit from significant visibility each time an attendee enters the app with splash screens, banner ads, and pre-conference promotional mentions.

**RISING STAR AWARD**

The Rising Star Award recognizes the best of the best in up-and-coming health policy professionals. The sponsor of this award will be recognized from the time nominations are accepted through the conference, where the recipient will be awarded during a plenary session.

**PLATED LUNCH**

The exclusive sponsor of a plated plenary meal will get their company in front of more than 500 people as they enjoy a fantastic meal created by the hotel's executive chef. Our plenary speakers are top-notch and attract a crowd — don't miss this opportunity to make a huge impact!

**NETWORKING BREAKFAST**

Be the exclusive sponsor of the networking breakfast, which is designed to get people mingling and excited for the education ahead. Hosted on Wednesday morning, your company will benefit from pre-conference promotions, mobile app push notifications, and on-site signage.

EXCLUSIVE SPONSORSHIP ITEM DESCRIPTIONS



LANYARDS

Your company logo will be featured on the lanyards worn by all conference participants. Ensure your company's visibility each day of the conference and send a reminder of your brand home with these reusable conference lanyards.



TOTE BAGS

Give attendees a way to carry all of their conference essentials with a branded tote bag. Put your company logo in the hands of all attendees as the sponsor of the official conference tote used throughout the conference and long after the event is over.



CHARGING STATIONS

With the mobile app being the primary mode of conference information, including presentations, attendees will be looking for places to charge their devices! Help make charging stations accessible to attendees by sponsoring them during concurrent sessions on either Tuesday or Wednesday.



BLUEBERRY RECEPTION

NASHP's famous Blueberry Reception is a tradition like no other! The hotel's executive chef will be challenged to design a number of small bites that feature the Maine blueberry in honor of NASHP's roots. This exciting break is a conference favorite and is sure to bring positive recognition to your brand when you are the exclusive sponsor!



SOCIAL MEDIA AWARD

The Social Media Award recognizes a conference attendee who has gone above and beyond to share their conference experiences on social media. The sponsor of this award will be recognized throughout the conference when we highlight this award, as well as at the end of conference when the recipient is announced.

To secure Your Strategic Partnership and Conference Sponsorship, Contact:

Ashlee Maxfield

amaxfield@nashp.org



Benefit from
visibility and brand
recognition



Showcase your
company's services
and solutions



Stand out as
an industry
thought leader

Cancellation Policy: Fifty percent of each exhibit fee and all sponsorships are non-refundable. All cancellations of exhibit space or sponsorships must be sent, in writing, to NASHP at amaxfield@nashp.org by Friday, May 3, 2024. Exhibit-only supporters will receive a refund minus the amount of your deposit (fifty percent of the exhibit fee). No refunds will be given after Friday, May 3, 2024. No cancellations for sponsorships will be accepted regardless of date if exclusive sponsorship materials have already been produced/purchased by NASHP.

All products and their content are created at the sole discretion of the Center for Health Policy Development (CHPD)/NASHP. Intellectual property created, made, or originated by CHPD/NASHP shall be the sole and exclusive property of CHPD/NASHP, except as CHPD/NASHP may voluntarily choose to transfer such property in full or in part. CHPD/NASHP will maintain exclusive control over the content of the activities sponsored through strategic partnerships. This control includes formulation of agendas for any focus groups, webinars, roundtables, and meetings related to the strategic partnership, as well as the content of presentations for those focus groups, webinars, roundtables, and meetings. CHPD/NASHP will maintain sole editorial authority and intellectual property rights over all work, including blogs, briefing papers, and other publications related to activities sponsored through strategic partnerships.



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