

Your Next Opportunity to Connect with Current
and Future Clients in Healthcare Quality

NAHQnext

November 5–7, 2018 Minneapolis Convention Center | Minneapolis, MN

Partner with the Premier Association for Healthcare Quality Professionals

Every day, 14,000 healthcare quality professionals trust the National Association for Healthcare Quality (NAHQ) to provide the support that is essential to their mission of ensuring quality in healthcare—and you can trust NAHQ to connect you to these leaders and decision makers.

NAHQ defines the standard of excellence for the healthcare quality profession and offers the only accredited certification in healthcare quality, extensive educational programming, networking opportunities, and professional resources to help our members meet the challenges they face. The value proposition we offer to our members is the very reason you should partner with us—to reach the leaders and decision makers most in need of your products and services.

This is an especially exciting time to join us. Our reach is growing, and we recently reinvented the only event for healthcare quality professionals—NAHQ Next. Reflecting the rapidly transforming healthcare landscape, NAHQ Next combines the trusted expertise of our annual conference with a new emphasis on networking and interaction with attendees. Leverage our momentum to position your company for success.

I invite you to join us at this exciting time, knowing you too have much to offer our healthcare quality professionals. Don't be left behind as we shape the future of healthcare. This is your chance to reconnect with today's top healthcare quality professionals and build relationships with the leaders of tomorrow.



A handwritten signature in black ink that reads "Stephanie E. Mercado".

Stephanie Mercado, CAE
CEO and Executive Director, NAHQ

Reconnect with the Leaders in Healthcare Quality

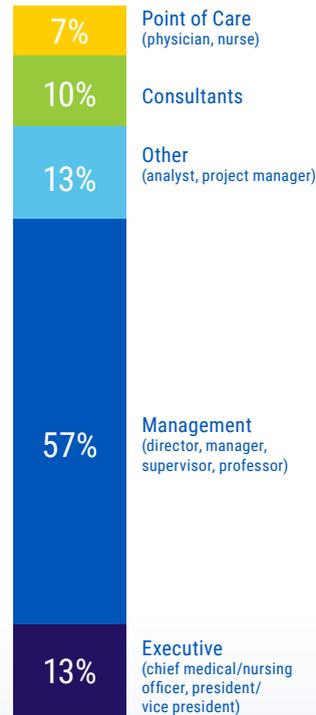
Plan now to exhibit at NAHQ Next 2018. This is the only event exclusively for healthcare quality professionals—and your best opportunity to connect with this important audience.

NAHQ members are experts in their fields, and their work affects every part of healthcare. As healthcare quality professionals look to improve outcomes and reduce costs, they seek new tools, products, and services to advance their mission.

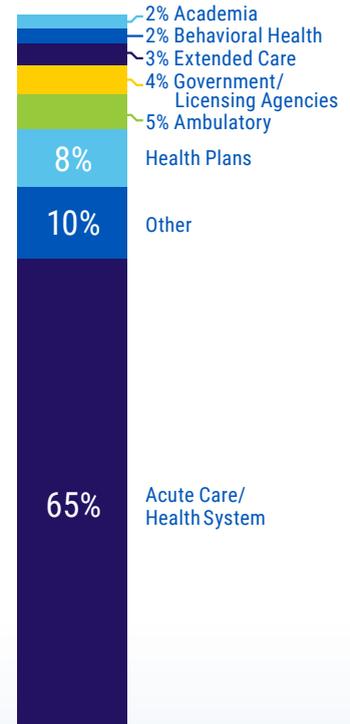
NAHQ Next convenes more than 800 quality professionals, giving you face-to-face time to explain how you can complement and support the work of these professionals. Showcase your solutions to purchasers and users of your products and connect with existing clients too.

NAHQ Next 2018
November 5–7, 2018 | Minneapolis, MN

PRIMARY POSITIONS



PRIMARY WORK SETTING





We Bring the Attendees to You!

Our interactive show floor will be the epicenter of NAHQ Next, drawing our attendees directly to you. Attendees will come to the show floor to find the tools, resources, and services to leverage what they've just learned in the educational sessions. This will be an exciting, energized space attendees return to again and again to

- interact with industry partners like you who have the tools they need
- forge connections with other leaders in healthcare quality
- learn about the products that impact healthcare quality in the Healthcare Quality Showcase.

Your products and services can be a key part of the takeaways that these energetic professionals bring back to their facilities and offices.

Exhibit Information

Space will be assigned according to the date on which the contract and deposit are received, availability of the requested area, amount of requested space, sponsorship involvement, special needs, and compatibility of exhibitors' products.

Fees

<u>BOOTH SIZE</u>	<u>RATE</u>
10' x 10'	\$3,000
10' x 20'	\$5,500
20' x 20'	\$8,000
10' x 10' Nonprofit	\$2,000

The following services will be provided to exhibitors at no additional charge:

- listings in the conference app and program book, and on exhibit hall signage
- post conference attendee mailing list
- promotional kit, enabling you to promote NAHQ Next to your client database
- invitations to the Update with NAHQ event.

Visit www.nahq.org/exhibit for a complete list of provided services.

Show Floor Hours

Monday, November 5

7–8:30 am
12:15–1:45 pm
5:15–6:45 pm

Tuesday, November 6

7–8:30 am
12:15–1:45 pm

Exhibit Installation

Sunday, November 4

8 am–5 pm

Exhibit Teardown

Tuesday, November 6

1:45–5 pm

Times subject to change

Sponsorship and Advertising Opportunities

Maximize your presence at NAHQ Next and increase visibility of your brand to attendees by

- Sponsoring the professional development zone or a social event, such as the networking lounge or the headshot studio
- Supporting a marketing opportunity, such as tote bags or lanyards
- Advertising in the program book, including full- and half-page options

Don't miss your chance to connect with existing clients and build a foundation with new ones.

A blurred, low-angle photograph of a diverse group of people walking through a brightly lit, modern space, likely a conference or event. The people are out of focus, creating a sense of movement and activity. The background is a bright, light blue gradient.

***Reach your target audience
in multiple ways!***



Housing

Hotel rooms have been secured at these hotels near the convention center:

Hilton Minneapolis

1001 Marquette Avenue
Minneapolis, MN 55403
612.376.1000

Rate: \$209 single/double

Millenium Minneapolis

1313 Nicollet Mall
Minneapolis, MN 55403
612.332.6000

Rate: \$179 single/double

Inquiries

Inquiries should be addressed to

Linda Griffin
NAHQ Sales Manager
lgriffin@nahq.org

773.588.4692 (office)

773.457.4692 (cell)

Sponsorship Opportunities Year-Round

Build on the visibility you've gained at NAHQ Next and sponsor NAHQ events and products throughout the year. We offer a range of opportunities specifically designed to promote awareness of your company and link your product solutions to healthcare quality professionals, including

- frequent webinars that are viewed by 3,000 attendees
- inclusion of your promotional messages in mailings to NAHQ's 14,000 constituents
- unique visibility opportunities in NAHQ's journal, *Journal for Healthcare Quality*.

Visit www.nahq.org/advertising to view a complete list of our offerings.

We are also happy to discuss sponsorship opportunities based on your budget and goals. Please contact Jacki Weiglein, Senior Program & Product Development Manager, at 319.430.5009 or jweiglein@nahq.org to discuss options.

