



## EXPANDING the Exhibitor Experience

- |  |                            |
|--|----------------------------|
| ✓ More Visibility                            | ✗ NO Waiting for Customers |
| ✓ More Networking                            | ✗ NO Booth                 |
| ✓ Private Room for Meetings                  | ✗ NO Shipping Fees         |
| ✓ Participation in All Conference Activities | ✗ NO Drayage Expenses      |

**Announcing the NACHC 2010 Policy & Issues Forum  
Your Company Can Be An Important Part of This Event!**

## Become a HEALTH CENTER BOOSTER!

### Policy & Issues Forum

February 24 – 28, 2010 are the dates that community health leaders from across the country will assemble in Washington, D.C., for the National Association of Community Health Centers (NACHC) Policy & Issues Forum (P&I). The P&I is the largest gathering of health center clinicians, executive directors, State and Regional Primary Care partners, board members, and advocates on record. More than 2,000 attendees are expected at the national conference, which comes as the nation launches an historic effort to restructure the health delivery system and expand the reach of health centers to millions of Americans.

For Community Health Centers this is a momentous time of challenge and opportunity. The nation is proposing to commit to a \$10 billion investment in health centers over the next five years to strengthen the primary care foundation and double the numbers of patients served from the current 20 million to 40 million. This year's P&I will be focused on issues related to the potential of this unprecedented expansion in terms of new growth and construction in medically underserved areas – modernization – the implementation of technology – workforce and capital development.

Other key issues discussed will include:

- Success in Meeting the Targets of the American Recovery and Reinvestment Act in its Final Year – Patients Served/Job Creation
- Medicaid Expansion and What it Means for Health Centers
- Revisions in Medicare – A Growing Senior Patient Base for Health Centers
- The Implementation and Impact of Health Reform on Health Centers

The P&I is the primary source for the latest information about the key issues that impact Community Health Centers. The important and timely information presented at the P&I will prepare health center leaders for the vast changes taking place in the health care environment now and into the future. Because of the historic importance of the national conference, NACHC is unveiling a new exhibit program to enhance networking between vendors and the health center leaders who need their products and services.

## What is a Health Center Booster

Today, exhibitors are freed from the constraints of the traditional exhibit booth and can introduce their products and services as a "Health Center Booster" in a dynamic atmosphere of networking and socializing. In a single conference there will be a multitude of marketing opportunities for industry suppliers to capitalize on this important and timely event. Your company will be seen as more than just an exhibitor. The format of this event has been redesigned to give you maximum exposure and accessibility to the attendees throughout the course of the P & I. You will have direct access to network with key leaders and decision-makers in this ever growing community health center market. Becoming a Health Center Booster gives your company the exposure to these leaders and at the same time sends a powerful message that your company understands the challenges of tomorrow and can help health centers move to meet those challenges. This new program allows you the opportunity to fully engage with all participants. Health Center Boosters can interact with the attendees by attending all of the receptions, learn about the important issues by attending the general sessions and education workshops, and learn firsthand the everyday issues your customers face so that you can continue to build your relationships and develop cutting-edge business strategies to assist health centers in the new post-health care reform landscape.

### **More Exposure – Less Cost**

The benefits of this new program are designed to provide our Health Center Boosters with all the marketing opportunities of a traditional exhibit PLUS providing you with the opportunity to actually participate in the conference while eliminating the expenses incurred in a conventional exhibit.

**The cost to become a Health Center Booster is \$4,000.**

### **Health Center Booster Benefits:**

- **Two P&I Forum Registrations** – attend all sessions. Each additional full conference registration is at the discounted member rate of \$810 per person.
- **Exclusive Briefing** – NACHC's Senior Vice President of Policy and Programs will present the latest information regarding recent developments with healthcare reform. This will be your first chance to hear about and be briefed on what may be your fastest growing customer base.
- **Private Meeting Room** – Your very own room to conduct private meetings with prospects and current customers.
- **Guest Room Drop** – Every registered guest with a sleeping room in the NACHC room block at the headquarters hotel or any of the overflow hotels will receive a special gift bag with an item provided by your company (approved by NACHC) in their room. This can be marketing material such as a brochure, a flyer with a business card, a special offer and/or a giveaway such as a keychain or travel coffee mug just to name a few ideas.
- **Recognition** – Networking Reception Showcasing Health Center Boosters on Friday evening enables company representatives to meet and greet attendees.
- **Banner** – Signage will include company name and logo in the General Session Ballroom.
- **Pre Conference Mailing List** – Attendees by company and title.
- **Literature Rack** – A special display in the registration area to distribute your company literature.
- **Company Profile & Recognition** – A brief company description of your company and link to your website from the P&I Exhibit website.
- **Conference Program** – Company profile and contact information listed in the official program.

Increase your involvement, your network and your return on investment, become a Health Center Booster and be a part of the 2010 Policy & Issues Forum.

**SPACE IS LIMITED! DON'T WAIT –  
SIGN UP TO BECOME A HEALTH CENTER BOOSTER TODAY!**

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