

A man and a woman are walking towards the camera in a conference hall. The man is on the left, wearing a green polo shirt with a logo that says "The Women's Hospital" and a lanyard. The woman is on the right, wearing a patterned top and a lanyard. They are both smiling. The background is a blurred conference hall with other people and displays.

**YOUR NEXT OPPORTUNITY TO CONNECT
WITH CURRENT AND FUTURE CLIENTS
IN HEALTHCARE QUALITY**

NAHQnext

The Leading Conference for the Healthcare Quality Profession

September 15-17, 2020

Indiana Convention Center | Indianapolis, IN

NAHQNEXT.ORG



Healthcare transformation is calling quality professionals to lead the changes required to meet expectations for value and to unite diversified health systems around industry-standard quality competencies. That's why 14,000 healthcare quality professionals turn to the National Association of Healthcare Quality (NAHQ) every day for educational resources to improve their systems' performance – and you can trust us to connect you to them.

Our annual conference, NAHQ NEXT, is the best opportunity for you to connect with these professionals, the healthcare quality influencers and decision makers who are actively seeking solutions to improve their organizations' patient and strategic outcomes. Responsibilities are increasing for healthcare quality professionals and they rely on NAHQ and NAHQ NEXT to gain the skills, the resources and the edge to advance their careers and lead best-in-class quality programs in their organizations. NEXT is the only conference for healthcare quality professionals, offering them the most comprehensive and customized opportunities for career advancement, learning and peer networking.

Our dynamic, interactive format allows you open access to our participants, industry leaders and conference content. At NEXT, you'll strengthen your efforts to connect with today's top healthcare quality professionals and build relationships with the leaders of tomorrow.

It couldn't be a better time to partner with NAHQ. Our leading insights and professional development offerings are buoyed by the importance of quality in achieving the value equation. We are recognized as the leader in healthcare quality competencies. Both healthcare quality professionals and their system leadership are turning to us for answers and support to drive better performance within their systems. Join our efforts to improve healthcare. Sponsor us at NAHQ NEXT!

Sincerely,

Stephanie Mercado, CAE

Executive Director and CEO
NAHQ

RECONNECT WITH THE LEADERS IN HEALTHCARE QUALITY

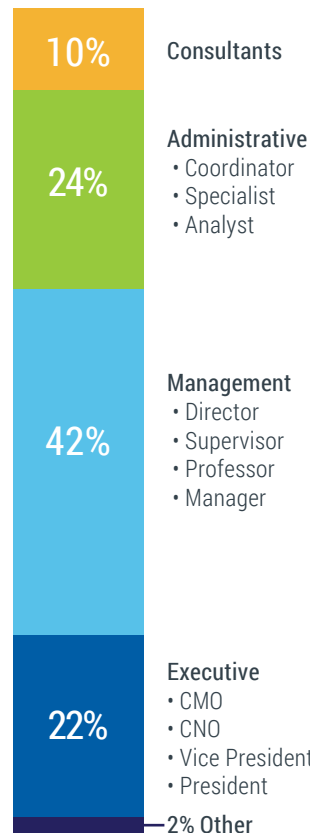
Plan now to exhibit at NAHQ NEXT 2020.

This is the only event exclusively designed 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 facetime to explain how you can complement and support their work. Showcase your solutions to purchasers and users of your products and connect with existing clients, too.

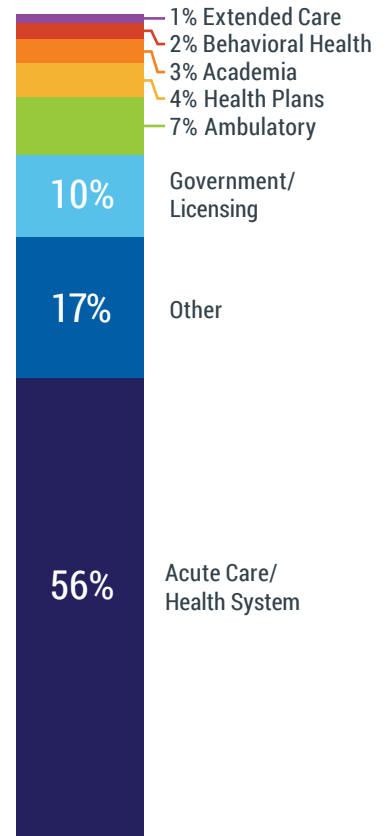
MEET THE ATTENDEES!

View career profiles of healthcare quality professionals at nahq.org/profiles

PRIMARY POSITIONS



PRIMARY WORK SETTING



WE BRING THE ATTENDEES TO YOU!

Our interactive show floor – the Solutions Center – 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 that attendees will return to again and again, giving ample time 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 HQ Showcase. Your products and services can be a key part of the takeaways that these energetic professionals bring back to their facilities and offices.

WHO ARE THEY?

Each year, NAHQ NEXT draws in top organizations. Here are just some of NAHQ's members and attendees from NAHQ NEXT 2019:

- | | |
|-----------------------------------|-------------------------------|
| • Banner Health | • Kaiser Permanente |
| • Baptist Health System | • Lifespan |
| • Cedars Sinai | • Mayo Clinic |
| • Christiana Care Health System | • Northwell Health |
| • Department of Veterans Affairs | • SSM Health |
| • Duke University Health System | • Tenet/JFK Memorial Hospital |
| • Hospital Corporation of America | • UnitedHealthcare Group |
| • Johns Hopkins Health System | |

EXHIBIT INFORMATION

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

BOOTH SIZE	RATE
10' x 10'	\$3,250
10' x 20'	\$5,875
20' x 20'	\$8,500
10' x 10' Nonprofit	\$2,000

All booths include:

- Standard carpet
- Registration(s)
- Listings in the conference app, website, program book, and on exhibit hall signage
- Added benefit: pre-conference attendee mailing list
- Promotional kit, enabling you to promote NAHQ NEXT to your client database
- Invitations to the Update with NAHQ Leadership

Visit nahqnext.org for a complete list of provided services.

SHOW FLOOR HOURS

Tuesday, September 15

7:00 – 8:30 am
12:15 – 1:45 pm
5:15 – 6:45 pm

Wednesday, September 16

7:00 – 8:30 am
12:15 – 1:45 pm

Exhibit Installation

Monday, September 14
8:00 am – 5:00 pm

Exhibit Teardown

Wednesday, September 16
1:45 – 5:00 pm

NAHQ NEXT SPONSORSHIP AND ADVERTISING OPPORTUNITIES

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

- Sponsoring an activity on the show floor that brings conference attendees together in a shared experience that they will remember
- Supporting a marketing opportunity, such as the mobile app or Wi-Fi. NAHQ's mobile app had more than 70,000 views in 2019!
- Advertising in the program book, including full- and half-page options. NAHQ's program book is interactive and applies adult learning principles; this is not a throwaway program book. Past conference attendees have cited keeping the program book in their desk after conference as a reference guide

Specific sponsorships at NAHQ NEXT include:

- Lanyards
- Wi-Fi
- Mobile app
- Signage
- Opening Reception

For a full list of options, visit nahq.sponsorship.ges.com

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

Inquiries should be addressed to:

Julie Ichiba | Director of Fund Development & Sponsorships, NAHQ

jichiba@nahq.org | 312.957.6483

SPONSORSHIP OPPORTUNITIES YEAR ROUND

Build on the visibility you achieved at NAHQ NEXT by sponsoring 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:

- The 2020 National Healthcare Quality Summit, taking place May 5-6, 2020 in Chicago
- Frequent webinars that are viewed by 3,000 attendees
- Promotional messages in e-communications to NAHQ's 30,000 constituents

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

For sponsorship information, contact Julie Ichiba, Director of Fund Development & Sponsorships, at jichiba@nahq.org or 312.957.6483.

NAHQ



national healthcare quality
summit



Workforce Readiness to
Deliver on Value in Healthcare

**Practical Solutions to Achieve Better
Clinical and Financial Outcomes**

May 5-6, 2020

Rosemont, IL

Sponsorship Information

Julie Ichiba

Director of Fund Development & Sponsorships

jichiba@nahq.org | 312.957.6483

NAHQsummit.org

NEXT GEM HEALTHCARE QUALITY