

NPAC 2025

NATIONAL PHYSICIAN ADVISOR CONFERENCE

HEALTHCARE HEROES:
PHYSICIAN ADVISORS REACHING NEW HEIGHTS

GET YOUR ORGANIZATION IN FRONT
OF AN EXPECTED 450+ PHYSICIAN
ADVISORS & OTHER HEALTHCARE
INDUSTRY LEADERS!

SPONSORSHIP & EXHIBIT OPPORTUNITIES

NPAC 2025 will be held at the
Chicago Marriott Downtown
Magnificent Mile from April 7-10.
Exhibit days will be Monday,
April 7 – Wednesday, April 9.



The National Physician
Advisor Conference is
organized by the American
College of Physician
Advisors, the only
physician-led, non-profit
association for physician
advisors and other hospital
and health system leaders.

VISIT [ACPADVISORS.ORG/NPAC-2025](https://www.acpadvisors.org/npac-2025) TO REGISTER AS A SPONSOR/EXHIBITOR!

EXPECTED ATTENDANCE:
450+ IN PERSON
100 VIRTUAL

- 👤 Physician Advisors
- 👤 Chief Medical Officers
- 👤 Case Managers
- 👤 Other Healthcare Executives

- 👤 Professionals specializing in Utilization Management, Clinical Documentation Integrity & Revenue Cycle

NPAC 2025 ATTENDEES

NPAC 2025 COMMITTEE



SCOTT CEULE, MD,
FACP, FAAP, ACPA-C
NPAC 2025 Chair



STEPHANIE VAN ZANDT,
MD, ACPA-C
NPAC 2025 Vice Chair



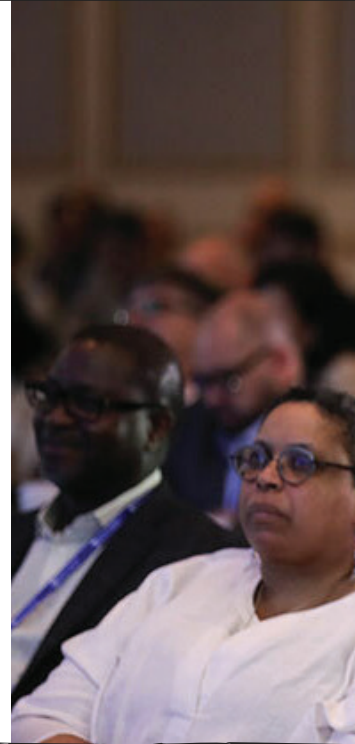
CHRISTOPHER
BOYLE, MD
NPAC 2025 Vice Chair



SUMANA
NARASIMHAN, MD
NPAC 2025 Vice Chair

NPAC 2025 WILL ALSO BE OFFERED VIA LIVE STREAMING!

NPAC 2025 will also be available via LIVE streaming, offering exhibitors and sponsors additional exposure to those who are unable to attend in person. Virtual attendees will be included on the attendee list.



VISIT [ACPADVISORS.ORG/NPAC-2025](https://acp advisors.org/npac-2025)
TO REGISTER AS A SPONSOR/EXHIBITOR!



NPAC is a **MUST ATTEND** conference for physicians and allied healthcare professionals interested in taking control of the dialogue between patients, providers and payers. The physicians and caregivers I've met at this annual meeting are very focused and engaged in the quality and equity of healthcare access. We are privileged to be asked to sponsor and be involved.

BRIAN MCGRAW
Founder/CEO, PayerWatch

NPAC 2025

PACKAGE BENEFITS	TITAN	CRUSADER	CAPTAIN	SENTINEL
Logo placement is prioritized by tiers, and logos are featured in alphabetical order within each tier.	\$10,000 SOLD	\$7,500	\$5,000	\$3,500
Conference Registrations <i>*Additional Exhibitor Representatives \$850</i>	3	2	2	1
Network with an Expected 450+ In-person Attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exhibit Space	Premiere Placement of 8'x10' Booth	Secondary Placement Tabletop	Tabletop	Tabletop
Company Logo/URL on Exhibitors Webpage & Mobile App	Premiere Placement	Secondary Tier	Third Tier	Fourth Tier
Lead Retrieval via Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee List for One-Time Marketing via Email. Includes In-Person & Virtual Attendees.	Before Conference	Before Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Signage at Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in Conference Emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--
Recognition as Conference Supporter in ACPA Update eNewsletter	4 insertions	2 insertions	1 insertion	--
Sponsorship of a Key Event, Mobile App or Meal	Choose from: Keynote, Essentials & Fundamentals, Poster Session or Mobile App	1 Breakfast or Lunch	1 Break	--
Logo/URL on Conference Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--	--
Notification "Push" Through Mobile App to Attendee Devices and Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--	--
Dedicated Social Media Post	<input checked="" type="checkbox"/>	--	--	--
Scrolling Banner on Mobile App	<input checked="" type="checkbox"/>	--	--	--
Sponsor Recognition on Marketing Communications & Signage, & Scrolling Banner on Conference Mobile App	<input checked="" type="checkbox"/>	--	--	--
eNewsletter: Invitation to Submit Thought-Leadership Article	<input checked="" type="checkbox"/>	--	--	--
Digital Advertising Campaign <i>(Details on Next Page)</i>	<input checked="" type="checkbox"/>	--	--	--

DIGITAL ADVERTISING



ACPA's audience becomes your audience with ad retargeting, an exclusive benefit for Titan sponsors. Get direct access to ACPA's website visitors and retarget them with your organization's ad that will showcase your brand anywhere they visit online.

PRE-CONFERENCE

A pre-event campaign shows your ads one month before the event and is great for helping build brand awareness and drive traffic to your exhibit. Reach ACPA members across multiple platforms.

DURING CONFERENCE

Geofencing campaign during event will reach attendees at the conference to drive traffic to your exhibit or your website.

POST-CONFERENCE

The post-event campaign shows your ads two weeks after the event wraps up and is a great opportunity for you to nurture or generate leads, reach the people that you didn't meet at the event or provide special offers to your targeted segment.

OTHER VISIBILITY OPPORTUNITIES

ENHANCE & MAXIMIZE YOUR EXPOSURE DURING NPAC 2025!

LANYARD | \$5,000
SOLD

- Your brand featured on name badge lanyards
- Scrolling banner on conference mobile app
- Item fulfilled by sponsor; a proof must be approved by ACPA

KEY CARD | \$4,500
SOLD

- Get your brand in the hands of every attendee staying at the Chicago Marriott Downtown Magnificent Mile. Sponsor branding on one-side of hotel key cards.
- Sponsor to provide camera-ready artwork
- Scrolling banner on conference mobile app

CHARGING STATION | \$5,000

1 AVAILABLE

- Attractive branded charging station, including branded, portable chargers, keeping your brand in the palm of attendees' hands
- Sponsor to provide camera-ready artwork
- Scrolling banner on conference mobile app

HEADSHOT STUDIO SPONSOR | \$4,500

1 AVAILABLE

- Acknowledgment on signage posted at the conference
- Company listing on sponsors and exhibitors' webpage and mobile app
- Scrolling banner on conference mobile app

WI-FI SPONSORSHIP | \$3,500

SOLD

- Custom attendee Wi-Fi login within NPAC 2025 meeting space
- Scrolling banner on conference mobile app
- Organization listing on sponsors and exhibitors webpage
- Conference signage

PUSH NOTIFICATION | \$1,500

3 AVAILABLE

- Notification "push" through mobile app to attendee devices and email

VISIT [ACPADVISORS.ORG/NPAC-2025](https://www.acpadvisors.org/npac-2025)
TO REGISTER AS A SPONSOR/EXHIBITOR!

For more information, please contact:
Jeannine Harlow, Sponsorship Manager,
FrontlineCo

☎ (217) 528-3434, ext. 224
✉ jeannine@frontlineco.com

IMPORTANT DATES

📅 JANUARY 6, 2025

Exhibitor Kit distributed

📅 FEBRUARY 14, 2025

Deadline for exhibitor
registration & payment

📅 FEBRUARY 21, 2025

Deadline to cancel &
receive 50% refund

📅 MARCH 17, 2025 - 5PM CST

Deadline to book hotel accommodations
at the contracted group rate

Last day to register exhibit staff as NPAC
attendees & to change or cancel exhibit staff

Details will be provided in the Exhibitor Kit

📅 MARCH 21, 2025

Deadline to update conference app before
the content is available to attendees

📅 APRIL 6, 2025

5PM-7PM CST

Exhibitor set up

📅 APRIL 9, 2025

5PM-7PM CST

Exhibitor teardown

NPAC 2025

GUIDELINES

NPAC 2025

Guidelines for exhibiting will be provided in the Exhibitor Kit. Exhibitors may not sublet their exhibit space. Only products and/or services by the exhibiting company may be displayed.

NO CASH & CARRY; ONSITE MERCHANDISE SALES VENDORS WILL NOT BE PERMITTED.

Conference management will review exhibit submissions and may ask for additional information. If it is determined that the exhibitor does not meet the guidelines or is not a good fit for the audience, a vendor registration may be cancelled.

Exhibitor representatives must agree to the ACPA Code of Ethics & Professional Conduct.

HOTEL INFORMATION



Chicago Marriott Downtown Magnificent Mile

📍 540 NORTH MICHIGAN AVENUE,
CHICAGO, IL 60611

2025 National Physician Advisor Conference attendees may secure their hotel reservation at a rate of \$249 per night, plus applicable taxes. A daily destination fee will NOT be charged. Visit <https://bit.ly/booknpachotel> no later than 5PM CST, Monday, March 17, 2025, to make your NPAC 2025 hotel reservation.

