

# 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*



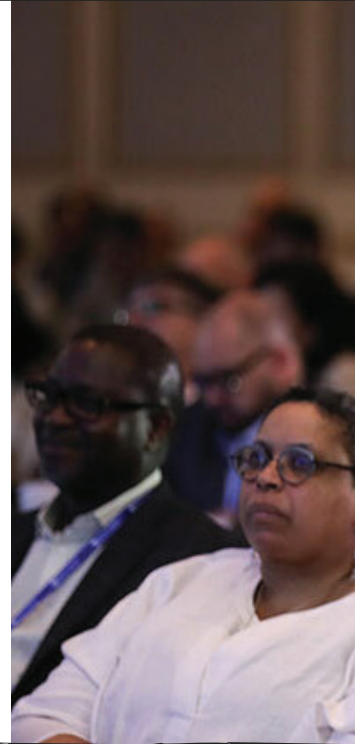
CHRISTOPHER  
BOYLE, MD  
*NPAC 2025 Vice Chair*



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.



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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.	<b>\$10,000</b> 4 Available	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,500</b>
Conference Registrations <i>*Additional Exhibitor Representatives \$850</i>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>
Network with an Expected 450+ In-person Attendees				
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				
Attendee List for One-Time Marketing via Email. Includes In-Person & Virtual Attendees.	Before Conference	Before Conference		
Signage at Conference				
Logo in Conference Emails				--
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			--	--
Notification "Push" Through Mobile App to Attendee Devices and Email			--	--
Dedicated Social Media Post		--	--	--
Scrolling Banner on Mobile App		--	--	--
Sponsor Recognition on Marketing Communications & Signage, & Scrolling Banner on Conference Mobile App		--	--	--
eNewsletter: Invitation to Submit Thought-Leadership Article		--	--	--
Digital Advertising Campaign <i>(Details on Next Page)</i>		--	--	--



### 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 1 AVAILABLE

- 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 1 AVAILABLE

- 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

1 AVAILABLE

- 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

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

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

