

CONFERENCE OVERVIEW

The 2024 NHPCO Virtual Interdisciplinary Conference (IDC2024) is the premier conference for hospice and palliative care teams and individuals. Live, online events occur from April 15-17, and on-demand content is available through June 15, enabling attendees to join virtually as a team in the office or individually from the comfort of home. IDC2024 will focus on opportunities and challenges on the front lines.

NHPCO is committed to supporting hospice and palliative care interdisciplinary teams to find practical approaches to complex situations and cases. Supporter engagement is of vital importance. Supporters can contribute by providing strategies and approaches to effectively address current challenges and to ensure the provision of high-quality, evidence-based care.



LIVE EVENTS:

April 15-17, 2024

ON-DEMAND CONTENT:

Available through June 15, 2024

Conference participants will gain valuable resources and actionable insights to help their organizations address and face current opportunities and challenges. Attendees will also earn CE/CME credit and connect with peers from across the country.

CONFERENCE ATTENDEES INCLUDE:

- Bereavement Professionals
- Integrative and Rehabilitative Therapy Professionals
- Nurses or Nursing Assistants
- Pediatric Professionals
- > Pharmacists
- > Physicians or Advanced Practice Providers
- Quality Professionals
- Social Workers
- Spiritual Caregivers
- Volunteer Managers

CONFERENCE TOPICS INCLUDE:

- Building Clinical Effectiveness and Safety
- > Improving Interoperability
- Regulatory and Quality
- Transforming the Healthcare Delivery System

LIVE CONFERENCE SCHEDULE

Times are Eastern

MONDAY, APRIL 15

PLAN YOUR DAY | EMAIL TO ATTENDEES

- Demonstration Showcase | 11-11:45 a.m. ET
- > Peer-to-Peer Connections | 12-12:45 p.m. ET
- > Keynote #1 | 1-2 p.m. ET
- > Education Session | 2:15-3:15 p.m. ET
- > Education Session | 3:30-4:30 p.m. ET

TUESDAY, APRIL 16

PLAN YOUR DAY | EMAIL TO ATTENDEES

- > Demonstration Showcase | 11-11:45 a.m. ET
- > Peer-to-Peer Connections | 12-12:45 p.m. ET
- > Keynote #2 | 1-2 p.m. ET
- > Education Session | 2:15-3:15 p.m. ET
- > Education Session | 3:30-4:30 p.m. ET

WEDNESDAY, APRIL 17

PLAN YOUR DAY | EMAIL TO ATTENDEES

- Demonstration Showcase | 11-11:45 a.m. ET
- > Peer-to-Peer Connections | 12-12:45 p.m. ET
- > Keynote #3 | 1-2 p.m. ET
- > Education Session | 2:15-3:15 p.m. ET
- > Education Session | 3:30-4:30 p.m. ET

Dates and times are subject to change; check the conference website for the most up-to-date schedule.

WHY SUPPORT IDC2024?

NHPCO will work alongside you to design an experience that targets your key audience. Throughout the virtual conference, NHPCO offers many opportunities to accomplish your marketing goals by reaching key decision makers at influential hospice and palliative care organizations. When you support IDC2024, you let industry leaders know that you value the mission and vision of NHPCO and its member organizations.



BUILD AND STRENGTHEN RELATIONSHIPS

Interact with new contacts in a virtual setting. Tell your story through real conversations and connect with participants. Engage with the care teams who are hands on with patients and families. Connect with attendees directly via the conference platform.



BOOST BRAND AWARENESS AND RECOGNITION

Take advantage of live session introductions during the conference. Display your company's logo during live events throughout the virtual platform and in emails to participants. Be recognized as a company committed to the hospice and palliative care field and highlight your valuable products and services.



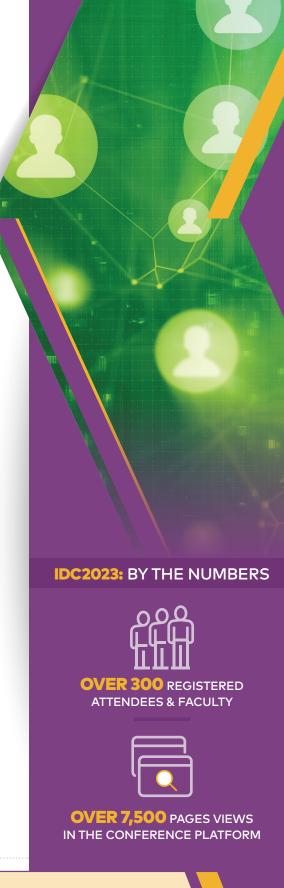
GAIN LONG-TERM EXPOSURE

Benefit from visibility and interaction during live events and for three months following the conference dates. Attendees continue to have access to the conference platform until June 15, 2024, extending their interaction with your brand and their ability to contact you about your products or services.



EXPAND YOUR MARKET

A virtual platform opens the door for a larger national and global audience, as attendees no longer need to travel onsite. Engage with attendees across the conference platform and take the opportunity to share web-based demonstrations, blog posts, case studies, and more.



NHPCO IDC is such an accessible way for individuals and teams to get high-quality education in such a specialty environment.

Their online platform is easy to navigate and engaging, and they work hard to bring collaborative experiences...so it does not just feel like you are the only person engaging in the conference. There are opportunities to meet and collaborate with other providers and vendors in the industry.

SUPPORTER PACKAGES AND BENEFITS

	GOLD	SILVER	BRONZE
	\$10,000	\$7,500	\$5,000
LIVE SUPPORTER OPPORTUNITIES - EXCLUSIVE LIVE SESSION INTRODUCTI *NHPCO will need to review all supporter purchases to comply with education accreditation require			
Keynote Supporter*	✓		
Live Education Session Supporter*		✓	
Plan Your Day Guide Supporter or Peer-to-Peer Connections Co-Host			V
NEW! Live 30-minute Demonstration Showcase (3 slots available)	V	V	
ORGANIZATIONAL PARTICIPATION & RECOGNITION			
Conference registrations	4	4	2
NEW! On-Demand 15-minute Product Demonstration (optional)	V	V	
Invitation to submit a guest blog for NHPCO Blog or opinion piece in eHospiceUSA , as appropriate.	~	V	
Social media posts highlighting your organization on your preferred platform	4	2	1
Recognition in NHPCO's NewsBriefs 💯	V	V	V
🥡 Register by January 31 f	or maximum NewsBrie	fs mentions & optimal	social media coverage.
CONFERENCE RECOGNITION			
Recognition on conference website supporter page	~	V	✓
Recognition on conference platform supporter page	~	~	✓
Recognition in attendee and marketing emails, pre-&-post conference	✓	~	✓
Recognition in conference keynote remarks	✓	✓	
Recognition on conference keynote and live session marquee slides	✓	✓	✓
Recognition at supported event(s) (verbal remarks or marquee slides)	✓	✓	V
Recognition in ticker tape at bottom of conference platform	✓	✓	✓
Conference supporter graphic images (by levels)	✓	✓	✓
Opportunity to place items in digital e-bag (I.e., discount codes, free offers, contests that bring brand awareness)	~	~	v
One, 30-minute, prerecorded, on-demand, non-accredited session	✓	~	
Pre and post conference attendee mailing list, (Sent one week prior to conference and one month post conference, physical mailing addresses only)	~	V	

LOCK IN YOUR SUPPORT

Select your supporter package today – email: exhibit@nhpco.org, or call: 517-412-3950.