



P&I 2026

POLICY & ISSUES FORUM



FEBRUARY 9-12
GAYLORD NATIONAL HARBOR
WASHINGTON, DC

New Location!



Exhibitor & Sponsor PROSPECTUS

Plus Community Health Center 60th Anniversary Gala Info!



What's the Policy & Issues Forum (P&I)?

The **National Association of Community Health Centers'** P&I conference convenes Community Health Center (CHC) executives, clinicians, board members, and state association leaders to advocate for expanding patient access to primary care in America.

P&I includes dynamic keynote speakers, education sessions, networking events, an expo highlighting innovative and cost-saving healthcare solutions, and a visit to Capitol Hill to meet with Congress.

Unique to the 2026 P&I, NACHC invites you to join us in celebrating six decades of the CHC movement by attending an unforgettable 60th Anniversary Gala. Contact exhibits@nachc.org for gala tickets and to learn more about the **60th anniversary sponsorship opportunities!**

Why Exhibit?

- ▶ You'll meet face to face with the decision makers that set the priorities for CHCs!
- ▶ You'll learn how to best tap into the purchasing power of CHCs, which generate \$85 billion in economic activity, employ 300,000 staff, and provide care to 32+ million people!
- ▶ You'll leverage existing CHC relationships and find your next customers!

1,800+ Attendees

28% CHC CEOs/Executive Directors

24% CHC Board Chairs/Members

19% CHC COOs/Operations Managers

16% CHC Medical Directors/Clinicians

7% CHC CFOs/Finance Managers

6% Others





Exhibit Booths

Select your organization type to determine your exhibit booth fee:

Organization Type	10'x10'	10'x20'
Government Agency or College/University	\$3,750	\$7,500
Nonprofit Organization	\$5,625	\$11,250
Commercial Business	\$7,500	\$15,000
NACHC Corporate Member	\$4,500	\$9,000

EXPO Floor Plan

Exhibit Booths Include:

- Two (2) full conference registration badges (Additional registration badges available for: \$600 Members/\$750 Non-Members)
- 6' skirted table, two (2) chairs, wastebasket
- Standard 7"x44" booth ID sign
- Preregistration attendee mailing list
- Complimentary Wi-Fi
- Organization description and contact information listed on the mobile app

Note: 10'x20' booths include four (4) registration badges, two (2) skirted tables, and four (4) chairs



Gaylord National Harbor Resort



Full Conference Schedule

EXPO Hours

February 9: Noon-7:00pm
February 10: 8:00am-3:30pm

**Reserve Your
Booth or Sponsorship**



Sponsorship Options

Expand your visibility, promote your support for health centers, or drive traffic to your booth with a **Champion** or **Defender** conference sponsorship. All sponsorships include recognition at your booth, in the mobile app and attendee emails, and on the website, general session slideshows, and signage. (NACHC Corporate Members receive 10% off.)

Champion Sponsorships \$10,000+

- InnovationEx \$20,000
- Mobile App \$20,000
- Puppy Playground \$20,000
- Tote Bag \$20,000
- Wi-Fi \$20,000
- Chair Massage \$15,000
- Charging Lounge \$15,000
- Hotel Keycard \$15,000
- Shuttle to the Hill \$15,000
- 340B Day \$12,000
- C-Suite Leadership \$12,000
- Networking Event
- Headshot Studio \$12,000
- Health Center Board \$12,000
- Member Reception
- New CEO Round \$12,000
- Tables
- Lanyard \$10,000
- PCA & HCCN \$10,000
- General Session

Champion sponsorships include:

- Two (2) conference registrations
- Preregistration mailing list
- Final registration mailing list
- EXPO lead scanner

Defender Sponsorships \$6,000 - \$9,999

- Clinical Leader \$9,500
- Networking Event
- New Chief Health \$9,500
- Officer Reception
- Registration Area \$9,000
- Solutions Spotlight \$8,000
- (3 Available)
- Dining Tables \$7,000
- Opening Reception \$7,000
- (4 Available)
- Aisle Signs \$6,000
- Attendee Eblasts \$6,000
- EXPO Breakfast \$6,000
- (2 Available)

Defender sponsorships include:

- One (1) conference registration
- Preregistration mailing list



See pages 3-6 for detailed sponsorship descriptions!



Sponsorship Descriptions - Champion

Champion Sponsorships \$10,000+

All Champion sponsorships also include:

- * Two (2) conference registration badges
- * Preregistration and final registration lists
- * Lead scanner for use during expo
- * Recognition on the conference mobile app
- * Recognition on signs and attendee emails
- * Recognition during the general session

InnovationEx **\$20,000**

(Exclusive)

Your logo will be featured on the InnovationEx stage in the expo hall that will have keynotes and panels on innovation. Give welcome remarks and share how your company supports health centers. You may also provide swag to place on tables.

Mobile App **\$20,000**

(Exclusive)

Attendees will rely heavily on the mobile app for all conference info. Your custom splash page artwork pops up every time attendees view the mobile app. You may also provide artwork for a rotating banner ad on the app dashboard.

Puppy Playground **\$20,000**

(Exclusive)

Sponsor what's sure to be the most popular spot in the expo hall. The playground includes six puppies in a charming picket fenced area. There will also be an exhibit table and two chairs for you, so you can engage with the happy crowd.



Tote Bag **\$20,000**

(Exclusive)

Display your logo on the stylish, reusable conference tote bag. Attendees will receive the tote bag when they check in. The bag will be filled with swag, including yours, and other important conference info.



Wi-Fi **\$20,000**

(Exclusive)

Choose the password that all attendees will use to log in to the conference Wi-Fi and design the custom artwork that will be displayed on the Wi-Fi login page. When attendees log into the Wi-Fi, they'll automatically be directed to your website or the URL of your choice. Your logo will also be on every registration badge where the wifi info is printed.

Chair Massage **\$15,000**

(Exclusive)

Attendees will be grateful to you for a relaxing professional chair massage during the conference. You're welcome to have an exhibit table and two chairs, as well as your own branding, in this 20'x20' space to engage with attendees as they line up for their massages.



Sponsorship Descriptions - Champion

Charging Lounge

\$15,000

(Exclusive)

Connect with attendees in a lounge equipped with comfy charging furniture, as well as an exhibit table and chairs for you. Add your own touches with company swag or refreshments.

Hotel Keycard

\$15,000

(Exclusive)

Design the artwork for the headquarters hotel's keycards. Attendees will receive your custom keycard when they check in to the hotel and will see it every time they enter their hotel room, which is an average of 3 to 5 times a day.

Shuttle to the Hill

\$15,000

(Exclusive)

As the shuttle sponsor, your company will be front and center as attendees travel from the Gaylord to Capitol Hill to meet with their members of Congress to advocate for CHCs. Your logo will be on all shuttle signage.

340B Day

\$12,000

(Exclusive)

Give brief welcome remarks on stage at the 340B Day education sessions. The event typically draws between 300-500 attendees across the day. You may also have a display table by the entrance and provide swag to place at seats.



C-Suite Leadership Networking Event

\$12,000

(5 Available)

Give brief welcome remarks and network with an estimated 50 past, present, and future participants of NACHC's C-suite leadership institute training programs. You may also provide swag to place on tables at the event. Your logo will be included in event promotions.

Headshot Studio

\$12,000

(Exclusive)

Sponsor professional headshot photos for attendees. Photos will be taken in a "portrait studio" that includes an exhibit table for you. Your logo will be featured on the "get your photos" cards given out after photos are taken. Hundreds of attendees will stop by for a photo.

Health Center Board Member Reception

\$12,000

(Exclusive)

Give brief welcome remarks to 200 health center board members at the board member reception. Board members are volunteers from their communities who play critical roles in health center strategy and oversight. You may also provide swag to place at tables, and your logo will appear on the slideshow and in event promotions.

New CEO Round Tables

\$12,000

(Exclusive)

Give brief welcome remarks and network with this gathering of an estimated 50 new health center CEOs in their first five years of their leadership positions. You may also provide swag to place on tables at the event. Your logo will be included in event promotions.

Lanyard

\$10,000

(Exclusive)

Your company logo will be worn around the necks of every conference attendee. Lanyards, which display the conference badges, become part of each attendee's conference wardrobe.

PCA & HCCN General Session

\$10,000

(Exclusive)

Give brief welcome remarks on stage to an audience of 200+ PCA and HCCN leaders. This forum is designed to support the policy, training, and operational activities, as well as the strategic planning of PCAs and HCCNs. You may also provide promotional items to pass out or place on seats at the session.



Sponsorship Descriptions - Defender

Defender Sponsorships \$6,000 - \$9,999

All Defender sponsorships also include:

- * One (1) conference registration badge
- * Preregistration mailing list
- * Recognition on the conference mobile app
- * Recognition on signs and attendee emails
- * Recognition during the general session

New Chief Health Officer Networking Event \$9,500

(Exclusive)

Give welcome remarks at this networking event for an estimated 50 clinical leaders. Clinical leaders direct patient care and quality improvement at health centers and manage care teams. You may also provide swag to place on tables. Your logo will be included in promotions.

Registration Area \$9,000

(Exclusive)

Your custom artwork will to be featured on a jumbo 8'x8' floor decal in the registration area. You may also provide a branded item for us to place by the registration counters.

Solutions Spotlight \$8,000

(3 Available)

This is a 30-minute speaking opportunity in the EXPO Hall Solutions Spotlight theater. Highlight your company's expertise, while educating attendees, by offering a "real world" case study or best practice.



Dining Tables \$7,000

(Exclusive)

Capture attendees' attention at the dining tables in the EXPO Hall during meals and networking breaks. Banquet tables will display your 5"x7" ad in a double-sided stand, and cocktail tables will have candies branded with your logo. You're welcome to add your own swag to the tables.



Opening Reception \$7,000

(4 Available)

Draw attendees to your booth by sponsoring the opening reception in the EXPO Hall. A featured food items will be served from your booth. Your logo will be recognized on signage and napkins.

Aisle Signs \$6,000

(Exclusive)

Be seen everywhere in the EXPO Hall. Sponsor the large floor signs that help attendees navigate the EXPO. Your logo is prominently displayed on each aisle. Upgrade to your logo on overhead hanging aisle signs for an additional \$6,000.

Attendee eBlasts \$6,000

(Exclusive)

Display your banner ad, with hyperlink to your website, on the top of the Know Before You Go and Daily Recap attendee emails. These emails go out to attendees before and during the conference.

EXPO Breakfast \$6,000

(2 Available)

Treat attendees to a complimentary continental networking breakfast in the EXPO Hall on both days of the conference. Your logo will be displayed on cups, napkins, and signage.



Add-On Marketing Tools

Add-On Marketing Tools

These add-on marketing tools are available to exhibitors and sponsors to enhance your communication with attendees and maximize engagement before, during, and after the conference. (NACHC Corporate members receive a 25% discount on ads.)



Website Banner Ad **\$2,500**

(3 Available)
Display a banner ad on the conference website. Attendees, plus those just considering attending, will visit this site to view the conference schedule, build their itineraries, favorite items of interest, complete session evaluations, and review the exhibitor and sponsor offerings.

Mobile App Banner Ad **\$2,500**

(3 Available)
Display a banner ad on the conference mobile app. Your ad will be front and center and will rotate with no more than three other ads. Attendees will rely heavily on the mobile app during the conference.

Mobile App Text Alert Ad **\$2,500**

(3 Available)
There's no better way to grab attention for your organization during the conference than with a text alert that goes out to all attendees via the mobile app. For your alert, you provide a message (up to 231 characters), and all attendees will see it.

Meter Board Ad **\$2,500**

(3 Available)
Get noticed outside the EXPO hall with a giant 8'x3' double-sided "billboard", in a high-traffic conference area, with your custom artwork.

Final Attendee Mailing List **\$500**

The attendee preregistration mailing list is provided to exhibitors and sponsors at no charge for 1x mailing use. The final list is available for purchase. The list includes name, title, organization, and street mailing address of attendees of attendees who have "opted in" to be included on lists.

NACHCopoly **\$500**

NACHCopoly is NACHC's EXPO attendee traffic driver for exhibitors. Your logo and booth number will be displayed on the NACHCopoly game card. Attendees who visit all participating booths to have their game card stamped are entered into a fun drawing that takes place at the close of the EXPO. Thousands of dollars in prizes are provided by NACHC.

Lead Scanner **\$500**

When you purchase this add-on, the lead scanning function on the conference mobile app will be active, and your team members will be able to use their phones to scan attendee badges and easily capture name, title, organization, email address, mailing address, and phone number. They can also take notes and qualify leads.



Exhibitor & Sponsor Terms & Conditions of the Agreement

Please review the Exhibitor & Sponsor [Terms & Conditions](#).

NACHC's Conference Code of Conduct

Attendees, speakers, exhibitors, sponsors, volunteers, and NACHC staff are required to agree to the following code of conduct. NACHC will enforce this throughout the event. Cooperation is expected to help ensure a safe environment and harassment-free experience for everybody, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, race, ethnicity, or religion. We do not tolerate harassment in any form. This also includes inappropriate physical contact and unwelcome sexual attention. Sexual language and imagery is not appropriate for any conference activity, including talks, workshops, social events, exhibits or sponsorship, or social media. Participants asked to stop any harassing behavior are expected to comply immediately. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of NACHC. If you are being harassed, notice that someone else is being harassed, or have any concerns, please contact a member of the conference staff immediately.

NACHC's Principles for Engagement

NACHC's [Mission and Strategic Pillars](#) provide guidance on our values and priorities as an organization. These [General Principles](#) anchor NACHC's engagement with corporations.

Additional NACHC Marketing Opportunities

Contact exhibits@nachc.com to learn more about NACHC's other [conferences](#), [60th Anniversary Gala Sponsorships](#), [National Health Center Week](#), [Corporate Membership](#), [NACHC Select](#), or [Partners of Choice](#) collaboration opportunities.

