



NATIONAL  
INFUSION CENTER  
ASSOCIATION

*THE NATION'S VOICE FOR INFUSION PROVIDERS*

2023

# CORPORATE PARTNERSHIP



# WHO WE ARE:

National Infusion Center (NICA) is a nonprofit trade association and the nation's voice for non-hospital, community-based infusion providers that offer a safe, more affordable alternative to hospital care settings for provider-administered medications.

# WHAT WE DO:

NICA's efforts are focused on delivery channel sustainability and expansion, buy-and-bill protection, maintaining net positive reimbursement, improving treatment adherence, and promoting patient safety and care quality.

We support policies that improve drug affordability for beneficiaries, increase price transparency, reduce disparities in quality of care and safety across care settings, and enable care delivery in the highest-quality, lowest-cost care setting.

Our goal is to help decision-makers understand the value and cost-savings potential that can be unlocked when people can get the right drug at the right time, in a cost-effective setting, and ensure that the community-based infusion center remains positioned to unlock the future of healthcare.

# WHY NICA?

NICA has been the nation's voice for infusion access since 2010, overcoming countless barriers to care, access obstacles, and threats to our nation's non-hospital, community-based delivery channel for provider-administered medications. The NICA team was instrumental in reversing several immediate threats in recent years that would have carried profound economic implications and significantly reduced access to care.

NICA is dedicated to ensuring that the nation's infusion centers can continue to pivot patients from low-value, high-cost disease management in emergency departments to high-value, low-cost wellness management with less reliance on healthcare.





# CORPORATE PARTNERSHIP OVERVIEW

## OVERVIEW:

Becoming a Corporate Partner of the National Infusion Center Association (NICA) provides organizations with the opportunity to support and participate in NICA initiatives, events, and publications. Partnerships with all industry stakeholders are critical to achieving our mission and developing all-win solutions to improving access, outcomes, and quality. As a Corporate Partner, you have a vested interest in the long-term success of infusion centers nationwide, and you will have a voice so you can remain highly engaged in the future success of the infusion center delivery channel.

Corporate Partnership represents an ongoing commitment to supporting community-based infusion providers and the overall viability of infusion centers through annual general mission support.

## QUALIFICATIONS:

**To qualify for a Corporate Partnership, the organization must manufacture provider administered medications.**

Partnership is an annual commitment made on a calendar year basis with dues based upon the chosen partnership level. Dues must be paid on an annual basis.



GENERAL BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Link to company website via company logo on <a href="#">Corporate Partners</a> page.	✓	✓	✓	✓
Partnership announcement to NICA audiences	✓	✓	✓	✓
Opportunity for touch-point with NICA's President & CEO	✓	✓	✓	✓
Opportunity to request an on-site visit at NICA Headquarters	✓	✓	✓	✓
Opportunity to host a webinar for NICA Provider Members on a relevant educational topic	✓	✓	Additional Sponsorship Required	Additional Sponsorship Required
Opportunity to include physical, branded material or items to be included in welcome boxes sent to new NICA Provider Members	✓	Additional Sponsorship Required	Additional Sponsorship Required	Additional Sponsorship Required
# of times sponsored content will be distributed via NICA e-newsletters and promoted across other channels	2 (bi-annually)	1 (annually)	Additional Sponsorship Required	
Recognition at NICA Board and Advisory Committee Meetings	✓	✓		
Opportunity to distribute approved materials/messaging to NICA's Board and Committee members	✓	✓		
Opportunity to sponsor one NICA Advisory Committee Meeting	Up to 2 reps can attend with a \$10,000 sponsorship	Up to 2 reps can attend with a \$25,000 sponsorship		
Invitation to attend select calls with NICA's state and federal advocacy team	✓			
CONFERENCE BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
# of complimentary exhibit booth(s) (Standard booth size is 10'x10') *Includes 3 complimentary registrations per booth	Up to 2	Up to 1	Up to 1	Up to 1
Preferred booth selection	✓	✓	✓	✓
# of complimentary registrations (Additional passes available for purchase)	Up to 4	Up to 3	Up to 2	Up to 1
# of complimentary passes to access conference materials and recordings (Additional passes available for purchase)	Up to 5	Up to 3	Up to 2	Up to 1
Company included on the Exhibit Hall Passport (Exhibit booth required)	✓	✓	✓	✓
Logo included on NICA's annual conference website page and on official conference event page to recognize partnership level	✓	✓	✓	✓
Company logo linked to website on official conference app	✓	✓	✓	✓

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CONFERENCE BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Recognition through on-site signage acknowledging partnership	✓	✓	✓	✓
Exhibit Hall in-booth signage acknowledging partnership (Exhibit Booth required)	✓	✓	✓	✓
Opportunity to attend NICA Provider and Committee Member Reception	Up to 4 reps may attend	Up to 3 reps may attend	Up to 2 reps may attend	Up to 1 rep may attend
Opportunity to sponsor or co-sponsor the NICA Provider and Committee Member Reception (Sponsors may bring up to 2 additional representatives) *Order of consideration applies	✓	✓	✓	✓
Extra opening reception drink tickets to use or distribute to attendees	✓	✓	✓	✓
Send approved e-messaging out to registered attendees before the conference via NICA	General or Targeted	General or Targeted	General	General
Access to NICA's pre-conference attendee list	✓	✓	✓	✓
Opportunity to place item(s) in attendee tote bags	Up to 2	Up to 1	Up to 1	Up to 1
Opportunity to reserve a meeting room at the conference venue (Subject to availability)	✓	✓	✓	✓
Cost for opportunity to host a sanctioned dinner program (Subject to availability) *Transportation included, if applicable	\$7,500	\$10,000	\$12,500	\$15,000
Cost for opportunity to sponsor a Product Theater (Up to 1 hour and subject to availability)	\$2,500	\$5,000	\$7,500	\$10,000
Opportunity to nominate session or workshop topics for a future conference	✓	✓		
<b>PRICE</b>	<b>\$200,000</b>	<b>\$150,000</b>	<b>\$100,000</b>	<b>\$50,000</b>



# SPONSORSHIP OPPORTUNITIES

**Show your support for community-based infusion providers through sponsorship! When you sponsor a resource or program, your organization's name and logo will be displayed appropriately in print and electronic materials that discuss and/or mention the sponsored resource or program. When you sponsor one of these opportunities, you further the development of tools and resources designed to support infusion centers that offer a safe, more affordable, and more cost-effective alternative to hospital care settings for provider-administered medications.**

## **INFUSION CENTER LOCATOR - \$35,000+ ANNUALLY**

The Infusion Center Locator is the largest non-medication, non-disease specific publicly available database of infusion centers in the nation. It was designed to connect patients with the most accessible site of care in their area that administers their medication. Since its launch in 2016, there have been tens of thousands of searches performed by patients, referring physicians, infusion center staff, insurance companies, and other industry stakeholders.

For infusion center staff, this resource provides the opportunity to create a free profile for an office and include information such as medications administered, insurances accepted, hours of operation, amenities, etc.

## **WHITE LABEL LOCATOR - CUSTOM PRICING**

A custom White Label Locator is a branded, customized locator interface that seamlessly integrates with a product's brand and style guide. Designed to meet the specific needs of pharmaceutical manufacturers and their consumers, this locator is built to your exact specifications to keep consumers in the brand experience. Pricing may vary.

## **EDUCATION - \$10,000+ ANNUALLY**

General sponsorship of NICA's education program goes toward creating new educational modules and materials for infusion providers. Custom education initiatives are available at custom prices.

## **GENERAL ADVOCACY SUPPORT - \$25,000+ ANNUALLY**

General sponsorship of NICA's advocacy efforts ensures we are able to continue tackling issues that threaten patient access to the medications they desperately need and limit the provider's ability to sustain the current business model that allows them to successfully treat their patients. Custom advocacy initiatives are available at custom prices.

# SPONSORSHIP OPPORTUNITIES

## CONFERENCE SUPPORT

Please see this year's conference prospectus to explore what sponsorship opportunities are available and associated pricing. To request the current prospectus, email [events@infusioncenter.org](mailto:events@infusioncenter.org).

## NEWSLETTER - \$2,500 ELECTRONIC & \$10,000 PRINT

NICA publishes biannual newsletters that are distributed both electronically and physically to our Provider Members and other qualifying industry stakeholders.

## INFUSIONCONFUSION<sup>®</sup> FORUM - \$10,000+ ANNUALLY

The InfusionConfusion<sup>®</sup> Community Forum enables infusion professionals across the country to ask questions and receive support from other contributors and NICA moderators on topics such as best practices, standards, advocacy, and clinical operations. Ability to seed a topic is included with annual sponsorship.

## *THE INFUSION BLOG - \$10,000 ANNUALLY*

The Infusion Blog features monthly posts written by voices of the infusion industry. Covered topics range from advocacy in healthcare to tips for newly diagnosed patients, Pharmacy Benefit Managers, and infusion standards of care and practice.

## LATE-STAGE QUARTERLY PIPELINE REPORTS - \$5,000 QUARTERLY OR \$20,000 ANNUALLY

These reports contain all non-Oncology IV and injectable medications and biosimilars in Phase III Clinical Trials or later. This is available to NICA's Provider Members at a discounted rate as an additional benefit to annual membership.

## ANNUAL MARKET TREND REPORT - \$10,000 ANNUALLY

This report provides an in-depth analysis of the current and future trends in the U.S. non-oncology biopharmaceuticals market. Provider Members receive a discounted rate on this report, which enables them to receive valuable insights for future market expansion and marketing tactics to support future patient demand for IV/injectable therapies.

## EDUCATIONAL WEBINAR - CUSTOM PRICING

This provides your organization with the opportunity to present an educational topic or update to NICA provider membership via a webinar. Topic must be NICA approved. Pricing may vary.

## QUESTIONS?

Please reach out to Chris Counts at [info@infusioncenter.org](mailto:info@infusioncenter.org) with questions regarding pricing or to request additional information for a sponsorship opportunity.