



**NATIONAL  
INFUSION CENTER  
ASSOCIATION**

*THE NATION'S VOICE FOR INFUSION PROVIDERS*

**2024**

# **INDUSTRY 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 of receiving provider-administered medications in non-hospital care settings and ensure that the community-based infusion center remains a safe, more efficient, and more cost-effective alternative to hospital care settings.

# 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 remain a safe, more efficient, and more cost-effective alternative to hospital settings for consistent, high-quality care.





# INDUSTRY PARTNERSHIP OVERVIEW

## OVERVIEW:

Becoming an Industry Partner of the National Infusion Center Association (NICA) provides organizations the opportunity to support and participate in NICA initiatives, events, and publications. Partnerships with all industry stakeholders are critical to achieving our mission and objectives. As an Industry 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.

Industry 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 Industry Partnership, the organization must manufacture, sell, or distribute medical supplies and/or devices within the infusion industry.**

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

*Dues payments to National Infusion Center Association (NICA) are not deductible as charitable contribution for federal income tax purposes. However, dues payments may be deductible as ordinary and necessary business expense, subject to exclusion for lobbying activity. Because a portion of your dues is used for lobbying by NICA, 20% of the total dues is not deductible for income tax purposes.*



## GENERAL BENEFITS

## DIAMOND

## RUBY

## EMERALD

Link to company website via company logo on [Industry Partners](#) page via NICA e-newsletters

✓

✓

✓

Partnership announced to all provider members

✓

✓

✓

Organization featured on NICA's [Preferred Partners & Vendors](#) page with option to customize content, link to your site, and offer discount to NICA Provider Members

✓

✓

✓

Opportunity to include physical, branded material or items to be included in welcome boxes sent to new NICA Provider Members

✓

✓

✓

Opportunity for touchpoint with NICA's President & CEO

✓

✓

✓

Opportunity\* to host a webinar for NICA Provider Members on relevant educational topics (based on availability) \*Opportunity to reserve webinar is provided in order of partnership tier at the beginning of each calendar year

✓

Available for Purchase

Available for Purchase

Sponsored content distribution via NICA e-newsletters and promoted across other channels

1 Per Year

Available for Purchase

Available for Purchase

## CONFERENCE BENEFITS

## DIAMOND

## RUBY

## EMERALD

Discount on one (1) exhibit booth (Standard booth size is 10'x10')  
\*Includes 2 complimentary registrations

100% Discount  
(Complimentary)

100% Discount  
(Complimentary)

50% Discount

Preferred booth selection

✓

✓

✓

# of complimentary registrations  
(Additional passes available for purchase)

3

2

1

# of complimentary passes to access conference materials and recordings

Unlimited

Unlimited

Unlimited

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 and company description in official conference app

✓

✓

✓

Recognition through on-site signage acknowledging partnership

✓

✓

✓

Exhibit Hall in-booth signage acknowledging partnership (Exhibit Booth Required)

✓

✓

✓

Opportunity to attend NICA Provider and Advisory Committee Member Reception

Up to 3 Reps  
May Attend

Up to 2 Reps  
May Attend

1 Rep May Attend

Access to NICA's pre-conference attendee list

✓

✓

✓

Send e-messaging out to registered attendees before the conference via NICA

✓

Opportunity to place one (1) item in attendee tote bags

✓

May Purchase for  
\$300

May Purchase for  
\$500

Opportunity to reserve a meeting room at the conference venue (Subject to availability)

✓

✓

✓

Eligible for consideration for sanctioned dinner program

✓

✓

Eligible for consideration for Product Theater

✓

Opportunity to include relevant products in NICA's Infusion Center of Excellence (NICE) Experience (Subject to Approval)

✓

✓

✓

**Partnership runs on a calendar year. Mid-year purchases will be prorated through December 31.**

**PRICE: ANNUAL**

**\$25,000**

**\$20,000**

**\$15,000**