



# NATIONAL INFUSION CENTER ASSOCIATION

THE NATION'S VOICE FOR INFUSION PROVIDERS



# INDUSTRY PARTNERSHIP

2025

# 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:

- Preserve and expand patient access to non-hospital infusion providers.
- Reduce disparities in safety and quality standards across care settings.
- Protect providers' ability to sustain operational viability by identifying and overcoming internal and external threats.
- Protect the buy-and-bill model and ensure appropriate and sustainable reimbursement.
- Build relationships with key influencers and decision-makers who can bring value to providers, patients, and payors.
- Collaborate with stakeholders to develop all-win solutions to challenges that threaten access to infusion care across the country.
- Advocate for responsible medical benefit reform.

# WHY NICA?

NICA stands as a champion for standards of excellence, uncompromising quality and safety, and equitable access to life-changing biologic infusion medications for those who need it most. And we are determined to create a world where infusion centers — including ambulatory, physician office-based, pharmacy-based, and other outpatient care settings in which these medications are prepared and provider-administered — may serve as a safe, streamlined, and economically viable alternative to hospital settings. We infuse positive change to unlock the future of healthcare.

# 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 an 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 & Member Discounts 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 Chief Executive Officer	✓	✓	✓
Complimentary digital copy of Standards of Excellence for Ambulatory Infusion Centers	✓	✓	✓
Opportunity* to host a webinar for NICA Provider Members on relevant educational topics (based on availability) <i>*Opportunity to reserve webinar is provided in order of partnership tier at the beginning of each calendar year.</i>	✓	50% Discount	Available for Purchase
Sponsored content distribution via NICA e-newsletters and promoted across other channels	1 Per Year	Available for Purchase	Available for Purchase
Access to NICA Reports Library	Complimentary	Complimentary	Complimentary

CONFERENCE BENEFITS	DIAMOND	RUBY	EMERALD
Discount on one (1) exhibit booth (Standard booth size is 10'x10') <i>*Includes 2 complimentary registrations</i>	100% Discount (Complimentary)	100% Discount (Complimentary)	30% Discount
Preferred booth selection	✓	✓	✓
# of complimentary registrations (Additional passes available for purchase)	3	2	1
# of complimentary passes to access conference materials and recordings (Additional passes available for purchase)	Unlimited	10	1
Company included on digital Exhibit Hall Passport plus gamification elements to increase booth traffic (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)	✓	✓	✓
Access to NICA's pre-conference attendee list	✓	✓	✓
Opportunity to place one (1) item in attendee tote bags	✓	May Purchase \$300	May Purchase \$500
Send e-messaging out to registered attendees before the conference via NICA	✓		
Preferred consideration for Product Theater	✓		
Opportunity to include relevant products in NICA's Infusion Center of Excellence (NICE) Experience (Subject to Approval)	✓	✓	
Opportunity to reserve a meeting room at the conference venue (Subject to availability)	✓	50% Discount	

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

<b>PRICE: ANNUAL</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$12,000</b>
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