





EXHIBITOR PROSPECTUS



infusioncenter.org



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THE PREMIER CONFERENCE FOR COMPANIES SEEKING CONNECTIONS IN THE INFUSION INDUSTRY

Greetings, NICA Community!

Thank you for your interest in the 2025 National Infusion Center Association Annual Conference (NICA 2025), the only conference focused on professional development for providers, practice managers, advocates, and other experts with a stake in the outpatient provider-administered medication market. NICA 2025 blends high-value learning and networking opportunities, an exhibit hall, and executive encounters between industry and infusion enterprises to create a one-of-a-kind experience focused exclusively on this unique and rapidly growing channel.

We are grateful for your support and ongoing commitment to supporting patients by preserving, optimizing, and expanding this critical delivery channel. Your continued investment in NICA and our annual conference empowers us to continue the fight to preserve access to the provider-administered medication market and ensure that it unlocks the value and cost savings potential of these life-changing medications. Explore this prospectus to find valuable opportunities to support and participate in the 2025 NICA Annual Conference.

Please reach out to us at events@infusioncenter.org with any questions.

Sincerely,

Brian Nyquist, MPH President & CEO







WHO ## NE ARE

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

WHY NICA?

Our 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.

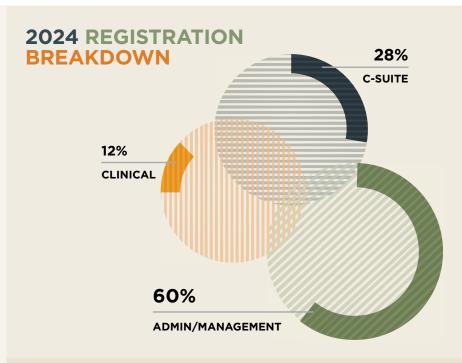
WHAT WE DO

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. Our team is focused on reversing the immediate threats that carry profound economic implications for providers and significantly reduce access to care.

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.

REVIEW OF PREVIOUS NICA CONFERENCES

The NICA Annual Conference continues to see strong and continued growth. In June 2024, NICA welcomed over 1,100 market leaders and infusion professionals to the MGM Grand Hotel in Las Vegas. Specifically focused on the provider-administered medication channel, the support the NICA Annual Conference receives each year from the infusion distribution channel continues to be overwhelming. During the two-day event, attendees participated in over 24 sessions and round tables led by experts from some of the most reputable infusion thought leaders and operators in the industry. Attendees also had the opportunity to network with peers and colleagues during educational dinner programs, receptions, and through activities in the exhibit hall.



Total number of 2024 exhibitors

NICA 2025: LEARN, NETWORK & GROW

The National Infusion Center Association Annual Conference is the only conference focused on the professional development of providers, practice managers, advocates, and other professionals with a stake in the medical benefit drug market.

Attendees will explore conversations critical to a successful infusion operation through our diverse breakout sessions and workshops.



CONTINUING EDUCATION

Prior to this year's conference, we are excited to offer a day of dedicated nursing management education on Thursday, June 19, with our "Foundations of Excellence" seminar. This full-day workshop equips nurse managers with advanced strategies for optimizing infusion nurse onboarding, implementing best practices in preceptorship, competency validation, and personnel management requirements. Participants will earn continuing nursing education contact hours while gaining practical tools and insights from experts to enhance their training programs and support nurses effectively. Whether refining existing processes or developing new strategies, this workshop will equip participants with the knowledge and skills needed to drive excellence within their teams.

Limited spots available.



BLEND EDUCATION & NETWORKING

In the exhibit hall, attendees will discover a diverse range of cutting-edge technologies, innovative industry professionals, and the latest advancements in medical and pharmaceutical products. The expo Innovation Center, new in 2024 and returning in 2025, will feature emerging solutions that streamline operations, enhance patient safety, and improve care.

Continuing nursing education contact hours will be available, allowing attendees to earn credits while gaining valuable insights from thought leaders and industry experts.

The NICA Infusion Center of Excellence (NICE) Experience will also return, providing an interactive look at the NICA Standards of Excellence and showcasing best-in-class products and equipment.

The Infusion Access Foundation's TOAST: Together for Treatment Gala will once again coincide with the NICA Annual Conference on June 19, 2025. IAF is our sister organization focused on ensuring that patients have robust access to provider-administered treatments. TOAST is a premier opportunity to network with industry leaders, learn about IAF's impact on patient access, and raise funds for patient programs.















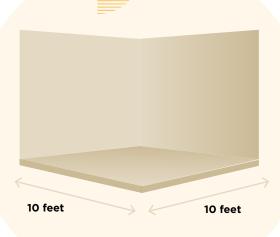






EXHIBITOR INFORMATION

BOOTHS ARE SELLING FAST! RESERVE YOUR SPACE NOW FOR NICA 2025. EXHIBIT SPACE IS ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS.



BOOTHS

EACH BOOTH INCLUDES:

- 8' tall and 3' tall side divider drape(s)
- One 8' skirted table with two (2) chairs, a wastebasket
- The exhibit hall and fover are carpeted
- Two complimentary passes are included with booth
- Ability to purchase additional passes
- · Listing on the official conference mobile app
- Logo on Expo Hall Virtual Passport

INNOVATION CENTER DOME

EACH INNOVATION CENTER BOOTH INCLUDES:

- 5 foot skirted table
- 1 wastebasket
- 1 complimentary pass

Available only for innovative products or services for the infusion industry and distribution channel. Limited number available.



If interested inquire at events@infusioncenter.org

EXPO COMPANY AEX Convention Services

Contact AEX Convention Services via the web at www.aexservices.com.

Exhibitor shipping and other important information packets will be distributed on, or around, April 2025.

WHAT COMPANIES SHOULD EXHIBIT AT NICA 2025?

MANUFACTURERS:

- Pharmaceutical
- Medical supplies
- Medical devices
- Other industry-related products

SELLERS, RE-SELLERS, RENTERS, AND/OR DISTRIBUTORS OF:

- Medications
- Medical supplies
- Medical devices
- Consultants
- Advisory firms
- · Education organizations
- Nonprofit organizations
- Recruiting firms
- Marketing
- ...and more!

OTHER:

- · Specialty pharmacy
- Technology
- Billing, reimbursement, and revenue cycle management
- Managed Service Organizations
- GPOs

If your company provides products, goods, or services directly to infusion providers

JOIN US IN THE EXPO HALL!



4U Medical AbbVie **ACU-Serve ADMA Biologics** AdvisorWoRX Alexander International Innovations, LLC Alexion AstraZeneca Rare Disease Allegiance Group Amber Specialty Pharmacy American Rheumatology Network **AMGEN Annexus Health** Argenx Cencora **BIOCARE** Biogen Boehringer Ingelheim (BI) **Bristol Mvers** Squibb BuyandBill.com Cardinal Health Catalyst Consulting Champion Manufacturing **CSL Behring** Cumberland **Pharmaceuticals** CuraScript SD **Curbside Infusion** Venture **Dream Seats** eBlu Solutions Eisai, Inc. Eitan Medical

Endue

Enthermics

Medical Systems EQTemp, a division of Felix Storch, Inc Expert Infusion Nurse Consulting, LLC Ferring **Pharmaceuticals FFF Enterprises** Fly Chain Fresenius Kabi Genentech Grifols **GSK HEAL Fashion | IV** Hoody Healthwell Foundation House Rx ICU Medical Inc. **ID Medical Devices** Immunoglobulin **National Society** (IgNS) InBody Infinity Infusion Solutions **INFUSEFLOW LLC** Infusion Access Foundation Infusion Nurse Society (INS) InfuSystem **Integrated Medical** Systems, Inc. (IMS) Intuvie **IvWatch** Johnson & Johnson KnarrStar Recruiting, LLC. Kwickscreen Lamar Health La-Z-Bov

Healthcare |

Knú Comfort

LeanTaaS Lilly USA, LLC **LNP Medical** Main Bridge Managed Health Care Associates, Inc. Matrix GPO McGriff Insurance McKesson Medically Integrated Dispensing **Med-Billing Solutions Inc MedEdge Solutions** MedServe Mertz Taggart **MONT Research** National Association of Specialty Pharmacy (NASP) National **Home Infusion** Association (NHIA) **National Infusion** Center Association (NICA) National Organization of Rheumatology Management (NORM) **NeuroNet GPO** NextGen Healthcare NexTrust Inc. **Novartis Pharmaceuticals** Corporation Octapharma USA OI Infusion Optum Rx

Paragon Ventures

LLC.

Pegasus Medical Concepts Pinnacle Revenue Management **Preferred Medical** Premier | Innovatix Prochant **Prodigy Health** PX Technology R2 Health Rheumatology **Nurses Society** (RNS) Right Way Medical RxToolKit SamaCare Sandoz Inc. Scio Management Solutions Sectyr, LLC SPS Health Sun Pharma **TailorMed** Takeda **TANYR** Tennr Teva **Pharmaceutical** Industries Ltd. **TG Therapeutics** The Remedy Group Trella Health Triangle Healthcare Advisors LLC UCB, Inc. **Unlimited Systems** Vertisis Custom **Pharmacy** VistaRx Welnfuse

Zero Gravity



CONFERENCE SPONSORSHIP & EXHIBITOR PACKAGES

NICA prohibits sponsors and exhibitors from displaying, promoting, or selling products or services that fall outside the scope of the event's primary focus of the infusion delivery channel. Disruptive signage or activity on the expo floor is prohibited. Violations may result in removal from the NICA Annual Conference event.				
	HAVANA	SANTIAGO	ВАҮАМО	MATANZAS*
	\$20,000	\$15,000	\$10,000	\$4,500 - \$5,500
EXHIBIT SPACE				
Complimentary exhibit booth(s). Standard booth size is 10'x10' Includes two (2) complimentary registrations.	1	1	1	1
Priority booth selection	Yes	Yes	Yes	No
REPRESENTATIVE PASSES				
# of additional complimentary Full Access Passes	2	1	1	0
# of Full Access Passes that may be purchased at \$850 per person	Unlimited	Unlimited	Unlimited	Unlimited
# of complimentary Post Conference Material & Recordings Passes	4	3	2	0
Total number of Complimentary Full Access Passes per sponsorship	4	3	3	2
RECOGNITION				
Invitation to Early Arrivals Lounge Reception	Yes	Yes	Yes	Yes
Company logo included on Digital Exhibit Hall Passport	Yes	Yes	Yes	Yes
Company logo linked to website and company description in official conference app	Yes	Yes	Yes	Yes
Company logo included on signage	Yes	Yes	Yes	No
Larger recognition via conference correspondence and in on-site signage	Yes	Yes	Yes	No
SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES				
Included in order of consideration for sponsoring a Product Theater	Yes	Yes	No	No
30-minute Product Theater	\$2,000	\$3,500	\$5,000	\$5,000
Opportunity to include an item in the attendee tote bags	Yes	Yes	n/a	n/a
OTHER				
Access to post-conference e-recap	Yes	Yes	Yes	Yes
Access to post-conference attendee list (includes email addresses)	Yes	Yes	Yes	Yes
Access to pre-conference attendee list (name, title, company)	Yes	Yes	Yes	No
POST CONFERENCE MATERIAL & RECORDINGS PASS** Access to recorded sessions and slides only				

^{* \$4,500} until February 28, 2025. \$5,000 from March 1 to April 31, 2025. \$5,500 starting May 1, 2025.

^{**} Available to all packages.



CONTENT & INTERACTION



Please e-mail <u>events@infusioncenter.org</u> to inquire about availability and additional information.

Show your support for infusion providers and NICA by increasing your brand presence! NICA 2025 sponsors have exclusive access to an exciting list of options to customize their sponsorship packages. The following opportunities are designed to both amplify your brand awareness and encourage direct interaction and connection with infusion industry stakeholders. All sponsors will be recognized on-site for their generous contribution to the success of the conference.

A-la-carte opportunities are updated frequently.



PRESENTING TITLE SPONSOR

\$50,000 Only 1

Receive recognition on pre-conference promotional material as the Presenting Sponsor of our conference. Sponsors will have 10 minutes prior to the keynote speaker to address the general assembly. An on-site suite will be reserved for the sponsor company to use as a meeting place to host current or prospective clients.



KEYNOTE

\$15,000 Only 1

Sponsor our Keynote Speaker's conference-opening presentation! To be announced in early 2025, hosts will kick off the conference by guiding attendees through an unforgettable journey.



PRODUCT THEATER SESSION

\$5,000 2 Sold / 4 Remaining

Highlight your company's product or service offerings when you sponsor and host a dedicated Product Theater. The sponsorship offers the opportunity to present your value proposition and expertise to an audience with a demonstrated interest in your session topic. One 30-minute session per sponsor.



PRODUCT THEATER BREAKFAST SESSION \$7,500 3 Total

Sponsor and host a dedicated Product Theater Breakfast and keep attendees full and happy as you highlight your company's product or service offerings. The sponsorship offers the opportunity to present your value proposition and expertise to an audience with a demonstrated interest in your session topic. One 45-minute session per sponsor.



SESSION SPONSORSHIPS

\$2,000 Each

Sponsoring a session will place your company directly in front of every person who attends that session. Discussions will be focused on advocacy, management, clinical, and operational topics. One sponsorship per session.



SURVEY SPONSOR

Day 1 (Friday): 2 Available Day 2 (Saturday): 2 Available Inquire for Pricing
Inquire for Pricing

Field a three (3) to five (5) question survey to NICA Annual Conference attendees during the conference. Questions are subject to NICA approval.



EXPERIENCES





Please e-mail <u>events@infusioncenter.org</u> to inquire about availability and additional information.



MEALS

\$15,000 3 Total

All attendees have access to four (4) meals during the conference. Sponsoring this opportunity will guarantee everyone has a top-notch and memorable culinary experience! Sponsorship will include signage and tent cards on all tables.



COFFEE, BEVERAGES, & SNACKS SPONSOR \$15,000 1 Only

Keep your brand logo front and center throughout the day as attendees visit our refreshment stations. Refreshment stations are provided in the exhibit halls during breaks and meals, near registration check-in, and during all breakout sessions and workshops.



MOBILE APP

\$15,000 1 Only

The NICA 2025 Conference mobile app will contain all relevant information for the conference, including session and workshop times, room assignments, speaker information, and personalized schedules. Have your company's name and logo placed prominently through the app. The app will go live approximately one week prior to the conference.



OPENING RECEPTION

\$10,000 2 Total

Ensure your brand logo is one of the first images attendees see at NICA 2025 networking events! Sponsorship includes on-site recognition during the opening reception with exhibitors.



CLOSING RECEPTION

\$10,000 2 Total

Ensure your brand logo is one of the last images attendees see at NICA 2025 networking events! Sponsorship includes on-site recognition during the closing reception.



INTERNET

\$10,000 1 Only

Use your company's name as the password for internet access during the event.



VIDEOGRAPHY

\$10,000 1 Only

Make NICA 2025 an event to remember! Our videography partner will be on-site to record all sessions and workshops so they are available after the conference. These recordings will also be accessible to attendees who choose virtual-only access. Sponsorship will be acknowledged before each video.



PROVIDER'S ONLY BAR SPONSOR

\$5,000 1 Only

Sponsor the "Providers Only" bar and make your organization logo one of the "coolest" at the conference via this branded ice luge.



EXPERIENCES





Please e-mail events@infusioncenter.org to inquire about availability and additional information.



EARLY ARRIVALS LOUNGE EVENT

\$5,000 2 Total

NICA will host a pre-conference reception for early conference arrivals on Thursday. This smaller networking event allows attendees, exhibitors, and sponsors arriving at the conference early an opportunity to network in a more relaxed atmosphere.



HEADSHOT STUDIO

\$5,000 1 Only

Increase your brand awareness by sponsoring the Headshot Studio Booth located in the Expo Hall. All attendees can have a professional photo taken of themselves. Free to all, attendees can have a professional photo taken of themselves.





SANCTIONED DINNER PROGRAM

\$3,000 4 Total

There are multiple opportunities for companies to host a sanctioned dinner program on Friday, June 20, after the opening reception. Prices include personalized invite emails sent by NICA to attendees of your choice and assistance in selecting a restaurant.



CLOSING RECEPTION ENTERTAINMENT

\$2,500 4 Total

Sponsor the stage entertainment at the NICA Annual Conference Closing Reception. Ensure your enterprise stays top-of-mind as attendees head back to the office.

CONFERENCE GAMES * Attendees must be present to win!



GAMIFICATION SPONSOR - SCAVENGER HUNT \$2.000

Drive speaker, exhibitor, and attendee engagement by sponsoring the NICA Annual Conference mobile app's gamification system. This scavenger hunt sends attendees to exhibitor booths and quizzes them on what they learned in their conference sessions. Prizes will be issued to the contestants with the highest scores!



INCREASED BOOTH GAMIFICATION POINTS TO ENHANCE BOOTH TRAFFIC

\$500

*Limited to 3 participants

Amplify your impact! Your booth gamification point allotment can be multiplied with this package. Drive more traffic to your booth by making it more valuable during the booth scavenger hunt.



EXHIBIT PASSPORT PRIZES

\$500, \$1,000, \$1,500 1 Each

Be recognized by sponsoring a prize in the Exhibit Hall Passport Drawing held during the Closing Reception.









PROMOTIONAL ITEMS



Please e-mail events@infusioncenter.org to inquire about availability and additional information.



CONFERENCE TOTES (Co-branded with NICA) \$10,500 1 Only

Maximize your company's exposure with logo placement on the most coveted piece of swag at the conference. All attendees will receive a bag upon check-in at registration.





HOTEL KEY CARDS

All attendees who stay at the conference hotel will receive NICA 2025 meeting key cards upon arrival. Make sure your logo is on one of their most frequently used and viewed items.





WATER BOTTLES (Co-branded with NICA) \$8,000 1 Only

Help attendees stay hydrated all day while cutting down on waste by sponsoring this opportunity! Your logo will be front and center on the bottle as the sponsor. Each attendee will receive a water bottle in their conference bag upon check-in at registration.



NAME BADGES

\$8,000 1 Only

\$8,500

1 Only

Increase your brand awareness by sponsoring the NICA 2025 name badges that all attendees will receive upon checking in at registration.



PADFOLIOS (Co-branded with NICA) \$6,500 1 Only

Attendees will love keeping all their notes, session slides, literature, and business cards in one stylish professional padfolio. Sponsor this item and have your company's logo debossed on the front of the padfolio.





HOTEL KEY CARD SLEEVE

\$4,500 *1 Only*

All attendees who stay at the conference hotel will receive NICA 2025 meeting key cards in a sleeve upon arrival. Make sure your logo is on one of their most frequently used and viewed items.



LANYARDS

\$5,000 1 Only

There is nothing more impactful than attendees wearing your logo around their necks during the conference!





SUNGLASSES

\$5,000 1 Only

Attendees will be walking around Miami in style while promoting your brand logo.





PROMOTIONAL ITEMS | | | | | |



Please e-mail <u>events@infusioncenter.org</u> to inquire about availability and additional information.



DRINK TICKETS

\$3,000 1 Only

Place your brand logo on the event drink tickets, which will be used during both the opening and closing receptions.



CHARGING STATION

\$3,000 2 Total

Have your company's name and logo on the charging station located on the third-floor hallway.





SCHEDULE-AT-A-GLANCE

\$3,000 *1 Only*

Sponsoring this schedule, located on the back of attendee badges, is an excellent opportunity for your company's logo to be visible at all times during the conference.



HAND SANITIZER STATIONS

\$2,000 1 Only

Let's help all attendees stay healthy throughout the conference. Hand sanitizing stations will be positioned in all high-traffic areas. \cdot





SUNBLOCK & LIP BALM

\$2,500 1 Only

Have your logo on perhaps the most important item in Miami.



We are dedicated to ensuring that the nation's community-based infusion centers remain a safe, more efficient, and more cost-effective alternative to hospital settings for consistent, high-quality care.





















The NICA Infusion Center of Excellence (NICE)

Experience is an interactive mock infusion center showcasing best-in-class products and equipment that enhance operations and promote patient safety. Attendees will have the opportunity to see the NICA Standards of Excellence for Ambulatory Infusion Centers in action and engage with clinical experts and assessors from the NICA Accreditation Program to learn more. Both new and seasoned infusion providers will come away with actionable insights to elevate the level of care they provide their patients.

The NICE Title Sponsor will have the first opportunity to reserve space for their products in NICE, followed by Supporting Sponsors before the opportunity is extended to general exhibitors.



OPPORTUNITIES ARE LIMITED.



Please email **NICE@infusioncenter.org** to inquire about availability.

NICE EXPERIENCE SPONSORSHIP OPPORTUNITIES





Demonstrate Your Commitment To Excellence!



ON-SITE BRANDING: SIGNAGE & PROMOTION



Please e-mail events@infusioncenter.org to inquire about availability and additional information.

The Fontainbleau offers a limited amount of on-site advertising for your company's brand awareness. All on-site advertising is on a first come first served basis. Please connect with NICA for pricing and additional information.



LED Video Eggwall



Wayfinders (6)



Luster Gallerie Columns (5)



Luster Gallerie Cheese Holes



4th Floor Corridor Panels



West Escalator Versailles Conference Center



East Escalator Versailles Conference Center



4th Floor Cheese Holes



Sparkle & Ocean Promenade Wood Panels



Versailles Corridor



Stage Design



TOAST TOGETHER FOR TREATMENT



Sponsor the 2025 Infusion Access Foundation TOAST Together for Treatment Gala and support patient access. This year, TOAST Gala guests will step into the vibrant world of Havana Nights, where the sultry Cuban beats of salsa and rumba will fill the air, the exciting colors of Cuba will dazzle the eyes, and a taste of Cuban cuisine will be served. Help us celebrate the transformational work of the Infusion Access Foundation in 2025 and support patient access in 2026 and beyond.



In addition to your event sponsorship, you can also request a pre-sale table by emailing maggie.lynch@infusionaccessfoundation.org directly.

TOAST tickets will be released to the public when NICA Annual Conference tickets are released in early 2025. Visit www.infusionaccessfoundation.org/toast for more information.

NICA+TOAST BUNDLE SPONSORSHIP

\$15,000

Bundle your NICA 2025 sponsorship and your TOAST sponsorship. Includes:

- Six (6) tickets (One (1) reserved table) *Two (2) seats may be filled by IAF
- · Recognition on TOAST event pages with medium logo
- · Recognition at podium at TOAST event and on TOAST event signage
- · Recognition with medium logo in all IAF TOAST event communications and TOAST signage
- Recognition on two (2) IAF social media posts
- Recognition on special NICA Conference signage and website denoting your support of both organizations; and
- Infusion Access Foundation lapel/lanyard pins for up to five (5) team members. This lapel pin will
 allow access to the cocktail package at TOAST and to top-shelf cocktails at all NICA receptions.

THURSDAY, JUNE 29, 2025

2025 TOAST TOGETHER FOR TREATMENT GALA



A vibrant and fun fundraising event benefiting the Infusion Access Foundation.

Proceeds assist IAF in creating a supportive patient community that provides education on chronic disease and treatment choices and a robust group of patient advocates fighting to ensure access to injection and infusion medications.

Presenting (Only 1 Available) \$30,000

- 18 tickets
 Three (3) reserved tables
 located in a prime location)
 *Two (2) seats at each table
 may be filled by Infusion
 Access Foundation
- Recognition in event header and logo on all event pages
- · Feature in e-newsletter
- Recognition at podium and opportunity to speak
- Recognition with logo in event header in all event communications and signage
- Opportunity for company branded item in attendee gift bag

Champagne \$20,000

- 12 Tickets
 Two (2) reserved tables in
 a select location) *Two (2)
 seats at each table may be
 filled by Infusion Access
 Foundation
- Recognition on event pages with large logo
- Recognition at podium at event and on event signage
- Recognition in with large logo in all event communications and signage
- Recognition in three
 (3) social media posts
- Opportunity for company branded item in attendee gift bag

Prosecco

\$15,000

- 6 Tickets
 One (1) reserved tables)
 *Two (2) seats may be filled
 by IAF
- Recognition on event pages with medium logo
- Recognition at podium at event and on event signage
- Recognition with medium logo in all event communications and signage
- Recognition on two
 (2) social media posts

Cava \$10,000

- 4 Tickets
 One (1) reserved table)

 *Four (4) remaining seats will be filled by IAF
- Recognition on event pages with small logo
- Recognition at podium at event and on event signage
- Name included in one (1) social media post



TOAST Add-On Opportunities:

Includes name and logo on signage and event website



Champagne Wall Sponsor \$5,000



Bar Sponsor \$4,000



Entertainment Sponsor \$5,000



Auction Sponsor \$3,000



Centerpiece Sponsor \$2,000



Since its grand opening in 1954, the Miami Beach Fontainebleau has been the place to see and be seen.

When Fontainebleau's architect, Morris Lapidus, unveiled his plans nearly 60 years ago, he explained:

"Fontainebleau is designed to convey a feeling of delight, to provide a setting, away from home, away from daily cares, just for the pleasure of a great experience."

To provide this experience, Lapidus broke away from conventions to create what he called "an architecture of joy."

He chose passion over formality, curves over straight edges, and hot colors over the traditional vanilla palette. Irony, surprise, wit, serendipity, coincidence, and whimsy were his tools.

Critics and academic killjoys were outraged. The public couldn't get enough of it. Eventually, the original Fontainebleau came to be recognized as a masterpiece of Modernist architecture, but it was always Modernism with an edge, and with plenty of humor and an abundance of art. Everything Lapidus designed or placed in the Miami Beach Fontainebleau is meant to delight and surprise.

FONTAINEBLEAU MIAMI BEACH 4441 COLLINS AVENUE MIAMI BEACH, FL 33140