

JOIN US AT THE

# NAQC ANNUAL MEETING

**Promote | Engage | Sustain | Innovate**

*Advancing Quitline Excellence Together!*

**APRIL 15-16, 2026**

**Partnership and  
Exhibitor  
Prospectus**





Welcome!

As President and CEO of the North American Quitline Consortium (NAQC), I am pleased to invite you to join us as a partner for the **2026 NAQC Annual Meeting**, which will be held virtually on April 15–16, 2026. This convening brings together leaders from state, provincial, and territorial commercial tobacco treatment programs, national and state public health partners, researchers, and service providers to advance the systems, strategies, and innovations that support people who are trying to quit.

Relaunching in a new virtual-only format, the 2026 Annual Meeting represents one of the few opportunities in our field where decision-makers, practitioners, and technical experts can gather to share emerging practices, explore new service delivery models and promotion approaches, and strengthen the infrastructure that underpins treatment services across North America. With shifting funding environments, evolving commercial tobacco products, and growing demand for evidence-based support for populations most impacted by commercial tobacco, this meeting serves as an essential forum for collaborative learning and coordinated action.

Partners play a critical role in making this gathering possible. Your support enables NAQC to host a high-quality virtual experience and bring forward diverse perspectives that strengthen the field. Partnership also provides organizations with a unique opportunity to demonstrate leadership, share insights, and engage directly with program leaders who shape treatment services in their area.

We appreciate your consideration and look forward to the opportunity to work together in advancing evidence-based commercial tobacco treatment across North America.

Thomas Ylioja, PhD, MSW  
*President and Chief Executive Officer*

## Who We Are

The North American Quitline Consortium (NAQC) is a 501(c)(3) nonprofit membership organization that supports commercial tobacco treatment programs across the United States and Canada. Since its founding in 2004, NAQC has served as a trusted convener, technical resource, and connector for public health agencies, service providers, and researchers who design, deliver, and evaluate evidence-based commercial tobacco treatment services.



## Our Mission

*Serve a consortium of trusted partners across North America to advance access, use, and effectiveness of treatment services for commercial tobacco products.*

NAQC works to improve the quality, accessibility, and effectiveness of quitlines and other treatment services by fostering collaboration, strengthening state, provincial, and territorial capacity, and advancing shared standards and best practices. We bring together diverse expertise from across North America to address emerging challenges, support innovation, and help publicly funded programs provide effective, person-centered treatment for people trying to quit commercial tobacco.

Through our research and evaluation work, annual surveys, technical assistance, and national convenings, NAQC plays a central role in identifying trends, promoting evidence-based approaches for populations most impacted by commercial tobacco, and strengthening the public health infrastructure that supports treatment services. NAQC's network reflects the collective experience and leadership of the field, creating a foundation for coordinated learning, collaboration, and progress.

## 2026 Annual Meeting Overview

The 2026 NAQC Annual Meeting will take place virtually on **April 15–16, 2026**, bringing together approximately **150–200 leaders** from across North America. As the only gathering dedicated specifically to publicly available commercial tobacco treatment programs, the meeting convenes a uniquely diverse audience, including quitline purchasers and administrators, service providers, researchers and evaluators, media and communications professionals, public health practitioners, policymakers, advocates, and other partners engaged in commercial tobacco treatment and cessation systems.

Relaunched in a virtual-only format, the meeting is designed to expand access, expand engagement, and foster learning across jurisdictions, roles, and sectors. Attendees represent the full spectrum of expertise needed to design, implement, evaluate, and promote commercial tobacco treatment services, making this convening a critical forum for cross-disciplinary dialogue and systems-focused problem-solving.

The two-day meeting will include plenary sessions, breakout discussions, networking opportunities, and an interactive virtual exhibit hall. Content will be organized around four thematic tracks that reflect current practice needs and priorities:

- **Sustainability:** Exploring funding strategies, partnerships, policy environments, and approaches that strengthen the long-term viability of commercial tobacco treatment services.
- **Promotion and Reach:** Highlighting outreach strategies, promotion efforts, and innovative approaches to increasing awareness, access, and service utilization among people who use commercial tobacco.
- **Service Delivery:** Examining evolving treatment models, technology integration, operational improvements, and workforce strategies that enhance service effectiveness and participant experience.
- **Addressing Disparities:** Focusing on evidence-based approaches to serve populations most impacted by commercial tobacco and reduce inequities in access, engagement, and outcomes.

Hosted on the vFairs virtual platform, the meeting will offer multiple modes of engagement including live chat, virtual booths with exhibitor-initiated video chat, virtual roundtables, and gamification for broad participation. The virtual format ensures a high-quality experience for attendees while creating meaningful opportunities for partners to engage with the leaders who shape commercial tobacco treatment services across the continent.

## Why Partner with NAQC

Partnering with NAQC on the 2026 Annual Meeting provides a direct opportunity to support and engage with the leaders who design and deliver publicly available commercial tobacco treatment services across North America. As the only convening dedicated to the field of quitlines, the meeting offers partners unparalleled access to the program administrators, service providers, evaluators, and public health professionals who influence treatment system priorities, investments, and innovations.

Partnership provides meaningful visibility in a trusted, non-commercial environment where attendees actively seek evidence-based tools, innovative approaches, and insights to strengthen their programs. Through virtual engagement channels, partners can highlight their expertise and connect directly with decision-makers responsible for program operations, service contracts, promotion strategies, evaluation priorities, and quality improvement efforts.

Your partnership also helps ensure that NAQC can provide a high-quality virtual convening that is accessible to leaders across North America. By supporting this event, partners demonstrate their commitment to strengthening the infrastructure that underpins commercial tobacco treatment services and to advancing evidence-based support for populations most impacted by commercial tobacco.

# The vFairs Virtual Conference Experience

The 2026 NAQC Annual Meeting will be hosted on the vFairs virtual conference platform, which provides an intuitive, accessible, and engaging environment for attendees and partners. vFairs supports a full range of interactive features designed to facilitate connection, learning, and visibility throughout the meeting. Mimicking the live experience, attendees begin their virtual conference in the lobby where sponsor logos are highly visible and facilitate immediate access to a virtual booth. Attendees can also navigate into the exhibit hall from the lobby to visit any booth.

The platform offers:

- Customizable Virtual Booths**  
Partners can choose from a variety of customizable virtual booth designs and self-select diverse avatars. They can also upload custom imagery, include downloadable resources, videos, links, and clear calls to action to fully brand their booth.
- Live Chat and Exhibitor-Initiated Video Engagement**  
Real-time text and video conversations allow partners to connect directly with attendees, answer questions, and highlight expertise.
- Facilitated Roundtables and Networking Features**  
Topic-based discussions and structured networking spaces support deeper engagement among attendees and partners.
- Resource Libraries and Content Hubs**  
Attendees can access materials during and after the event, extending the reach of partner content beyond live sessions.



Figure 1. View of the virtual lobby with partner logos highly visible with quick access to the exhibitor hall.



Figure 2. View of the customizable booth features.

- **Gamification**

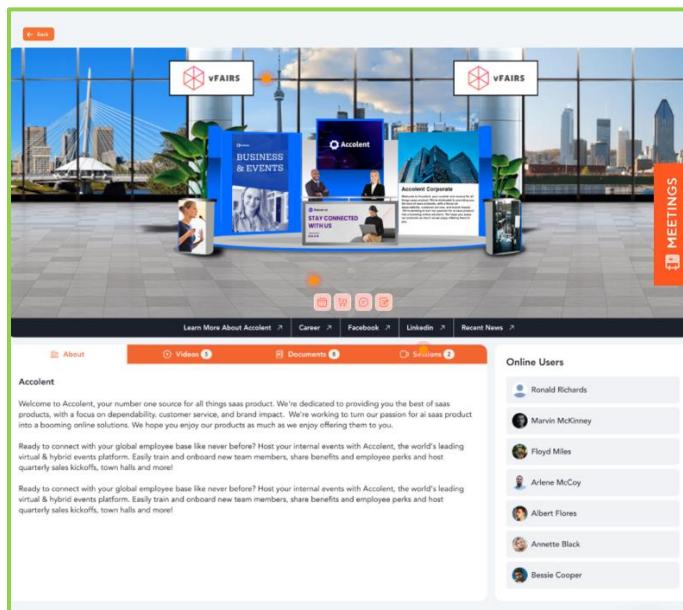
Integrated challenges encourage attendees to explore the virtual environment, increasing traffic and visibility for partner booths.

- **Attendee Tracking and Analytics**

Post-event analytics summarizing booth activity, including the number of visitors, resource downloads, video views, and chat interactions.



*Figure 2. Booths visible in carousel allowing users to navigate through each booth and click to learn more. Premium placement for Gold Sponsors displayed on first carousel followed by Silver Sponsors. Exhibitors are listed in order of purchase.*



*Figure 3. Zoomed in on single exhibit booth. Exhibitors can highlight products and services, include agency description, post videos, offer digital swag, downloadable documents, and highlight sessions. Attendees can initiate chat, schedule an appointment, or leave a message at the booth.*

## Partnership Tiers

The 2026 NAQC Annual Meeting offers three partnership tiers designed to provide clear, differentiated opportunities for organizations to engage with attendees, share expertise, and support the only convening dedicated to publicly available commercial tobacco treatment programs across North America. Each tier includes a customized level of visibility, virtual booth placement, and opportunities for interaction with program and public health leaders.

- **Leadership Partner**

Leadership Partners receive the highest level of visibility across the vFairs platform and throughout the meeting program. This tier is intended for organizations seeking a prominent presence and expanded opportunities for engagement with attendees. Leadership Partners are featured in key event communications and presentations and receive priority virtual booth placement and enhanced opportunities to contribute to meeting content.

- **Supporting Partner**

Supporting Partners receive strong visibility within the virtual environment and a premium booth presence in the exhibit hall. This tier is suited for organizations that play an active role in strengthening commercial tobacco treatment services and wish to participate in structured engagement opportunities during the meeting. Supporting Partners receive recognition across core event materials and access to elevated exhibitor features.

- **Exhibitor Partner**

Exhibitor Partners receive a virtual booth within the exhibit hall and access to standard engagement features, including live chat and exhibitor-initiated video interactions. This tier is designed for organizations that wish to share resources, connect with attendees, and demonstrate alignment with NAQC's mission within a high-quality virtual environment.

These partnership levels ensure that all participating organizations have meaningful opportunities to engage with attendees while supporting NAQC's mission to advance evidence-based commercial tobacco treatment services across the continent.

# Partnership Features

## Leadership Partner – \$10,000 (2 available)

### Recognition & Visibility

- Prominent logo placement on:
  - Sponsor page and event landing page (landing page will get the highest visibility for the event)
  - vFairs lobby with the largest available logo size
  - NAQC events page
  - Registration reminder and confirmation emails
  - Agenda overview, opening and closing presentation slides

### Engagement Features

- Sponsored plenary session (1)
- Sponsored roundtable discussion (1)
- One sponsored push notification

### Exhibit Presence

- Front-page virtual booth in exhibit hall

### Registrations & Reporting

- Up to 5 complimentary registrations
- Post-event engagement and analytics summary
- Recognition in post-event email and NAQC conference archive webpage

### Gamification Incentive

- 1,000 leaderboard points awarded to attendees who visit the booth

## Supporting Partner – \$4,000 (4 available)

### Recognition & Visibility

- Prominent logo placement on:
  - vFairs lobby
  - Sponsor page
  - Opening and closing presentation slides

### Engagement Features

- Sponsored roundtable discussion (1)

### Exhibit Presence

- Premium virtual booth placement in exhibit hall

### Registrations & Reporting

- Up to 3 complimentary registrations
- Post-event engagement metrics

### Gamification Incentive

- 500 leaderboard points awarded to attendees who visit the booth

## Exhibitor Partner – \$750 (unlimited)

### Recognition & Visibility

- Listing on sponsor page

#### **Exhibit Presence**

- Virtual exhibit space
- Placement in scrolling carousel (first-come, first-served)

#### **Registrations & Reporting**

- 1 complimentary registration
- Basic booth analytics

#### **Gamification Incentive**

- 250 leaderboard points awarded to attendees who visit the booth

# Summary of Partnership Features

Benefits	Leadership Partner	Supporting Partner	Exhibitor Partner
<b>Recognition &amp; Visibility</b>			
Logo in vFairs lobby	Largest	Standard	--
Logo on sponsor page	Yes	Yes	Listing only
Logo on event landing page	Yes	--	--
Logo on NAQC events page	Yes	--	--
Logo in registration reminders and confirmation emails	Yes	--	--
Logo in opening & closing slides	Yes	Yes	--
Logo in agenda overview	Yes	--	--
<b>Engagement Opportunities</b>			
Sponsored plenary session	1	--	--
Sponsored roundtable	1	1	--
Sponsored push notification	1	--	--
<b>Exhibit Hall Presence</b>			
Virtual booth	Yes	Yes	Yes
Booth placement	First page	Premium placement	Carousel (first-come, first-served)
Exhibitor-initiated video chat	Yes	Yes	Yes
<b>Gamification Incentives</b>			
Leaderboard points (to encourage booth visits)	1,000 points	500 points	250 points
<b>Registrations &amp; Reporting</b>			
Complimentary registrations	Up to 5	Up to 3	1
Post-event analytics	Full engagement and analytics summary	Engagement metrics	Basic booth analytics
Recognition post-event	Email + archive webpage	--	--

# Partner Expectations & Content Guidelines

NAQC is committed to ensuring that the 2026 Annual Meeting provides a high-quality, mission-aligned experience for all attendees. To support a consistent and professional virtual environment, partners are asked to follow the expectations outlined below when preparing materials, hosting virtual booths, and participating in sponsored sessions.

## **Professional and Mission-Aligned Engagement**

Partners are expected to engage with attendees in a respectful, professional manner that reflects NAQC's role as a neutral convener for publicly available commercial tobacco treatment services. Interactions should prioritize knowledge sharing, collaboration, and support for evidence-based practice. Direct sales activities, high-pressure promotion, or solicitation of contracts are not permitted during the meeting.

## **Virtual Booth Content**

Partners should provide accurate, up-to-date information about their organization, products, programs, or services. Materials may include documents, videos, links, and contact information. Content should be relevant to commercial tobacco treatment, cessation, public health, evaluation, communications, or related areas. NAQC reserves the right to review and request revisions to content that does not align with meeting objectives or participant expectations.

## **Sponsored Sessions**

Organizations receiving sponsored plenary sessions will receive advance notice of the topic and speakers. Organizations received sponsored roundtable opportunities should work with NAQC staff to confirm topics, presenters, and format. Sponsored roundtables must maintain an educational focus or discussion and should highlight evidence-based approaches, emerging practices, or program innovations. Product demonstrations or sales-oriented content are not permitted within sponsored sessions.

## **Staffing and Responsiveness**

Partners are encouraged to staff their virtual booths during exhibit hall hours and to monitor chat, video requests, and attendee inquiries in a timely manner. Staffing expectations will be provided in advance to ensure consistency across exhibitors.

## **Branding and File Requirements**

Logos, booth assets, and any content requiring placement in the virtual platform or meeting materials should be provided in the formats and dimensions requested by NAQC. Timely submission of files ensures accurate placement and full visibility within the virtual environment.

## **Compliance with NAQC Policies**

Partners are expected to comply with NAQC's event policies, including guidelines related to commercial tobacco industry conflicts of interest (no tobacco industry affiliation is permitted at the NAQC Annual Meeting; provision of treatment service to employees of the

tobacco industry is not considered affiliation), use of NAQC branding, and expectations for respectful engagement. NAQC reserves the right to disable or remove content that violates these policies.

These guidelines support a consistent, high-quality experience for attendees and help ensure that the meeting remains focused on advancing evidence-based commercial tobacco treatment across North America.

# Key Dates & Deliverable Timeline

To ensure a smooth virtual conference experience, partners are asked to adhere to the deadlines below. NAQC will provide detailed instructions, templates, and file specifications following confirmation of partnership.

## Upon Confirmation of Partnership

- Partnership agreement returned
- Primary point of contact identified
- Initial invoicing and payment arrangements completed

## By February 28, 2026 — Logo & Branding Assets

- Organization logo in required formats (PNG and EPS)
- Brand colors (optional)
- Preferred booth title and organizational description (100–150 words)

## By March 14, 2026 — Virtual Booth Materials

- Upload of all booth content, including:
  - Documents, PDFs, or resource sheets
  - Videos or promotional content
  - Website links and contact information
- Selection of booth layout and color scheme (vFairs template options)
- Confirmation of staff assignments for monitoring booth chat/video

## By March 14, 2026 — Sponsored Roundtable Materials (if applicable)

- Proposed title and description
- Presenter names, bios, and headshots
- Draft slide deck or outline for NAQC review
- Any polls, discussion prompts, or session engagement tools

## By March 14, 2026 — Push Notification Content (Leadership Partners Only)

- 150-character notification text (subject to NAQC approval)
- Desired time window for delivery

### **By April 1, 2026 — Final Review & Platform Testing**

- Final booth content review and approval
- Optional booth preview and self-guided walkthrough
- Review recorded platform orientation webinar for all partners
- Test of chat and exhibitor-initiated video features

### **April 15–16, 2026 — Live Event**

- Booth staffed during designated exhibit hours
- Engagement via chat and video
- Participation in sponsored roundtables or plenary sessions (if applicable)

### **By April 30, 2026 — Post-Event Deliverables**

- Delivery of post-event engagement analytics (tier-specific)
- Listing and recognition on NAQC's conference archive webpage
- Post-event thank-you message issued by NAQC

These timelines ensure full visibility for partners and a cohesive virtual experience for attendees. NAQC will provide reminders and support throughout the preparation period.

# How to Become a Partner

Organizations interested in partnering with NAQC for the 2026 Annual Meeting are invited to follow the steps below. NAQC staff are available to discuss partnership options and help identify the level that best aligns with your organization's goals and budget.

## 1. Review Partnership Options

Review the Leadership, Supporting, and Exhibitor partnership tiers and the Summary of Partnership Features to determine which level best fits your organization's objectives, desired visibility, and available resources.

## 2. Contact NAQC to Confirm Interest

Contact NAQC to discuss availability and next steps:

- **Email:** [naqc@naquitline.org](mailto:naqc@naquitline.org)
- **Phone:** 800.398.5489 ext. 701

If desired, NAQC can schedule a brief call to review partnership opportunities, answer questions, and confirm the appropriate tier.

## 3. Partnership Confirmation and Agreement

Once a partnership level is selected and confirmed, NAQC will:

- Issue a brief partnership agreement outlining roles, recognition, and benefits
- Confirm key dates and deliverables
- Identify the primary point of contact for ongoing coordination

Partnerships are confirmed upon receipt of the signed agreement.

## 4. Payment and Invoicing

NAQC will provide an invoice for the selected partnership level. Payment can be made by check, ACH (preferred method), or credit card, in accordance with NAQC's standard payment policies. Payment timelines will be included in the agreement and invoice.

## 5. Set-Up and Ongoing Coordination

Following confirmation, NAQC will provide:

- Detailed instructions for logo and asset submission
- Virtual booth and session guidelines (as applicable)
- Key dates and reminders for all deliverables
- Points of contact for technical and content-related questions

NAQC will work closely with partners to ensure a smooth preparation process and a successful virtual meeting experience. Organizations interested in partnering with NAQC

are encouraged to reach out early, as Leadership and Supporting Partner opportunities are limited.

NAQC appreciates your consideration of a partnership for the 2026 Annual Meeting. Your support helps strengthen the network of publicly available commercial tobacco treatment programs across North America and contributes to a high-quality convening that advances evidence-based practice and collaboration.

We welcome the opportunity to work together and look forward to partnering with organizations committed to increasing access to evidence-based commercial tobacco treatment services across the continent.