

Engage.Challenge.  
**Inspire.**

JUNE 14-17, 2009

HARRISBURG, PA

*Empowering Our  
Nation Through  
Health Education*

## Promotional Opportunities

*Printable version*

### OPPORTUNITIES

#### PLATINUM

- Conference Sponsor

#### GOLD

- Conference Meal Sponsor
- Special Events Sponsor

#### SILVER

- Welcome Events Sponsor
- Luncheon Sponsor

#### BRONZE

- Welcome Reception Sponsor
- Welcome Breakfast Sponsor
- Round Table Luncheon Sponsor
- Closing Plenary Luncheon Sponsor

#### FRIEND

- Tote Bag Sponsor
- Conference Breaks Sponsor

#### EXHIBITOR

- Exhibitor Package
- Exhibit Space

#### SUPPORTER

- Commercial/ Promotional Education session
- Conference Program Guide Advertising
- Literature Display

#### PAYMENT SCHEDULE

#### DATES AND DEADLINES

#### QUESTIONS

# PLATINUM

## Conference Sponsor | \$20,000

- Exclusive opportunity for presentation (3-5 minutes) by organization representative during time of organization's choosing
- Exclusive logo placement at ALL meals (seven conference-sponsored meals/ breaks in total)
- Exclusive logo placement on conference tote bag. *One-color imprint of logo on front side of tote bag*
- Exclusive logo placement for all special event promotion
- Exclusive logo placement on conference program guide cover
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) full-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.
- Two (2) Press Releases highlighting the partnership

# GOLD

## Conference Meal Sponsor | \$10,000

- Opportunity for presentation (3-5 minutes) by organization representative during one meal
- Exclusive logo placement at ALL meals (seven conference-sponsored meals/ breaks in total)
- Logo placement on conference program guide cover
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) full-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.
- Two (2) Press Releases highlighting the partnership

## Special Event Sponsor | \$7,000

- Opportunity for presentation (3-5 minutes) by organization representative during special event
- Exclusive logo placement for all special event promotion
- Logo placement on conference program guide cover
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) full-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.
- Two (2) Press Releases highlighting the partnership

## SILVER

### Welcome Events Sponsor | \$5,000

- Opportunity for presentation (3-5 minutes) by organization representative during one welcome event
- Logo table tents prominently displayed during both welcome events
- Logo placement on conference program guide cover
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) full-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.
- One (1) Press Release highlighting the partnership

### Luncheon Sponsor | \$5,000

- Opportunity for presentation (3-5 minutes) by organization representative during one luncheon
- Logo table tents prominently displayed during both conference lunches
- Logo placement on conference program guide cover
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) full-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.
- One (1) Press Release highlighting the partnership

## BRONZE

### Welcome Reception Sponsor | \$3,000

- Logo table tents prominently displayed during Welcome Reception
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

### **Welcome Breakfast Sponsor | \$3,000**

- Logo table tents prominently displayed during Welcome Breakfast
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

### **Round Table Luncheon Sponsor | \$3,000**

- Logo table tents prominently displayed during Round Table Lunch
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

### **Closing Plenary Luncheon Sponsor | \$3,000**

- Logo table tents prominently displayed during Closing Plenary Lunch
- One (1) commercial/ promotional session slot available for presentation by company representative
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

## **FRIEND**

### **Tote Bag Sponsor | \$2,000**

- Exclusive logo placement on conference tote bag. *One-color imprint of logo on front side of tote bag*
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

### **Conference Breaks Sponsor | \$2,000**

- Logo table tents prominently displayed during all breaks
- Tote Bag Insert / Literature Display
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- Complimentary one year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

## **EXHIBITOR**

### **Exhibitor Package | \$1,000**

- One (1) commercial/ promotional session slot available for presentation by company representative
- One (1) half-page ad in conference program guide.
- One (1) exhibit space. *Includes all items listed under "Exhibit Space" including:*
  - Two Conference Registrations
  - Electronic copy of Conference Attendee Contact List
  - Organization profile in Conference Program Guide
- Name, logo and product link on NAHEC website for one year
- One-year NAHEC Partnership (Membership) offering direct access to NAHEC's membership via the listserv, newsletters and posting opportunities. Also includes logo prominently placed on Partner page of Website – a key member resource.

### **Exhibit Space | \$450-\$700**

Exhibiting is a great opportunity to get to know attendees and meet face to face with prospective clients.

- One 8 x 10 booth space
- One 6' topped and skirted table, two side chairs, wastebasket
- Two Conference Registrations
- Organization profile in Conference Program Guide
- Electronic copy of Conference Attendee Contact List

## **SUPPORTER**

### **Commercial/ Promotional Education session | \$150-\$250**

Take advantage of this opportunity to present directly to prospective buyers using the 55-minute presentation format. Complete a [Proposal Form](#) for an opportunity to promote and sell product to attendees during a session. *This opportunity is available to exhibitors and sponsors only. Products **may** be sold during a commercial/ promotional session only. Sales of products in the exhibit area is not allowed.*

### **Conference Program Guide Advertising | \$150-\$525**

Advertising space is available in the conference program guide, which is distributed to all conference attendees. This is a great opportunity to keep your name in front of attendees throughout the year.

- Space available on inside back cover, inside front cover and back cover
- Sizes from Half Page to Full Page available
- All advertisers will receive an electronic copy of Conference Attendee Contact List

### **Tote Bag Insert / Literature Display | \$100-\$150**

Literature can be promoted in one of two ways:

- Literature can be displayed in a dedicated area near registration
- Literature to be placed in each conference tote bag.

## PAYMENT SCHEDULE

Early Bird Fees are eligible for those completing and submitting all relevant documents **PRIOR to April 15, 2009**. An *Exhibit & Partnership Opportunities Application* must be signed and payment made in full **by May 15, 2009** to be included in the Conference Program.

## DATES & DEADLINES

January 15, 2009	Deadline to submit completed <u>Proposal to Present</u> to be considered for a Commercial / Promotional Education session.
February 1, 2009	Registration Opens
April 15, 2009	Early Bird Registration Cut-Off
April 16, 2009	Advance Registration Opens
May 1, 2009	Exhibitor Agreement must be signed to be included in Conference Program Guide. Original artwork for advertising in the Conference Program must be submitted in EPS format
May 15, 2009	Payment to be made in full
June 13, 2009	Advance Registration Closes
June 14, 2009	Onsite Registration
June 14-17, 2009	Engage. Challenge. Inspire 2009 – Harrisburg, PA

## QUESTIONS

Thank you for your interest in submitting an application for promotional partnership. Please direct questions to [nahec@nahec.org](mailto:nahec@nahec.org) or 414.390.2187.

Please complete the Promotional Opportunities Application and submit by May 15, 2009. Applications may be submitted:

- By mail to Engage. Challenge. Inspire. 2009 Conference Coordinator, 1533 N RiverCenter Drive, Milwaukee, WI 53212
- By fax 414.390.2199
- Electronically Follow instructions on form.

Please direct questions to 414-390-2187 or via email to [nahec@nahec.org](mailto:nahec@nahec.org).