
SPONSORSHIP PROSPECTUS

Public Health Partnership Conference
April 29 – May 1, 2020
The Conference & Event Center Niagara Falls
300 3rd St. | Niagara Falls, NY 14303
About NYSPHA

The New York State Public Health Association (NYSPHA) is an affiliate of the American Public Health Association and serves as a statewide organization for members from all disciplines in the public health spectrum including state and county health departments, healthcare; policy and advocacy organizations; community based health and human service programs and workers; academia and research. NYSPHA advocates for policies at the national, state and regional levels that support equity in health status and an end to health disparities for all.

NYSPHA is among the nation’s oldest, independent, nonprofit public health organizations. It serves as a broad-based statewide organization devoted to promoting and protecting the health of all New Yorkers.

NYSPHA’s mission is to promote and protect the public’s health through professional development, networking, advocacy and education.

About NYSACHO

The New York State Association of County Health Officials (NYSACHO) supports, advocates for, and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury throughout New York State. To learn more visit: www.nysacho.org

About NYSCEHD

The New York State Conference of Environmental Health Directors (NYSCEHD), since its inception more than 35 years ago, strives to improve environmental health programs and services across New York State. To learn more visit: www.nyscehd.org
About the Public Health Partnership Conference

We invite you to join us for a leading-edge public health conference on Thursday, April 30th and Friday, May 1st, 2020, with a pre-conference workshop on the afternoon of Wednesday, April 29th.

This collaborative conference will offer scientific sessions in a variety of formats including large plenary sessions and smaller concurrent sessions. Sessions will focus on issues and topics relevant to this year’s theme of Air, Water and Food: Protecting Where We Live, Work and Play.

This conference is tailored to public health educators, academic staff, county health officials and employees, environmental professionals, students, medical and dental practitioners, state health employees and others in the field of public health, education and medical care.

We welcome all individuals, public servants, and organizations who share a common interest of promoting and protecting the public’s health.

Fast Facts

★ April 29th—May 1st, 2020
★ Niagara Falls, NY
★ 350+ attendees
★ Attenees represent a board spectrum of public health and environmental health professionals: Program administrators, coordinators, health educators, local and state health department officials and staff, nonprofit organizations, healthcare organizations, academia, research, and students
★ 35 speakers
★ 20 sessions
★ 25+ exhibitors
★ Networking event for all attendees
★ For continually updated information and to register, visit http://nyspha.org/annualmeeting
## Sponsorship Opportunities*

<table>
<thead>
<tr>
<th>Category / Item</th>
<th>Quantity</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Conference Sponsor</td>
<td><strong>1/Exclusive</strong></td>
<td><strong>$10,000</strong></td>
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<tr>
<td>Gold Luncheon Sponsor</td>
<td><strong>2</strong></td>
<td><strong>$7,500</strong></td>
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<tr>
<td>Silver Breakfast Sponsor</td>
<td><strong>1</strong></td>
<td><strong>$5,000</strong></td>
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<tr>
<td>Bronze Recharge Sponsor</td>
<td><strong>1</strong></td>
<td><strong>$4,000</strong></td>
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<tr>
<td>Photo Booth Sponsor</td>
<td><strong>SOLD</strong></td>
<td><strong>$3,000</strong></td>
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<tr>
<td>Wellness Break Sponsor</td>
<td><strong>4</strong></td>
<td><strong>$1,500</strong></td>
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<tr>
<td>Corporate Exhibitor</td>
<td><strong>16</strong></td>
<td><strong>$450</strong></td>
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<tr>
<td>Not-for-Profit Exhibitor</td>
<td><strong>12</strong></td>
<td><strong>$300</strong></td>
</tr>
<tr>
<td>NYSPHA Organizational or University Member Exhibitor</td>
<td><strong>8</strong></td>
<td><strong>$200</strong></td>
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<tr>
<td>Advertisement in Destination Guide – Full Page</td>
<td><strong>24</strong></td>
<td><strong>$200</strong></td>
</tr>
<tr>
<td>Advertisement in Destination Guide – Half-Page</td>
<td><strong>24</strong></td>
<td><strong>$100</strong></td>
</tr>
<tr>
<td>Branded Merchandise included in Attendee Bags</td>
<td><strong>6/Inquire for opportunities</strong></td>
<td><strong>$100</strong></td>
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</tbody>
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Platinum Conference Partner (Exclusive) $10,000

Sponsorship Includes:

- Streaming advertisement displayed on conference venue electronic display board throughout the conference
- Prominent signage (retractable banner) displayed at the event (signage provided by sponsor)
- Two (2) complimentary e-blast advertisements distributed to more than 5,000 public health professionals working in NYS
- Full-page advertisement in the printed destination guide
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Prominent logo placement in pre and post-conference email announcements
- A banner ad on our website posted from the date your sponsorship is finalized through the end of the conference on May 1st, 2020
- Welcome remarks at conference (5-minute limit)
- Four (4) complimentary conference registrations (up to $860 value)
- Complimentary exhibitor table
- Company literature, products or giveaways at attendee tables

Gold Luncheon Sponsor (2 Available) $7,500

Sponsorship Includes:

- Prominent signage (retractable banner) displayed at the luncheon (signage provided by sponsor)
- One (1) complimentary e-blast advertisement distributed to more than 5,000 public health professionals working in NYS
- Half-page advertisement in the printed destination guide
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Logo placement in pre and post-conference email announcements
- Welcome remarks at the luncheon (5-minute limit)
- Company literature, products or giveaways at attendee tables
- Two (2) complimentary conference registrations (up to $430 value)
- Complimentary exhibitor table
Silver Breakfast Sponsor (1 Available) $5,000

Sponsorship Includes:

- Prominent signage (retractable banner) displayed at the breakfast (signage provided by sponsor)
- Half-page advertisement in the printed destination guide
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Logo placement in pre and post-conference email announcements
- Welcome remarks at the breakfast (5-minute limit)
- One (1) complimentary conference registration (up to $215 value)
- Complimentary exhibitor table
- Company literature, products or giveaways at attendee tables

Bronze Recharge Sponsor (1 Available) $4,000

Sponsorship Includes:

- Prominent signage (retractable banner) displayed at a designate (signage provided by sponsor)
- Half-page advertisement in the printed destination guide
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Logo on NYSPHA’s website and in pre and post-conference email announcements.
- One (1) complimentary conference registration (up to $215 value)
- Complimentary Exhibitor Table
Photo Booth Sponsor (SOLD) $3,000

Sponsorship Includes:

- Signage (provided by sponsor) displayed at photo booth
- Signage plus message (mission, tag-line) for selfie photos - opportunity is engaging with public/individuals around core values in public health, shared via each selfie posted on social media
- Half-page advertisement in the printed destination guide
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Logo on NYSPHA’s website and in pre and post-conference email announcements.
- One (1) complimentary conference registration (up to $215 value)
- Complimentary Exhibitor Table

Wellness Break Sponsor (4 Available) $1,500

Sponsorship Includes:

- Signage displayed at designated location
- Opportunity to lead audience in Wellness exercise (2x, 3 mins)
- Acknowledgement on NYSPHA’s website
- Sponsor ribbons for your organization’s representatives at the event
- Logo on NYSPHA’s website and in pre and post-conference email announcements.
- One (1) complimentary conference registration ($215 value)
- Complimentary Exhibitor Table
Exhibitor Booth

Corporate Exhibitor: $450

Non-Profit Exhibitor: $300

NYSPHA Organizational or University Member: $200

Includes:

- Acknowledgement in the printed destination guide (distributed to all meeting attendees)
- Logo on NYSPHA’s website and in pre and post-conference email announcements.
- One standard 6’ exhibitor table ($450 value)
- One food & beverage ticket (this includes food and beverages for one representative* from your organization on Thursday and Friday: a plated lunch each day, light hors d’oeuvres at our networking event, breakfast on Friday morning, and coffee breaks throughout the conference).

Advertisement in Printed Destination Guide

Full-color print advertisement guide – Full page (8.5 x 11”) Half page (8.5 x 5.5”)

Full Page: $200

Half-Page: $100

*Please Note:

Sponsorship packages & exhibitor booths include one (1) food & beverage ticket. One food & beverage ticket includes a plated lunch on Thursday and Friday, light hors d’oeuvres at our networking event, breakfast on Friday morning and beverage and snack breaks throughout the event.

Some sponsorship opportunities are limited. Please contact us at 518-795-4108 or jennifer@nyspha.org if you plan to be a sponsor and your space will be reserved. Custom
Exhibitor Information

All sponsors receive a complimentary exhibitor table. Please note the following important details for exhibitors:

Set Up Time

Exhibitors are responsible for set-up – Set up time is between 7:00 AM and 8:00 AM on Thursday.

Exhibit Times

Exhibitors are requested to staff their booth throughout the conference. The main exhibit times are during networking sessions and meals, as listed below. (For the continually updated agenda, please visit https://www.nyspha.org/annualmeeting. Times may change.)

Thursday: 8:00-9:00 AM
10:15-10:45 AM
12:00-12:45 PM
2:00-2:30 PM
3:45-5:00 PM
Friday: 7:00-8:45 AM
12:15-1:15 PM

Space Assignment

Space assignment and arrangements will be made on a first come, first served basis (post-mark of paid and received applications). Space assignments will be at the discretion of the conference committee. 110V electrical outlets are available upon request. Additional electronic needs are the sole responsibility of the exhibitor. Each exhibitor will be confined to the spatial limits of its respective space.

Dismantling Exhibits
Booths may be broken down at the discretion of the exhibitor; however, it is recommended that booths be kept intact through the last break on the last day of the conference (1:15 PM on Friday) for maximum exposure.

**Attendance**

The exhibit space is limited to the companies/organizations that have contracted and paid for space via a sponsorship. Attendance will be by badge only. Exhibitors are invited to join participants for lunch on Thursday, April 30th and Friday May 1st but we respectfully request exhibitors be registered for the full event if they wish to attend the conference presentations.

**Liability and Security**

Each exhibitor must make provisions for the safeguarding of his/her own goods, materials, equipment and display items at all times. The exhibitor must surrender space occupied by him/her in the same condition it was at the time of occupancy. The exhibitor will be responsible for all damages to the exhibit areas.

**Please note**

- A reservation for sponsorship will not be complete until payment is received
- There will be no on-site registration of sponsors
- A standard 6’ skirted table will be available with two chairs
- 110V electrical outlets are available upon request

**Availability and Deadline**

Space is limited: Sponsorships are available on a first-come, first-served basis. The sponsorship deadline is April 20, 2020, or when all sponsorships have been reserved – whichever comes first.
Eligibility:

NYSPHA reserves the right to reject applications of those sponsors whose products and services do not support the public health goals of the conference. Please visit www.nyspha.org/annualmeeting for a detailed statement of NYSPHA’s advertising and sponsorship guidelines, including criteria for prospective conference sponsors and supporters.

Positive Messaging

Please take this opportunity to select give-aways that promote positive nutrition and exercise messaging.

Adherence to Sponsorship Policy Guidelines:

Sponsorships must adhere to existing organizational sponsorship policy guidelines

For more information on partnership and exhibition sales opportunities please contact:

Jennifer Speenburgh
Director, Member Outreach & Communications
New York State Public Health Association (NYSPHA)
518.795.4108
jennifer@nyspha.org

OR

Patterson Schackne
Public Health Program & Event Planning Specialist
New York State Association of County Health Officials (NYSACHO)
518.456.7905, x109
patterson@nysacho.org
Please visit [https://www.nyspha.org/event-3631863](https://www.nyspha.org/event-3631863) for the latest updates and availability of sponsorship packages.

**YES! We will be a sponsor/exhibitor at the following level:**

- Platinum: $10,000  
- Gold: $7,500  
- Silver: $5,000  
- Bronze: $4,000  
- Photo Booth: $3,000 **SOLD**  
- Wellness Break: $1,500  
- Corporate Exhibitor: $450  
- Not-for-Profit Exhibitor: $300  
- NYSPHA Org/University Member: $200  
- Destination Guide Ad (full): $200  
- Destination Guide Ad (half): $100  
- Branded giveaway distribution: $100  
- Additional meal ticket(s): $45 per day/$90 for both days

**We are unable to sponsor this year, but would like to provide:**

- Samples of our product(s)  
- Coupons for our product(s)  
- OTHER:__________

**Sponsorship Representative(s) Attending:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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Organization ____________________________________________

Address ____________________________________________

City/State/ZipCode_____________________________________

Phone__________ Website ________________ Email ______________

Please check here if sponsor will have an exhibit ___________
Exhibit Description (check all that apply):

_____ Tabletop  _____ Extended height (displays or banners 6’ tall+)

_____ Electricity needed

_____ Wall needed for banner  _____ Donating raffle prize  _____ Number of additional one-day meal
tickets ($45 each)  _____ Number of additional two-day meal tickets ($90 each)

Total Payment Enclosed $___________ (Please make checks payable to NYSPHA)

Please email company logo (jpeg or png file) to jennifer@nyspha.org