



**Healthy Communities NY:
Creating a Climate for Thriving**

2023
SPONSORSHIP PROSPECTUS

Public Health Partnership Conference

April 26-28, 2023

White Plains, NY *and* Virtual

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's mission is to promote and protect the public's health through professional development, networking, advocacy and education. To learn more visit www.nyspha.org.

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 NYSARH

The New York State Association for Rural Health is a not-for-profit, non-partisan, grassroots membership organization working to preserve and improve health and human services in rural New York State. NYSARH is a member of the National Rural Health Association. To learn more visit: www.nysarh.org

About the Public Health Partnership Conference

We invite you to join us for a leading-edge public health conference being held in person this year at the Sonesta White Plains, in Westchester County, NY, and with a virtual component for those who are unable to travel. This is our largest event of the year attracting hundreds of attendees from all parts of New York State and beyond.

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 Healthy Communities NY: Creating a Climate for Thriving.

The conference is tailored to public health educators, academic staff, county health officials and employees, 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 26-28, 2023 – Hybrid conference – White Plains / Virtual
- ★ 200+ attendees
- ★ Two Keynote Addresses:
 - ★ **Brian Castrucci, de Beaumont Foundation**
 - ★ **Commissioner, NYS Department of Health**
- ★ Attendees represent a board spectrum of public health and healthcare professionals: Program administrators, coordinators, health educators, local and state health department officials and staff, nonprofit organizations, behavioral services, healthcare organizations, academia, research, and students
- ★ Sessions to address best practices, innovations, access and new and emerging issues in public health and community wellness
- ★ Networking events for all attendees
- ★ For continually updated information and to register, visit <http://nyspha.org/annualmeeting>

Sponsorship Opportunities

Category / Item	Quantity	Investment
Conference Partner		\$5,000
Premium Sponsor	1	\$4,500
Luncheon Sponsor	1	\$4,000
Plenary Sponsor	1	\$3,500
Poster Room Sponsor	1	\$3,000
Virtual Access Sponsor	1	\$2,500
Lunch to Go Sponsor	1	\$2,000
Photo Booth Sponsor	1	\$1,500
Concurrent Session Sponsor	9	\$1,000
Coffee Break Sponsor	3	\$750
Social Media Influencer	4	\$500
Public Health Supporter	unlimited	\$450
Corporate Exhibitor	unlimited	\$400
Not-for-Profit Exhibitor	unlimited	\$300
Partner Organization or University Member Exhibitor	unlimited	\$250
Virtual-Only Exhibitor	unlimited	(\$50)
Advertisement in Resource Guide – Full Page	unlimited	\$200
Advertisement in Resource Guide – Half-Page	unlimited	\$100

Bag Stuffer	unlimited	product
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Conference Partner (Exclusive) \$5,000

AWARDED



Premium Sponsor \$4,500

One Opportunity

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Complimentary Eblast to NYSPHA contacts (@6000)
- Sponsor name on name badge lanyard
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- Opportunity to show brief video
- Four complimentary event registration tickets
- Complimentary Exhibitor Booth
- Post-event social media streaming with NYSPHA

Luncheon Sponsor \$4,000

One Opportunity

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Complimentary Eblast to NYSPHA contacts (@6000)
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Full page ad in event Resource Guide

- Sponsor materials on tables
- Acknowledgement during the event
- Three complimentary event registration tickets
- Complimentary Exhibitor Booth

Plenary Sponsor \$3,500

One Opportunity

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- Opportunity to speak or show brief video
- Two complimentary event registration tickets
- Complimentary Exhibitor Booth

Poster Session Sponsor \$3,000

One Opportunity

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- Two event registration tickets
- Complimentary Exhibitor Booth

Virtual Access Sponsor \$2,500

One Opportunity

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- One complimentary event registration ticket

Lunch to Go Sponsor **\$2,000** **One Opportunity**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Sticker on boxed lunches
- Half page ad in event Resource Guide
- Acknowledgement during the event
- One complimentary event registration ticket

Photo Booth Sponsor **\$1,500** **One Opportunity**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- One complimentary event registration ticket

Concurrent Session Sponsor **\$1,000** **Nine Opportunities**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Conference center poster signage
- Acknowledgement during the event
- One complimentary event registration ticket

Coffee Break Sponsor **\$ 750** **Three Opportunities**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Acknowledgement during the event

Social Media Influencer **\$ 500** **Four Opportunities**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Acknowledgement during the event

Public Health Supporter **\$ 450** **Unlimited Opportunities**

Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Acknowledgement during the event



Exhibitor

Corporate Exhibitor: \$400

Non-Profit Exhibitor: \$300

Partner Organization or University Member: \$200

Virtual-Only Exhibitor: \$50 discount

Includes:

- In-Person
 - Ample Exhibitor Center space with access to electrical outlets
 - Coffee service within the Exhibitor Center to encourage visitors
 - Thursday all day with optional continuation Friday morning
 - One person attendance & meals included; second person \$50
- Digital
 - Interactive Booth (ranked by ABC)
 - Ability to add Video URL or upload video
 - Ability to add Zoom link for livestreaming
 - Company Information
 - Contact Information
 - Lead Generation
 - Ability to offer Coupons/Raffles/Giveaways
 - Ability to schedule Live Chats
 - Ability to upload two documents, 10MB limit per document
- Virtual-only
 - \$50 Discount

Advertisement in the Electronic Resource Guide

The digital Resource Guide is distributed to all attendees [in-person and virtual] as well as all presenters, sponsors, exhibitors and advertisers.

Full-Page: \$200

Half-Page: \$100

Contact **Janiya Donson** at **Janiya@NYSARH.org** to be an advertiser and your space will be reserved. Please submit your ad copy as a JPEG, PNG or docx no later than April 14, 2023.

Availability and Deadline:

Space is limited: Sponsorships are available on a first-come, first-served basis.

The sponsorship deadline is April 14, 2023, or when all sponsorships have been awarded, whichever comes first.

Eligibility:

The Public Health Partnership Sponsorship Committee 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.

Adherence to Sponsorship Policy Guidelines:

Sponsorships must adhere to existing organizational sponsorship policy guidelines.

Please complete a Sponsor Interest Form

[Sponsorship Interest Form Link](#)

For more information on sponsorship, exhibition and advertising opportunities please contact your outreach representative:

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The Public Health Partnership Conference is using *Whova* for sponsors, exhibitors and conference participants.

This platform provides exceptional sponsor and exhibitor opportunities to engage with both in-person and virtual conference attendees.

All sponsors, exhibitors and poster presenters need to set up their sites in *Whova* prior to **April 21, 2023**. Sponsors who set up their sites early will gain additional impressions as registrants join the site.

We expect a significant number of Virtual attendees who will depend on your documents, recordings and chats in *Whova* as their only awareness of your interest in public health.

Please take advantage of the engagement opportunities that *Whova* provides.

<https://whova.com/virtual-conference-platform/>