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](http://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](http://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](http://www.nyscehd.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](http://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 in Niagara Falls, 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 Public Health Equity: Building a Stronger New York.

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 27-29, 2022 – Hybrid conference – Niagara Falls, NY / Virtual
★ 200+ attendees
★ Two Keynote Addresses:
  ★ Dr. Carl Hill, Chief Diversity Officer, Alzheimer’s Association
  ★ Dr. Georges Benjamin, Executive Director, American Public Health Association
★ Attendees 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
★ Sessions to address best practices, innovations, and new and emerging issues in public and environmental health
★ Networking events for all attendees
For continually updated information and to register, visit [http://nyspha.org/annualmeeting](http://nyspha.org/annualmeeting)

## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Category / Item</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Conference Partner</td>
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<td>Premium Sponsor</td>
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Conference Partner (Exclusive) $5,000

AWARDED

alzheimer’s association

New York State Coalition

Premium Sponsor $4,500

Two Opportunities

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
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 5 complimentary event registration tickets
- Complimentary Exhibitor Booth
- Post-event social media streaming with NYSPHA

Luncheon Sponsor $4,000

Two Opportunities

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
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
Sponsor materials on tables/in lunch bags
Acknowledgement during the event
4 complimentary event registration tickets
Complimentary Exhibitor Booth

Plenary Sponsor  $3,500  Two Opportunities

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
● Scrolling digital acknowledgement at conference center
● Conference center poster signage
● Full page ad in event Resource Guide
● Acknowledgement during the event
● 4 complimentary event registration tickets
● Complimentary Exhibitor Booth

Poster Sponsor  $3,000  Two 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
● Scrolling digital acknowledgement at conference center
● Conference center poster signage
● Full page ad in event Resource Guide
● Acknowledgement during the event
● 2 complimentary event registration tickets
● Complimentary Exhibitor Booth

Virtual Access Sponsor  $2,500  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
● Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### Photo Booth 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
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### Concurrent Session Sponsor
**$1,500**

**Eleven 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
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### Wellness Sponsor
**$1,000**

**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
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Acknowledgement during the event
- 1 complimentary event registration tickets

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New York State Public Health Association
Envisioning Healthy People in Healthy Places

NYS Conference of Environmental Health Directors
“Working Together to promote Healthy Communities”

New York State Association for Rural Health

County Health Officials of New York
Leading the Way to Healthier Communities
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
- Scrolling digital acknowledgement at conference center
- 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 Organizational or University Member: $200

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

- 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

Advertisement in Electronic Resource Guide

Full-Page: $200
Half-Page: $100

Please contact Ella James at Ella@NYSARH.org to be an advertiser and your space will be reserved. Please submit your ad copy as a JPEG or a docx.

Availability and Deadline:

Space is limited: Sponsorships are available on a first-come, first-served basis.
The sponsorship deadline is April 20, 2022, 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.

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

Emily Iamarino  
Project Intern  
New York State Public Health Association (NYSPHA)  
intern@nyspha.org

Ella James  
Communication & Development Specialist  
New York State Association for Rural Health (NYSARH)  
ella@nysarh.org

Kayla Dise  
Office Assistant  
New York State Association for County Health Officials (NYSACHO)  
Kayla@nysacho.org

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.

https://whova.com/virtual-conference-platform/
Please visit www.nyspha.org for the latest updates and availability of sponsorship packages.

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

- Premium: $4,500
- Luncheon: $4,000
- Plenary: $3,500
- Poster: $3,000
- Virtual Access: $2,500
- Photo Booth: $2,000
- Concurrent Session: $1,500
- Wellness: $1,000
- Coffee Break: $750
- Social Media Influencer: $500
- Public Health Supporter: $450
- Corporate Exhibitor: $400
- Not-for-Profit Exhibitor: $300
- Org/University Member: $200
- Resource Guide Ad (full): $200
- Resource Guide Ad (half): $100

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

- [ ] Samples of our product(s)
- [ ] Coupons for our product(s)
- [ ] OTHER: ____________

How did you learn about this opportunity?

- [ ] NYSPHA
- [ ] NYSACHO
- [ ] NYSARH
- [ ] NYSCEHD
- [ ] Other: ____________

Sponsor/Exhibitor Representative(s) Attending:

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Please check here if sponsor/exhibitor will have an in-person exhibit ____ at Niagara Falls.

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