



# New York State Public Health Association

*Proud affiliate of the American Public Health Association*

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## 2017 Annual Meeting & Conference

**April 27 – 28, 2017**

**High Peaks Resort  
Lake Placid, NY**

### **Sponsor & Exhibitor Prospectus**

The New York State Public Health Association announces opportunities for your participation as a sponsor or exhibitor at its 2017 Annual Meeting & Conference on April 27<sup>th</sup> and April 28<sup>th</sup> at the High Peaks Resort located at 2384 Saranac Ave., Lake Placid, New York. Please join us in support of this event that will bring together over two hundred public health professionals from across New York State.

**With the diversity of public health professionals in attendance, many organizations, products and services are of interest. Please review the prospectus to find the opportunity that is most appropriate for your needs. NYSPHA appreciates your support.**

# 2017 Annual Meeting & Conference

The New York State Public Health Association invites you to participate as a sponsor or exhibitor at its 2017 Annual Meeting & Conference April 27-28, 2017.

## Sponsorship Levels:

**Platinum Conference Sponsor: \$5,000** **SOLD OUT**

(1 available)

*Premiere sponsor of the 2016 Conference*

Sponsorship Includes:

- Prominent signage at the event (provided by sponsor)
- Full-page advertisement in the conference brochure (\$200 value)
- Acknowledgement on NYSPHA's website
- Sponsor ribbons for your organization's representatives at the event
- Prominent logo placement in the conference brochure and email announcements
- A banner ad on our website posted from the date your sponsorship is finalized through the end of the workshop on April 28<sup>th</sup>, 2017
- A pre-registration attendee list
- Four (4) complimentary conference registrations (\$720 value)
- Complimentary Exhibitor Table (\$400 value)

**Gold Luncheon Keynote/Plenary Sponsor: \$2,500**

(1 available)

*Lunch will be served for all registered participants and is designed to meet the NYS Healthy Meeting Guidelines. Lunch is being specially prepared by the chef to accommodate all dietary requirements.*

Sponsorship Includes:

- Prominent signage during the luncheon (provided by sponsor)
- Acknowledgement in the printed program (distributed to all workshop attendees)
- Acknowledgement on NYSPHA's website
- Logo placement in the workshop brochure and email announcements
- A pre-registration attendee list
- Two (2) complimentary workshop registrations (\$360 value)
- Complimentary Exhibitor Table (\$400 value)

### **Silver Coffee Break Sponsor: \$1,000**

(2 available)

*Two beverage and light snack breaks will be provided throughout the day.*

#### **Sponsorship Includes:**

- Prominent signage at the coffee break stations
- Acknowledgement in the printed program (distributed to all meeting attendees)
- Logo on NYSPHA's website, workshop brochure and email announcements.
- A pre-registration attendee list
- One (1) complimentary workshop registration (\$80 value)
- Complimentary Exhibitor Table (\$400 value)

### **Bronze Corporate Exhibitor: \$400**

### **Bronze Not-for-Profit Exhibitor: \$250**

### **NYSPHA Organizational or University Member Exhibitor: \$175**

(20 available)

- Acknowledgement in the printed program (distributed to all meeting attendees)
- Logo on NYSPHA's website and email announcements.
- Company/organization name listed in workshop brochure
- Complimentary Exhibitor Table (\$400 value)

### **Public Health Networking Mixer Sponsor: \$1,200**

**SOLD OUT**

(1 available)

- Sponsor's logo and link will be displayed on NYSPHA's website
- Sponsor's logo and link will be included in the emails sent to members and non-members leading up to the event
- Event attendees will receive event ticket with sponsor logo. Ticket may be exchanged for one free drink\*(compliments of sponsor) at networking event
- Up to 5-minute remarks at the event (greeting, no sales pitches please)
- Display table (Note: This event may take place outdoors, weather permitting, and therefore we cannot guarantee the size or shape of the display table for this event and this does not include A/V equipment such as electrical connection, Internet connection, monitor, laptop, etc.)
- Sponsor's logo and link will be displayed on the post-event page

#### **Networking Mixer Sponsorship Requirements:**

- Interested sponsors will be notified on a first come, first served basis and will have two days to notify us of their intent to sponsor the networking event. If the notified sponsor has not responded within the two day period the opportunity will be offered to the next potential sponsor that expresses interest in this opportunity.

- If sponsor chooses to donate a sample product, product will be brought on-site by distributors to the High Peaks Resort food services department. Product for 75 people is needed and full signage for product can be displayed by sponsor.

### **Optional Add-ons:**

In addition to the above sponsorship packages, your organization may choose to sponsor one or more of the items below. All of the following NYSPHA items will include the designated sponsor's logo:

- (1 available) Pedometers with your logo for all attendees: \$1,000
- (1 available) Flash drive of conference materials with your logo: \$1,500
- (1 available) Pens for attendees with your logo: \$500
- (1 available) Name badge lanyard with your logo: \$1,000
- (No limit) Company advertisement in program: Half-Page - \$100    Full Page - \$200
  
- (No limit) Additional meal tickets – sponsor/exhibitor booths include one meal ticket, additional meals can be purchased for \$45 each
  
- (No limit) Unable to sponsor the event, but would like to provide an item for the door prize raffle
- (No limit) Unable to sponsor the event, but would like to provide samples of our products to attendees
- (No limit) Unable to sponsor the event, but would like to provide coupons for our product(s) for attendees

### **Eligibility:**

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

### **Please note:**

Some sponsorship opportunities are limited. Please contact us at 518.795.4108 or [jennifer@nyspha.org](mailto:jennifer@nyspha.org) if you plan to be a sponsor and your space will be reserved.

## Exhibitor Information

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

### Exhibit Times\*:

Thursday, April 27, 2017

**1:30 PM - 5:30 PM**

Friday, April 28, 2017

**8:30 PM - 2:45 PM**

*\*Please note, times are subject to change. Final times will be sent with confirmation prior to the event.*

### 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 workshop 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.

### Installation and Dismantling Exhibits

Exhibitors are responsible for set-up. The set-up time is Thursday, April 27, 2017, 12:30 PM- 1:30 PM.

Booths may be broken down at the discretion of the exhibitor, however it is recommended that booths be kept intact through the afternoon break on April 28<sup>th</sup> for maximum exposure.

Booths are not required to be staffed but it is always more welcome by attendees, especially during break/meal times.

### Attendance

The exhibit 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 Friday, April 28<sup>th</sup> but we respectfully request exhibitors be registered for the full event if they wish to attend the workshop presentations.

### Liability and Security

Each exhibitor must make provisions for the safe guarding 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.

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

**The sponsorship deadline is April 14, 2017**, or when all sponsorships are reserved – whichever comes first.

### Please note the following:

- A reservation will not be complete until payment is received
- There will be no on-site registration of sponsors
- **Exhibit times:** April 27, 2017, 1:30 PM – 5:30 PM & April 28, 2017, 8:30 AM – 2:45 PM
- **Exhibit set-up time:** Thursday, April 27, 2017, 12:30 PM – 1:30 PM
- A standard 6' skirted table will be available with two chairs.
- 110V electrical outlets are available upon request



# Sponsorship Registration Form

## 2017 NYSPHA Annual Meeting & Conference

April 27 – 28, 2017 | High Peaks Resort | Lake Placid, NY

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

- Platinum ~~\$5,000~~ **SOLD OUT**      **SOLD OUT**       Networking Mixer Sponsor \$1,200
- Gold \$2,500
- Silver \$1,000
- Bronze Corporate \$400
- Bronze Not-for-Profit \$250
- NYSPHA Org/University Member \$175
- Pedometers \$1,000
- Flash drives \$1,500
- Pens \$500
- Lanyards \$1,000
- Program Ad:  \$100 (half-page)  \$200 (full page)

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

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

Name \_\_\_\_\_ Title \_\_\_\_\_

Representative(s) Attending \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZipCode \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_ Email \_\_\_\_\_

Please check here if sponsor will have an exhibit \_\_\_\_\_

**Exhibit Description (check all that apply):**

\_\_\_\_ Table top    \_\_\_\_ Extended height (displays or banners 6' tall+)    \_\_\_\_ Electricity needed

\_\_\_\_ Wall needed for banner    \_\_\_\_ Donating raffle prize    \_\_\_\_ Additional meal tickets (x \$45 each)

Please email logo to [info@nyspha.org](mailto:info@nyspha.org)

**Total Payment Enclosed** \$ \_\_\_\_\_ (Please make checks payable to NYSPHA)

For further information, please contact Jennifer at 518.795.4108 or by email at: [jennifer@nyspha.org](mailto:jennifer@nyspha.org)

To become an event sponsor, please send form with check or purchase order to:  
NYSPHA: Annual Meeting, PO Box 38127, Albany, New York 12203

Sponsorship may also be completed and paid for online via credit card at:

[www.nyspha.org](http://www.nyspha.org)