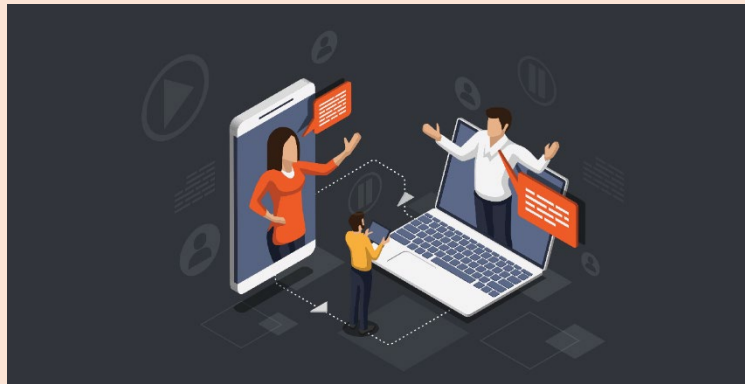


2020 Preparedness Summit Exhibitor and Sponsorship Prospectus



***With face-to-face meetings on temporary hold,
the 2020 Preparedness Summit has gone virtual!***

*Due to the ongoing public health impacts of COVID-19, NACCHO has decided to transition the 2020 Preparedness Summit from an in-person meeting to a **fully virtual experience from August 25 to August 27**. Each year, the Summit offers a unique learning and networking opportunity for current and aspiring emergency management, public health, and healthcare professionals, and their partners, to share perspectives and engage in dialogue on key public health preparedness and response issues. As the first and longest running national preparedness conference, the Preparedness Summit is the best place for you to gain the knowledge, resources, and relationships necessary to prepare for and respond to public health emergencies.*

The 2020 Preparedness Summit's virtual environment will provide a successful event that seamlessly expands your company's reach and engagement. As an exhibitor you will be able to promote your products and services beyond the walls of a physical exhibit hall to engage with current and potential new customers who are not confined by time or location!

*For more information on participating, please contact:
Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com*

Virtual Tradeshow Exhibit Booth Package

\$1,500 for government/commercial | \$1,200 for non-profit companies

Exhibiting at this year's virtual meeting gives you the ability to share your programs, products, and services with our virtual attendees in a personalized fashion. Exhibitors can showcase their product or services to participants using a Virtual Tradeshow Booth within the Preparedness Summit Virtual Platform. Benefits include:

Company Logo and Description:

Include company information and details (up to 1,000 characters) in your virtual booth's 'Description'. Upload your company logo to brand your booth.

Lead Generation:

Pull reports with the name, company, and contact information of attendees who request information from your virtual booth.

Track Booth Activity:

See views on your profile, clicks to your brochures, and more to evaluate traffic to your virtual booth.

Introduction Video:

Share a video with attendees to introduce them to your company. It's a great way to draw them in. We recommend videos between 20 seconds and 3 minutes (.mp4 format; file size no larger than 250Mb).

NEW! Giveaway Button:

New for 2020! Provide additional URLs to be posted on your Virtual Booth to give attendees the opportunity to enter a drawing/raffle for a giveaway from your company. Attendees will be taken to this link when they click on your giveaway button.

Product Showcase:

Highlight company products, where participants can browse product images, videos, and PDF brochures. Participants can also browse by category or new products, and products automatically show up on booth listings.

Booth Banner:

This is an effective way to make your booth much more noticeable to participants and have it stand out. Participants will see a horizontal banner across the top edge of your virtual booth (1920pixels x 250 pixels).

For more information on participating, please contact:

Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com

Virtual Tradeshow Exhibit Booth benefits, continued

Three Web Links:

Provide additional URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms.

Three PDF Links:

You can upload PDF documents to share with attendees in your booth profile. This is a great way to share product data sheets and other company literature with attendees.

Attendee Lists:

Complimentary one-time use of the post-show attendee list (mailing addresses only). The list will be emailed to all exhibitors approximately two (2) weeks after the end of the event.

Registrations:

Two (2) complimentary virtual conference registrations for your personnel.

Virtual Exhibit Hall Schedule – Exclusive Hours!

Tuesday, August 25	2:00 pm – 3:00 pm ET
Wednesday, August 26	5:00 pm – 6:00 pm ET
Thursday, August 27	12:00 pm – 1:00 pm ET

NOTE: You do not have to “man” your booth during these hours. The times above are simply times when there are no other events scheduled and attendees are encouraged to browse the virtual exhibitor booths at their leisure.

For more information on participating, please contact:
Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com

Sponsorships

Stand out from the competition and enhance your presence and visibility at the virtual conference by advertising or sponsoring an event. Sponsorships and advertisements can maximize brand exposure.

Your company's support of the Preparedness Summit is vital for the continued excellence of this meeting. The total amount of monies spent on Preparedness Summit sponsorship opportunities determines your company's level of sponsorship. A company must spend a minimum of \$3,000 to be considered for a level sponsor. This amount may include the purchase of an exhibitor showcase.



*There are **limited** Platinum Partnership opportunities available for the Preparedness Summit. The Platinum Sponsorship qualifying price starts at \$10,000. This sponsorship level will include three (3) meeting registrations.*



*There are **limited** Gold Partnership opportunities available for the Preparedness Summit. The Gold Sponsorship qualifying price range is \$5,000 - \$9,999. This sponsorship level will include two (2) meeting registrations.*



*There are **unlimited** Silver Partnership opportunities available for the Preparedness Summit. The Silver Sponsorship qualifying price range is \$3,000- \$4,999. This sponsorship level will include one (1) meeting registration.*

*For more information on participating, please contact:
Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com*

Educational Sponsorship Opportunities

Keynote Session/Speaker Introduction – up to 2 minutes \$4,500 (3 available)

Sponsor will introduce the keynote speaker and will have up to 2 minutes of pre-recorded video in the provided platform. (If sponsor provides final edited video, deadline is August 7. If sponsor requires production/recording assistance from Preparedness Summit staff, sponsor must be available for recording the week of July 27).

Benefits of this sponsorship include:

- **Content exposure** – Sponsor produced video.
- **Brand awareness** – One (1) pre-conference eblast with your session information, sponsor logo showcased in email communications, and online during the keynote session.

Virtual Poster Gallery \$2,000 (EXCLUSIVE; 1 available)

Support the abstract posters and the valuable information they provide. A virtual poster gallery will showcase NACCHO's poster authors' valuable work while providing virtual education to all participants.

Benefits of this sponsorship include:

- **Brand awareness** – Email eblasts, with your logo, will be sent to remind members about the gallery. Sponsor logo and link will be displayed on a splash page when the poster website is opened. The post-conference availability of the virtual poster platform ensures wide-reaching and extended brand exposure.

Exhibitor Learning Session \$3,500 (5 available)

By hosting your own 60-minute exhibitor session, you can reach members in an educational manner. Session can be presented live (through a sponsor-provided Zoom link) or pre-recorded and available on-demand (deadlines for pre-recorded video submission will apply).

For live presentations, questions can be asked from participants through a sponsor-provided Zoom link. This content can be viewed on-demand for up to one-year post-conference (if the session is presented live via a sponsor-provided Zoom link, sponsor is required to record the Zoom presentation).

Benefits of this sponsorship include:

- **Content exposure** – Sponsor provides speaker and presents the desired topic during the session
- **Brand awareness** – One (1) pre-conference eblast with your session information

Please note: As a session sponsor, you agree to provide your title, description, and list of presenters to the planning committee chair for review and approval. All sponsored sessions must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective. These sessions will not be eligible for CEUs.

For more information on participating, please contact:

Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com

Public Health “TED”-style Session**\$1,000 (5 available)**

Present a unique and refreshing educational session at the Preparedness Summit by hosting your own 10-minute TED-style talk. There will be five (5) TED-style talks scheduled during the virtual conference. Members can enjoy a quick and fascinating educational session in this popular format. You provide the teaser information that will draw members to request more information.

Benefits of this sponsorship include:

- **Content exposure** – Sponsor presented desired teaser topic during the session
- **Brand awareness** – One (1) pre-conference eblast with your session information, sponsor logo showcased in email communications, and online during the exhibitor session.

Promotional and Advertising Opportunities

Custom E-blast**\$2,500**

Send a message – with custom text and up to two graphics – to the entire attendee list with a custom e-blast dedicated entirely to your ad. Advertiser must provide text (up to 350 words) and graphics. There will be two (2) e-blasts for the meeting and those will be released in July and August 2020.

NACCHO e-Newsletter email banner**\$1,500**

Place a banner ad and promotional tagline in one of the Preparedness Summit e-newsletters distributed to past and current conference attendees. There will be four (4) e-Newsletters for the meeting and will be released in July and August 2020. Only one advertiser per e-newsletter will be allowed.

Networking and Engagement Sponsorship Opportunities

Branded Virtual Wellness Session**\$3,500 (EXCLUSIVE; 1 available)**

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Align your company with the Preparedness Summit’s virtual wellness session, and connect with participants in a fun and innovative way. Includes two (2) 30-minute wellness sessions.

Benefits of this sponsorship include:

- **Brand awareness** – Sponsor logo showcased in email communications and online.
- Sponsor logo on a banner during wellness session.
- Sponsor can suggest the wellness session type (Yoga, Chair Aerobics, and Meditation...)

For more information on participating, please contact:

Danielle Frisby ♦ 301-200-4616 ext 105 ♦ dfrisby@sponsorshipboost.com



Exhibitor Contract

COMPANY _____ NAME _____

NAME OF PRINCIPAL CONTACT (Person To Receive Exhibit Information) _____ TITLE OF PRINCIPAL CONTACT _____

STREET _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____

PRINCIPAL CONTACT'S DAYTIME TELEPHONE NUMBER _____ PRINCIPAL CONTACT'S EMAIL ADDRESS _____

NAME OF SECONDARY CONTACT (If Principal Contact Cannot be Reached) _____ SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND EMAIL _____

COMPANY EMAIL (To Be Published) _____ COMPANY WEBSITE (To Be Published) _____ COMPANY PHONE NUMBER (To Be Published) _____

Booth Pricing (Select One)

Government/Commercial \$1,500

Non-profit \$1,200

PAYMENT METHOD

Full payment is due with contract.

PAYMENT (Check One)

CHECK # (Payable to NACCHO) _____

GOVERNMENT PURCHASE ORDER # (Attached Signed, Authorized PO) _____

VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD # _____

EXP. DATE _____ CVV CODE _____

AUTHORIZED NAME (Please Print) _____

AUTHORIZED SIGNATURE _____

BILLING ADDRESS _____

STOP!!

PLEASE READ: Faxing is the first method of receiving credit cards. Credit cards cannot be emailed, sent via USPS or sent to the LockBox. If you cannot fax, please send in the contract without credit card information and someone will call you for the payment information.

FAX TO: 703-964-1246

QUESTIONS?

Contact: nacchoexhibits@conferencemanagers.com

CHECK PAYMENTS BY MAIL

Mail your original CHECK payment with a copy of your exhibits application to:
NACCHO LOCKBOX
PO BOX 79197
Baltimore, MD 21279-0197

AND FOR FASTER PROCESSING:

Mail a copy of your CHECK payment with your original exhibits application to:
PHP 2020 Exhibits
512 Herndon Parkway, Suite D
Herndon, VA 20170
Fax: 703-964-1246

REFUND/CANCELLATION POLICY

Any cancellations by either the exhibiting company or the 2020 Preparedness Summit will automatically roll over these funds to the 2021 Preparedness Summit. If you have questions, please email summitexhibits@conferencemanagers.com.



Exhibitor Contract (CONTINUED)

AGREEMENT

I hereby apply for virtual exhibit space at the 2020 Preparedness Summit and fully understand that this form shall become a binding contract and is subject to the Exhibitor Terms and Conditions as outlined in these materials and those established by NACCHO. The exhibition is organized and managed by NACCHO. Any matters not covered in the Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with all virtual rules and regulations set forth by NACCHO. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations.

Please check the box below that toa acknowledge that you have read the Exhibitor Rules and Regulations.

I have read and reviewed the Exhibitor Rules & Regulations before completing this form.

SIGNED _____

NAME (PLEASE PRINT) TITLE _____ DATE _____

EMAIL _____ PHONE _____

QUESTIONS?

For *billing* please contact:
Phone: 703-964-1240 x170
E-mail: summitexhibits@conferencemanagers.com

For *exhibits sales* please contact: Phone:
301-200-4616 x105
E-mail: prepsummit@sponsorshipboost.com

Exhibitor Rules & Regulations

1. SHOW MANAGEMENT

The virtual exhibition is organized and managed by NACCHO. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

2. RATES, DEPOSITS AND REFUNDS

Virtual exhibit space will be rented at the rates listed on the application form. No application will be processed, without payment in full. Space must be paid in full at the time of booking. All sales are final, and no refunds will be granted on the virtual exhibition space. Additionally, Exhibitors who chose to reduce their virtual exhibit space presence will not be refunded the package difference.

3. FAILURE TO OCCUPY VIRTUAL SPACE

Space not occupied by the time designated by Show Management will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

4. ARRANGEMENT OF VIRTUAL EXHIBITS

The show management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event.

5. VIRTUAL BOOTH DESIGN

Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines. If, in the sole opinion of Show Management, any virtual exhibit fails to conform to the Virtual Exhibitor set up guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the virtual event.

6. SUBLEASING OF VIRTUAL SPACE

Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

7. VIRTUAL EXHIBITOR CONDUCT AND RELEVANCE

All virtual exhibit booths will be to serve the interest of the NACCHO members and must be pertinent to the attendees' professional interests. NACCHO reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole.

8. EXHIBITOR'S PERSONNEL

Virtual Exhibitors are prohibited from sharing badges with anyone that is not officially registered for the conference. Violating this condition may result in loss of admittance for the person(s) sharing the badge. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Virtual Exhibitor Guidelines by exhibitor personnel. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services.

9. NACCHO EVENT CONDUCT POLICY

Exhibiting companies and booth personnel agree to review and adhere to all policies set forth in these rules and regulations.

10. VIRTUAL HANDOUT MATERIALS

Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. NACCHO reserves the right to disallow any material that they believe to be inappropriate.

11. LIABILITY AND SECURITY

NACCHO makes no warranty expressed or implied, that measures will avert or prevent loss of access occurrences which may result in loss of virtual platform access. Each exhibitor must make provisions to have the correct and compiling bandwidth, etc. The Exhibitor understands that the virtual platform provider does not maintain insurance covering the virtual Exhibitor loss of access. The exhibitor will hold NACCHO, its Board, members, staff, and representatives, Show Management, and the virtual platform provider harmless from any and all damages, loss or liability of any kind whatsoever resulting from the lack of access.

12. TRADEMARKS

NACCHO will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

13. VIOLATIONS

Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of NACCHO forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to NACCHO all monies paid or due. Upon evidence of violation, NACCHO may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that NACCHO may incur thereby.

14. CONTACT

For questions or more information, please contact: NACCHO Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20190; Phone (703) 964-1240 ext. 170; Fax: 703-964-1246



Sponsorship Virtual Contract

COMPANY _____ NAME _____

NAME OF PRINCIPAL CONTACT (Person To Receive Exhibit Information) _____ TITLE OF PRINCIPAL CONTACT _____

STREET _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____

PRINCIPAL CONTACT'S DAYTIME TELEPHONE NUMBER _____ PRINCIPAL CONTACT'S EMAIL ADDRESS _____

NAME OF SECONDARY CONTACT (If Principal Contact Cannot be Reached) _____ SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND EMAIL _____

COMPANY EMAIL (To Be Published) _____ COMPANY WEBSITE (To Be Published) _____ COMPANY PHONE NUMBER (To Be Published) _____

PAYMENT METHOD (Check One)

Full payment is due with this signed agreement. If this payment has not been received within 3 weeks, the item will be released and this commitment form will be declared null and void so that the item may be reassigned. Your confirmation email will outline any additional specifications, deadlines, restrictions, or inclusions depending on chosen item(s).

CHECK # (Payable to NACCHO) _____

GOVERNMENT PURCHASE ORDER # (Attached Signed, Authorized PO) _____

VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD # _____

EXP. DATE _____ CVV CODE _____

AUTHORIZED NAME (Please Print) _____

AUTHORIZED SIGNATURE _____

BILLING ADDRESS _____

SELECTION

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

TOTAL: \$ _____



Sponsorship Contract (CONTINUED)

REFUND/CANCELLATION POLICY

Any cancellations by either the exhibiting company or the 2020 Preparedness Summit will automatically roll over these funds to the 2021 Preparedness Summit. If you have questions, please email summitexhibits@conferencemanagers.com.

CHECK PAYMENTS

NACCHO LOCKBOX
P.O. Box 79197
Baltimore, MD 21279-0197

AGREEMENT

I hereby contract for commitments as selected above for the 2020 Preparedness Summit and fully understand that this form shall become a binding contract. The virtual exhibition and all commitments are organized and managed by NACCHO. Any matters not covered in the Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors, sponsors, and supporters must abide by their decisions. Supporters must comply with all virtual exhibition rules and regulations. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsor. Each sponsor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

I have read and reviewed the Exhibitor Rules & Regulations before completing this form.

SIGNED _____

NAME (PLEASE PRINT) TITLE _____ DATE _____

EMAIL _____ PHONE _____

QUESTIONS?
301-200-4616 x105
prepsummit@sponsorshipboost.com