



WHEN CRISIS IS COMMONPLACE



PREPAREDNESS  
SUMMIT

Transforming Your Community's  
Public Health Preparedness Practices

APRIL 13-15 2021

VIRTUAL

## 2021 Preparedness Summit Sponsorship Prospectus

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Due to the ongoing public health impacts of COVID-19, NACCHO is hosting the 2021 Preparedness Summit as a virtual event **from April 13 to 15**. 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 2021 Preparedness Summit's virtual environment will provide a successful event that seamlessly expands your company's reach and engagement. As a sponsor for the summit you will be able to promote your products and services to all meeting participants beyond the walls of a physical meeting with current and potential customers who are not confined by time or location!



## WHEN CRISIS IS COMMONPLACE



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## Preparedness Summit Sponsorship Levels

NACCHO Sponsorship benefits ensure that your organization is recognized before, during, and after the Summit. The total amount of monies spent on Preparedness Summit sponsorship opportunities, inclusive of a microsite purchase if applicable, determines your company's level of sponsorship.

A company must spend a minimum of \$2,500 to be considered for a level sponsor. This amount may include the purchase of a Sponsor Gallery Microsite.



There are limited Diamond Partnership opportunities available for Preparedness Summit. The Diamond Sponsorship qualifying minimum spend is \$20,000, and includes three (3) complimentary virtual conference registrations.



There are limited Platinum Partnership opportunities available for Preparedness Summit. The Platinum Sponsorship qualifying minimum spend is \$15,000, and includes two (2) complimentary virtual conference registrations.



There are limited Gold Partnership opportunities available for Preparedness Summit. The Gold Sponsorship qualifying minimum spend is \$10,000, and includes one (1) complimentary virtual conference registration.



There are unlimited Silver Partnership opportunities available for Preparedness Summit. The Silver Sponsorship qualifying minimum spend is \$5,000.



There are unlimited Bronze Partnership opportunities available for Preparedness Summit. The Bronze Sponsorship qualifying minimum spend is \$2,500.

# Educational/Content Opportunities

## **Sponsored Keynote Session/Speaker Introduction**

***3 available***

***\$12,500 each***

Sponsor will introduce the keynote speaker and may provide a pre-recorded video (maximum 2 minutes) to be played during the session. NACCHO will select speakers.

Benefits of this sponsorship include:

- Content exposure – Sponsor produced video
- Brand awareness – Sponsor logo/banner showcased in email communications and online
- Exclusive sponsorship – one sponsor per keynote

## **LIVE Virtual Town Hall**

***Limited quantity available***

***\$7,500 each***

Invite industry experts to participate in a virtual town hall discussing your desired public health topic. NACCHO leadership will assist with the moderation with invited experts, as well as content experts from sponsors. Questions can be asked from participants through our virtual meeting platform. This content can be viewed on-demand post-conference.

Benefits of this sponsorship include:

- Content exposure – Sponsor determines topic and works with NACCHO to establish the speaker panel.
- All sponsors receive a final recording of their session
- Brand awareness – One (1) pre-conference eblast with your session information, sponsor logo showcased in email communications, and online during the session.

## **Live Sponsored Learning Session**

***Limited quantity available***

***60 minutes: \$5,000 each***

By hosting your own 60-minute session, you can reach members in an educational manner. Questions can be asked by participants via our virtual meeting platform. This opportunity includes pre-conference promotion to participants.

Session will be broadcast live. All presentations will be recorded and offered to attendees on-demand after the live broadcast.

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.

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
- All sponsors receive a final recording of their session
- Sponsors will receive contact information (mailing address only) for attendees who join the session and have given permission for their contact information to be shared with sponsors.
- Expanded visibility: all sessions will be available for viewing on-demand post-conference

## **Pre-Recorded Sponsored Learning Session**

### ***Unlimited***

#### ***45 minutes: \$3,500 each***

By hosting your own 45-minute session, you can reach members in an educational manner. Sponsors will provide a pre-recorded educational session that attendees can view any time. This opportunity includes pre-conference promotion to participants.

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.

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
- Expanded visibility: all sessions will be available for viewing on-demand post-conference

## **Public Health “TED” Style Talk**

### ***10 available***

#### ***\$1,500 each***

Present a unique and refreshing educational session at the Preparedness Summit by hosting your own 10-minute TED-style talk. There will be ten (10) TED-style talks scheduled during the virtual conference. Attendees can enjoy a quick and fascinating educational session in this popular format.

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, sponsor logo showcased in email communications, and online during the session.
- Expanded visibility: all sessions will be available for viewing on-demand post-conference

## **Virtual Poster Gallery**

### ***1 available***

#### ***\$2,500***

Exclusively sponsor the Preparedness Summit virtual poster gallery and support the abstract posters offered during the meeting. A virtual poster gallery will showcase the Summit 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 banner ad will be displayed on a splash page when the poster website is opened.

# Networking and Engagement Sponsorship Opportunities

## Private VIP Event

**2 available**

**\$10,000 each**

A private, invitation-only event in the Summit's virtual hospitality suite will present an opportunity to meet and greet Summit VIPs and present a brief (15 minute) educational presentation.

## Preparedness Summit Networking Opportunities

**Multiple available**

**\$5,000 each**

Create a unique and memorable networking event that brings Preparedness Summit attendees and NACCHO Leadership together. Includes logo placement and opening remarks up to 5 minutes. Choose from:

- **Live "Wake Up" Session:** fill up your favorite coffee mug and get ready to learn and connect! Held each morning before sessions start, this is a chance for attendees to network, learn and connect over their morning coffee.
- **Live "Wind Down" Session:** kick back and relax at the end of the day and share a fun and educational activity with attendees.
- **Live "Wellness" Session:** 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. Sponsor can suggest the wellness session type (Yoga, Chair Aerobics, and Meditation...)

Benefits of these sponsorships include:

- Brand awareness – Sponsor logo showcased in email communications and online.
- Sponsor logo on a banner during networking/wellness session.

## Sponsor Focus Group

**Unlimited**

**\$2,500 each**

Host your own focus group on the conference platform. You will receive your own room for a 60-minute slot. Focus groups cannot conflict with the General Sessions or Town Halls. NACCHO will send an invitation to registered attendees on the Sponsor's behalf to invite attendees to your focus group. Use this time to speak with your target audience and hear what they have to say about current public health issues.

## Heroes Happy Hour

**4 available**

**\$1,500 each**

The Heroes Happy Hour is a great opportunity to celebrate and uplift your target audience's hard work throughout the COVID-19 pandemic. This opportunity will allow four (4) sponsors to host breakout rooms during the happy hour that will allow them to engage directly with participants regarding their desired topics. Sponsors will have the opportunity to welcome all participants and provide remarks during the beginning session on the happy hour.

Benefits of this sponsorship include:

- Content exposure – Sponsor host branded breakout room centered on the desired topic during the session
- Brand awareness – One (1) pre-conference eblast with your session information

## Virtual Sponsor Gallery and Exhibit Hall

### Sponsor Gallery Microsite

***Unlimited available***

***\$1750 (non-profit organizations)***

***\$2000 (government and commercial organizations)***

Our new sponsor gallery allows you to build a custom microsite that is housed within the conference platform. The custom microsite gives you the ability to share your programs, products, and services with our virtual attendees. This webpage will include your organization's name, contact information, social media links, company description, and up to five linked resources. The microsite also includes a video message (up to two minutes) that can be used to introduce your organization to our Preparedness Summit attendees. Companies who purchase a sponsor microsite will also receive the pre-show (sent on or around April 1) and post-show (sent one week after the conference ends) attendee lists (mailing addresses only – no email or phone numbers. Lists are for one-time use only).

**New in 2021!** All sponsors who have a sponsor gallery microsite will also receive access to the Preparedness Summit's new and improved interactive communication features. Sponsors will have the opportunity to interact LIVE with attendees via both chat and video individually and in small networking groups.

## Virtual Marketing Opportunities

### Footer Logos Across the Preparedness Summit Website

***4 available***

***\$7,500 each***

Include your hyperlinked logo across the entire Preparedness Summit website

### Education Session Sponsorship

***\$1,500 each***

Include your company's logo alongside an educational session that aligns with your company's mission. Your hyperlinked logo will be placed on the overall schedule page and on individual session pages. Sponsors may select which session they want to sponsor; however only sessions that are not already sponsored by another company are eligible.

### Promotional Video Prior to Attendees Joining Sessions

***Multiple available***

***\$500 per session***

Your organization's video can be prompted before attendees join a session or at the start of a session. Once

an attendee clicks to join a session, they will be moved to a new page that contains your promotional video and a link to your sponsor's webpage. Sponsors may select which session they want to include their promotional video; however only sessions that are not already sponsored by another company are eligible.

## Promotional and Advertising Opportunities

### **Custom E-Blast**

**\$1,500**

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 four (4) e-blasts for the meeting and those will be released in March and April 2021.

### **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 two (2) e-Newsletters for the meeting and will be released in March and April 2021. Only one advertiser per e-newsletter will be allowed.

# Sponsorship Agreement

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: \_\_\_\_\_

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Item: \_\_\_\_\_ Price: \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

**STOP! Credit card numbers are accepted ONLY by FAX.  
DO NOT submit credit card payments by e-mail or standard mail.  
FAX TO: 571-730-3072**



## Sponsorship Agreement (CONTINUED)

### REFUND/CANCELLATION POLICY

Any cancellations by either the sponsor company or the 2021 Preparedness Summit will automatically roll over these funds to the 2022 Preparedness Summit. If you have questions, please email [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com).

### CHECK PAYMENTS

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

### CREDIT CARD PAYMENTS

Credit card numbers are accepted ONLY by FAX. DO NOT submit credit card payments by e-mail or standard mail.  
FAX TO: 571-730-3072

### AGREEMENT

I hereby contract for commitments as selected above for the 2021 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 sponsors, sponsors, and supporters must abide by their decisions.

Sponsors must comply with all virtual meeting 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 Sponsor Rules & Regulations before completing this form.

SIGNED \_\_\_\_\_

NAME (PLEASE PRINT) TITLE \_\_\_\_\_ DATE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## Rules and Regulations

### Show Management

The virtual meeting 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 sponsors must abide by their decisions. Sponsors 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 sponsors. Each in-person/hybrid sponsor, 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.

### Rates, Deposits and Refunds

No sponsorship agreement will be processed without payment in full. Any cancellations by either the sponsor company or the 2021 Preparedness Summit will automatically roll over these funds to the 2022 Preparedness Summit. If you have questions, please email [SUMMITexhibits@conferencemanagers.com](mailto:SUMMITexhibits@conferencemanagers.com)

### Arrangement of Virtual Exhibits

Event management reserves the right to inspect the quality of the appearance of each virtual booth or sponsor page prior to the beginning of the virtual event. Event Management, on behalf of NACCHO, may request the removal of any unapproved content.

### Subleasing of Virtual Space and Sponsorship

Virtual exhibitors and sponsors 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.

### Sponsor Conduct and Relevance

All sponsorships 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 sponsorship opportunities to companies it deems inappropriate or unprofessional. Sponsors will act in a way that will not detract from other sponsors or the meeting as a whole.

The use of sideshow tactics or other undignified methods considered by NACCHO to be objectionable are expressly prohibited in the exhibition area and in any virtual room. NACCHO reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Any exhibitor or exhibiting company who is removed from the virtual conference will not receive a refund, and NACCHO will retain as liquidated damages all monies paid.

Sponsors shall not make any false or misleading statements about the products or services they are promoting, including statements regarding the efficacy and proper use of such products or services. If made, such statements may result in sponsor's removal from the meeting.

### Sponsor's Personnel

Sponsor personnel are prohibited from sharing registration credentials with anyone that is not officially registered for the conference. Violating this condition may result in loss of access for the person(s) sharing the credentials.

### Preparedness Summit Event Conduct Policy

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

### Handout Materials

Promotional giveaways and 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.

### 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 sponsor must make provisions to have the correct and compiling bandwidth, etc.

The Sponsor understands that the virtual platform provider does not maintain insurance covering the virtual Sponsor loss of access. The sponsor 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.



### **Trademarks**

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

### **List Publication**

The list of NACCHO virtual exhibitors or sponsors, in whole or in part, shall not be published other than in NACCHO official publications.

### **Platform Policy**

In the event of a severe platform or technical issue outside of NACCHO's control that prevents the fulfillment of the marketing deliverables, NACCHO will refer to the platform Service Level Agreement. NACCHO will make every effort to provide the same marketing opportunity on a different date/time proposed by NACCHO. Should NACCHO be unable to satisfy the original marketing opportunity, comparable alternate opportunities will be offered.

### **Violations**

NACCHO may at their discretion take away all or part of future exhibiting and sponsorship privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor/sponsor or his or her employees or agents shall at the option of the NACCHO forfeit the exhibitor/sponsor's right to occupy space, and such exhibitor/sponsor shall forfeit to NACCHO all monies paid or due. Upon evidence of the violation, NACCHO may take possession of the virtual space occupied by the exhibitor/sponsor and may remove all persons and goods at the exhibitor's risk. The exhibitor/sponsor shall pay all expenses and damages that NACCHO may incur thereby.

### **Severability**

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

### **Contact**

For questions or more information, please contact: PREPAREDNESS SUMMIT Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20190; Phone (703) 964-1240 ext. 170; Fax: 571-730-3072; [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com)