

WHEN CRISIS IS COMMONPLACE

Transforming Your Community's
Public Health Preparedness Practices

APRIL 13-15 2021

PREPAREDNESS
SUMMIT

VIRTUAL

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2021 Preparedness Summit Sponsorship Prospectus

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!



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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.



There are limited Platinum Partnership opportunities available for Preparedness Summit. The Platinum Sponsorship qualifying minimum spend is \$15,000.



There are limited Gold Partnership opportunities available for Preparedness Summit. The Gold Sponsorship qualifying minimum spend is \$10,000.



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.

New in 2021! All sponsors who have a sponsor gallery microsite will also receive access to the Preparedness Summit's new and improved interactive exhibit hall. Sponsors will have the opportunity to interact LIVE with attendees 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.