



* July 13-14-2026

Transforming Public Health Through Health IT and Data Modernization:
Bridging Innovation and Implementation

July 13-14, 2026 at the Kentucky International Convention Center

In a world where data drives every decision, local public health departments must evolve to meet the moment. This conference empowers leaders to unlock the full potential of informatics and accelerate the journey toward data modernization. Through dynamic sessions, expert insights, and real-world success stories, attendees will gain actionable strategies to harness cutting-edge tools and technologies. Discover how modern data practices can revolutionize public health initiatives, improve community outcomes, and build a more agile, resilient public health infrastructure. Join us and be part of the transformation.

PHI*con is NACCHO's dedicated conference for exploring how modern data tools, digital solutions, and IT innovations can transform public health. It brings together public health professionals, technology vendors, and thought leaders to share strategies, best practices, and real-world applications that support:

- **Data modernization**
- **Interoperability**
- **Digital transformation**
- **Public health infrastructure resilience**

This year's theme, "**Transforming Public Health Through Health IT and Data Modernization: Bridging Innovation and Implementation**" aims to demystify the complexities of informatics and highlight the critical need for data modernization. Attendees will explore innovative strategies, best practices, and real-world examples of how modern data tools, techniques, and technology can transform public health initiatives, improve outcomes, and foster a more resilient and responsive public health infrastructure.





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SPONSORSHIP OPPORTUNITIES

NACCHO Sponsorship benefits ensure that your organization is recognized before, during, and after the conference. Your exhibit and sponsorship will put you in front of more than 2,000 attendees from across the country. Conference attendees also include NACCHO's partners from other national public health organizations and associations, representatives from state and federal agencies and schools of public health, and leaders of state associations of county and city health officials.

Sponsorship level is determined by the amount of funds spent toward sponsorship items. A company must spend a minimum of \$5,000 to be considered for a sponsor level. Exhibit booth fees and conference registration fees are not included in determining the amount of a sponsorship level.

Contact NACCHO at ExhSpon@naccho.org to receive a link to complete Sponsorship Application online or [click here](#) to download a pdf of the Sponsorship Application. Questions on sponsorships, please contact: ExhSpon@naccho.org or call (202) 753-6080.

Sponsors at all levels receive the following benefits:

- **Company name and logo** featured on “Thank You” signage displayed throughout the conference
- **Company name and logo recognition** on the NACCHO360 website, interactive platform, and mobile app
- **Sponsor recognition signage** provided for display in your booth
- **Sponsor ribbons** for your company’s on-site representatives
- **Complimentary registrations** based on your selected sponsorship level (see chart)

Sponsor Level	Fee Range	Full Conference Registrations
Diamond Level	\$25,000+	5
Platinum Level	\$20,000 - \$24,999	4
Gold Level	\$15,000 - \$19,999	3
Silver Level	\$10,000- \$14,999	2
Bronze Level	\$5,000- \$9,999	1



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Digital Public Health Innovation Playground

30-minute session | \$7,500

What is the Digital PHI Playground?

The Digital PHI Playground is a dedicated engagement space at PHI*con where technology vendors showcase how their solutions support public health departments, especially in areas like data modernization, interoperability, and digital transformation. It's designed to foster meaningful connections between vendors and attendees, encouraging hands-on learning and real-time feedback. This interactive environment features:

- Live demonstrations
- Audience Q&A
- Collaborative discussions

How Does the Digital PHI Playground Work?

In addition to your booth presence, vendors can host a 30-minute product showcase at the Digital PHI Playground in the exhibit hall. These sessions offer extra time to connect with attendees who want a deeper dive into your product or service. Each showcase includes:

- A 30-minute scheduled session
- A screen/projector, laptop, and pre-set seating
- A company-designated presenter to lead the demo or informational session
- Time for audience questions and discussion

Why participate in the Digital PHI Playground?

- Extend your reach beyond booth traffic
- Engage directly with interested attendees in a focused setting
- Demonstrate your impact on public health challenges
- Spark partnerships and follow-up conversations

What types of technology solutions are a good fit for the Playground?

- Data interoperability and exchange
- Public health surveillance and analytics
- Workforce enablement and training
- Emergency preparedness and response
- Community engagement and equity initiatives

As a premier participant of the Digital PHI Playground, your organization will receive high-impact exposure and engagement opportunities designed to deliver measurable return on investment. With your commitment, you'll be positioned as a key player in the movement to modernize public health through technology. Whether you're launching a new tool or highlighting a proven solution, the Digital PHI Playground is your stage to shine.



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Marketing & Promotional Benefits

- Recognition across all channels: website, email, social media, and digital signage
- Branded space for live demos, product walkthroughs, and attendee engagement
- Logo Placement in high-visibility areas throughout the event platform
- Social Media Amplification via targeted posts and sponsor highlights
- Inclusion in Press & Media Outreach promoting the event and its sponsors

Exposure & Engagement Benefits

- Direct Access to Public Health Leaders from local, state, and national agencies
- Lead Generation with post-event contact lists and engagement analytics
- Recognition as a Public Health Innovator in event comms and follow-up materials

Estimated ROI Metrics

- 500+ Public Health decision-makers, program leads, analysts, and IT directors
- 200+ Direct Interactions with attendees through demos, chats, and sessions
- 5,000+ Brand Impressions across digital channels during the campaign lifecycle
- 25–50 Qualified Leads from health departments actively seeking digital solutions
- 3–5 Strategic Partnership Opportunities with agencies or peer vendors
- Featured in Media Mentions including press releases and recap articles



**concept photo is for illustrative purposes only*



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Tech Tank

15-minute session | \$3,000

5 slots available

Make a splash in the **Tech Tank**—a dynamic new feature of the Digital Public Health Innovation Playground designed to spotlight bold ideas shaping the future of public health technology.

In this fast-paced, interactive session, **each vendor will have 10 minutes** to pitch an innovative project, product, or partnership idea, followed by **5 minutes** of audience Q&A. Participants will share how their solutions address real-world public health challenges, whether advancing data modernization, improving interoperability, or supporting workforce efficiency.

After each presentation, the audience becomes part of the action—voting on which innovations they'd like to learn more about or explore further. This collaborative, “Shark Tank-style” feedback format ensures lively discussion, peer learning, and immediate connection between problem-solvers and solution-seekers.

When the final pitch wraps, the conversation doesn't stop there. Stick around for **networking, snacks, and beverages**, where presenters and attendees can continue discussions, spark partnerships, and celebrate innovative thinking in a relaxed, social setting. Join the *Tech Tank* and help bring fresh ideas to the surface—because when innovation meets collaboration, public health moves forward.





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Tech Tank FAQ

What is the Tech Tank?

The Tech Tank is a high-energy, interactive session within PHI*con's Digital Public Health Innovation Playground. It's designed to spotlight bold, tech-driven ideas that are shaping the future of public health.

Who can participate in the Tech Tank?

Both **vendors** and **health departments** are invited to pitch. Each participant will have 10 minutes to present an innovative project, product, or partnership idea, followed by 5 minutes of audience Q&A.

What types of innovations are eligible?

We're looking for solutions that address real-world public health challenges, including:

- Advancing **data modernization**
- Improving **interoperability**
- Enhancing **workforce efficiency**
- Other **tech-forward approaches** to public health

How does the session work?

Each presenter gets:

- **10 minutes** to pitch their idea
- **5 minutes** of audience Q&A

After each pitch, the audience votes on which innovations they'd like to explore further—creating a collaborative, "Shark Tank-style" feedback experience.

What happens after the pitches?

Stick around for a **networking reception** with snacks and beverages! This informal setting allows presenters and attendees to connect, discuss ideas, and spark new partnerships.

Why Sponsor This Session:

- Position your organization as a champion of innovation and collaboration
- Gain exposure to a highly engaged audience of informatics and IT decision-makers
- Receive brand recognition across event materials, digital signage, and social media
- Support interactive learning and knowledge exchange between technology partners



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Connecting Innovation with Public Health Leadership

30-minute session | \$5,500 or 60-minute session | \$10,000

While participating at PHI*con, informatics and information technology vendors will have the opportunity to participate in an exclusive dedicated session designed to connect innovation with leadership. This focused session offers vendors high-value direct interaction with local and state public health decision-makers, including CIOs, data modernization leads, and IT strategists who are driving digital transformation to shape the future of public health data systems and digital infrastructure.

Session Format & Engagement Opportunities:

- **Curated Audience:** Decision-makers are invited based on alignment with vendor solutions and current modernization priorities.
- **Direct Engagement:** Describe your platform/product, highlighting how it supports data interoperability, analytics, workforce enablement, or emergency response.
- **Solution Spotlights:** Present real-world use cases and success stories that illustrate measurable impact in public health settings.
- **Exclusive Access:** Meet directly with CIOs, data modernization leads, and technology strategists in a private, scheduled format.
- **Interactive Dialogue:** Collaborative discussion to explore alignment with current challenges and modernization goals.
- **Networking & Follow-Up:** Receive attendee insights and contact information to support post-session engagement and partnership development.

Why Sponsor This Session?

- **Position your brand** as a leader in public health innovation
- **Build relationships** with influential public health stakeholders
- **Drive adoption** of your technology through direct engagement
- **Support workforce development**—your sponsorship helps fund travel scholarships for public health professionals to attend PHI*con

How are vendors selected or matched with health departments?

- Relevance to current public health priorities
- Alignment with data modernization goals
- Interest expressed by participating health departments

What kind of exposure will vendors receive?

- Direct engagement with public health leaders
- Branded presence in the event platform
- Inclusion in promotional materials and social media
- Opportunities to present in spotlight sessions or panels



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Networking Event Speaker / Facilitator

Monday Lunch on July 13: \$45,000

Tuesday Breakfast on July 14: \$30,000

Your organization can play a leading role in one of the conference's highest-value engagement opportunities. The lunch and breakfast brings together public health leaders, informatics professionals, data modernization specialists, and decision-makers from local, state, and federal agencies. They are two of the most well-attended PHI*con activities—and a prime opportunity to position your organization as a champion of collaboration, innovation.

Why Sponsor the Networking Event?

As the exclusive sponsor, your organization will receive **premier visibility**, meaningful engagement opportunities, and the unique chance to directly shape the lunch's networking experience. With your sponsorship, your organization will benefit through:

- **Lead the Networking Activity (lunch)**

Your organization will **facilitate a 15–20-minute interactive networking activity**—such as guided discussion prompts, a team-based public health challenge, or a brief showcase of innovative tools that advance public health data capabilities.

- **Lead the Networking Activity (breakfast)**

Your organization will lead a 30-minute session (including audience Q&A) on the topic of “Successful Adoption of AI Within Local and State Health Departments” by:

- Sharing real world case studies and success stories
- Highlighting responsible, equitable, and practical AI implementation strategies
- Offering lessons learned, challenges, and replicable approaches
- Engaging attendees directly through an open Q&A

- **Premium On-Site Branding**

- Prominent signage at the luncheon entrance and table signage at every table
- Logo placement on the conference website, mobile app, and on-site program
- Recognition in pre-conference attendee communications

- **Podium Recognition**

- Your organization will be identified as a premier PHI*con sponsor – the highest level.
- A representative from your organization will receive **live recognition** at the podium from NACCHO's President and CEO.

- **Enhanced Attendee Engagement**

- NACCHO will work with you to tailor the activity and messaging to your target audience—whether CIOs, data modernization leads, informaticists, or public health innovators.



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AFFILIATE BUSINESS PARTNER OPPORTUNITIES

Keynote Session – Opening Remarks*

3 available | \$20,000

Sponsor will introduce the keynote speaker or share a pre-recorded video (up to 5 minutes) based on an approved Summit topic. This event will be shared via LiveStream for all in-person and virtual attendees. The session will also be recorded and available on the conference platform for up to six months.

Welcoming and Networking Reception in the Exhibit Hall*

1 available | \$25,000

The perfect opportunity to get your company name in front of motivated attendees at the Welcome and Networking Reception in the Exhibit Hall on Tuesday, July 14! Your organization will provide opening remarks and your logo will be displayed on signs at the Exhibit Hall entrance, along with signs at the bar and food stations during the reception.

Roundtable/Panel Discussion* (60 minutes)

3 available | \$15,000

Host a roundtable discussion involving several participants before a live and virtual audience. Be part of a moderated roundtable conversation with up to three (3) relevant stakeholders to provide various perspectives on a critical public health topic. The audience may simply observe or participate by asking questions. NACCHO will provide the moderator and help your organization select up to three speakers. The session will also be recorded and available on the Summit platform for up to six months.

Private VIP Event*

1 available | \$15,000

A private, invitation-only event to meet and greet NACCHO360 VIPs and present a brief (15 minute) educational presentation. Food/beverage responsibility of sponsor.

Sponsor Focus Group* (60 minutes)

3 available | \$15,000

Host your focus group in your own room for a 60-minute session. Focus groups cannot conflict with the General Sessions. NACCHO will send an invitation to registered attendees on your behalf to invite attendees to the focus group. Use this time to speak with your target audience and hear what they have to say about current public health and issues.



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WHAT IS THE AFFILIATE BUSINESS PARTNER PROGRAM?

NACCHO's Affiliate Business Partner Program is designed to elevate your organization's visibility and foster meaningful, year-round engagement with our members. This program offers valuable opportunities for companies committed to supporting local public health to connect, network, and gain recognition based on their annual level of participation. The exclusive opportunities outlined below are available only to current or new Affiliate Business Partners in good standing. Don't miss the chance to engage with 2026 PHI*con attendees at a deeper level and maximize your presence at the conference.

Benefits*	Diamond	Value	Platinum	Value	Gold	Value
Annual Membership Fee	\$35,000	\$85,800	\$25,000	\$53,700	\$15,000	\$38,000
Individual Memberships for Staff	15	\$3,000	12	\$2,400	6	\$1,200
Multi-Year Membership Discount (3 years)	10%	+	10%	+	10%	+
Educational/Engagement						
60-Minute Webinar**	1	\$10,000	1	\$10,000	50% off	\$5,000
Additional 60-Minute Webinar**	50% off	+	50% off	+	50% off	+
60-Minute Focus Group**	1	\$10,000	50% off	+	n/a	n/a
Subject Matter Collaboration	12 hours	\$3,000	8 hours	\$2,000	4 hours	\$1,000
Communications/Marketing						
Dedicated Newsletter	2	\$20,000	1	\$10,000	1	\$10,000
NACCHO Partner Level Logo	Yes	+	Yes	+	Yes	+
Listed in Online Partner Directory	Yes	+	Yes	+	Yes	+
Virtual Townhall Meeting (2x/year)	Yes	+	Yes	+	Yes	+
Posts in Membership Weekly	5	\$10,000	4	\$8,000	3	\$6,000
Discount on Additional Posts	25% off	+	25% off	+	25% off	+
Social Media Posts	5	\$10,000	4	\$8,000	3	\$6,000
Annual Conferences						
10x10' Exhibit Booth (premium)	1	\$3,800	n/a	n/a	n/a	n/a
10x10' Exhibit Booth (standard)	n/a	n/a	1	\$3,300	1	\$3,300
Lead Retrieval with Booth	1	\$1,500	1	\$1,500	50% off	\$750
Standard Electricity with Exhibit Booth	1	\$500	1	\$500	50% off	\$250
Free Meeting Space***	2 days	\$10,000	1 day	\$5,000	½ day	\$2,500
ABP Recognition at Exhibitor's Booth	Yes	+	Yes	+	Yes	+
Recognition in Mobile App/Signage	Yes	+	Yes	+	Yes	+
Complimentary Conference Registration	4	\$4,000	3	\$3,000	2	\$2,000
Discounted Conference Registration	50% off	+	50% off	+	25% off	+

*all benefits must be used within the membership year

**includes web reg list, post web dissemination in NL

***pending meeting space availability



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Refreshment Breaks – \$15,000
- Wi-Fi Access – \$15,000
- Branded Water Stations – \$5,000
- Lanyards – \$7,500
- Tote Bag (Exclusive) – \$10,000
- Tote Bag Insert – \$1,200
- General Session Drop – \$2,000
- Note Pads with Pens – \$15,000
- And more..

CONTACT

For sponsorship inquiries and customized packages, please contact:

Francine Garner, Event Sales and Services Manager

Email: exhspon@naccho.org Phone: (202) 753-6080

