



Raising THE Reach OF Public Health

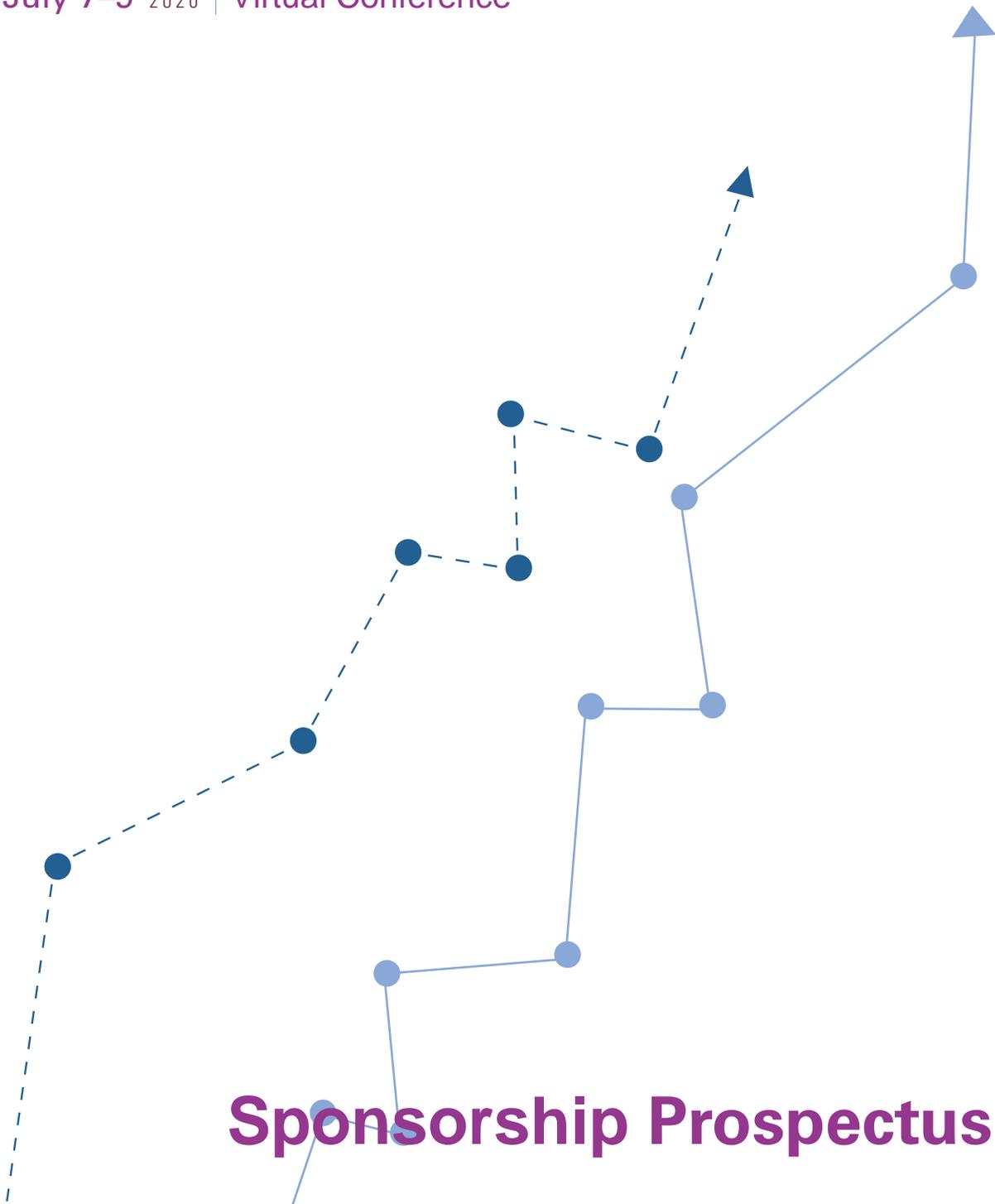
July 7-9 2020 | Denver COLORADO

Raising



THE OF

July 7-9 2020 | Virtual Conference





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NACCHO 360 Virtual Sponsorship Prospectus

*With face-to-face meetings on temporary hold,
NACCHO 360 has gone virtual.*

For the first time ever, NACCHO presents NACCHO 360: Raising the Reach of Public Health (July 7-9, 2020.) This innovative virtual convening aims to break down silos by connecting our traditional NACCHO Annual conference with PHIITS: Public Health Informatics, Information Technology, and Surveillance, a reimagined Public Health Informatics (PHI) Conference that goes beyond informatics to also explore local health department information technology infrastructure and public health surveillance.



More About the Meeting:

NACCHO 360 will bridge NACCHO Annual and PHIITS

NACCHO 360 doesn't aim to merge these two complex events; rather, undergirded by the key principles of Public Health 3.0 strong leadership and workforce; strategic partnerships; flexible and sustainable funding; timely and locally relevant data, metrics, and analytics; and foundational infrastructure – NACCHO 360 will bridge NACCHO Annual and PHIITS to empower cross-pollination that moves the field forward.

NACCHO is tackling this long-standing disconnect

Due to the multi-disciplinary nature of Public Health and our field's diverse workforce ranging from clinicians and epidemiologists to health educators and policy analysts, public health professionals often find ourselves siloed. As a result, the struggle to meaningfully engage and collaborate, both within the field and beyond, remains. But in 2020, NACCHO is tackling this long-standing disconnect by changing how we unite our members and partners.

NACCHO

The National Association of County and City Health Officials (NACCHO) represents the nation's nearly 3,000 local governmental health departments. NACCHO serves as a leader, partner, catalyst, and voice for local health departments around the nation. These local health departments play a critical role in ensuring the health and well-being of their communities.



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Interoperability Demonstrations at the 2020 NACCHO 360 Virtual Conference

The National Association of County and City Health Officials (NACCHO) and Centers for Disease Control and Prevention (CDC) welcomes your organization to participate in the NACCHO Interoperability Demonstrations at the NACCHO 360 taking place July 7th-July 9th, 2020.

These demonstrations will feature how health information technology systems utilize standards to support interoperability that enables healthcare providers and public health departments to send, receive, exchange, and use secured electronic health data.

Your exhibit and sponsorship will put you in front of participants from across the country at the local, state, and federal levels including:

- *IT-focused healthcare professionals*
- *Public health program staff*
- *Terrorism preparedness staff*
- *Informatics researchers and academic leaders*
- *Community organizations*
- *Healthcare researchers*

Demonstrate your thought leadership

Interoperability demonstrations are collaborative projects between organizations using interoperability standards to exchange information and improve the quality and value of the care provided. Together, organizations develop a person-driven storyline that contextualizes the value of their product or solution. NACCHO provides a technical expert to help support the organizations, facilitate communication, and meet deadlines.

By participating in the NACCHO Interoperability Demonstrations at the 2020 NACCHO 360 Virtual Conference, you are not only elevating your thought leadership but also the work you do in the market today to facilitate cooperation, interoperability, and improved health outcomes.

Minimum expectations for participating organizations

- *You must use an interoperability standard to exchange information (such as a HL7 Profile, IHE Profile, DICOM, IEEE, Continua, etc.).*
- *Your solution is part of a person-centered scenario highlighting services and activities that public health departments and healthcare providers are able to conduct with standards-based, interoperable health information technology systems, platforms, and frameworks.*
- *Participation on calls to plan the demonstration.*
- *Participate in 1 or more live virtual demonstrations*



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Services and activities must be relevant to public health departments, for example:

- *Electronic case reporting (eCR)*
- *Immunization registry reporting*
- *Vital record reporting*
- *Health information exchange*
- *Heart and stroke prevention*

The Sponsorship Package includes the following

Interoperability Demonstration

- *Your (1) solution will be used to present a use case alongside other industry solutions*
- *Your logo will be included in the case demonstrations and as part of demonstration promotion efforts.*
- *Your logo will appear on the website and app as available*

Passes:

- *1 full registration*
- *1 Virtual Tradeshow Exhibit hall only*

Attendee List:

- *Lead list of conference attendees after the conference (mailing addresses only)*

Interoperability Demonstration

\$1,000

Virtual Tradeshow Exhibit Booth Package

In addition to participating in an Interoperability Demonstration, companies can showcase their product or services to participants in the Exhibit Showcase using the Virtual Tradeshow product from the NACCHO 360 Virtual Platform. Companies can post their product photos, descriptions, flyers, and videos.

Virtual Tradeshow Exhibit Booth Package

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 the Virtual Tradeshow Booth from the NACCHO 360 Virtual Platform.

Benefits include:

Company Logo and Description:

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



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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.

Updated List Presence:

Your logo will show in the lists of other companies like Browse by Company and Browse by Category. This makes your company stand out more and become more recognizable.

Additional Categories:

Help participants connect with you quicker with the additional categories feature. This will give you the capability to pick up to 4 categories in the 'Company Categories' task.

NEW! Giveaway Button:

New for 2020! Provide additional URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms.

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.

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)

Interoperability Demonstration + Virtual Tradeshow Exhibit Booth Package

\$2,000

For more information on participating, please contact:

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