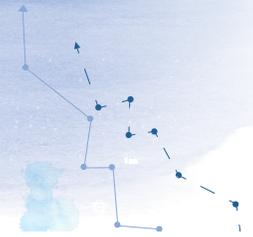




Raising THE Reach OF Public Health

July 7-9 2020 | Denver COLORADO

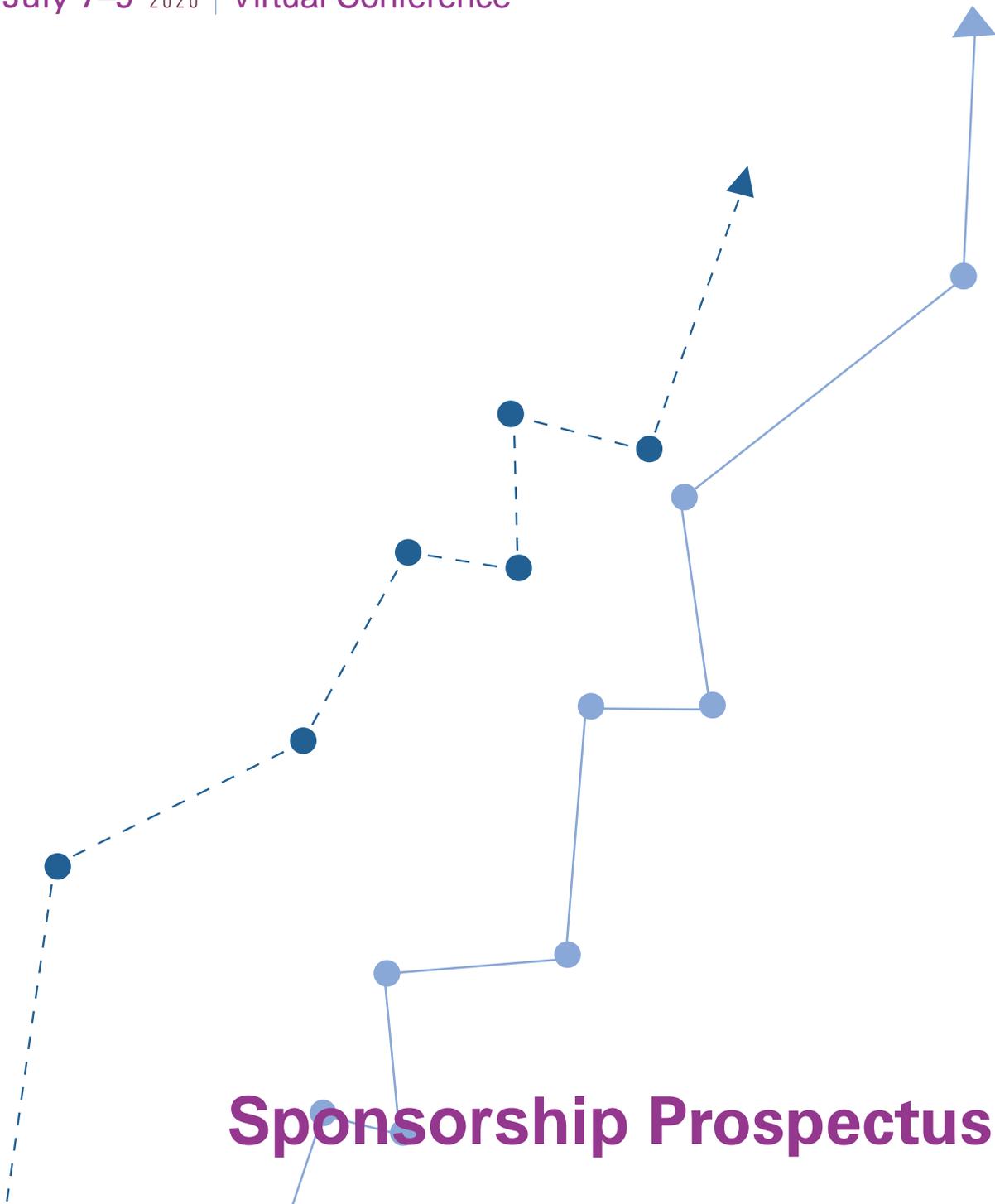
Raising



THE

OF

July 7-9 2020 | Virtual Conference



Sponsorship Prospectus



Raising THE Reach OF Public Health

July 7-9 2020 | Virtual CONFERENCE

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.



Raising THE Reach OF Public Health

July 7-9 2020 | Virtual CONFERENCE

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 NACCHO 360 is vital for the continued excellence of this meeting. The total amount of monies spent on NACCHO 360 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 NACCHO 360. The Platinum Sponsorship qualifying price starts at \$10,000. This sponsorship level will include three (3) meeting registration badges.*



*There are **limited** Gold Partnership opportunities available for NACCHO 360. The Gold Sponsorship qualifying price range is \$5,000 - \$9,999. This sponsorship level will include two (2) meeting registration badges.*



*There are **unlimited** Silver Partnership opportunities available for NACCHO 360. The Silver Sponsorship qualifying price range is \$3,000-\$4,999. This sponsorship level will include one (1) meeting registration badge.*



Raising THE Reach OF Public Health

July 7–9 2020 | Virtual CONFERENCE

NACCHO 360 Virtual Meeting Educational Opportunities

Sponsored Session/Speaker Introduction – up to 2 minutes

\$3,500 (5 available)

Sponsor will introduce the session and speaker and will have up to 2 minutes of pre-recorded video in the provided platform.

- **Content exposure**– Sponsor produced video.
- **Brand awareness** – Sponsor logo/banner showcased in email communications and online

Virtual Town Hall

\$3,500 (3 available)

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 technology, email, and social media. This content can be viewed on-demand for up to one-year post-conference on the NACCHO University Platform.

Benefits of this sponsorship include:

- **Content exposure** – Sponsor invites a selected speaker to participate.
- **Brand awareness** – One (1) pre-conference eblast with your session information, and sponsor logo.

Virtual Poster Gallery

\$2,000 EXCLUSIVE

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. This opportunity includes several exclusive benefits for the virtual poster displays for participants and the online database and display for ALL NACCHO members.

Benefits of this sponsorship include:

- **Brand awareness** – Sponsor logo and link will be displayed on a splash page when the poster website is opened.
- Email eblasts, with your logo, to remind members about the gallery
- Exposure for extended timeframe post-conference for the virtual poster platform.



Raising THE Reach OF Public Health

July 7–9 2020 | Virtual CONFERENCE

Exhibitor Learning Session

\$2,000 (5 available)

By hosting your own 60-minute exhibitor session, you can reach members in an educational manner. Questions can be asked from participants through our virtual meeting technology, email, and social media. This opportunity includes pre-conference promotion to participants.

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.

Public Health “TED”-style Session

\$1000 (5 available)

Present a unique and refreshing educational session at NACCHO 360 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.



Raising THE Reach OF Public Health

July 7-9 2020 | Virtual CONFERENCE

Networking and Engagement

Branded Virtual Wellness Session

Fees: **\$3,500 EXCLUSIVE**

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Align your company with NACCHO's virtual wellness session, connect with participants in a fun and innovative way. Create a different wellness experience for each day of the meeting with the opportunity to hold six (6) 30 minutes wellness sessions per day or three (3) 1-hour wellness sessions per day.

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...)

Promotional and Advertising Opportunities

The NACCHO 360 Virtual Meeting technology platform allows for advertisements on the screen while participants watch the educational sessions.

Each educational session offers two (2) banner ads. You can place your advertisements with hyperlink at the side of each session's "screen" – slides/speaker.

Banner Advertisement Options for Keynote and Concurrent Sessions

Place your banner advertisements on either the plenary or concurrent sessions. Each session banner advertisement includes:

- *One (1) side bar*
- *One (1) bottom horizontal page*

Advertisement stays online during the entire recorded or pre-recorded session. Participants can watch the session live or at a later time – the advertisement will be visible at all times.

\$1,500 (Plenary Session)

\$1,000 (Concurrent Session)

Select from the list of banner placement opportunities below and have your company information present during recorded presentation or live speaker sessions.



Raising THE Reach OF Public Health

July 7–9 2020 | Virtual CONFERENCE

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. Eblast. There will be four (4) e-blasts for the meeting and will be released in June and July 2020.

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

Place a banner ad and promotional tagline in one of the NACCHO 360 e-newsletters distributed to past and current conference attendees. There will be two (2) e-Newsletters for the meeting and will be released in June and July 2020. Only one advertiser per e-newsletter will be allowed.

Product/Service Text Paragraph Upgrade (up to 250 words) **\$500**

With your banner ad, include information about your programs and products.

Virtual Tradeshow Exhibit Booth Package

Virtual Tradeshow Exhibit Booth Package **\$1,500**

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.

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)

Virtual Exhibit Booth Package

\$1,500

For more information on participating, please contact:

Danielle Frisby

301-200-4616 ext 105

dfrisby@sponsorshipboost.com
