MARCH 22–25 2022

SOPHE
Digital
Annual Conference

Exhibitor and Sponsorship Prospectus

Selection deadline: Tuesday, February 15, 2022

Why should you exhibit at or sponsor SOPHE 2022?

You will gain visibility and you can leverage opportunities during SOPHE 2022's Annual Digital Conference – targeting your organization's brand, products, and services directly to attendees.

- <u>Enhance your brand:</u> Boost your market awareness among leaders and experts in the health education and promotion profession before, during, and following the conference.
- <u>Eliminate expenses:</u> Market from your home or office without the hassles or expenses of printing, shipping, and travel.
- <u>Gain the competitive edge:</u> Learn about changes in the field from health education experts to stay ahead of the curve for future product development.
- <u>Reach a large audience:</u> Speak directly with 800+ attendees who promote healthy communities and those pursuing additional education opportunities – as well as increase visibility among 800+ attendees in on-demand sessions following the conference — providing maximum return on your marketing investment.
- <u>Capture qualified leads:</u> Receive actionable data analytics as attendees navigate the digital spaces, visit your online booth, and download your resources.

Useful information:

<u>Who attends SOPHE's Annual Conferences?</u>
<u>SOPHE 2022 projected reach & exposure.</u>
<u>How it works.</u>

Become a supporter

<u>Terms & Conditions</u>

Exhibitor/Sponsor Packages

Benefits	Diamond (2 Available) $15K	Platinum (2 Available) $5K	Gold (5 Available) $2.5K	Silver (20 Available) $1.5K	Bronze (Unlimited) $1K
Special Recognition					
Virtual booth on online platform	✓	✓	✓	✓	✓
Logo placement and link on all digital platforms	✓	✓	✓	✓	✓
Acknowledgement in event marketing and communications	✓	✓	✓	✓	✗
Verbal acknowledgement at opening and closing plenary sessions	✓	✓	✓	✗	✗
Recognition in digital conference social media posts	✓	✓	✓	✗	✗
1-minute video to play in the opening credits before select skillbuilding sessions	✓	✗	✗	✗	✗
Education & Engagement					
Full-conference registrations, including access to live and on-demand conference content	5 Complimentary Full-conference Registrations	4 Complimentary Full-conference Registrations	3 Complimentary Full-conference Registrations	1 Complimentary Full-conference Registrations	1 Complimentary Full-conference Registrations
60-minute Sponsor Solution Showcase session *Share your latest innovations focusing on a solution for an issue in a special digital session designed by you (e.g. format, content, presenters), Session highlighted in marketing and communications.	✓	Available a la carte	Available a la carte	Available a la carte	Available a la carte
Branding					
Carousel ad on online platform	✓	✓	✗	✗	✗
Branded booth in the SOPHE Marketplace	✓	✓	✓	✓	✓
Logo and recognition on the SOPHE 2022 online conference platform before, during and 12 months following the live conference	✓	✓	✓	✓	✓

Virtual Exhibit Hours

Wednesday, March 23, 5:45 – 7:15 pm
Thursday, March 24, 12:45 – 2:15pm
Friday, March 25, 9:30 – 11:00am

Virtual booths have a 24/7 online presence.

Sponsorship Options

Education

Opening Keynote

Support the SOPHE 2022 keynote on health equity and anti-racism. Submit a 1-minute video to play in the opening credits before the opening keynote.

5K — 1 Available

Plenary Sessions

Support the SOPHE 2022 keynotes on school health, health literacy, leadership, health services in tribal communities and health equity. Submit a 1-minute video to play in the opening credits in one of the plenaries on March 23 - 25.

2.5K — 4 Available

Concurrent Sessions

Support one of our concurrent sessions. Submit a 1-minute video to play in the opening credits before the concurrent session.

1K — 20 Available

Engagement

Product Theatre

Do you have a product that health educators need? Share your pioneering products in an intimate setting, answer questions, share research, and engage with participants directly to see how they best fit with your product. Some examples may include: data methods collection tools, analysis and data synthesis products, textbooks, databases and more.

2K — Unlimited Available

Solution Showcase

Help SOPHE conference registrants solve a public health problem. By sharing your innovative idea we can solve global problems through health education and health promotion outreach. Some examples may include: advanced learning models, adaptations for online learning or creative solutions for community based participatory research.

2K — Unlimited Available

Virtual Networking Event

Boost your brand with a positive, student engaged experience, where there will be high energy to connect and unwind during days of intensely focused learning and un-learning. As a virtual networking sponsor, you provide attendees with a 1-minute video to play in the opening credits before opening the event. Special recognition of networking sponsor will occur throughout daily announcements, and you gain access via a mailing list to all specific registrants for your virtual networking event.

2K — 1 Available

Sponsorship Options

Closed Captioning
Expand accessibility of plenary sessions with closed captioning.

$ **3.5K**   5 Available

Opening Ceremony Dance Party
Motivate SOPHE 2022 attendees to get in the groove by sponsoring the Dance Party as they spin a fun and energizing play list. Add your logo to the virtual background during the DJ event. Attendees will be directed to visit your digital booth for the playlist.

$ **5K**   1 Available

Health & Wellness Activities
Boost your brand with a positive, feel good experience, such as chair yoga, stretching, meditation, or a fitness break. Add your logo to a pre-recorded 5-minute wellness video available throughout the SOPHE 2022 conference for instant playback whenever they need a break or after a long day of sessions!

$ **1K**   2 Available

Awards Ceremony
Celebrate award winners' contributions to the health education profession. Give a 1-minute pitch about your organization/service at the start of the ceremony and provide Visa Gift Cards to random viewers to encourage their future award submission. Reach viewers attending the Zoom and livestream platforms.

$ **2.5K**   1 Available

NCHEC Virtual Coffee Chat (CHES® and MCHES® certified only)
Over 200 attendees with CHES®/MCHES® credentials are invited to attend the NCHEC Virtual Coffee Chat on Wednesday, March 23, 7:00 am Central. Don't miss out in getting in front of this audience!

$ **2.5K**   1 Available

Board of Trustees Lunch
Treat our SOPHE Board of Trustees to lunch during their Board Meeting with a GrubHub Certificate.

$ **2K**   3 Available

Student Events

SOPHE Student Health Edu-thon

Support our 2022 competition as graduate and undergraduate health education student teams present an evidence-based scenario response that demonstrates their health education specialist competencies, uses of technology, and emerging methodologies. Receive the contact list of teams opting-in for critical job searching tips, tools, and career-boosting opportunities.

$ **2.5K**   2 Available

Rock Your Flock Sessions
Support our resume and cover letter writing micro-mentoring session geared toward students and future health education specialists.

$ **$500**   3 Available

Sponsorship Options

Sponsored eBlasts

A sponsored e-blast is a fully developed digital marketing email disseminated to conference registrants and stakeholder contacts. Drafted message with images, hyperlinks, and messaging by the advertiser. Final content must be pre-approved by SOPHE. A final preview sample will be sent to confirm all details are reflected as desired by the advertiser

Social Wall Sponsored Post

Sponsor a post on the meeting social feed to draw attendees to your booth, promote an activity, or include a short message. The social feed is accessible to all attendees.
(Note: The Annual Meeting social feed is specific to the software and does not link to external social media sites, e.g. LinkedIn, Facebook, Twitter, etc. Company must provide sample text by February 28).

$ 1K	Unlimited Available
$ $500	Unlimited Available

SOPHE

SOLUTION SHOWCASE/ PRODUCT THEATRE GUIDELINES

- Information presented must be educational and relate directly to the health education interests and/or career development of attendees.
- Programs must be open to all meeting attendees.
- Continuing education credits are not offered.
- They will be 60 minutes in length and presented on one of the digital stages.
- Applications are subject to approval by SOPHE staff.
- The date and time of the virtual session will be determined by SOPHE staff, subject to program availability.
- A completed Solution Showcase/Product Theatre Application must be submitted, and payment made prior to schedule confirmation.
- Attendees will register their attendance and must opt-in to share their information with the organization.

Become a supporter