Join us in Portland, Oregon, “The City of Roses”!

Portland is a growing and active city that offers limitless recreation, fabulous food and drink, and flourishing culture. The Pearl District and Alberta Arts District are home to galleries, boutiques, chic restaurants and the legendary Powell’s City of Books. An award-winning airport, efficient light rail system and pedestrian-friendly city blocks in the central city make getting around town a real pleasure.

Leading the charge with their commitment to environmental sustainability, Portland is often recognized as the “Greenest City in America”. Portland is a perfect setting for outdoor activities and adventure with its popular Forest Park and Springwater Corridor offer countless miles of trails. The city’s passion for recreational running, hiking, and biking make it an ideal selection for SOPHE’s 66th Annual Meeting: Blazing a Trail for Health Education and Health Promotion.

Join SOPHE 2015 as we Blaze the Trail to Portland!

Previous Exhibitors & Supporters

SOPHE thanks its previous supporters, including these recent partners:
Who Will You Reach?

SOPHE’s 66th Annual Meeting attendees are educators, communicators and decision-makers in all walks of health education and health promotion.

SOPHE Members are well-educated, experienced, certified thought-leaders, poised to tackle the growing epidemic of global chronic and infectious diseases. Approximately 600 attendees represent:

- Federal, State & Local Agencies
- Elementary & Secondary Schools
- Colleges & Universities
- Wellness Facilities
- Businesses & Corporations
- Medical Care Organizations
- Hospitals & Clinics
- Volunteer Organizations
- Community-based Agencies
- Consulting Firms
- Contractors
- Community Coalitions
- Prevention Research Centers

SOPHE Attendees Seek Health Promotion Resources

Conference attendees routinely purchase educational materials on health risk appraisals, HIV/AIDS, smoking and health, women’s health, children’s health, cardiovascular disease, cancer, asthma/respiratory conditions, infectious diseases, injury prevention and control, environmental health, health promotion, school health, nutrition and physical activity, human sexuality/reproduction, stress management, emergency preparedness and other areas. Among many resources, they seek textbooks, videos, publications, software, continuing education programs, advanced degree programs, patient education materials, research reports, consultants, manuals, health education and health promotion research.

SOPHE Member Profile

86% have graduate degrees
57% are Certified Health Education Specialists
43% work in higher education
41% have worked in the field for at least 10 years
Exhibitors’ Return on Investment

SOPHE is committed to your exhibition success. Exhibitors will enjoy 2 full days of exhibit time in an intimate setting. An evening networking social will features door prizes and provides unopposed program time to highlight the exhibits and posters. Exhibitors will receive a pre-registrant mailing list, and a description of each exhibitor will be distributed to all meeting attendees.

VIP exhibitors receive one complimentary meeting registration.

Conference Sponsorship Opportunities

In addition to exhibiting, SOPHE invites sponsors to support speakers, special sessions, and conference events.

According to the World Health Organization, chronic disease is now the leading cause of deaths globally. Health education and health promotion professionals are poised to impact this epidemic directly in communities, and through setting research, policy and practice agendas with schools, universities, and health agencies and departments. Sponsorship opportunities with SOPHE offer the chance to promote your brand and products and services with these key, influential professionals, thereby aligning your organization in the initiative to promote healthy living. SOPHE Sponsors enjoy enhanced visibility with conference attendees and new opportunities to extend their reach beyond the attendees.

Interested sponsoring partners should contact Dawn Haglund at dhaglund@sophe.org

Reserve Today...

SOPHE has SOLD OUT of Exhibit space the past 4 years!
Levels of Support

<table>
<thead>
<tr>
<th>Levels</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$10,000 and more</td>
</tr>
<tr>
<td>Gold</td>
<td>$5,000-$9,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$3,000-$4,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,000-$2,999</td>
</tr>
<tr>
<td>Diamond</td>
<td>$350-$999</td>
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All supporters will be recognized in the conference program, conference website, and in additional ways, as described, for particular sponsorship opportunities. Supporters who commit $3,500 and more will receive a logo icon with link to their website from the conference website.

Sponsorship Opportunities

Door Prizes
Donate products or gifts for the Opening Gala and enjoy visibility!

Awards Ceremony - Friday, April 24: Title Sponsorship: $10,000; Supporting Sponsor: $2,500
This SOPHE tradition offers attendees the opportunity to celebrate the awardees. Reception is followed by presentation of SOPHE awards. Venue is to be determined. The sponsor will receive an exclusive opportunity to welcome the attendees from the stage and will be recognized in the Awards Program.

New! Trends and Innovations Session: $10,000
The supporter will be provided dedicated session time to broker new relations with prospective partners and clients while broadening its influence in the field. This exclusive opportunity allows the supporter a platform to present its most innovative products and services to the thought leaders in the field of health education and health promotion.

Opening Gala Reception - Thursday, April 23: $7,500
Popular opening event offers attendees time for networking, viewing exhibits & discussing posters with presenters. Sponsor recognition on event signage and program brochure; VIP exhibit booth is included.

Meeting Registration Online: $5,000
Conference attendees will utilize a web-based registration, confirmation, and event marketing and evaluation tool. Reach potential attendees from SOPHE’s network of more than 4,000 health education and health promotion professionals with sponsor logo included on registration splash page and attendee communications.

Session Recordings: $5,000
Keynote, plenary & selected concurrent sessions will be video captured for web-based broadcasting after the meeting, reaching a much broader audience beyond conference attendees. Sponsor logo will be included on splash page.

Continental Breakfast - Friday, April 24th or Saturday, April 25: $5,000
Attendees enjoy the early start to the conference days with complimentary continental breakfast with healthy options. Sponsor recognition on event signage and program brochure.

Speaker/Session Support: $3,500 (concurrent) to $5,000 (plenary)
Connect to the health topics of our time by sponsoring a speaker or a session on the program. Sponsor recognition on event signage and program brochure.

Evaluation/CE Kiosks: $3,750 each
Conference attendees will complete online evaluations and CE certificate of the conference. Sponsor recognition on kiosk signage and splash page.
VALUE of Exhibiting

76% of all conference attendees rate face to face interaction with potential new vendors very or extremely important.

Conference Bags: $3,000
Conference bags are distributed to all SOPHE meeting attendees. Bags are pre-stuffed with program guide and exhibitor fliers. Sponsor’s logo is printed on bag, in addition to SOPHE 2015.

Wireless Café: $3,000
Conference attendees appreciate the opportunity to multi-task between sessions, and participate in social media campaigns from the conference floor. Sponsor recognition on event signage and program brochure.

Morning/Afternoon Breaks: $3,000 each
Attendees recharge with daily breaks. Sponsor recognition on event signage and program brochure.

Student Workshop & Mixer: $3,000
Students will discuss issues related to the future of health education professionals, and network with other students and faculty. Sponsor recognition on event signage and program brochure. Sponsor may also provide branded give-a-ways to the students at the mixer.

Bag Stuffer: $500 per page flier or post card
Include your promotional materials or booth driver on a flier or postcard to be included in the attendee’s bag.

Final Program Book:
- Front cover, inside, full page $1,500
- Back cover, inside, full page $1,250
- Back cover, outside, ½ page $850
- Inside black and white: ½ page/$400 Full page/$750
Highlight your organization or product within the onsite program guide for the SOPHE 2015 Annual Meeting. Advertisers must provide final print-ready art work.

SOPHE 66th Annual Awards Ceremony Program:
- Front cover, inside $350
- Back cover, inside $250
- Back cover, outside $300
The Awards Ceremony Program is distributed to everyone who attends the Awards Ceremony Gala on the evening of Friday, April 24th. Quarter page ad space provided.

Wellness Challenge: $1,000
Health-conscious attendees participate in daily physical activities and earn a chance to win a prize drawing. Sponsor recognition on event signage and program guide.

Student Support to Awards Ceremony: $750
Sponsor ten students to attend the Awards Ceremony, where they can meet and celebrate the leaders in health education and health promotion. Sponsor recognition on event signage and program brochure.
Resource Center
If you are unable to join us, you can display up to three titles and related order forms in our popular Resource Center for one low fee of $300.

Preliminary Program

Exhibit Opportunities

Table top Pricing:
Academic Programs: $400
Government & Non-Profit: $600
Standard Exhibit: $750
VIP Exhibit: $1,500 - receive prime placement, a web link on SOPHE 2015 webpage, one comp registration ($395 value) and a complimentary bag stuffer item ($500 value).

Exhibit Hours

Wednesday, April 22\textsuperscript{nd}
Exhibit Set Up: 4:00 PM - 6:00 PM

Thursday, April 23\textsuperscript{rd}
8:30 AM - 7:00 PM
5:30 - 7:00 PM: Opening Gala Reception, Exhibits & Posters with Presenters

Friday, April 24\textsuperscript{th}
8:00 AM - 5:00 PM
*High visibility time at breaks & lunch*
Dismantle Exhibits: 5:00 - 6:30 PM

Exhibits are required to be staffed during the high visibility times. SOPHE requests strict adherence to set-up and dismantle times.

Maximize your Investment.
Confirm Early to earn maximum exposure on the SOPHE Annual Meeting web page and supporter recognition on conference publicity and promotion communications, which regularly reach more than 22,000 health education professionals.

Note: SOPHE reserves the right to make changes, for compelling reasons, to the hours and dates set forth. Such changes will be made known in advance. There is no room to store display material and/or show merchandise in the hotel. At the conclusion of set up, all related equipment, crates, etc. must be removed from premises and returned no earlier than the last day of the exhibit period. **Lighting and electrical outlets will not be provided.**
Exhibitor Shipping:
Exhibitors are responsible for all shipping charges to/from hotel for their materials.

Hotel/Sleeping Room Reservations:
All exhibitors are eligible for the discounted hotel room rate of $139 single/double plus tax at the Hilton Portland & Executive Tower, 921 SW Sixth Ave Portland, OR 97204; 1-503-226-1611 http://www3.hilton.com/en/hotels/oregon/hilton-portland-and-executive-tower-PDXPHHH/index.html Room block cutoff date is March 30, 2015. We encourage you to make your sleeping room reservations prior to this date as they are on a first-come basis.

Fire Regulations:
Fire ordinances prohibit use of any materials not flameproof. Packing containers, etc. may not be stored under tables or behind display. Open flames, butane gas, oxygen tanks, etc. are not permitted. Nothing may be hung directly on booth drapes.

Hold Harmless - SOPHE:
SOPHE shall not, nor any of its sponsors, officers or agents, be liable for damage or loss to exhibitors’ properties through theft, fire, accident or any destructive cause. Exhibitors shall insure their own exhibit and display materials. It is agreed that exhibitors assume all responsibility for damage to the exhibit area and they shall indemnify and exempt SOPHE and its sponsors from all liability that may ensue from any cause whatsoever, including injury to visitors, exhibitors or their agents.

Hold Harmless - Hilton Downtown Portland:
Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors’ displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, its parent, agents, affiliates, directors, officers, servants, and employees from any and all such losses and claims.

Contract:
The application and contract for exhibit space, when properly executed by the exhibitor and accepted in writing by SOPHE shall be considered a binding agreement between the parties, subject to the rules and regulations promulgated by SOPHE.

Agreement to Rules:
Each exhibitor and employee agrees to be bound by the Rules and Regulations set forth herein and by all provisions of SOPHE and by amendments or additions thereto which may hereafter be established or put into effect by SOPHE. All points not covered in the terms of the Agreement or the Exhibit Space Contract may be clarified through correspondence with SOPHE.

Failure to Occupy Space:
Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor and this space may be resold, reassigned, or used by the exhibit management.

Interpretation and Application of Rules and Regulations of Exhibitors:
SOPHE reserves the right to construe and apply all rules and regulations for exhibitors and, when in the judgment of SOPHE exceptions or additions are necessary, the decision of SOPHE shall be binding in all instances.

Restrictions:
SOPHE reserves the right to expel, decline or prohibit any exhibit or part of an exhibit or proposed exhibit which is not suitable or in accordance with the ethics of SOPHE, or which does not comply with the rules established. SOPHE reserves the right to bar any exhibitor. This reservation concerns persons, conduct, printed matter, souvenirs, catalogues, etc. Interference with the light or space of other exhibitors will not be allowed. The placement of all signs, banners and advertising matter shall be subject to approval. Public address systems and sound audio-visual devices may not be used without special permission, and, when used, must not interfere with other exhibitors. In the event of any such declination, cancellation, or removal, the contracting parties agree that no liability shall attach to said Associations by reason of any such actions.
Payment for Space Cancellation:
Under the terms of the contract, the exhibitor agrees to pay fifty percent (50%) of the total retail fee upon assignment of space, and further agrees to submit to SOPHE the balance due upon receipt of statement but in no case later than February 28, 2015. It is understood that failure by the exhibitor to remit outstanding balance due SOPHE by said date shall render all exhibit agreements between the exhibitor and SOPHE invalid and shall constitute forfeiture of all monies paid under terms of the contract. This contract may be canceled in writing by an exhibitor prior to February 28, 2015, in which case fifty percent (50%) of the total contracted space cost will be retained by SOPHE. No cancellation of space contract will be accepted nor refunds made after February 28, 2015. Exhibitors may not sublet nor share their space or any part thereof.

Inability to Perform:
If SOPHE should be prevented from conducting the exposition by any cause beyond its control or if it cannot permit the exhibitor to occupy space due to circumstances beyond its control, SOPHE will refund to the exhibitor the amount of the rental fee, less a proportionate share of the exposition expenses, and SOPHE shall have no further obligation or liability to the exhibitor.

Resource Center:
Resource Center participants are responsible for all shipping of materials to and from the meeting site. SOPHE is not liable for any missing materials. Materials must arrive at the hotel between April 17 -20, 2015. SOPHE will provide detailed shipping instruction by March 15, 2015.

Cancellation and other stipulations outlined in this Rules & Regulations apply. In accordance with the rules and regulations covering the exhibit to be held in connection with this national conference, the Undersigned hereby makes application for exhibit space. This Agreement is subject to all of the terms and conditions on the Invitation to Exhibit and made a part thereof. We agree to accept the exhibit assignment made by SOPHE.
Exhibitor & Sponsor Prospectus

SOPHE 66th Annual Meeting ● April 23–25, 2015 ● Hilton Downtown ● Portland, OR

www.sophe.org ● Page 9

Exhibitor/Supporter Commitment Form

Organization: ________________________________

Contact Person: ________________________________

Title: __________________________________________

Address: _________________________________________

City: __________________ State: _______ ZIP: __________

Telephone Number: __________________ Fax Number: __________________

Email: __________________________________________

Exhibitor/Supporter description (up to 75 words): ____________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Exhibit Tabletop:

☐ Academic Programs: $400
☐ Government & Non-Profit Organizations: $600
☐ VIP Exhibit: $1,500 (prime placement)
☐ Resource Center (up to 3 titles): $300

☐ Conference Bags: $3,000
☐ Wireless Café: $3,000
☐ Morning/Afternoon Breaks: $3,000 each
☐ Student Workshop & Mixer: $3,000
☐ Wellness Challenge: $1,000
☐ Student Support to Awards Ceremony: $750
☐ Bag Stuffer: $500 per page flier or post card
☐ Resource Center materials: $300

Sponsorship Opportunities:

☐ Trends and Innovations Session: $10,000
☐ Awards Ceremony: Title Sponsor $10,000 SOLD
☐ Awards Ceremony: Supporting Sponsor $2,500
☐ Opening Gala Reception (April 23): $7,500
☐ Online Meeting Registration: $5,000

☐ Session Recordings: $5,000
☐ Continental Breakfast (April 24): $5,000
☐ Continental Breakfast, (April 25): $5,000
☐ Speaker/Session support-Plenary: $5,000
☐ Speaker/Session support-Concurrent: $3,500
☐ Evaluation/CE Kiosks: $3,750 each
☐ Conference Program: inside front cover $1,500
☐ Conference Program: inside back cover $1,250
☐ Conference Program: outside back cover $850
☐ Conference Program: full page ad $ 750
☐ Conference Program: ½ page ad $400
☐ Awards Program: inside front cover $350
☐ Awards Program: inside back cover $250
☐ Awards Program: outside back cover $300
Would you like to donate a Door Prize:   Yes   No

If yes, please describe your item: ________________________________________________________________

Checks should be made payable to SOPHE (Federal ID # 23-7299881)
Government agencies may submit a purchase order with application.

☐ Enclosed is one-half of the exhibitor/sponsorship fee. We understand that final payment must be received before February 28, 2015; otherwise, SOPHE reserves the right to cancel this agreement and re-assign the space.
☐ Enclosed is the exhibit, sponsorship or Resource Center fee in full.
☐ Enclosed is a purchase order for the exhibit fee; please send an invoice.

Total Exhibit/Sponsorship Amount: $__________

Authorized signature: ________________________________ Date: ____________________________

Credit card payment & authorization:

☐ Visa  ☐ MasterCard  ☐ Discover

Credit Card Number:_______________________________________________________

Expiration Date:_______________________________

Cardholder’s name (please print):_____________________________________________

Cardholder’s billing address (including zip code):

________________________________________________________________________

Cardholder’s signature:______________________________________________________

Purchaser’s name, if different from cardholder:____________________________________

Send contract and payment to:
Dawn Haglund
Senior Director, Professional Development
SOPHE
10 G Street NE, Suite 605
Washington, DC 20002
Email: dhaglund@sophe.org
Fax: 202-408-9815
Questions Contact; Dawn Haglund dhaglund@sophe.org