

**Exhibitor &
Sponsor
Prospectus**



April 11-14, 2012

Sheraton
Music City Hotel
Nashville, TN



The Society for Public Health Education's

2012 Midyear Scientific Conference:

Tuning Up Health Promotion: New Lyrics across the Lifespan

April 11-14, 2012

Nashville, Tennessee



Who Will You Reach?

SOPHE's 2012 Midyear Scientific Conference 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 disease. The conference will focus on health promotion across the lifespan to achieve healthy aging.

Approximately 400 attendees represent:

- Federal, state & local health agencies
- Wellness facilities
- Businesses & Corporations
- Medical care organizations
- Hospitals & Clinics
- Volunteer organizations
- Community-based agencies
- Consulting firms
- Contractors
- Clearinghouses
- Community coalitions
- Elementary & Secondary Schools
- Colleges & Universities
- Prevention Research Centers

REACH

400 health education & health

promotion professionals who attend the
SOPHE Midyear Scientific Conference.

SOPHE Attendees look for 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. These purchasers seek

SOPHE Member Profile

86% have graduate degrees

57% have worked in the field for at least 10 years

41% work in higher education

57% are Certified Health Education Specialists

textbooks, publications, videos, computers/software packages/CD-ROMs, continuing education

programs, advanced degree programs, patient education materials, research reports, consultants, manuals, health education and health promotion research and many other resources.

Exhibitors' Return on Investment

SOPHE is committed to our exhibitors' success. Exhibitors will enjoy 2 ½ days of exhibit time in an intimate setting, with an 8' x 10' booth. An evening networking social 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.

Standard & VIP exhibitors receive one complimentary meeting registration.

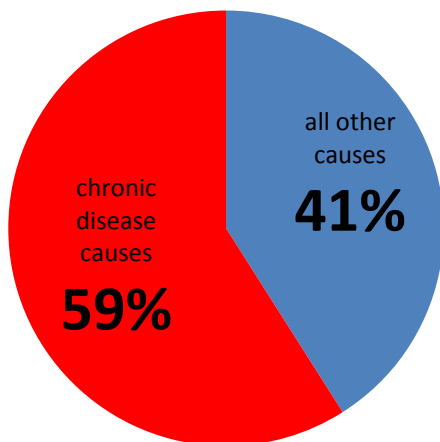
Each exhibit is provided with an 8' background drape, 3' side drape; one 6' display table; 2 side chairs; 1 wastebasket; 1 44' x 7' booth sign.

VALUE of Exhibiting
76% of all conference attendees across all major industry segments rate face-to-face interaction with potential new vendors very or extremely important. (Source: Center for Exhibition Industry Research)

Conference Sponsorship Opportunities

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

Global Burden of Chronic Disease
Annual Deaths



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, and to align yourself in the battle 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 Allison McElvaine at amcelvaine@sophe.org

Sponsorship Opportunities

Silent Auction

Donate products for SOPHE's Silent Auction. Proceeds benefit SOPHE's Campaign for the 21st Century.

Door Prizes

Donate products or gifts for the Opening Social.

Opening Gala Reception – Thursday, April 12: \$5,000 - \$7,000

Popular opening event offers attendees time for networking, viewing exhibits & discussing posters with presenters. Sponsor recognition on event signage and program brochure.

Continental Breakfasts – Thursday, April 12 & Friday, April 13: \$3,000 each

Attendees enjoy the early start to the conference days with complimentary continental breakfast with healthy options. Sponsor recognition on event signage and program brochure.

Box Lunches – Thursday, April 12 & Friday, April 13: \$5,000 each

Attendees work and network through the lunch hour with a healthy boxed lunch. Sponsor recognition on event signage and program brochure.

Morning/Afternoon Breaks: \$2,000 each

Attendees recharge with daily breaks. Sponsor recognition on event signage and program brochure.

Speaker/Session Support: Up to \$5,000 per speaker or panel

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.

Wellness Challenge: \$2,000

Health-conscious attendees participate in daily physical activities and earn a chance to win a prize drawing. Sponsor recognition on event signage and program brochure.

Conference Bags: \$3,000 - \$5,000

Conference bags are distributed to all SOPHE meeting attendees. Bags are pre-stuffed with program brochure, exhibitor fliers, and flash drives. Sponsor's advertisement is printed on bag.

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.

Wireless Café: \$3,000/day or \$6,500 for conference

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.

Evaluation Kiosks: \$3,750 each

Conference attendees will complete online evaluations of the conference. Kiosks will be set up to facilitate evaluation completion. Sponsor recognition on kiosk signage and splash page.

Program Flash Drives: \$5,000

Each conference attendee receives a flash drive pre-loaded with conference powerpoints, attendee list, and other resources. Sponsor logo on flash drive.

Meeting Registration Online: \$5,000

Pending support, potential conference attendees will utilize a web-based registration, confirmation, and event marketing and evaluation tool. Reach potential

Extend your Reach

even beyond the conference attendees with sponsorship of new Meeting Registration Online or Session Recordings.

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: \$2,500

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.

Publications Mart

Up to three titles and related order forms can be displayed in our popular Publications Mart for one low fee of \$300.

Preliminary Program

Available in January 2012. Visit the SOPHE website www.sophe.org for more details.

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.

Standard Booth:

All exhibit space will be carpeted. A sign indicating the organization's name and booth number, unless otherwise requested, will be placed at each booth. Lighting and electrical outlets will not be provided.

Exhibit Hours

Wednesday, April 11th

Exhibit Set Up: 3:00 PM – 8:00 PM

Thursday, April 12th

10:00 AM – 8:00 PM

6:00 – 8:00 PM: Opening Gala Reception,
Exhibits & Posters with Presenters

High visibility time at breaks, lunch & reception

Friday, April 13th

7:30 AM – 3:00 PM

High visibility time at breaks & lunch

Dismantle Exhibits: 3:00 – 6:00 PM

Exhibits are required to be staffed during the high visibility times. As a courtesy to the registrants and other meeting exhibitors, SOPHE requests strict adherence to set-up and dismantle times.

Booth Pricing:

Academic Programs: \$300

Government & Non-Profit: \$600

Standard Booth: \$900*

VIP Booth: \$1100* – receive prime placement.

*Standard & VIP booth reservations include one complimentary conference registration.

Exhibit Space is Limited

Reserve today.

amcelvaine@sophe.org or 202-408-9804

Exhibitor Contractor:

Confirmed exhibitors will be contacted by SOPHE's exhibit service and can order additional equipment and storage as needed. 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 \$110 single/double plus tax at the Sheraton Music City Hotel, 777 McGavock Pike, Nashville, TN 37214. Phone: (615) 885-2200. Web: <http://www.sheratonmusiccity.com/>

Fire Regulations:

Fire ordinances of Nashville 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 – The Sheraton Hotel:

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 **March 15, 2012**. 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 March 15, 2012, 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 March 15, 2012. 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.

Publications Mart:

Publications Mart 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 on or before April 10, 2012. 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.



Society for Public Health Education
2012 Midyear Conference • April 11-14, 2012 • Sheraton Music City Hotel • Nashville, Tennessee
Exhibitor Reservation Form

Organization: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone Number: _____ Fax Number: _____

Email: _____

Exhibit Price:

- Academic Programs: \$300
- Government & Non-Profit: \$600
- Standard Booth: \$900 (includes one complimentary registration)
- VIP Booth: \$1100 (prime placement; includes one complimentary registration)
- Publications Mart (display up to 3 titles): \$300

Exhibitor description (up to 75 words): _____

Describe the Products/Services to be Displayed: _____

Would you like to donate a Door Prize or Silent Auction Item: Yes No

If yes, please describe your item: _____

Checks should be made payable to SOPHE (Federal ID # 2307299881)

Government agencies may submit a purchase order with application.

- Enclosed is one-half of the rental space fee. We understand that final payment must be received before March 15, 2012; otherwise, SOPHE reserves the right to cancel this agreement and re-assign the space.
- Enclosed is the exhibit and Publication Mart fee in full.
- Enclosed is a purchase order for the exhibit fee; please send an invoice.

Authorized signature: _____ Date: _____

Credit card payment & authorization:

- Visa
- Mastercard
- Discover

Credit Card Number: _____

Expiration Date: _____

Cardholder's name (please print): _____

Cardholder's signature: _____

Purchaser's name, if different from cardholder: _____

Send contract and payment to:

Allison T. McElvaine, Ph.D.

Director, Professional Development

SOPHE

10 G Street NE, Suite 605

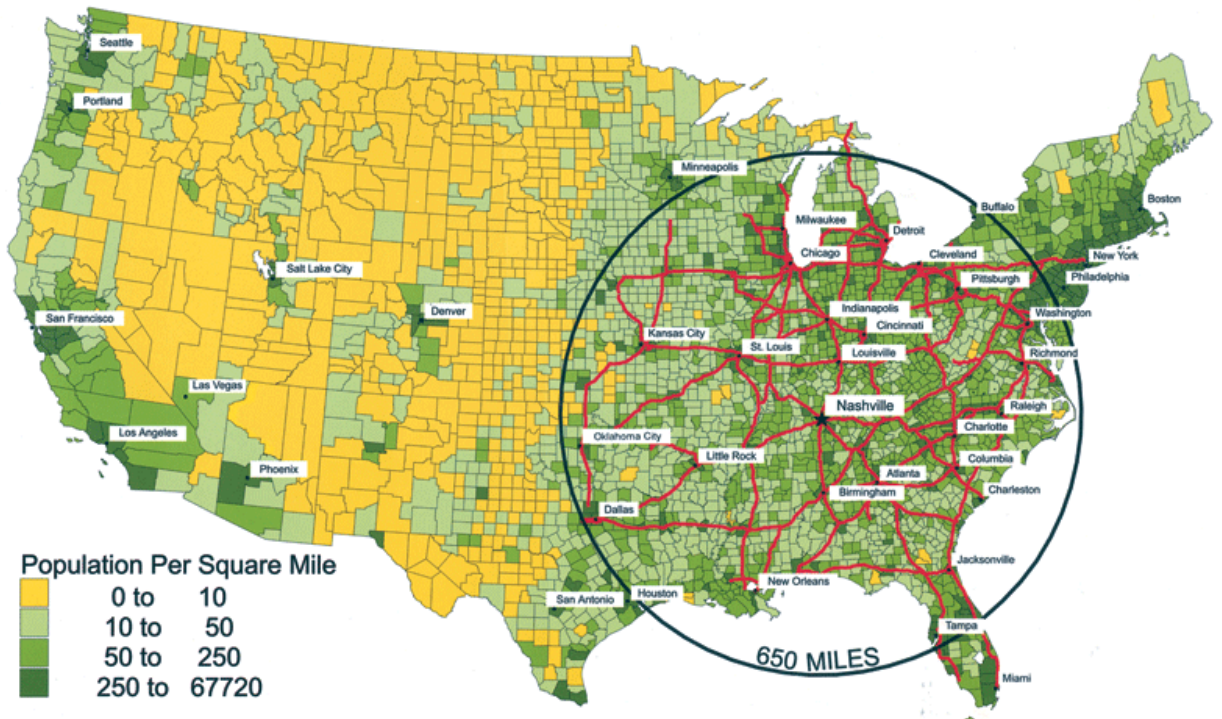
Washington, DC 20002

Email: amcelvaine@sophe.org

Fax: 202-408-9815

Questions: Email amcelvaine@sophe.org or call 202-408-9804.

Fifty percent of the U.S. population and 25 states are within 650 miles of Nashville, an affordable, easily accessible location and one of the foremost cities putting prevention on the map! SOPHE is proud to meet in Nashville for the first time at our 2012 Midyear Scientific Conference.



Source: U.S. Department of Commerce, Bureau of the Census

MSU Geography and Geology

Previous Exhibitors & Sponsors

SOPHE thanks its previous supporters, including these recent partners: U.S. Centers for Disease Control & Prevention • ATSDR • California State University • DePaul University • Fries Foundation • George Mason University • Indiana School Public Health • Kaplan University • National Institute of Mental Health • National Latina Network • National Library Medicine • National Commission for Health Education Credentialing, Inc. • Sage Publications • San Jose State University • St. Jude Children's Hospital • Stay Healthy Wellness Group • Texas A&M University • University of Florida • Walden University • Center for Civic Partnerships • National Youth Violence Prevention Resource Center • New Lifestyles, Inc. • ToucanEd Publications • Intercultural Cancer Council • California Department of Health Services • American Cancer Society • American Lung Association • American Heart Association • National Prevention Information Network • Minnesota Department of Health • National Heart, Lung & Blood Institute • U.S. Food & Drug Administration • Children's Health Market • LearningZoneXpress • Accusplit, Inc. • Prevention Research Centers • ETR Associates • National Institutes of Health • Astra Merck • Bristol-Myers Squibb • U.S. Department of Health & Human Services • U.S. Department of Agriculture • Jossey Bass Publishers • WRS Group • Westat • Wellsource Inc. • YWCA • Texas Department of Health • California Pistachio Commission • U.S. Blueberry Commission • Physicians for Social Responsibility • Healthlift.com • Routledge Journals • Springer Publishing Co • and more!



SOCIETY FOR PUBLIC HEALTH EDUCATION
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