



SOCIETY FOR PUBLIC HEALTH EDUCATION

Columbus Ohio • April 4–6 2018

sophe⁶⁹th annual meeting

Igniting Change & Innovation:
the Impact of Health Education

Exhibitor and Sponsorship Brochure



Igniting Change and Innovation: The Impact of Health Education

SOPHE's Annual Conference offers valuable resources and learning opportunities to health education & health promotion professionals and their colleagues working in schools, communities, academia, health care, businesses, and other worksites. As the only educational conference dedicated solely to the health education & health promotion community, this is your best opportunity to generate leads, promote your programs and projects, and increase awareness of your organization within the health education & health promotion community. This is your opportunity to connect with key decision makers and build new relationships. Don't miss out on this unique opportunity. Reserve your booth space today!

Exhibit Table Opportunities

SOPHE offers four categories for your organization to exhibit.

Exhibit table includes:

- One (1) *Exhibit-Only* conference registration (full conference registration *not* included)
- 1 six-foot table & 2 chairs
- Feature in conference mobile app with name and logo

Category	Price (includes 1 exhibit-only registration)
<i>For Profit</i>	\$900
<i>Government/Nonprofit*</i>	\$650
<i>Academic Program*</i>	\$550
<i>New! Enhanced mobile app visibility add-on^^</i>	+\$50

**For government/academic invoicing options contact education@sophe.org*

*^^New enhanced mobile app visibility ad-on provides your organization's description and hyperlink.
(description and hyperlink due by January 31, 2018)*

SAVE! VIP Booth (up to a \$2,000 value)

- High visibility placement onsite
- 1 Full Conference Registration
- 1 Exhibit Only Registration
- Logo on SOPHE's 2018 Annual Conference website
- 1 Bag Stuffer
- Mobile App Visibility

(limited availability)

Sponsorship/A la carte Opportunities

Looking to increase your visibility beyond the exhibit hall? Consider making a financial impact on SOPHE 2018 by sponsoring a meeting attendee item or event as described below. Enhance your attendee engagement with one of our Sponsorship Packages. For more information on customizable sponsorships, please email education@sophe.org.

Attendee Item	Amount	Description
Attendee Experience		
<i>Mobile App = Primary Sponsor</i>	\$5,000	High visibility in app and onsite at conference
<i>Mobile App Banner</i>	\$1,500	Rotating banner featured in app that links to company website. (4 of 4 available)
<i>Charging Station</i>	\$2,500	Charging station signage to include company logo.
<i>Lanyards</i>	\$5,000	Provides a highly visible level of visibility.
<i>Tote Bags</i>	\$5,000	Sponsor logo is printed on attendees' tote bags
<i>1 Day of Wi-Fi Access (3 available)</i>	\$5,000	Underwrite conference Wi-Fi
<i>Coffee Station</i>	\$1,500	Sponsor coffee during a break between sessions
<i>Light Snack Station</i>	\$3,000	Sponsor light snacks during a break between sessions
Events		
<i>Awards Ceremony – Primary</i>	\$15,000 SOLD	Underwrite Awards Ceremony - honors students, professionals
<i>Awards Ceremony – Secondary</i>	\$5,000 SOLD	Underwrite Awards Ceremony - honors students, professionals
<i>Opening Reception</i>	\$7,500	Underwrite Conference Opening Night Reception
<i>Wellness Opportunities</i>	\$1,000	Provide attendees physical activity opportunities
Educational Opportunities		
<i>Speaker Support– Plenary</i>	\$6,000	Underwrite plenary session/speaker cost; opportunity to welcome attendees
<i>Speaker/Session Support – Concurrent</i>	\$2,500	Underwrite concurrent session/speaker cost; opportunity to welcome attendees
<i>Session Recordings – Plenary Session</i>	\$6,000	Ad opportunity at the start of video recorded plenary sessions
<i>Session Recordings – Concurrent Session</i>	\$2,500	Ad opportunity at the start of audio recorded concurrent sessions
<i>Student Workshop</i>	\$3,000	Sponsor the Student Workshop. Reach the next generation!
<i>Student Case Study Competition</i>	\$2,500	Underwrite the principal competition for health education undergraduate and graduate students
Meals		
<i>Continental Breakfast</i>	\$5,000	Light, healthy breakfast fare to start attendees with a full tank
Print Advertising		
<i>Awards Ceremony Program</i>		Highlight your organization or product in the onsite program. All advertisements must be provided in EPS or PDF format, at least 300 dpi resolution. Ad content subject to approval by SOPHE. Artwork due by January 31, 2018.
- Front cover, inside	\$ 350	
- Back cover, inside	\$ 250	
- Back cover, outside	\$ 300	
<i>Bag Stuffer</i>	\$300 per	One-page flyer or marketing piece included in attendee packet.
<i>Final Program</i>		Highlight your organization or product in the onsite program. All ads must be provided in EPS or PDF format, at least 300 dpi resolution. Ad content subject to approval by SOPHE. Artwork due by January 31, 2018.
- Front cover, inside, full page SOLD	\$1,500	
- Back cover, inside, full page	\$1,250	
- Inside, black and white, full page	\$ 750	
- Inside, black and white, ½ page	\$ 400	

Organizations in Demand by SOPHE Annual Conference Attendees:

- Colleges & Universities
- Professional Associations
- Federal, State & Local Agencies
- Businesses & Corporations
- Publishers
- Fitness/Wellness Companies
- Hospitals & Clinics
- Nonprofit Organizations
- Consulting Firms
- Contractors
- Community Coalitions
- Prevention Research Center

What Can You Expect from SOPHE 2018?

Experience Columbus! Columbus is ranked with the “highest in visitor satisfaction in the Midwest”! Columbus is booming, and not just in population! Columbus is an easy, walkable destination with galleries, shops, dining, nightlife, and more just steps from the Short North Arts District and the Arena District. When you’re not networking with attendees in the bustling exhibit hall, take a break at one of the many dining and entertainment options.

Exhibitor Rules and Regulations

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.

SOPHE reserves the right to reject any sponsor, exhibitor or exhibit for any reason, which need not be disclosed to the party submitting the request. Acceptance as an exhibitor does not mean the product or services exhibited is approved or endorsed by SOPHE. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the conference. To be included in the Onsite Program, SOPHE must receive a signed agreement with the required information and full payment by **February 15, 2018**. SOPHE reserves the right to accept or reject any exhibit or promotional material, or to condition acceptance upon modification for any reason, which need not be disclosed.

Deposits and Payments:

Outstanding invoices must be paid in full before application for exhibitor/sponsorship application is considered. Exhibitor applications submitted prior to December 18, 2017 must include a 50% deposit. Applications submitted after December 18, 2017 must include full booth payment. Deadline for all Exhibitors & Sponsors is **February 15, 2018**. Make checks payable in U.S. funds: SOPHE, c/o Exhibits 2018, 10 G Street NE, Suite 605, Washington, DC, 20002.

Cancellation:

Cancellations made after **March 1, 2018** will forfeit 50% of the total booth fee and will be charged a \$200 processing fee. There will be no refunds for cancellations after **March 1, 2018**. Cancellation and other stipulations outlined in this Rules & Regulations apply. This Agreement is subject to all terms and conditions on the invitation to exhibit and made a part thereof. We agree to accept the exhibit assignment made by SOPHE.

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.

Failure to Occupy Space:

Space not occupied by the close of the exhibit set-up period will be forfeited by the exhibitor and this space may be resold, reassigned, or used by the exhibit management.

Food and Beverage Distribution:

If any Exhibitor wants to bring in food or beverage for attendees, they must fully comply with all hotel rules and regulations.

Liability:

SOPHE, its employees, directors, agents, volunteers and subcontractors, the facility, the general contractor, the employees thereof, and their representatives shall not be responsible for any injury, loss or damage that may occur to or by the exhibitor or sponsor, its agents or employees, or property or materials arising from any cause whatsoever, prior, during, or subsequent to the exhibit. Exhibitor or sponsor expressly understands that it releases SOPHE and agrees to indemnify, defend and hold harmless SOPHE, its employees, directors, agents, volunteers, and subcontractors, the facility, and the general contractor from and against any and all claims for loss, injury or damage due to its actions or omissions or those of its employees or agents.

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.

Hold Harmless:

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.

Hotel/Sleeping Room Reservations:

SOPHE conference hotel is Hyatt Regency Columbus, 350 N High St, Columbus, OH 43215, 614-463-1234. Exhibitors are responsible for making their own hotel reservations. SOPHE room block information will be available on the SOPHE2018 website by October 2017.

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.

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.

Payment for Space Cancellation:

Under the terms of the contract, the exhibitor agrees to submit to SOPHE the balance due no later than **February 15, 2018**. It is understood that failure by the exhibitor to remit balance due shall render all exhibit agreements between the exhibitor and SOPHE invalid and shall constitute forfeiture of all monies paid under terms of the contract. No cancellation of space contract will be accepted or refunds made after **March 1, 2018**. Exhibitors may not sublet nor share their space or any part thereof.

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.

Shipping:

Exhibitors are responsible for ALL shipping charges for their materials and any additional fees incurred by the hotel.

NOTE: SOPHE reserves the right to make changes, for compelling reasons, to the information set forth. Such changes will be communicated by SOPHE. There is no room to store display material and/or show merchandise in the hotel. After 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 must be purchased directly from the conference hotel. SOPHE will not provide lighting and electrical outlets.

Annual Conference Sponsorship Form

Name: Company

Name: Title:

Address:

Phone:

Email Address:

Name & Phone of onsite contact at SOPHE 2018 conference:

Is this your first sponsorship with SOPHE? Yes No

Select sponsorship items below:

Attendee Experience

- Mobile App \$5,000
- Mobile App Banner Ad Only \$1,500
- Charging Station \$2,500
- Lanyards \$5,000
- Tote Bags \$5,000
- 1 Day of Wi-Fi Access (3 Available) \$5,000
- Coffee Station \$1,500
- Light Snack Station \$3,000

Events

- Awards Ceremony – *Primary* **SOLD!** \$15,000
- Awards Ceremony – *Secondary* **SOLD!** \$5,000
- Opening Reception \$7,500
- Wellness Opportunities \$1,000

Educational Opportunities

- Speaker Support– *Plenary* \$6,000
- Speaker/Session Support – *Concurrent* \$2,500
- Session Recordings – *Plenary Session* \$6,000
- Session Recordings – *Concurrent Session* \$2,500
- Student Workshop \$3,000

Exhibitor

- For Profit Booth \$900
- Government/Nonprofit Booth \$650
- Academic Program Both \$550
- Add on:** Mobile app visibility \$50
- VIP (limited availability) \$1,500

Meals

- Continental Breakfast \$5,000
- Luncheon *Contact*

Print Advertising

- Bag Stuffer \$300

Awards Ceremony Program

- Front cover, inside \$350
- Back cover, inside \$250
- Back cover, outside \$300

Final Program

- Front cover, inside, full page **SOLD!** \$1,500
- Back cover, inside, full page \$1,250
- Inside, black & white, full page \$750
- Inside black & white ½ page \$400

If you are interested in additional sponsorship opportunities not listed, please contact Dawn Haglund, dhaglund@sophe.org.

After completing your sponsorship form, please email to: education@sophe.org. Upon receipt, SOPHE will email you an invoice and payment options.