

*Linking Science & Social Justice:
Health Education as a Catalyst for Change*

sophe March 17-20, 2020
annual
conference



Exhibitor/Sponsor Prospectus

*Society for Public Health Education
2020 Annual Conference*

*March 17-20, 2020
Atlanta,*



SOCIETY FOR PUBLIC HEALTH EDUCATION

SOPHE 2020 is your opportunity to reach health education professionals and students

SOPHE anticipates nearly 1,000 health education professionals and students to gather for 2½ days of professional development, networking and continuing education. At SOPHE 2020, you can meet, mingle and connect with attendees during the conference.

MEETING LOCATION: SHERATON DOWNTOWN, ATLANTA

Conference Location: Sheraton Atlanta Hotel, 165 Courtland Street NE, Atlanta, GA 30303

Exhibit Dates: March 18-20, 2020

Exhibit Set up: Tuesday afternoon, March 17, 2020; Time TBD

Exhibit Hours: During conference hours: Agenda available November 2019.

Exhibit Tear-down/Dismantle: All exhibits must be dismantled by 5:00 p.m. on Friday, March 20, 2020.

Registration Deadline: December 30, 2019

All confirmed exhibitors will be provided an Exhibitor Kit, with additional logistics and details. The Exhibitor Kit will be available by January 13, 2020. The kit will include information on exhibit location/booth #, shipping logistics, onsite needs (such as internet, AV, electric, etc.). All shipping/receiving, electrical, internet and additional AV or onsite needs will be additional costs.

Exhibitor Experience:

“Working with SOPHE was truly amazing and we really enjoyed our on-site interactions.

We look forward to attending next year!”

USC School of Public Health-Online Program

Reserve your booth space or your chosen sponsorship opportunity today!

Exhibits paid by August 1, 2019 – Save 10%

SOPHE 2020 Conference theme

Linking Science & Social Justice: Health Education as a Catalyst for Change

SOPHE continues to work toward the betterment of the health of all people, through collaboration across health and non-health sectors, advocacy for improved policies and systems, and fostering the circle of research and practice.

- We are committed to addressing the determinants of health and improving health outcomes through health education and promotion in all practice settings.
- We welcome exhibitors and sponsors who share these goals and invite you to connect with decision makers and information multipliers.
- We expect over 1,000 attendees at the SOPHE 2020 annual conference.

Don't miss out on this unique opportunity!

Organizations in demand by SOPHE Annual Conference Attendees:

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

Exhibit Table Opportunities

SOPHE offers four categories for your organization to exhibit:

Category	Price
<i>VIP Exhibit</i>	\$1,650
<i>For-Profit Organization</i>	\$900
<i>Government/Nonprofit Organization*</i>	\$700
<i>Academic Program*</i>	\$650
<i>New Add-on! Enhanced mobile app visibility ^^</i>	+\$50

* For government/academic invoicing options (including registrations) contact education@sophe.org

^^ New enhanced mobile app adds to your organization's visibility by including a description and hyperlink.
([organization description and hyperlink due by January 10, 2020](#))

Exhibit table includes:

- Up to two (2) **Exhibit-Only** conference registration (full conference registration **not** included)
- Skirted 6' display table with chairs (let us know if you bring a full pop up booth and do not need a table)
- Logo Exposure: Organization name listed in conference program; Onsite conference signage; Mobile conference app listing only
- Opportunity to facilitate conversations during all breaks and meals and reception(s)

Sponsorship/A la carte Opportunities

For more information on customizable sponsorships, please email education@sophe.org. First-come, first served!

Attendee Item	Amount	Description
Attendee Experience		
Mobile App - Primary Sponsor	\$ 5,000	Front page visibility in app and onsite at conference (<i>only 1</i>)
Tote Bags	\$ 5,000	Sponsor logo is printed on attendees' tote bags
1 Day of Wi-Fi Access	\$ 5,000	Underwrite conference Wi-Fi. Includes public landing ad page (3)
Light Snack Station	\$ 3,000	Sponsor light snacks during a break between sessions (4)
Charging Station	\$ 2,500	Charging station signage to include company logo & materials.
Branded Lanyards	\$ 2,500	Provides high visibility to every attendee. (<i>only 1</i>)
Coffee Station	\$ 2,000	Sponsor coffee during a break between sessions (4)
Mobile App Banner	\$ 1,500	Rotating banner in app linking to company website. (<i>4</i>)
Events		
Awards Ceremony – Primary	\$15,000	Underwrite Awards Ceremony - honors students, professionals
Opening Reception	\$10,000	Underwrite Conference Opening Night Reception
Awards Ceremony – Secondary	\$ 5,000	Underwrite Awards Ceremony - honors students, professionals
First Time Attendee /New Member	\$ 2,500	Sponsor continental breakfast
Wellness Opportunities	\$ 1,000	Provide attendees physical activity opportunities (yoga, Zumba, etc.)
Educational Opportunities		
Speaker Support– Plenary	\$ 5,000	Underwrite plenary session/speaker cost; supporters name in program
Session Recordings – Plenary Session	\$ 4,000	Ad opportunity at the start of recorded plenary sessions
Student Workshop	\$ 3,000	Sponsor the Student Workshop. Reach the next generation
Student/Young Professional Social	\$ 3,000	Sponsor an event specifically focused on students and young professionals to network with one another
Speaker/Session Support – Concurrent	\$ 2,500	Underwrite concurrent session/speaker cost; opportunity to welcome attendees
Student Case Study Competition	\$ 2,500	Underwrite the principal competition for health education
Session Recordings – Concurrent Session	\$ 2,000	Ad opportunity at the start of recorded concurrent sessions
Meals		
Continental Breakfast	\$ 5,000	Light, healthy breakfast fare to start attendees with a full tank
SOPHE All Member Business Meeting	\$ 2,500	Refreshments, SOPHE highlights & new officer introductions
SOPHE Board of Trustees Luncheon	\$ 1,500	Sponsor luncheon with an opportunity for introductory remarks
Print Advertising		
Awards Ceremony Program		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 10, 2020
- Front cover, inside	\$ 350	
- Back cover, inside	\$ 250	
- Back cover, outside	\$ 350	
Bag Stuffer	\$ 350 p/p	One-page flyer or marketing piece included in attendee packet. SOPHE Review by February 15, 2020
Final Program		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 10, 2020
- Front cover, inside, full page	\$ 1,500	
- Back cover, inside, full page	\$ 1,250	
- Inside, black and white, full page	\$ 750	
- Inside, black and white, ½ page	\$ 400	

VIP Exhibit Opportunity

More than a \$2,000 value - Limited availability

- High visibility placement onsite
- 1 Full Conference Registration
- 2 Exhibit Only Registrations
- Logo on SOPHE's 2020 Annual Conference website
- 1 Bag Stuffer
- Mobile App Visibility (includes hyperlink and description)



Case study competition



Awards ceremony recipients

SOPHE 2019 Exhibitors' Satisfaction

92% - Networking opportunities

90% - Customer service



Poster presentation

Exhibitor/Sponsor Rules and Regulations

Agreement to Rules: Each exhibitor and employee agree 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 may be clarified through correspondence with SOPHE. SOPHE reserves the right to reject any sponsor, exhibitor, promotional material 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 materials, SOPHE must receive a completed form with the required information and full payment by **December 30, 2019**.

Deposits and Payments: Outstanding invoices must be paid in full before application for exhibitor/sponsorship application is considered confirmed. **Exhibitor applications submitted prior to December 1st, must include a 50% deposit. Applications submitted after December 30, 2019 must include full payment. Deadline for all Exhibitors & Sponsors is December 30, 2019.** Provide credit card payment online or make checks payable in U.S. funds: SOPHE, c/o Exhibits 2020, 10 G Street NE, Suite 605, Washington, DC, 20002.

Cancellation: There will be no refunds for cancellations for any reason after **February 3, 2020**. 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.

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.

Food and Beverage Distribution: Exhibitors who want to bring in food or beverage for attendees must fully comply with all Salt Palace Convention Center (SPCC) 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 after 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 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. Agree to fully comply with all SPCC rules & regulations.

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.

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.

Restrictions: SOPHE reserves the right to expel, decline or prohibit any exhibit or part of an exhibit or proposed exhibit or ad 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, sound or space of other exhibitors will not be allowed. The placement of all signs, banners and advertising matter shall be subject to approval by SOPHE. 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 convention center.

NOTE: *SOPHE reserves the right to make changes, for compelling reasons, to the information set forth. Such changes will be communicated by SOPHE to all contracted exhibitors.*