



Exhibitor/Sponsor Prospectus

Society for Public Health Education 2021dX Annual Conference

Wednesday – Friday, April 6-9, 2021

Tuesdays & Thursdays – April 13-May 11, 2021

and

On Demand through March 31, 2022

***New & expanded opportunities for
targeted marketing & promotion!***

Make your selections by March 23, 2021

Gateway to the Future: Health Education & Promotion for All

The Power of Digital Engagement

Join Us from your Home or Office!

As the premier organization for health education and promotion, the Society for Public Health Education (SOPHE) invites you to experience the power of digital engagement as part of our largest, most innovative, and exciting scientific conference yet!

SOPHE 2021dX is your opportunity to reach some 800+ health education faculty, practitioners, and students eager to connect with the latest health education tools, resources, textbooks, software, and professional preparation and certification programs to advance the public's health.

SOPHE 2021dX is your opportunity to be a part of something bold.

SOPHE 2021dX is an innovative movement to reach beyond passive online education for transformative education and engagement. Professionals from across the globe will access an all-new digital environment to advance their professional development, networking, and continuing education.

SOPHE2021dX welcomes exhibitors and sponsors who share these goals and are eager to connect with decision-makers and information multipliers via engaging, targeted communication and marketing in group and one-to-one meetings. The possibilities are endless!

SOPHE 2021dX Projected Reach & Exposure

50,000+ visits to the conference platform

800+ faculty, practitioners, students in the live conference

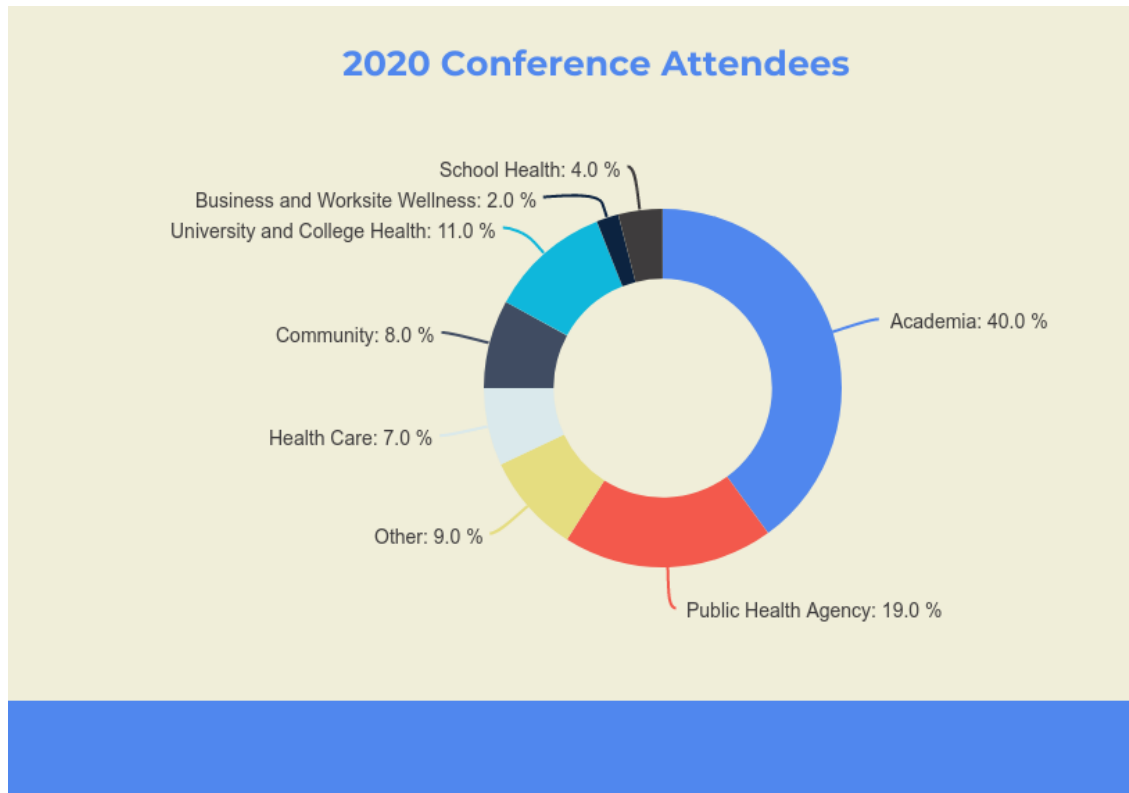
800+ on demand attendees through March 31, 2022

325+ speakers and poster presenters

50+ states and other countries represented

55 exhibitors and sponsors

Who Attends:



Why They Attend:

High-Quality Content: Cutting-edge presentations on the latest health education research, practice, and pedagogy across school and public health settings.

Peer-to-Peer Engagement: Exchange of new ideas and best practices among health education professionals from across the globe.

Easy Attendance: Online access from around the world; no travel required, making the digital experience affordable and convenient for both live and on demand attendees.

The Value of SOPHE 2021dX Sponsorship

Gain visibility and leverage multiple opportunities throughout the **SOPHE 2021dX** digital experience to target your organization's brand, products, and services directly to attendees.

1. Enhance your brand: Boost your market awareness among leaders and experts in the health education and promotion profession before, during, and following the conference.

2. Reach a large audience: 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.

3. Capture qualified leads: Receive actionable data analytics as attendees navigate the digital spaces, visit your online booth, and download your resources.

4. Gain the competitive edge: Learn about changes in the field from health education experts to stay ahead of the curve for future product development.

5. Eliminate expenses: Market from your home or office without the hassles or expenses of printing, shipping, and travel.

How it Works



I want to commend you on the Virtual SOPHE 2020. It is truly a great experience. The fact that you all put this together in little more than a week is amazing! I have been watching the sessions for the last two days and they have been really great!

Deitra
Towson, MD

SOPHE delivers cutting-edge content to attendees in the format that is most convenient for them. Sessions are streamed live during the conference — and available on demand for one year until March 31, 2022. During the live conference, we maximize interaction to promote spontaneous and relevant networking among attendees, sponsors, and exhibitors.

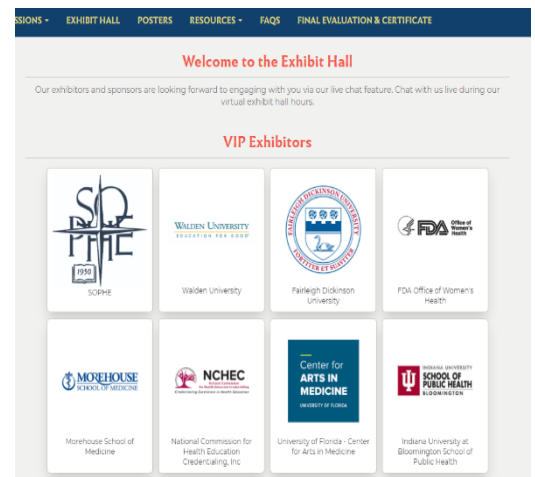
Live and On-Demand Sessions

A rich diversity of engaging sessions with renown speakers —offered both live and on-demand—enables attendees to interact, participate, and learn.

SOPHE Marketplace

Previous SOPHE sponsors and exhibitors rate their marketing experience very highly. Some 50% rely on the SOPHE annual conference to reach their clients each year.

New in 2021! Customize your digital booth with videos, images, downloads, links, and presentations! Build your brand awareness and invite attendees to learn more about your programs, products, and services.



Exciting SOPH2021dx Features

- **Access to Sessions and Speakers:** Diverse and engaging presentations of sessions and speakers are accessible for each time slot.
- **Schedule-at-a-Glance:** A full conference schedule provides a quick overview of the agenda and upcoming sessions.
- **Personal Conference Calendar:** Attendees can tag sessions they are interested in attending and have those sessions displayed at any time.
- **Social Media Wall:** A display of real-time social media posts stimulate attendee engagement.
- **Discussions:** Topical discussion threads encourage peer sharing of information between session thought leaders and attendees.
- **Polls:** Gauge attendees' thoughts and responses by polling during conference sessions.
- **Resources:** A conference resource area within sessions provides attendees access to portable document, audio, and video files relevant to the topic.
- **Conference Updates:** A conference news and announcement feature allows attendees to receive updates when they login.
- **Directory and One-on-One Chat:** Attendees have the option to upload their pictures and biographical information, so exhibitors and other participants can

network and engage in one-on-one communication.

- **Picture Sharing & Interactive Map:** Participants can share photos, tag themselves and view the locations of the world where other attendees are viewing from.
- **Digital Swag Bag:** Sponsors can offer available digital rewards to attract leads.
- **Marketplace Exhibit Enhancements:** Exhibitors can configure their own booths. Engaging features include information request, video chat, portable document file upload and videos.

Engage

Enhance your brand, your services, and your commitment to health education and promotion. Make an impact by selecting the sponsorship level that provides the best ROI. Find opportunities to network, market, and boost your visibility.



I was checking the exhibit hall yesterday and I will continue checking it out today! I am super excited - so much to learn!

Gabriela

SANTA CLARA, CA

Benefits for your Brand

	15K	5K	2.5K	1.5K	\$750	\$500
SPONSORSHIP & EXHIBITOR BENEFITS	DIAMOND (1 Sold, 1 Available)	PLATINUM (1 Sold, 1 Available)	GOLD (2 Available)	SILVER (7 Available)	BRONZE (UNLIMITED)	COPPER Non-profit/ Government (UNLIMITED)
SPECIAL RECOGNITION						
Logo placement and link on all digital platforms	✓	✓	✓	✓	✗	✗
Acknowledgement in event marketing and communications	✓	✓	✓	✗	✗	✗
Verbal acknowledgement at opening and closing plenary sessions	✓	✗	✗	✗	✗	✗
1-minute video to play in the opening credits before seven (7) Skillbuilding sessions	✓	✗	✗	✗	✗	✗
Recognition in digital conference social media posts	✓	✗	✗	✗	✗	✗
EDUCATION & NETWORKING						
Full-conference Registrations, including access to live and on-demand conference content	8 Complimentary Full-conference Registrations	5 Complimentary Full-conference Registrations	3 Complimentary Full-conference Registrations	2 Complimentary Full-conference Registrations	1 Complimentary Full-conference Registrations	✗
45-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) * Live attendance metrics to measure engagement * Session highlighted in marketing and communications	✓	Available a la carte	Available a la carte	Available a la carte	Available a la carte	Available a la carte
BRANDING						
Mobile app banner ad	✓	✓	✗	✗	✗	✗
Branded booth in the SOPHE Marketplace	✓	✓	✓	✓	✓	✓
Logo and recognition on the SOPHE 2021dX digital conference platform before, during and 12 months following the live conference	✓	✓	✓	✓	✓	✓
Name, logo, and link in the sponsorship list in the mobile app	✓	✓	✓	✓	✓	✓
Real-time reporting for the number of attendees that visited their exhibit microsite	✓	✓	✓	✓	✓	✓

A la Carte Opportunities

Extend your presence at the SOPHE 2021dX by becoming a highly visible sponsor of the conference. The following opportunities will help you maximize engagement with attendees, access key member audiences, and increase your brand awareness.

EXPERIENCE

Opening Ceremony Dance Party

Motivate SOPHE 2021dX 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.

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 2021dX conference for instant playback whenever they need a break or after a long day of sessions!

New Members & First-Time Attendees Shuttle Ride

Showcase your brand to new members and first-time annual conference participants in this "virtual ride" along as participants learn more about SOPHE and meet our volunteer leadership.

Brain Date

SOPHE 2021dX professionals can schedule appointments with each other and engage around a designated topic.

EDUCATION & NETWORKING

Opening Keynote

Support the SOPHE 2021dX keynote on health equity and anti-racism. Submit a 1-minute video to play in the opening credits before the opening keynote.

Plenary Sessions

Support the SOPHE 2021dX 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 before the Wed – Friday plenaries.

Concurrent Sessions

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

Rock Your Flock Sessions

Support one of our micro-mentoring sessions on advocacy and systemic racism injustice, pivoting during the pandemic, or career marketing in the current environment.

Walk and Learn Sessions

Support one of our Walk and Learn sessions or podcast on LGBTQ+ history and health literacy.

Solution Showcase

Host a 45-minute Zoom session for up to 100 attendees that provides a solution to a common challenge of health educators. Solution Showcases are purely educational and non-commercial in nature. Each session will be introduced as being offered by the supporting organization and promoted on the digital conference platform to draw traffic. Participants will be encouraged to visit your booth to ask questions and learn more.

SIGNATURE EVENTS

SOPHE Student Edu-thon

Support our Student Edu-thon, a competition for graduate and undergraduate health education student teams to present a scenario demonstrating health education specialist competencies, technology, and emerging methodologies.

Board of Trustees Lunch

Treat our SOPHE Board of Trustees to lunch during their March 26th Board Meeting with a GrubHub gift certificate.



1 Available



2 Available



1 Available



1 Available



1 Available



4 Available



20 Available



3 Available



2 Available



2 Available



1 Sold, 1 Available



3 Available

A la Carte Opportunities

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BRANDING & VISIBILITY

SnapBar

Have your logo featured as the background in the digital photo booth. Attendees will be encouraged to post their photos on social media, giving your logo added exposure.

Mobile App Push Notifications

Boost your visibility on the mobile app with a push notification.

Digital Welcome Bag Insert

Include a promotional or creative piece in our Participant Digital Welcome bag, which will be featured in our mobile app.

Sponsored eBlasts

Purchase an e-blast sent directly to registered attendees of SOPHE 2021dX. Supply an HTML file (subject to SOPHE approval) for SOPHE dissemination before or after the live conference.



1 Available



Unlimited Available



Unlimited Available



Unlimited Available

ACCESSIBILITY

Closed captioning

Expand accessibility of plenary sessions with closed captioning.

Mobile App

Sponsor the mobile app, where participants will network, learn more about sessions and speakers, post photos, and personalize their agenda on their device.

Chat Bot

Feature your logo on the chat bot, where attendees can get updates via their text messages and ask questions.



5 Available



1 Available



1 Available

ENGAGEMENT

Student Networking Lounge

Reach students in the Networking Lounge, where they will gather to meet leaders in the health education profession, and explore higher education opportunities.

Gamification

Create friendly competition and reward attendees for participating in the virtual event experience with points and earned badges. Award the winners with special prizes you provide.

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 March 23. Details on how to post will be provided to participating companies.)



1 Available



1 Available



Unlimited Available

CELEBRATIONS

Awards Ceremony

Celebrate SOPHE 2021 award winners and their contributions to the health education profession with GrubHub gift certificates.



1 Available

2021dX Annual Conference
Wednesday – Friday, April 6-9, 2021
Tuesdays & Thursdays – April 13-May 11, 2021
On Demand through March 31, 2022
Annual Conference Sponsorship Form
Due March 23, 2021

Name: _____

Company Name: _____

Address: _____

Phone: _____ Email Address: _____

Name, phone and email address of a point-of-contact we can contact during the SOPHE2021dX conference:

Name: _____

Phone: _____ Email Address: _____

Is this your first sponsorship with SOPHE? ____ Yes ____ No

Select sponsorship items below:

Sponsorship and Exhibitor Benefits

- | | |
|---|----------|
| <input type="checkbox"/> Diamond | \$15,000 |
| <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Gold | \$2,500 |
| <input type="checkbox"/> Silver | \$1,500 |
| <input type="checkbox"/> Bronze | \$750 |
| <input type="checkbox"/> Copper (Non-profit/Government) | \$500 |

Experience

- | | |
|--|----------|
| <input type="checkbox"/> Opening Ceremony Dance Party | \$5,000 |
| <input type="checkbox"/> Health & Wellness Activities | \$1,000 |
| <input type="checkbox"/> New Members & First-Time Attendees Shuttle Ride | \$750 |
| <input type="checkbox"/> Brain Date | \$10,000 |

Education & Networking

- | | |
|---|---------|
| <input type="checkbox"/> Opening Keynote | \$5,000 |
| <input type="checkbox"/> Plenary Sessions | \$1,000 |
| <input type="checkbox"/> Concurrent Sessions | \$500 |
| <input type="checkbox"/> Rock Your Flock Sessions | \$500 |
| <input type="checkbox"/> Walk and Learn Sessions | \$500 |
| <input type="checkbox"/> Solution Showcase | \$2,000 |

Signature Events

- | | |
|--|---------|
| <input type="checkbox"/> SOPHE Student Edu-thon | \$2,500 |
| <input type="checkbox"/> Board of Trustees Lunch | \$2,000 |

Branding & Visibility

- | | |
|--|---------|
| <input type="checkbox"/> SnapBar | \$7,500 |
| <input type="checkbox"/> Mobile App Push Notifications | \$500 |
| <input type="checkbox"/> Digital Welcome Bag Insert | \$500 |
| <input type="checkbox"/> Sponsored eBlasts | \$1,000 |

Accessibility

- | | |
|--|---------|
| <input type="checkbox"/> Closed captioning | \$2,500 |
| <input type="checkbox"/> Mobile App | \$9,000 |
| <input type="checkbox"/> Chat Bot | \$5,000 |

Engagement

- | | |
|---|---------|
| <input type="checkbox"/> Student Networking Lounge | \$750 |
| <input type="checkbox"/> Gamification | \$1,500 |
| <input type="checkbox"/> Social Wall Sponsored Post | \$500 |

Celebrations

- | | |
|--|---------|
| <input type="checkbox"/> Awards Ceremony | \$2,500 |
|--|---------|

For any questions about the sponsorship opportunities, please contact Heather Flattery, hflattery@sophe.org After completing your sponsorship form, please email to: info@sophe.org along with a [high-resolution company logo](#). Upon receipt, SOPHE will email you an invoice and payment option.

TERMS AND CONDITIONS:

1. ACKNOWLEDGEMENT OF APPLICABLE TERMS AND REGULATIONS

We, the participating entity/company (hereafter referred to as the Contractor), our employees, agents, contractors, representative or guests (together participants) and any person or entity occupying or sharing the contracted space (even if in violation of our agreement SOPHE, hereafter referred to as SOPHE) for exhibit space, agree, by our contract and presence at the SOPHE2021dX Annual Conference to abide by the following Rules and Regulations, having knowledge of them or not, which govern the SOPHE2021dX Annual Conference, and any additions and amendments thereto that may be established or put into effect by SOPHE in the interest of the SOPHE2021dX Annual Conference.

2. ADHERENCE TO SOPHE CONFERENCE RULES

On acceptance of this contract by SOPHE, the Contractor agrees to abide by the terms herein, and any revisions or amendments thereto made by SOPHE. Contractors not complying with these rules, whether or not they are aware of the rules, shall be subject to the actions taken by SOPHE.

3. CANCELLATION

ALL EXHIBIT FEES FOR the SOPHE 2021dX Annual Conference ARE NON- REFUNDABLE.

4. DIGITAL EXHIBIT BOOTH

If the contractor has a digital exhibit booth, the contractor is responsible for the content of their exhibitor page per instructions and guidelines provided by SOPHE.

5. OPERATION AND ACTIVITIES

Contractors are held liable for compliance with the terms as set forth herein and are therefore responsible for informing their representatives of the rules.

ALL CONTRACTORS MUST BE REGISTERED FOR THE SOPHE 2021dX Annual Conference

The exhibit space must be maintained online by at least one company representative at all times during the posted exhibit hall hours. All prizes must be awarded during the SOPHE 2021dX Annual Conference and must be sent/shipped/offered within 7-10 business days of the conclusion of the event. Prizes must be mailed and or sent electronically.

EXHIBIT OPERATION AND ACTIVITIES

SOPHE reserves the right to remove from all booths, materials, advertising or literature that is not in keeping with the standards of SOPHE Conferences. The conduct of all exhibitors is subject to the approval of SOPHE.

6. SECURITY/LIABILITIES/INSURANCE

SOPHE, its agents or employees, will not be liable for failure to hold SOPHE Conferences or any Conference Expositions as scheduled. Payment for the exhibit space can be applied to a future event.

7. ADMISSION

SOPHE shall have sole control over all admissions of persons to the SOPHE2021dX Annual Conference. All persons visiting the exhibit area will be admitted according to the rules and regulations of SOPHE or as amended by SOPHE.

8. AMENDMENTS TO REGULATIONS

Any and all matters and questions not specifically covered by the articles in these Rules and Regulations shall be subject to the decision of SOPHE.