



Exhibitor/Sponsor Prospectus

Society for Public Health Education 2022 Annual Conference

March 22- 25, 2022
St. Louis and Online

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

Make your selections by February 17, 2022

Contact Heather Flattery, Manager of Membership and Marketing
at hflattery@sophe.org or 202.408.9804 x 150

Health Education: The ARCH of an Era

Join Us in St. Louis or Online!

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

SOPHE 2022 is your opportunity to reach more than 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 2022 is your opportunity to be a part of something bold, engage with an international audience and gain access to enduring educational content.

SOPHE 2022 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.

SOPHE2022 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 2022 Projected Reach & Exposure

50,000+ visits to the conference platform

800+ faculty, practitioners, students in the live conference

800+ on demand attendees

325+ speakers and poster presenters

50+ states and other countries represented

55 exhibitors and sponsors

Who Attends:

Health education specialists attend from a variety of workplace settings:

- Academia and University/Colleges
- Public health agencies
- Community health centers
- School Health
- Business and worksite wellness

Why They Attend:

High-Quality Content: Cutting-edge presentations on the latest health education research, health promotion, 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 Access: Online access from around the world; no travel required, making the digital experience affordable and convenient for both live and on demand attendees.

You have the option to exhibit in-person in St. Louis or online only. Make your selections from the following options.

Benefits of your Brand

	15k	5k	2.5k	1.5k	1k
	Diamond (2 Available)	Platinum (2 Available)	Gold (5 Available)	Silver (20 Available)	Bronze (ONLINE ONLY UNLIMITED)
Sponsorship & Exhibitor Benefits					
Special Recognition					
Skirted 6' display table with two chairs at the Hyatt Regency at the Arch in St. Louis.	✓	✓	✓	✓	✗
Virtual booth on online platform.	✓	✓	✓	✓	✓
Logo placement and link on all digital platforms	✓	✓	✓	✓	✓
Acknowledgement in event marketing and communications	✓	✓	✓	✓	✗
Verbal acknowledgement at opening and closing plenary sessions	✓	✓	✓	✗	✗
Recognition in digital conference social media posts	✓	✓	✓	✗	✗
1-minute video to play in the opening credits before select skillbuilding sessions	✓	✗	✗	✗	✗
Education and Networking					
Full-conference Registrations, including access to live and on-demand conference content	5 Complimentary Full-conference Registrations	4 Complimentary Full-conference Registrations	3 Complimentary Full-conference Registrations	1 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). Session highlighted in marketing and communications.	✓	Available a la carte	Available a la carte	Available a la carte	Available a la carte
Branding					
Carousel ad on online platform	✓	✓	✗	✗	✗
Branded booth in the SOPHE Marketplace	✓	✓	✓	✓	✓
Logo and recognition on the SOPHE 2022 online conference platform before, during and 12 months following the live conference	✓	✓	✓	✓	✓

Exhibit Hall Hours

If you plan on exhibiting in-person in St. Louis, please note the following hours.

Exhibitor Setup:

Tuesday, March 22, 10:00 am - 5:00 pm

Display Hours:

Wednesday, March 23, 8:00 am - 7:30 pm; Break 11:15 am - 1:15 pm

Thursday, March 24, 8:30 am - 5:00 pm

Exhibitor Dismantle:

Friday, March 25, by 1:00 pm

Virtual booths have a 24/7 online presence.

A la Carte Opportunities

Extend your presence at the SOPHE 2022 Annual Conference by becoming a highly visible sponsor of the conference - in St. Louis or Online. 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 2022 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.

\$
5k

1 Available

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 2022 conference for instant playback whenever they need a break or after a long day of sessions!

\$
1k

2 Available

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

\$
\$750

1 Available

Education & Networking

Opening Keynote

Support the SOPHE 2022 keynote on Health equity and anti-racism. Submit a 1-minute video to play in the opening credits before the opening keynote

\$
5k

1 Available

Plenary Sessions

Support the SOPHE 2022 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 in one of the plenaries on 4/7 - 4/9

\$
2.5k

4 Available

Concurrent Sessions

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

\$
1k

20 Available

Rock Your Flock Sessions

Support our resume and cover letter writing micro-mentoring session geared toward students and future health education specialists.

\$
\$500

3 Available

Signature Events

SOPHE Student Health 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

\$
2.5k

2 Available

Board of Trustees Lunch

Treat our SOPHE Board of Trustees to lunch during their Board Meeting with a GrubHub Certificate.

\$
2k

3 Available

A la Carte Opportunities

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Branding & Visibility

Headshot Studio

Your branding and marketing message will be professionally integrated throughout the entire photo station in a manner that's both tasteful and engaging.

Sponsored eBlasts

A Sponsored e-blast is a fully developed digital marketing email disseminated to conference registrants and stakeholder contacts. Drafted message with images, hyperlinks, and messaging by the advertiser. Final content must be pre-approved by SOPHE. A final preview sample will be sent to confirm all details are reflected as desired by the advertiser

NCHEC Virtual Coffee Chat (CHES® and MCHES® certified only) - **SOLD**

Over 200 attendees with CHES®/MCHES® credentials are invited to attend the NCHEC Virtual Coffee Chat on Wed., March 23, 7:00 am Central. Don't miss out in getting in front of this audience!

Lanyards - **SOLD**

This sponsorship opportunity offers the highest impact and visibility to the company who wants to be known and seen! As conference attendees are required to carry their name badges during all conference functions, the conference lanyard provides unique exposure for such things as your company/organization name, logo, or web address. You will have complete control of the text on the conference lanyard (text, size and color specifications will be observed).

\$
7.5k

1 Available

\$
1k

Unlimited Available

\$
2.5k

1 Available

\$
1k

1 Available

Accessibility

Closed captioning

Expand accessibility of plenary sessions with closed captioning

\$
2.5k

5 Available

Inclusive Stickers

Inclusive conferences value the individual differences of workplace settings and individuals represented within those communities. Help SOPHE observe this attitude of welcoming and accepting people with different backgrounds, opinions, and abilities by sponsoring the conference diversity sticker.

\$
\$750

1 Available

A la Carte Opportunities

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Engagement

Themed Networking Reception

Everyone loves a high energy event to connect/unwind during days of intensely focused learning and un-learning. As a networking reception sponsor, you provide attendees with a 30-minute or 1-hour networking reception featuring food and beverage options. Special recognition of networking reception sponsors will occur throughout daily announcements and you gain access via a mailing list to all specific registrants for your themed event. (Networking events will be reviewed through an application process to align with the overall conference schedule.)

\$

2k

1 Available

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, ect. Company must provide sample text by ... Details on how to post will be provided to participating companies.

\$

\$500

Unlimited Available

Solution Showcase

Help SOPHE conference registrants solve a public health problem. By sharing your innovative idea we can solve global problems through health education and health promotion outreach. Some examples may include: advanced learning models, adaptations for online learning or creative solutions for community based participatory research.

\$

2K

Unlimited Available

Product Theatre

Do you have a product that health educators need? Share your pioneering products in an intimate setting, answer questions, share research, and engage with participants directly to see how they best fit with your product. Some examples may include: data methods collection tools, analysis and data synthesis products, textbooks, databases and more.

\$

2K

Unlimited Available

Celebrations

Awards Ceremony

Celebrate SOPHE 2022 award winners and their contributions to the health education profession with GrubHub gift certificates

\$

2.5k

1 Available

2022 Annual Conference

March 22-25, 2022

St. Louis

Annual Conference Sponsorship Form

Due February 17, 2022

The SOPHE Team is coordinating an event schedule, that will help showcase your products and services to our members and virtual annual conference registrants. Please review the options below and submit this form <https://forms.gle/pyMyYT1d8J7nnHpm9> to help us expedite the process for your conference sponsor/exhibit registration.

If you have additional questions, please contact Heather Flattery, SOPHE Manager of Membership & Marketing, by setting up a 30 minute meeting using the following calendar link: <https://calendly.com/hflattery/30min>

SOPHE looks forward to showcasing your work and programs supporting health education and health promotion. Thank you for your interest.

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 | \$ 1,000 |

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 |

Education & Networking

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

Signature Events

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

Branding & Visibility

- | | |
|--|---------|
| <input type="checkbox"/> Headshot Studio | \$7,500 |
| <input type="checkbox"/> Sponsored eBlasts | \$1,000 |
| ✓ NCHEC Coffee Chat - SOLD | \$2,500 |
| ✓ Lanyards - SOLD | \$1,000 |

Accessibility

- | | |
|---|---------|
| <input type="checkbox"/> Closed captioning | \$2,500 |
| <input type="checkbox"/> Inclusive stickers | \$ 750 |

Engagement

- | | |
|--|---------|
| <input type="checkbox"/> Themed Networking Reception | \$2,000 |
| <input type="checkbox"/> Social Wall Sponsored Post | \$ 500 |
| <input type="checkbox"/> Solution Showcase | \$2,000 |
| <input type="checkbox"/> Product Theatre | \$2,000 |

Celebrations

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

Contact Heather Flattery, Manager of Membership and Marketing at hflattery@sophe.org or 202.408.9804 x 150. Email completed forms 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.