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Public Health Equity:  
Building a Stronger New York

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## **SPONSORSHIP PROSPECTUS**

Public Health Partnership Conference

April 27-29, 2022

**Niagara Falls, NY *and* Virtual**

## About NYSPHA

The New York State Public Health Association (NYSPHA) is an affiliate of the American Public Health Association and serves as a statewide organization for members from all disciplines in the public health spectrum including state and county health departments, healthcare; policy and advocacy organizations; community-based health and human service programs and workers; academia and research. NYSPHA advocates for policies at the national, state and regional levels that support equity in health status and an end to health disparities for all.

NYSPHA's mission is to promote and protect the public's health through professional development, networking, advocacy and education. To learn more visit [www.nyspha.org](http://www.nyspha.org).

## About NYSACHO

The New York State Association of County Health Officials (NYSACHO) supports, advocates for, and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury throughout New York State. To learn more visit: [www.nysacho.org](http://www.nysacho.org)

## About NYSCEHD

The New York State Conference of Environmental Health Directors (NYSCEHD), since its inception more than 35 years ago, strives to improve environmental health programs and services across New York State. To learn more visit: [www.nyscehd.org](http://www.nyscehd.org)

## About NYSARH

The New York State Association for Rural Health is a not-for-profit, non-partisan, grassroots membership organization working to preserve and improve health and human services in rural New York State. NYSARH is a member of the National Rural Health Association. To learn more visit: [www.nysarh.org](http://www.nysarh.org)



**NYS Conference of Environmental Health Directors**  
*"Working Together to promote Healthy Communities"*



**County Health Officials of New York**  
*Leading the Way to Healthier Communities*

## About the Public Health Partnership Conference

We invite you to join us for a leading-edge public health conference being held in person this year in Niagara Falls, NY, and with a virtual component for those who are unable to travel. This is our largest event of the year attracting hundreds of attendees from all parts of New York State and beyond.

This collaborative conference will offer scientific sessions in a variety of formats including large plenary sessions and smaller concurrent sessions. Sessions will focus on issues and topics relevant to this year's theme of Public Health Equity: Building a Stronger New York.

The conference is tailored to public health educators, academic staff, county health officials and employees, students, medical and dental practitioners, state health employees and others in the field of public health, education and medical care.

We welcome all individuals, public servants, and organizations who share a common interest of promoting and protecting the public's health.

## Fast Facts

- ★ April 27-29, 2022 – Hybrid conference – Niagara Falls, NY / Virtual
- ★ 200+ attendees
- ★ Two Keynote Addresses:
  - ★ **Dr. Carl Hill, Chief Diversity Officer, Alzheimer's Association**
  - ★ **Dr. Georges Benjamin, Executive Director, American Public Health Association**
- ★ Attendees represent a broad spectrum of public health and environmental health professionals: Program administrators, coordinators, health educators, local and state health department officials and staff, nonprofit organizations, healthcare organizations, academia, research, and students
- ★ Sessions to address best practices, innovations, and new and emerging issues in public and environmental health
- ★ Networking events for all attendees



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★ For continually updated information and to register, visit <http://nyspha.org/annualmeeting>

## Sponsorship Opportunities

Category / Item	Quantity	Investment
Conference Partner	Exclusive	\$5,000
Premium Sponsor	2	\$4,500
Luncheon Sponsor	2	\$4,000
Plenary Sponsor	2	\$3,500
Poster Sponsor	2	\$3,000
Virtual Access Sponsor	3	\$2,500
Photo Booth Sponsor	1	\$2,000
Concurrent Session Sponsor	11	\$1,500
Wellness Sponsor	3	\$1,000
Coffee Break Sponsor	3	\$750
Social Media Influencer	4	\$500
Public Health Supporter	unlimited	\$450
Corporate Exhibitor	unlimited	\$400
Not-for-Profit Exhibitor	unlimited	\$300
Partner Organization or University Member Exhibitor	unlimited	\$250
Advertisement in Resource Guide – Full Page	unlimited	\$200



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Advertisement in Resource Guide – Half-Page

unlimited

\$100

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**Conference Partner (Exclusive) \$5,000**

**AWARDED**

**alzheimer's  association**

**New York State Coalition**

**Premium Sponsor \$4,500**

**Two Opportunities**

**Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Complimentary Eblast to NYSPHA contacts (@6000)
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 5 complimentary event registration tickets
- Complimentary Exhibitor Booth
- Post-event social media streaming with NYSPHA

**Luncheon Sponsor \$4,000**

**Two Opportunities**

**Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Complimentary Eblast to NYSPHA contacts (@6000)
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide



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- Sponsor materials on tables/in lunch bags
- Acknowledgement during the event
- 4 complimentary event registration tickets
- Complimentary Exhibitor Booth

## Plenary Sponsor \$3,500

Two Opportunities

### Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Logo prominently displayed on NYSPHA website
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 3 complimentary event registration tickets
- Complimentary Exhibitor Booth

## Poster Sponsor \$3,000

Two Opportunities

### Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 2 complimentary event registration tickets
- Complimentary Exhibitor Booth

## Virtual Access Sponsor \$2,500

Three Opportunities

### Sponsorship Includes:

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center



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- Conference center poster signage
- Full page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### **Photo Booth Sponsor    \$2,000**

**One Opportunity**

#### **Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### **Concurrent Session Sponsor    \$1,500 Eleven Opportunities**

#### **Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Half page ad in event Resource Guide
- Acknowledgement during the event
- 1 complimentary event registration ticket

### **Wellness Sponsor**

**\$1,000**

**Three Opportunities**

#### **Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Conference center poster signage
- Acknowledgement during the event
- 1 complimentary event registration tickets



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**Coffee Break Sponsor                      \$ 750                      Three Opportunities**

**Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Scrolling digital acknowledgement at conference center
- Acknowledgement during the event

**Social Media Influencer                      \$ 500                      Four Opportunities**

**Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Social Media ads on partners pages
- Acknowledgement during the event

**Public Health Supporter                      \$ 450                      Unlimited Opportunities**

**Sponsorship Includes:**

- Banner Ads in both the Mobile Conference App and the Virtual Platform
- Sponsor name in Exhibitor Center and Sponsor Center
- Acknowledgement during the event



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## Exhibitor

**Corporate Exhibitor: \$400**

**Non-Profit Exhibitor: \$300**

**Partner Organizational or University Member: \$200**

### Includes:

- In-Person
  - Ample Exhibitor Center space with access to electrical outlets
  - Coffee service within the Exhibitor Center to encourage visitors
  - Thursday all day with optional continuation Friday morning
- Digital
  - Interactive Booth (ranked by ABC)
  - Ability to add Video URL or upload video
  - Ability to add Zoom link for livestreaming
  - Company Information
  - Contact Information
  - Lead Generation
  - Ability to offer Coupons/Raffles/Giveaways
  - Ability to schedule Live Chats
  - Ability to upload two documents, 10MB limit per document

## Advertisement in Electronic Resource Guide

**Full-Page: \$200**

**Half-Page: \$100**

Please contact Ella James at [Ella@NYSARH.org](mailto:Ella@NYSARH.org) to be an advertiser and your space will be reserved. Please submit your ad copy as a JPEG or a docx.

### Availability and Deadline:

Space is limited: Sponsorships are available on a first-come, first-served basis.



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The sponsorship deadline is April 20, 2022, or when all sponsorships have been awarded, whichever comes first.

## Eligibility:

The Public Health Partnership Sponsorship Committee reserves the right to reject applications of those sponsors whose products and services do not support the public health goals of the conference. Please visit [www.nyspha.org/annualmeeting](http://www.nyspha.org/annualmeeting) for a detailed statement of NYSPHA's advertising and sponsorship guidelines, including criteria for prospective conference sponsors and supporters.

## Adherence to Sponsorship Policy Guidelines:

Sponsorships must adhere to existing organizational sponsorship policy guidelines.

**For more information on sponsorship, exhibition and advertising opportunities please contact your outreach representative:**

Emily Iamarino  
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New York State Public Health Association (NYSPHA)  
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Kayla Dise  
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[kayla@nysacho.org](mailto:kayla@nysacho.org)

**The Public Health Partnership Conference is using *Whova* for sponsors, exhibitors and conference participants.**



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This platform provides exceptional sponsor and exhibitor opportunities to engage with both in-person and virtual conference attendees.

<https://whova.com/virtual-conference-platform/>



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**Sponsorship Registration Form  
2021 Public Health Partnership Conference  
April 28-30, 2021 | Virtual**

Please visit [www.nyspha.org](http://www.nyspha.org) for the latest updates and availability of sponsorship packages.

**YES! We will be a sponsor/exhibitor/advertiser at the following level:**

Premium: \$4,500

Luncheon: \$4,000

Plenary: \$3,500

Poster: \$3,000

Virtual Access: \$2,500

Photo Booth: \$2,000

Concurrent Session: \$1,500

Wellness: \$1,000

Coffee Break: \$750

Social Media Influencer: \$500

Public Health Supporter: \$450

Corporate Exhibitor: \$400

Not-for-Profit Exhibitor: \$300

Org/University Member: \$200

Resource Guide Ad (full): \$200

Resource Guide Ad (half): \$100

**We are unable to sponsor this year, but would like to provide:**

Samples of our product(s)  Coupons for our product(s)  OTHER: \_\_\_\_\_

**How did you learn about this opportunity?**

\_\_\_ NYSPPHA \_\_\_ NYSACHO \_\_\_ NYSARH \_\_\_ NYSCEHD \_\_\_ Other: \_\_\_\_\_

**Sponsor/Exhibitor Representative(s) Attending:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_ Email \_\_\_\_\_

Please check here if sponsor/exhibitor will have an in-person exhibit \_\_\_ at Niagara Falls.

**Total Payment Enclosed \$ \_\_\_\_\_ (Please make checks payable to NYSPHA)**



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