



**PUBLIC HEALTH PARTNERSHIP CONFERENCE**  
April 28-30, 2021 Virtual

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**Air, Water, Food: Protecting Where We  
Live, Work, and Play.**

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## **SPONSORSHIP PROSPECTUS**

Public Health Partnership Conference  
April 28-30, 2021

**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 virtually this year, our largest event of the year with 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 breakout sessions. Sessions will focus on issues and topics relevant to this year's theme of *Air, Water and Food: Protecting Where We Live, Work and Play*.

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 28-30, 2021 – Virtual Conference
- ★ 200+ attendees
- ★ 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, hot topics, and new and emerging issues in public and environmental health
- ★ Virtual networking events for all attendees
- ★ For continually updated information and to register, visit <http://nyspha.org/annualmeeting>



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## Sponsorship Opportunities\*

Category / Item	Quantity	Investment
Platinum Conference Sponsor	1/Exclusive	\$5,000
Gold Keynote Sponsor	2	\$4,000
Silver General Session Sponsor	3	\$3,000
Bronze Awards Ceremony Sponsor	1	\$2,000
Wellness and Wellbeing Sponsor	4	\$1,500
Breakout Session Sponsor	6	\$1,000
Corporate Exhibitor		\$450
Not-for-Profit Exhibitor		\$300
NYSPPHA/NYSARH Organizational or University Member Exhibitor		\$200
Advertisement in Resource Guide – Full Page		\$200
Advertisement in Resource Guide – Half-Page		\$100



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## Platinum Conference Partner (Exclusive) \$5,000

### Sponsorship Includes

- Banner Ads in both the Mobile Conference App and the Virtual Platform (Computers)
- Logo prominently displayed on NYSPHA website
- 10 complimentary event registration tickets
- 30 second pre-recorded commercial to air during event
- Acknowledgement at start and close of event
- Complimentary e-blast to NYSPHA and/or NYSARH members
- Complimentary virtual Exhibitor Booth
- Sponsor name added to Sponsor Center (top of list).
- 1 Push notification each day of event
- Social media ad on event partner's social platforms (Instagram, Facebook)
- 1 live social media streaming session with conference partner (NYSPHA) after event
- Full page ad in event Resource Guide (sent after event to all attendees)

## Gold Keynote Sponsor \$4,000

2 Available

### Sponsorship Includes:

- Name added to Sponsor Center (Gold Category)
- Logo prominently displayed on NYSPHA website
- 7 complimentary event registration tickets
- Acknowledgement at start of event and sponsored keynote session
- Banner advertisements in both the Mobile Conference App and the Virtual Platform (Computers)
- Social media ads on event partner's social platforms (Instagram, Facebook)
- 1 live social media streaming session with conference partner (NYSPHA) after event
- Full page ad in event Resource Guide (sent after event to all attendees)
- Complimentary virtual Exhibitor Booth



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## Silver General Session Sponsor    \$3,000

2 Available

### Sponsorship Includes:

- Name added to Sponsor Center (Silver Category).
- Logo prominently displayed on NYSPHA website
- 5 complimentary event registration tickets
- Acknowledgement at start of event and sponsored session
- Banner advertisements in both the Mobile Conference App and the Virtual Platform (Computers)
- Social media ads on event partner's social platforms (Instagram, Facebook)
- Half-page ad in event Resource Guide (sent after event to all attendees)
- Complimentary virtual Exhibitor Booth

## Bronze Awards Ceremony Sponsor    \$2,000

1 available

### Sponsorship Includes:

- Sponsor name added to Sponsor Center (Bronze Category)
- 3 complimentary event registration tickets
- Logo displayed on NYSPHA website
- Acknowledgement at start of event and awards ceremony
- Banner advertisements in both the Mobile Conference App and the Virtual Platform (Computers)
- Half-page ad in event Resource Guide (sent after event to all attendees)
- Complimentary virtual Exhibitor Booth



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## Wellness and Wellbeing Sponsor (4 Available) \$1,500

4 Available

### Sponsorship Includes:

- Sponsor name added to Sponsor Center (Wellness Break Category of sponsor's choice)
- Logo prominently displayed on NYSPHA website
- 2 complimentary event registration tickets
- Banner advertisements in both the Mobile Conference App and the Virtual Platform (Computers)
- Acknowledgement at start of event and sponsored session
- Half-page ad in event Resource Guide (sent after event to all attendees)
- Complimentary virtual Exhibitor Booth

## Breakout Session Sponsor \$1,000

6 Available

### Sponsorship Includes:

- Sponsor name added to Sponsor Center (Breakout session of sponsor's choice)
- Logo prominently displayed on NYSPHA website
- 2 complimentary event registration tickets
- Banner advertisements in both the Mobile Conference App and the Virtual Platform (Computers)
- Acknowledgement at start of event and sponsored session
- Half-page ad in event Resource Guide (sent after event to all attendees)
- Complimentary virtual Exhibitor Booth



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## Exhibitor Booth

**Corporate Exhibitor: \$450**

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

**NYSPPH/NYSARH Organizational or University Member: \$200**

### Includes:

- 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**

Some sponsorship opportunities are limited. Please contact us at 518-795-4108 or [jennifer@nyspha.org](mailto:jennifer@nyspha.org) if you plan to be a sponsor and your space will be reserved. Custom sponsorship opportunities may also be available to meet your budget, outreach and advertising goals.

### Availability and Deadline:

Space is limited: Sponsorships are available on a first-come, first-served basis. **The sponsorship deadline is April 19, 2021, or when all sponsorships have been reserved, whichever comes first.**



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## 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 partnership and exhibition sales opportunities please contact your outreach representative:

Jennifer Speenburgh  
 Director, Member Outreach & Communications  
 New York State Public Health Association (NYSPHA)  
[jennifer@nyspha.org](mailto:jennifer@nyspha.org)

Missy Labate  
 Project Manager  
 New York State Public Health Association (NYSPHA)  
[missy@nyspha.org](mailto:missy@nyspha.org)

Sara Wall Bollinger  
 Director for Strategic Development  
 New York State Association for Rural Health (NYSARH)  
[sara@nysarh.org](mailto:sara@nysarh.org)

Kayla Dise  
 Office Assistant  
 New York State Association for County Health Officials (NYSACHO)  
[kayla@nysacho.org](mailto:kayla@nysacho.org)



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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 at the following level:

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum: \$5,000               | <input type="checkbox"/> Breakout Session: \$1,000           |
| <input type="checkbox"/> Gold: \$4,000                   | <input type="checkbox"/> Corporate Exhibitor: \$450          |
| <input type="checkbox"/> Silver: \$3,000                 | <input type="checkbox"/> Not-for-Profit Exhibitor: \$300     |
| <input type="checkbox"/> Bronze: \$2,000                 | <input type="checkbox"/> NYSPHA Org/University Member: \$200 |
| <input type="checkbox"/> Wellness and Wellbeing: \$1,500 | <input type="checkbox"/> Resource Guide Ad (full): \$200     |
|  | <input type="checkbox"/> 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?

\_\_\_\_ NYSPHA    \_\_\_\_ NYSACHO    \_\_\_\_ NYSARH    \_\_\_\_ NYSCEHD    \_\_\_\_ Other: \_\_\_\_\_

### Sponsorship Representative(s) Attending:

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

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZipCode \_\_\_\_\_

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

Please check here if sponsor will have an exhibit \_\_\_\_\_

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

Please email company logo (jpeg or png file) to [jennifer@nyspha.org](mailto:jennifer@nyspha.org)



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