

## Support and Advertising Opportunities

### Benefits

Nearly 600 payer and employer professionals from across the country are expected to attend this year's 20<sup>th</sup> Annual National Conference in Minneapolis. Maximize your organization's visibility and recognition through marketing opportunities beyond the basic booth exhibits. Benefits of conference support include:

- Signage and/or banner(s) to highlight your contribution.
- Logo recognition on the conference Web site as a supporter.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the *Conference Materials*.
- Recognition as a supporter in the *Exhibit Guide*.
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

### Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<b>PLATINUM LEVEL</b>		
<b>Additional benefits include: Three (3) additional complimentary conference registrations; premier name recognition and premium exhibit space; recognition as platinum sponsor during opening and closing remarks.</b>		
<b>Grand Opening Reception (Tuesday)</b>	<b>SOLD</b>	Gain premier recognition and the greatest benefits as the host of the official Welcome Reception. As the sponsor, you will partner with OptumHealth to deliver a prestigious event. Music, activities, hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and reacquaint themselves.
<b>Reception (Wednesday)</b>	<b>SOLD</b>	Held Wednesday evening, this reception will be "the place to be" for conference attendees after sessions are concluded for the day. Your organization will be the Sponsor for this evening's reception festivities!
<b>GOLD LEVEL</b>		
<b>Additional benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.</b>		
<b>Facility Tour</b>	<b>SOLD</b>	Take advantage of this opportunity to showcase your facility. Attendees can tour your center, meet with members of your team, and hear about your clinical programs.
<b>Conference Tote Bag</b>	<b>\$5,000</b>	Have your company logo carried home on the tote bags that are provided to all conference attendees at registration.
<b>Conference Welcome Gift Basket</b>	<b>SOLD</b>	Welcome conference attendees with a gift basket from your organization. <i>(Guestroom delivery optional—additional charge incurred.)</i>
<b>Conference Portfolios</b>	<b>\$5,000</b>	OptumHealth has "gone green" making note taking essential during the conference. Customized portfolios will help keep conference note taking highly functional and allow your company's logo to be with attendees while in meetings or on the run during and after the event.
<b>Conference T-Shirts</b>	<b>\$4,000</b>	High-quality, cotton t-shirts with your company's logo and the conference logo will be given to each attendee at registration.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<b>SILVER LEVEL</b>		
<b>Additional benefits include: One (1) additional complimentary conference registration.</b>		
<b>Wellness Walk</b>	<b>SOLD</b>	Join OptumHealth as a Health and Wellness Sponsor for the Annual Wellness Walk!! The 3-mile run/walk attracts approximately 75 conference attendees. Your sponsorship will reward participants with a t-shirt with your company's logo, and provide a refreshment station at the "finish line."
<b>Water Bottles</b>	<b>SOLD</b>	In support of OptumHealth's "going green" effort, this water bottle—customized with your company's logo—will be used over and over again throughout the conference as water will be provided to attendees via purified water dispensers instead of individual water bottles!
<b>Exhibit Hall Java Station</b>	<b>\$3,000</b>	Specialty coffee is popular and guests will recognize your organization as the host of this valued addition to the exhibit hall.
<b>Name Badge Pouches</b>	<b>SOLD</b>	Everyone will be wearing them! These name badge pouches offer guaranteed exposure throughout the conference and beyond. Customized with your company's logo, the holders will feature a storage pocket to give attendees a hands-free way to carry their business cards, room key, credit card, etc.
<b>CD Wallet</b>	<b>SOLD</b>	Customized with your company's logo, these are the ideal storage solution for all kinds of compact discs, including the new media for the Annual National Conference participant materials. These holders ensure sponsorship visibility throughout the conference and beyond.
<b>Mid-Conference Power Pack</b>	<b>AT COST + \$500 SPONSOR FEE</b>	Rejuvenate attendees mid-conference with an energy-themed "power pack." ( <i>Guestroom delivery optional—additional charge incurred.</i> )
<b>Going Home Basket</b>	<b>AT COST + \$500 SPONSOR FEE</b>	Send conference attendees home with a travel basket, compliments of your organization.
<b>Conference Note Pads</b>	<b>SOLD</b>	Letter-size, three-hole punched notepads are personalized with your company's logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.
<b>Continental Breakfast Enhancement (2 opportunities)</b>	<b>\$2,500</b>	Upgrade the traditional continental breakfast and welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization.
<b>Afternoon Break</b>	<b>\$2,500</b>	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
<b>Mid-Morning Coffee Break (2 opportunities)</b>	<b>\$2,000</b>	Attendees will enjoy coffee, tea and other beverages during one of the morning coffee breaks.
<b>Brain Boosters</b>	<b>\$2 PER ITEM + \$500 SPONSOR FEE</b>	Your center's logo will be in front of attendees each day during general sessions. These brain boosters stimulate the mind and hands of attendees as they expand their professional knowledge.
<b>BRONZE LEVEL</b>		
<b>Guestroom Key Cards (Hotel Room Key)</b>	<b>\$1,500</b>	Attendees will carry your logo around with them throughout the conference with a personalized guestroom key card. Your company's logo and the conference logo will be imprinted on the front of each key card.
<b>Conference Materials Web Site Home Page</b>	<b>\$1,250</b>	OptumHealth has "gone green". As a result, this opportunity provides unique visibility for your organization! Your logo will be placed on the HOME screen of the conference materials Web site, which is visited by conference participants even before they set foot in Minneapolis—as well as during the conference and up to one year after the event.

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<b>NEW OPPORTUNITY!</b> <b>Zumba-Style Workout Session</b>	<b>\$1,000</b>	Compliments of your organization, attendees will have the opportunity to participate in a “Zumba” style workout session led by Vanessa Underwood. The cardio-based workout includes components of resistance/sculpting training for the entire body.
<b>Exhibit Guide Cover Logo</b>	<b>SOLD</b>	Stand out by placing your logo on the front cover of the <i>Exhibit Guide</i> . This booklet contains all the exhibition details and provides attendees with a quick reference to the conference schedule. A guide is placed inside each attendee’s registration bag.
<b>Conference Pens</b>	<b>SOLD</b>	Help attendees take notes in style with quality pens imprinted with your organization’s logo.
<b>Registration Bag Insert (4 opportunities)</b>	<b>\$500</b>	Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee’s conference tote. Items can be a CD of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth.

\*On hold; Available on a second option basis.

## **Advertising**

Advertising space is available in the 20<sup>th</sup> *Annual National Conference Exhibit Guide*. This 8 ½” x 5 ½” program is distributed to all conference participants to provide easy reference to the conference schedule and exhibiting information. Don’t miss this exclusive opportunity to promote your product or service.

<b>Outside Back Cover</b>	<b>SOLD</b>	Exclusive, Full-Page Ad
<b>Inside Front Cover</b>	<b>SOLD</b>	Exclusive, Full-Page Ad
<b>Standard Placement</b>	<b>\$250</b>	Full-Page Ad, standard placement throughout <i>Exhibit Guide</i>

## **Contact Us**

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Blauer at (763) 797-2834 or [bethany.blauer@optumhealth.com](mailto:bethany.blauer@optumhealth.com).