

## Benefits

We anticipate 600-800 health care professionals from across the country to attend the “24th Annual National Conference” in Minneapolis. There are several exciting new sponsorship opportunities available to help increase your visibility with this influential payer/employer/managed care audience! Benefits of conference support include:

- Signage and/or banner(s) on site at the event 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*—provided to all participants.
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

## Sponsorship Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<b>PLATINUM LEVEL</b>		
Platinum 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>Wine Tasting Reception</b> <small>NEW!</small>	<b>SOLD</b>	Sponsor the inaugural Wine Tasting Reception at this year’s conference! Attendees are sure to be eager to attend this new and notable event while getting a chance to peruse exhibits and interact with their colleagues.
<b>Networking Reception &amp; Expo</b>	<b>SOLD</b>	Gain premier recognition and benefits as the host of this popular Networking Reception. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves.
<b>GOLD LEVEL</b>		
Gold benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.		
<b>Facility Tour</b> <b>(2 opportunities)</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 Portfolios</b>	<b>\$5,500</b>	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 Tote Bag</b>	<b>SOLD</b>	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the OptumHealth Education tote bags provided to all attendees at registration.
<b>Welcome Gift</b>	<b>AT COST + \$500 SPONSOR FEE</b>	Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at registration or delivered to guestrooms. (Additional charge incurred for guestroom delivery.)

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<b>Wi-Fi Sponsor</b>	<b>\$5,000</b>	Be recognized as the source for providing Wi-Fi access to attendees in the general session and foyer area.
<b>Water Tumblers</b>	<b>\$5,000</b>	In support of OptumHealth Education's support of green meetings, this water tumbler—customized with your company's logo—will be used over and over again throughout the conference and beyond.
<b>Mobile Charging Station</b> <small>NEW!</small>	<b>\$4,500</b>	Attendees will love gathering around this mobile charging station, customized with a full logo wrap highlighting your organization, to quickly charge their mobile devices. Contact <a href="#">Bethany Severson</a> for an image of the charging station.
<b>Conference Mobile App</b> <small>NEW!</small>	<b>\$4,500</b>	Maximize your organization's exposure with our mobile event app. Reach attendees before they even arrive at the conference and beyond. As the sponsor your logo will be placed throughout the app as well as a banner ad highlighting your organization or products.
<b>Conference T-Shirts</b>	<b>\$4,500</b>	High-quality, cotton t-shirts with your company's logo and the conference logo will be given to each attendee at registration.
<b>SILVER LEVEL</b>		
<b>Silver benefits include: One (1) additional complimentary conference registration.</b>		
<b>Photo Booths</b> <small>NEW!</small>	<b>\$3,500</b>	Put a smile on everyone's faces! Host personalized photo booths during the Networking Reception & Expo. Attendees will be brought together for this entertaining key destination at the reception. Photo keepsakes with your company's logo will be enjoyed by all throughout the conference and back home.
<b>Email Campaign (3 opportunities)</b>	<b>\$3,500</b>	Reach out to attendees with a personalized e-mail message before and/or after the event. OptumHealth Education will distribute an approved e-mail message on behalf of your organization.
<b>Lunch (1 opportunity)</b>	<b>\$3,500</b>	Host one of the complimentary conference lunches as attendees take a break to network. Signage with your company's logo will be placed in the luncheon hall to highlight your organization's contribution.
<b>Wellness Walk</b>	<b>SOLD</b>	Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk! Your sponsorship will reward participants with a t-shirt with your company's logo, and provide a refreshment station at the "finish line."
<b>Name Badge Lanyards</b>	<b>SOLD</b>	Everyone will be wearing them! Customized with your company's logo, these name badge lanyards offer guaranteed exposure throughout the conference and beyond.
<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>Sticky Note Pad Holders</b> <small>NEW!</small>	<b>\$2,500</b>	Sticky note pad holders will be customized with your company's logo. Attendees will think of your organization back at the office every time they make a note.
<b>Conference Note Pads</b>	<b>\$2,500</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 (3 opportunities)</b>	<b>\$2,500</b>	Welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization. Signage with your company's logo will be placed at the breakfast station to highlight your organization's contribution.

<b>Afternoon Break (1 opportunity)</b>	<b>\$2,500</b>	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking. As the host, signage will be placed in the break area to acknowledge your organization's sponsorship.
<b>Conference Pens</b>	<b>SOLD</b>	Help attendees take notes in style with quality pens imprinted with your organization's logo.
<b>Mid-Morning Coffee Break (2 opportunities)</b>	<b>\$2,000</b>	Attendees will enjoy coffee, tea and other beverages during the morning coffee break. Signage with your company's logo will be placed at the coffee station to highlight your organization's contribution

## **BRONZE LEVEL**

<b>Registration Bag Insert (6 opportunities)</b>	<b>\$1,500</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 Education.
<b>Exhibit Guide Cover Logo</b>	<b>\$1,250</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>Exhibit Hall Floor Decals (4 opportunities)</b>	<b>\$750</b>	Lead attendees right to your booth with these customizable exhibit hall floor decals. Three 3' x 3' custom logo decals included for placement in the exhibit hall. <i>New, larger size decal!</i>

## **Advertising**

Advertising space is available in the *24th 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>Inside Back Cover</b>	<b>\$500</b>	Exclusive, Full-Page Ad
<b>Standard Placement</b>	<b>\$250</b>	Full-Page Ad, black and white ad will have standard placement throughout <i>Exhibit Guide</i>
<b>QR Code Addition</b>	<b>\$500</b>	Create an interactive exhibit guide description by adding your organization's QR code. Use QR codes to quickly link attendees to additional information about your organization's products or services that can be accessed long after leaving the exhibit hall.

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

## **Support & Advertising Application**

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the online application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Online Application: <https://www.optumhealtheducation.com/anc2015-sponsor-app>

## **Contact Us**

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at (952) 205-3071 or [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)