

# 25th Annual National Conference

## Support & Advertising Opportunities

October 5–7, 2016  
 Minneapolis Marriott City Center  
 Minneapolis, Minnesota



Help us commemorate the *25th Annual National Conference*. We expect 600–800 health care professionals from across the country to attend this year’s event in Minneapolis and...because it’s the 25th year...we are bringing back “THE GALA.” There are several exciting new sponsorship and advertising opportunities available to help increase your visibility with this influential payer/employer/managed care audience!

### Sponsorship Benefits

Benefits of conference support include:

- Link from the conference website and mobile app to your organization’s website.
- Acknowledgement and recognition as a supporter in the conference mobile app.
- Preferred placement in the exhibit hall.
- Signage and/or banner(s) on site at the event to highlight your contribution.
- Logo recognition on the conference website as a supporter.
- 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.

#### **25<sup>th</sup> Anniversary Gala Celebration** NEW!

Gain premier recognition and benefits at the 25<sup>th</sup> Anniversary Gala celebration. Hors d’oeuvres, beverages and exciting activities provide the perfect ambiance for attendees to socialize and toast to 25 years of history.

Contact [Bethany Severson](#) for more specific Gala details and sponsorship recognition.

<b>Casino</b>	<b>\$7,500</b>	Attendees will test their luck at the tables. Your organization will be recognized as the exclusive sponsor of this favorite Gala attraction.
<b>Ice Luge and Martini Lounge</b>	<b>SOLD</b>	It wouldn’t be a party without an ice luge. Attendees are sure to notice your organization as the sponsor of this popular Gala destination. Sponsor names the drink of the night and has their logo carved into ice.
<b>Terrace Dining and Wine Bar</b>	<b>\$7,500</b>	Achieve prominent recognition by sponsoring the evening’s hors d’oeuvres and wine bar. Attendees are sure to appreciate this sponsorship as they unwind after a day of educational sessions.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<del>Photo Booth</del>	<b>SOLD</b>	Put a smile on everyone's faces! Host a personalized photo booth during the Gala. Attendees will be brought together for this entertaining key destination. Photo keepsakes with your company's logo will be enjoyed by all throughout the conference and back home.
<del>Diamonds are Forever "Night Club"</del>	<b>SOLD</b>	Help attendees celebrate a day of productive educational sessions with an evening of music, dancing and fun! Your organization's logo will be prominently displayed as Attendees dance the night away.
<b>GOLD LEVEL</b>		
<b>Conference Portfolios</b>	<b>SOLD</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>Conference Tote Bag</b>	<b>SOLD</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.)
<b>Wi-Fi Sponsor</b>	<b>\$5,000</b>	Be recognized as the source for providing Wi-Fi access to attendees throughout the main conference floor.
<b>Water Tumblers</b>	<b>\$5,000</b>	To promote 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>Internet Lounge with Mobile Charging Station</b> <small>NEW!</small>	<b>\$4,500</b>	Be a hero! Give attendees an area to conduct business, check their email, and learn all about your products or services in your very own branded lounge. Attendees will appreciate stopping by the internet lounge to stay connected to the office and <b>quickly charge</b> their mobile devices. Contact <a href="#">Bethany Severson</a> for a sample image of the charging station.
<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>Wellness Walk</b>	<b>SOLD</b>	Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk!
<b>SILVER LEVEL</b>		
<b>Silver benefits include: One (1) additional complimentary conference registration.</b>		
<b>Email Campaign (2 opportunities left)</b>	<b>\$3,500</b>	Get your message in front of the registered attendees prior to the event and/or when they return back to the office! OptumHealth Education will distribute an approved email message on behalf of your organization.
<b>Lunch</b>	<b>\$3,500</b>	Host Wednesday's complimentary conference lunch as attendees take a break to network during the Exhibit Hall Grand Opening. Signage with your company's logo will be placed in the luncheon hall to highlight your organization's contribution.
<b>Name Badge Lanyards</b>	<b>\$2,500</b>	Everyone will be wearing them! Customized with your company's logo, these name badge lanyards offer guaranteed exposure throughout the conference and beyond.



<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
<b>SILVER LEVEL</b>		
<b>Silver benefits include: One (1) additional complimentary conference registration.</b>		
<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>	<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>	5.5x8.5", 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 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>Specialty Coffee Break (2 opportunities) <sup>NEW!</sup></b>	<b>\$2,500</b>	Keep attendees awake and aware of your company by providing them with a boost during this specialty coffee break. As the host, signage will be placed in the break area to acknowledge your organization's sponsorship.
<b>Cash Cube Exhibit Hall Sponsorship (2 opportunities) <sup>NEW!</sup></b>	<b>\$2,000</b>	Bring some excitement to the exhibit hall! Your organization will receive prominent recognition as the day's sponsor of the Cash Cube. In addition, your booth will be THE exclusive location for conference attendees to enter the drawing for a chance to step into the Cash Cube. This fun, new sponsorship is sure to maximize your organization's visibility in the exhibit hall and beyond. <i>Special introductory price!</i>
<del>Conference Pens</del>	<del><b>SOLD</b></del>	Help attendees take notes in style with quality pens imprinted with your organization's logo.

**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 flash drive of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth Education.
<b>Exhibit Hall Directional Signs (6 opportunities) <sup>NEW!</sup></b>	<b>\$1,000</b>	Lead attendees right to your booth with these customizable directional signs strategically placed in the exhibit hall.

**Mobile App Advertising <sup>NEW!</sup>**

Maximize your organization's exposure with our mobile event app. Reach attendees before they even arrive at the conference and beyond. **Last year attendees accessed the mobile app nearly 5,000 times!** Don't miss this exclusive opportunity to promote your product or services and increase your online visibility.



<b>Homepage Mobile App Icon</b>	<b>\$1,500</b>	Exclusive homepage icon will link directly to your organization's website. Attendees will see this icon every time they open the mobile app.
<b>Mobile App Icon (second screen)</b>	<b>\$1,000</b>	An icon linking directly to your organization's website will be featured on the second screen of the mobile app.
<b>Banner Ads (only 1 opportunity remaining per day!)</b>	<b>\$750</b>	A custom banner ad including a hyperlink to your organization's website will be front and center on the mobile app. Purchase one or more days to reach attendees during this event.
<b>Mobile App Push Notification (3 opportunities per day)</b>	<b>\$500</b>	Reach attendees with a message sent on behalf of your organization sent directly to their mobile devices. Timing to be determined by sponsor and OptumHealth Education, limited to 140 characters.

\*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 email will be sent confirming requested sponsorship item(s).

**Online Application:** [www.optumhealtheducation.com/anc2016-support-app](http://www.optumhealtheducation.com/anc2016-support-app)

## ***Contact Us***

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at 1-952-205-3071 or [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

