

OptumHealth Education's
26th Annual
National Conference

OCTOBER 2-4, 2017

Marriott Downtown Magnificent Mile



**SPONSORSHIP
PROSPECTUS**

Become a Sponsor and Increase Your Visibility

OptumHealth Education invites you to take part in one of the industry's most unique annual events!

National and regional payers, employers and medical centers will convene with managed care executives, product leads, medical directors and front line clinicians to learn about, discuss and collaborate around complex and chronic health conditions.

OptumHealth Education offers several ways for you to connect with these attendees beyond the exhibit booth. We have a wide range of dynamic promotional opportunities to help build and maintain business relationships and increase your company's visibility among the 600 payer/employer/managed care professionals attending this event from across the country.

About Us

OptumHealth Education is one of the few jointly accredited organizations in the world, having been simultaneously accredited to provide medical, nursing, and pharmacy continuing education activities by the ACCME, ANCC and ACPE. We are dedicated to providing interprofessional education that leads to improved health care delivery and better patient outcomes.

OptumHealth Education works to foster lifelong learning partnerships with health care teams who seek to advance their knowledge, skills/strategies, performance and competencies relevant to their clinical practice.

We are committed to providing education that is independent, free from commercial bias, based on valid content, and effective in improving the quality and safety of care delivered by health care teams worldwide.

Who Sponsors

- Medical Centers, Hospitals, Health Care Facilities
- Transplant, Oncology, Mental Health, Treatment Centers
- Pharmaceutical Companies
- Biotech Companies
- Specialty Pharmacies
- Home Health Care and Medication Management Companies
- Medical Device and Diagnostic Companies
- Nonprofit organizations that assist patients with fundraising, education, etc.

For More Information Contact:

Bethany Severson, Sponsorship Manager
1-952-205-3071 or bethany.severson@optumhealtheducation.com

2017 Conference Sponsorship Opportunities

Reach Your Desired Sponsorship Level

Elements of Sponsorship Package		Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Pre- and Post-Conference Attendee List		●				
Booth Size Upgrade, initial space purchased separately		10x10	10x8			
Premium Exhibit Hall Placement, booth space purchased separately		●	●			
Preferred Exhibit Hall Placement, booth space purchased separately				●	●	●
Recognition and Thank You During Conference Welcome		●	●	●		
Recognition within your Booth Space, if booth space purchased		●	●	●	●	●
Recognition on Conference Signage		●	●	●	●	●
Conference Website <i>(recognized by sponsor level)</i>	Logo	●	●	●	●	
	Link to company URL	●	●	●	●	
Conference Mobile App <i>(recognized by sponsor level)</i>	Logo	●	●	●	●	●
	Link to company URL	●	●	●	●	●
	Banner Ad	●				
	Promoted posts	●	●			
Full Conference Passes <i>(*Industry must exhibit/support to qualify)</i>		4	3	2	1	0
Recognition of Contribution with Staff Name Badge Ribbons		●	●	●	●	●

Sponsorship level is determined by your company's total sponsorship investment.

*Industry organizations must be paid exhibitors or general conference supporters to qualify for the additional full conference passes provided with each sponsorship level.

EVENTS AND NETWORKING FUNCTIONS

Exhibit Hall Happy Hour | **SOLD**

Gain premier recognition and benefits as the host of the Networking Reception. Hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and reacquaint themselves.

Exhibit Hall Grand Opening Reception Monday Afternoon — Ice Cream Cart | **\$2,500**

Who doesn't love ice cream? Become a sponsor of the ice cream cart, which will be displayed near your booth during the Grand Opening Reception. Your company logo will be displayed on the ice cream freezer box.

Exhibit Hall Tuesday Afternoon Break — Popcorn Machine | **SOLD**

The smell of fresh popped popcorn will draw attendees to your booth. The machine will be strategically placed near your booth and display your company logo. Branded popcorn bags will carry your company's logo throughout the exhibit hall.

Lunch | **\$3,500**

Attendees and faculty will enjoy a delicious lunch buffet, compliments of your generous support. Your sponsorship will be acknowledged through signage at the luncheon and napkins with your company logo will be placed at every station.

Continental Breakfast | **\$2,500** *(3 opportunities)*

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.

Morning Coffee Break | **\$2,000** *(2 opportunities)*

Keep attendees awake and aware of your company by providing them with a boost during this coffee break. As the host, signage will be placed in the break area to acknowledge your organization's sponsorship.

ATTENDEE ITEMS

Hydration Package | **SOLD**

Quench the thirst of attendees and show you care for our environment with your Hydration sponsorship. We'll include branded water bottles or tumblers in each conference tote, along with branded signage at the water stations scattered throughout the conference/exhibit areas.

10th Annual Wellness Walk | **\$5,000**

Help conference attendees jumpstart their morning with a light run or a brisk walk while they enjoy the beautiful shorelines of Lake Michigan. Join OptumHealth Education as a health and wellness sponsor for this "Anniversary" Wellness Walk! Sponsorship includes t-shirts and refreshments for all activity participants.

Conference Tote Bags | **SOLD**

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.

Conference Portfolios | **SOLD**

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.

Lanyards | **\$2,500**

Prominently and exclusively display your company's logo throughout the conference around the neck of every attendee and speaker.

Conference Note Pads | **\$2,500**

Maximize your visibility with attendees throughout the conference and back at work by sponsoring the 5.5x8.5" notepads. The notepads — customized with your company's logo and contact information — are conveniently located in the conference tote.

Conference Pens | **SOLD**

Help attendees take notes in style with quality pens imprinted with your organization's logo.

Hotel Room Drops | **\$1,500** *(2 available Monday; 2 available Tuesday)*

Achieve an inside advantage by delivering your company's literature, messaging, or gift directly to the guest rooms of conference delegates. Use this opportunity to boost traffic to your booth, promote a sponsored event, or welcome attendees to their rooms with a special gift. Sponsor must provide the item and ship to the hotel.

ADVERTISING

Mobile Charging Station Package | **\$8,000**

Mobile Charging Station Only | \$4,500
Portable Charger Only | \$4,000

Be a hero! Give attendees an area to stop by and quickly charge their mobile devices and/or walk away with a portable charger emblazoned with your logo! Contact [Bethany Severson](#) for a sample image of the charging station.

Wi-Fi | **\$5,000**

Who can last an hour without being connected? Be a Superhero and sponsor the conference Wi-Fi. Your company logo will be "SUPER" visible on signage and log-in instructions used by every attendee (probably more than once!) during the event. In addition, your company name can be used as a password to log on to the network (some restrictions may apply).

Email Campaign | **\$3,500 (2 opportunities)**

Get your message in front of the registered attendees prior to the event or when they return to the office! OptumHealth Education will distribute an approved email message on behalf of your organization.

Registration Bag Insert | **\$1,500**

Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee's conference tote. Items for consideration include educational materials, marketing or promotional item. All items are provided by the sponsor and must be approved by OptumHealth Education prior to distribution.

Exhibit Hall Directional Signs | **\$1,000** *(5 opportunities)*

Lead attendees right to your booth with these customizable directional signs strategically placed in the exhibit hall.

ADVERTISING (continued)

Other High Visibility Opportunities

We have additional high traffic, high impact opportunities for showcasing your creative messages. Contact us for details.

Mobile App Advertising BACK BY POPULAR DEMAND!

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 for over 29,000 minutes! Don't miss this exclusive opportunity to promote your product or services and increase your online visibility.

Mobile App Icon: Home Page | SOLD

Exclusive homepage icon will link directly to your organization's website. Attendees will see this icon every time they open the mobile app.

Mobile App Icon: Second Screen | SOLD

An icon linking directly to your organization's website will be featured on the second screen of the mobile app.

Banner Ads | \$750 each *(1 opportunity remaining per day!)*

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.

Mobile App Push Notification | \$500 per notification (3 opportunities per day)

Reach attendees with a message sent directly to their mobile devices on behalf of your organization. Timing to be determined by sponsor and OptumHealth Education, limited to 140 characters.

Sponsorship 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/anc2017-support-app