

2016 NATIONAL CONFERENCE on Health Communication, Marketing, & Media

August 23-25, 2016

**Hyatt Regency Atlanta
Atlanta, Georgia**

.....
SPONSOR PROSPECTUS

*Sign up to sponsor by
July 15, 2016, to receive recognition
in the conference on-site guide, on
conference signage, and more!*

NPHIC
NATIONAL PUBLIC HEALTH
INFORMATION COALITION

Sponsor Benefits

We invite you to help make the 10th Annual National Conference on Health Communication, Marketing, & Media (NCHCMM), to be held at the Hyatt Regency Atlanta, from August 23-25, 2016, a valuable and successful experience for our organization as well as yours.

Sponsoring at the 2016 NCHCMM is an ideal way to meet and gain exposure to hundreds of professionals working in the fields of public health communication, marketing, and media representing state and federal governmental agencies, academics, non-profit agencies, and industry. This year's conference promises to be action-packed with networking events and educational sessions.

All sponsors receive the following benefits:

- Recognition with a sign at the sponsored event and at the exhibit area
- Recognition on the conference website
- Recognition by name for the continuous looping slideshow to be shown throughout the conference
- One (1) complimentary conference registration
- Sponsor ribbon

Sign up today at www.cdc.gov/nchcmm

2015 Statistics



384
ORGANIZATIONS
REPRESENTED



169 GOVERNMENT AGENCIES/GROUPS



91 NON-PROFIT ORGANIZATIONS



50 UNIVERSITIES

2015 Government Participants

- | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • AIDS.gov • Arizona Dept of Health Services • Arkansas Department of Health • Austin Health Department • Brunet Garcia, Florida Department of Health • Bureau for Public Health Division of Immunization Services • CA Department of Public Health • Cabarrus Health Alliance • Cancer Care Ontario | <ul style="list-style-type: none"> • Carter Consulting, Inc. • Centers for Disease Control and Prevention (CDC) • Center for Tobacco Products, FDA • Centers for Disease Control and Prevention/DPDM • Centers for Medicare and Medicaid Services (CMS) • Chenega Consulting / CDC • City of Houston Health Department • City of Pasadena • Colorado Department of Public Health and Environment | <ul style="list-style-type: none"> • Columbia/Boone County Department of Public Health and Human Services • Community Guidance Center • Danish Health and Medicines Authority • DCPC/NCCDPHP/CDC • Defense Health Agency • DeKalb County Board of Health • Department of Health • Department of Health and Human Services |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

2015 Government Participants (continued)

- Department of Health and Social Affairs
- DHQP
- Div of Global Migration and Quarantine/CDC
- Division of Reproductive Health/CDC
- DOH/DOCD/PHPB
- Eastern Band of Cherokee Indians Public Health & Human Services
- EBCI: PHHS Public Relations
- Emory/CDC
- FDA
- FDA - CFSAN
- FDA Office of Women's Health
- FDA/ Office of Counterterrorism and Emerging Threats (OCET)
- FDA/CDER
- FDA/CTP
- FDA/CTP-OHCE
- FL Dept. of Health-Tobacco Free Florida
- Florida Department of Health
- Food and Drug Administration
- Food and Nutrition Information, University of Maryland
- Fort Defiance Indian Hospital
- GaDPH
- Georgia Department of Public Health
- Georgia Department Public Health (DPH)
- Government of Nunavut
- Gwinnett, Newton and Rockdale County Health Departments
- Harris County Public Health & Environmental Services
- Harris County Public Health and Environmental Services
- Health Canada
- Health Media Collaboratory
- US Department of Health & Human services (HHS)
- HHS Office on Women's Health
- HHS/NIH/NCI
- HHS/OASH
- HHS/SAMHSA
- Houston Department of Health and Human Services
- HRSA/MCHB
- Ingham County Health Dept
- Journey to Successful Living
- Kansas City, Missouri Health Department
- Karna
- Kerry Shearer Communications
- LA County Dept. of Public Health
- LA County Public Health
- Lake County Health Department
- Los Angeles County Department of Public Health, DHSP
- Marion Co. Public Health Department
- Maryland Office of Oral health
- McKing/CDC
- Medical University of South Carolina
- Michigan Office of Highway Safety Planning
- Mid-Ohio Valley Health Department
- Minnesota Department of Health
- Minority Health and Health Disparities
- Mississippi State Department of Health
- National Cancer Center
- National Center for Emerging and Zoonotic Infectious Diseases
- National Center for Injury Prevention and Control
- National Center for Immunization and Respiratory Diseases
- National Center on Birth Defects & Developmental Disabilities, CDC
- National Institutes of Health
- National Vaccine Program Office
- NC DHHS, PHP&R
- ND Center for Tobacco Prevention & Control Policy
- New Jersey Department of Health and Senior Services
- New Orleans Health Department
- NH Department of Health and Human Services
- National Institute of Biomedical Imaging and Bioengineering
- National Institutes of Health (NIH)
- NIH Clinical Center
- NIH/NHLBI
- NIH/NIAID
- NIH/NIEHS
- North Carolina Division of Public Health
- Northern Kentucky Health Department
- NYC Dept of Health
- NYC DOHMH/NYC REACH
- NYC Health Department
- NYS DOH/AID Institute
- NYS HIV/AIDS/STD Hotlines
- Oak Ridge Institute for Science and Education (ORISE)
- Office of Communication Science / OADC
- Oklahoma Tobacco Settlement Endowment Trust
- Orange County Fire Authority
- Pan American Health Organization
- Public Health-Madison & Dane County
- Rappahannock Area Community Services Board: RACSB
- RPM District Health Department
- Saudi Food & Drug Authority
- Shasta County Health and Human Services Agency
- Somerset County Health Dept.
- Sonoma County Department of Health Services
- South Dakota Department of Health
- Southeastern Idaho Public Health
- Southern Nevada Health District
- Springfield-Greene County Health Department
- State of Md Office of Preparedness
- State of NH, Dept. of Health & Human Services
- Telligen
- Tennessee Department of Health
- Texas Department of State Health Services
- Texas DSHS
- Time Solutions LLC
- Tobacco Free Nebraska
- Tsehootsooi Medical Center
- Tulare County HHSA
- U.S FDA
- U.S. Army Public Health Command
- U.S. Department of Agriculture
- University of Central Florida
- University of South Carolina
- US Army Public Health Command
- USAHPH
- USAPHC
- Utah Department of Health
- Vermont Department of Health
- Virginia Foundation for Healthy Youth
- VT Dept. of Health
- WCU of PA
- Wisconsin Department of Health Services
- Wisconsin Tobacco Prevention and Control Program
- Yavapai County Community Health Services

2015 Non-profit Organizations

AccessMatters
Akron Children's Hospital
Alaska Native Tribal Health Consortium
Alliance for Aging Research
Alliance of Coalitions for Healthy Communities
Alliant Health Solutions
American Cancer Society
American Institutes for Research
American Medical Association
American Psychological Association
American Public Health Association
Association of Public Health Laboratories
Association of State and Territorial Health Officials
Ayaresa Herbal Center
Battelle
Boston Children's Hospital
Boston University
Brigham and Women's Hospital
Burke Rehabilitation Center
Carolinas Healthcare System
Carolinas Poison Center
CDC Foundation
CHADD/National Resource Center on ADHD
Cincinnati Children's Hospital Medical
ClearWay Minnesota
Community Health Improvement Partners
Council of State & Territorial Epidemiologists (CSTE)
Danya International, Inc.
Early Childhood Obesity
EpilepsyFoundation
EurekAlert!/AAAS

FHI 360
Florida/USVI Poison Information Center-Jacksonville
Genetic Alliance
H. Lee Moffitt Cancer Center
Health Promotion Research Center at Dartmouth
Health Resources in Action
IQ Solutions
IRC
John Snow, Inc.
Journey to Successful Living
JSI Research and Training Institute, Inc.
JWCH Institute, Inc.
Kaiser Family Foundation
Kansas Health Foundation
Legacy Foundation
Louisiana Public Health Institute
Lexington/Richland Alcohol and Drug Abuse
Council, Inc. (LRADAC)
Medical Association of Atlanta
Michigan Dept. of Health and Human Services
MVP Health Care
National African American Tobacco Prevention Network
National Alliance of State and Territorial AIDS Directors
National Association of Chronic Disease Directors
National Association of County and City Health Officials
National Association of State Mental Health
Program Directors
National Business Group on Health
National Meningitis Association, Inc.
NC Healthy Start Foundation
NewYork-Presbyterian Hospital
NORC

North Florida Medical Centers
Northern Arizona Regional Behavioral Health Authority
National Public Health Information Coalition
Oak Ridge Associated Universities (ORAU)
Pan American Health Organization (PAHO)
Patient Advocate Foundation
Pew Research Center
Phoebe Putney Memorial Hospital, Network of Trust
Physicians Committee
Public Health Informatics Institute
Royal Oak Community Coalition
RTI International
Spanish Peaks Healthcare Systems
St. Vincent Healthcare
Suicide Prevention Resource Center
TAPI
Task Force for Global Health
The Ad Council
The Carter Center
The Monday Campaigns
The Pew Charitable Trusts
The Rapides Foundation
Thunder Bay Regional Health Science Centre
Tourette Association of America
Twin Cedars Youth & Family Services, Inc.
UNM Truman Health Services
University of Pittsburgh Medical Center
Urban League of Greater Dallas
Userinsight
Washington Dental Service Foundation
Westat

2015 Colleges and Universities

Boston College
Colorado State University Health Network
Columbia University
CWRU Prevention Research Center
Emerson College
Emory University
Florida State University
George Mason University
George Washington University
Georgia State University
Georgia Southern University

Georgia State University
Grady Center for Health & Risk Communication
Harvard School of Public Health/McCann Global Health
James Madison University
Michael & Susan Dell Center for Healthy Living
Mississippi State University
North Carolina Central University
Northwestern University
Oklahoma State University
Rutgers, The State University
Seoul National University

Texas A&M
The University of Texas Health Science Center at Houston
The University of the West Indies
TRAC and GALA-Global Advocacy Leadership Academy
Tulane University
University of California San Diego
UConn Rudd Center
UNC Chapel Hill School of Media and Journalism
University of Colorado
University of Florida
University of Georgia

2015 Colleges and Universities (continued)

University of Houston
University of Kentucky
University of Michigan School of Public Health
University of Minnesota
University of Mississippi

- University of North Texas
- University of Pennsylvania
- University of South Carolina
- University of Texas at Austin
- University of Texas at El Paso

- University of Texas Medical Branch
- University of South Carolina Healthy Carolina
- University of Texas Health Science Center San Antonio
- University of Texas Medical Branch
- Winston-Salem State University

Additional Information

Hotel

Join us in Atlanta, Georgia at the Hyatt Regency Atlanta. Located in the heart of downtown on the city's famed Peachtree Street, the Hyatt Regency Atlanta has served as gathering place for discerning travelers, business groups, and associations from across the country and around the world.

2016 NCHCMM attendees and sponsors are offered a special group rate of \$138 single or double occupancy per night. This rate will span the event's official duration as well as three days before and after the 2016 NCHCMM (based on availability).

To reserve your room:

To make hotel reservations, please contact Hyatt Regency Atlanta at 1-888-421-1442 and reference the "National Conference on Health Communication, Marketing, and Media" for the discounted group rate. These rates are available through Thursday, July 21, 2016.

Reservations may be made online using the link below:

<https://aws.passkey.com/event/14254373/owner/323/home>

Conference Updates

Updated conference information will be posted on the Center for Disease Control (CDC) website:

www.cdc.gov/nchcmm.



Sponsorship Packages

The following packages will be assigned on a first-come, first-served basis. Sponsorship applications submitted by July 15, 2016, will receive full package recognition across conference materials. Visit <http://www.cdc.gov/nchcmm/> to get started today.

Diamond Level - \$25,000

Welcome Reception – 2 available

The Opening Reception will be held on Tuesday, August 23, 2016, and it is the first official function during the conference.

This reception features casual fare and a cash bar.

Platinum Level - \$12,500

Opening Plenary – 1 available

The Opening Plenary Session will be held on Tuesday, August 23, 2016.

Conference WiFi—1 available **NO LONGER AVAILABLE**

This opportunity allows your company or organization to be the provider of wireless internet access throughout the conference areas.

Attendees will see your information when they log in, on signage and the looping slideshow before the general session.

Gold Level \$10,000

Keynote Session – 2 available

The Keynote Sessions will be held on Wednesday, August 24, 2016, and Thursday, August 25, 2016.

Spotlight Session – 6 available

Sponsorship of a Spotlight Session provides your organization the opportunity to create and develop a panel of experts around a current topic in the fields of health communication, marketing, and media.

These sessions are 90 minutes in length and are presented concurrently with conference breakout sessions.

Your proposal will be reviewed and approved by the Conference Program Committee.

Your organization will be responsible for providing a panel proposal that includes:

- Selecting a topic and providing a panel description and overview/summary
- Selecting invited presenters and providing information – background, affiliation, etc.
- Selecting a moderator (Conference Planning Committee can help select a moderator.)

Internet Café – 1 available

Seating area and computer stations open to all participants for free internet access throughout the conference.

Sponsorship Packages (continued)

Silver Level \$7,500

Charging Stations – 2 available (2 stations per sponsor)

Two charging stations let attendees power up and recharge their mobile devices.

Each charging station includes the opportunity to place your company or organization's graphic on a sign, and a slide show or video on an LCD screen on the station.

Application for this sponsorship is due Friday, July 15, 2016.

Conference Mobile App – 1 available NO LONGER AVAILABLE

This is a great opportunity to get your brand/company information in front of conference attendees even before they arrive in Atlanta!

Smartphone users will download the meeting app before they arrive in Atlanta to peruse the meeting events, create their own personalized schedule

of the sessions/events they'll attend and determine which exhibitors they want to see. They'll send emails to their friends and colleagues to let them know which ones they're choosing and make plans to meet up at the meeting.

Breakfast – 4 available (2 per breakfast)

Choose either: Wednesday, August 24, 2016, or Thursday, August 25, 2016 (2 sponsors per breakfast).

Help get conference attendees off to a great start to the day. Continental breakfast will include a selection of pastries, fruits, juices and coffee.

Lunch – 4 available (2 per lunch)

Choose either: Wednesday, August 24, 2016, or Thursday, August 25, 2016 (2 sponsors per lunch).

Help treat the conference attendees to a nutritious lunch including a selection of sandwiches, dessert and refreshments.

Bronze Level \$5,000

Conference Lanyard – 1 available SOLD

Place your company name or logo on the lanyard worn by all the conference attendees.

This sponsorship leaves a lasting impression on the attendees throughout the conference.

Sponsor to provide logo or company name for lanyard production.

NPHIC to select conference lanyard. Application for this sponsorship is due July 13, 2016.

Patron Level \$2,500

Energy Break – 5 available (1 per break)

Choose either: Afternoon Break on Tuesday, August 23, 2016, Morning or Afternoon Break on Wednesday, August 24, 2016, and Morning or Afternoon Break on Thursday, August 25, 2016 (1 sponsor per break).

Morning and afternoon breaks allow conference attendees to socialize and re-energize between sessions.

Breaks feature a variety of snacks and refreshing beverages.

Please note that if you do not see an option that appeals to your organization, a specific sponsorship package can be developed based on your budget and visibility needs.

Please contact Melissa Ulloa at mulloa@meetingexpectations.com or 404.760.2801 for additional information.

Sponsor Company Information

(As it is to appear in ALL official publications)

Company Name: _____

Contact Name: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____

Web Address: _____

Twitter: _____

Primary Contact Information (For show management use only)

Contact Name: _____

Job Title: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____

Email: _____

Payment

Return this application and contract for confirmation on sponsorship package availability and final amount due. All payments must be made in U.S. funds, drawn on U.S. banks, payable to the NPHIC. Checks not drawn on U.S. banks will be returned. Space must be fully paid for by Wednesday, July 6, 2016.

Check for \$ _____ is enclosed

Please make checks payable to NPHIC and include the name of the organization along with the reference "NCHCMM Conference" in the memo section.

Please Charge \$ _____ to my

Visa MasterCard American Express Discover

I authorize payment by credit card for above to:

Credit Card #: _____

Exp. Date: _____

CVV: _____

Card Holders Name (please print): _____

Signature: _____

Sponsor Opportunities

If you are interested in sponsoring the conference, please indicate your top three choices below. Conference management will then touch base with their availability before your transaction is completed.

_____ Welcome Reception \$25,000 each

_____ Opening Plenary Session..... \$12,500

~~_____ Conference WiFi \$12,500 NO LONGER AVAILABLE~~

_____ Keynote Session \$10,000 each

_____ Spotlight Session \$10,000 each

_____ Internet Cafe \$10,000

_____ Charging Stations..... \$7,500 each

~~_____ Conference Mobile App \$7,500 NO LONGER AVAILABLE~~

_____ Continental Breakfast..... \$7,500 each

_____ Wednesday _____ Thursday

_____ Lunch..... \$7,500 each

_____ Wednesday _____ Thursday

~~_____ Conference Lanyard..... \$5,000 SOLD~~

_____ Energy Break..... \$2,500 each

_____ PM Tuesday _____ AM Wednesday _____ PM Wednesday

_____ AM Thursday _____ PM Thursday

Cancellation Policy

Cancellations must be in writing and faxed or emailed on or before Wednesday, July 6, 2016. If a sponsor cancels all or part of their sponsorship on or prior to Wednesday, July 6, 2016, NPHIC will retain 50% of sponsorship cost. No refunds will be given for cancellation after Wednesday, July 6, 2016, the CDC and NPHIC will retain as liquidated damages all monies paid.

We agree to abide by the established rules and regulations, which are included in the Sponsor Prospectus for the 2016 National Conference on Health Communication, Marketing, and Media and made a part of this contract.

Signed: _____

Date: _____