

# Social Determinants of Health Symposium

June 2, 2020 | Salt Lake Marriott at City Creek | Salt Lake City, UT

## 2020 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

# Event Overview

## About

At this symposium, experts will discuss the inseparable relationship between the social determinants of health and health outcomes. Industry leaders will provide challenges and successes, best practices and strategies to effectively advance community health.

The goal of this event is to address the systemic inequities that prevent community members from experiencing good health. Together, providers can develop effective strategies and innovative solutions – leveraging purchasing, hiring and investing – to benefit the communities they serve.

Date: June 2, 2020

Location: Salt Lake Marriott at City Creek

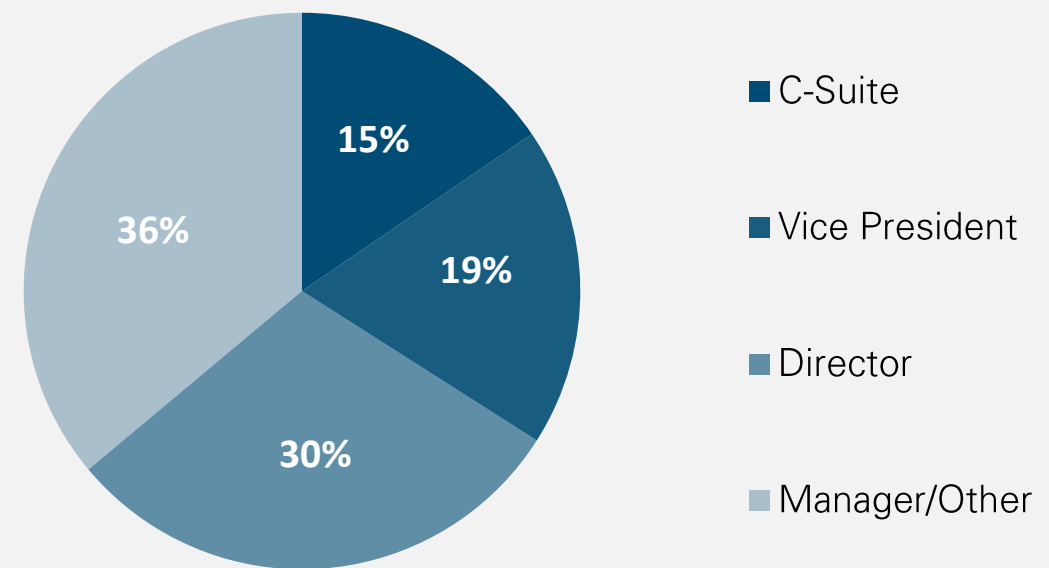
Salt Lake City, UT

Anticipated Attendance: 300

## Who Will Attend

- Federal/State/Local Government Office
- Healthcare Supplier
- Hospital
- Insurer/Payer/Managed Care Organization
- Medical Clinic/Group/Specialty House
- Professional Association
- University

## Attendance by Title



# Social Determinants of Health Symposium

“Anybody who is interested in changing the paradigm, anybody who is interested in getting greater health outcomes – for our community, for our neighbors – has to attend the Social Determinants of Health Symposium.”

Dr. Akram Boutros, President and Chief Executive Officer, The MetroHealth System

## Description

Environmental, economic and social barriers to health are tied to increased health risks and poor healthcare outcomes. From income and access to care, to unsafe work and home environments, the factors of individuals' daily lives greatly impact their overall health.

These barriers are known as social determinants of health and their impact on Americans' health is undeniable.

For providers, addressing those problems could pay huge dividends.

Healthcare's role in creating healthy communities is to take a greater approach; hospitals and health systems are reaching beyond their four walls to address these conditions.

This conference will equip attendees with resources and tools to benefit the communities they serve and to build business models that help heal America's communities.

## Key Topics

- Addressing social determinants of health through business and non-clinical practices including purchasing, hiring and investments
- Producing measurable impact on population and community health
- Understanding the ROI of integrated health programs
- Partnering to address the social determinants of health
- Preventing unnecessary demand on the healthcare system through lower costs and higher quality of care

# Agenda

## Format

Attendees experience keynote presentations and panel discussions that are focused on strategies and best practices within a conference format that is rich in collaboration and attendee/presenter interaction.

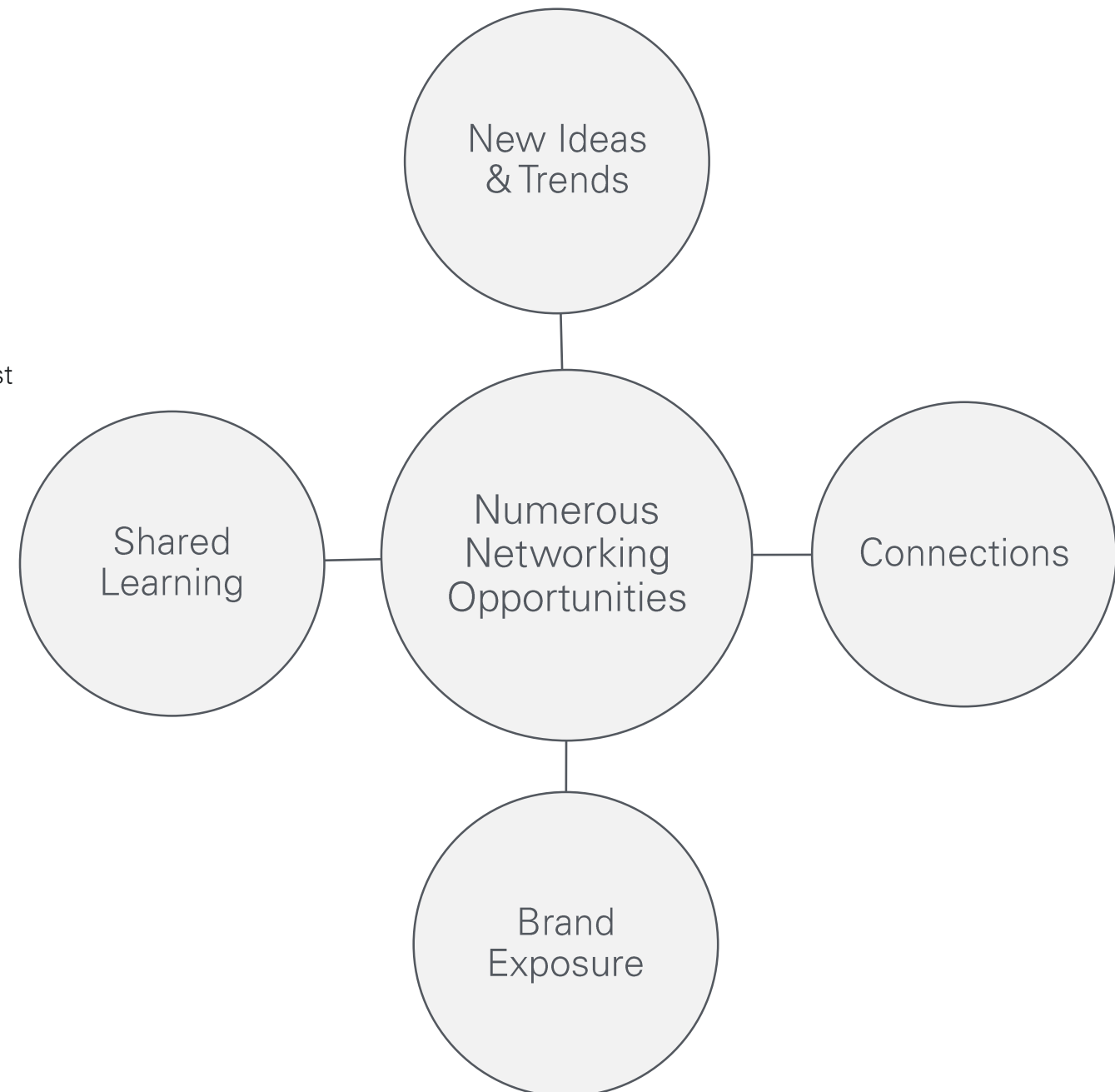
## Pre-Conference

5:00 – 7:00 p.m.	Welcome Reception*
7:30 – 9:00 p.m.	Publisher's Dinner

## Agenda Day 1

7:00 a.m. - 7:45 a.m.	Registration, Exhibits & Networking Breakfast
7:45 a.m. - 8:00 a.m.	Publisher's Remarks
8:00 a.m. - 9:00 a.m.	Opening Keynote
9:00 a.m. - 10:15 a.m.	Session 1
10:15 a.m. - 10:45 a.m.	Morning Networking Break
10:45 a.m. - 12:00 p.m.	Session 2
12:00 p.m. - 1:15 p.m.	Luncheon
1:15 p.m. - 2:30 p.m.	Session 3
2:30 p.m. - 2:45 p.m.	Afternoon Networking Break
2:45 p.m. - 4:00 p.m.	Session 4
4:00 p.m. - 5:00 p.m.	Closing Keynote
5:00 p.m. - 5:15 p.m.	Publisher's Adjournment

\*Conducted only if sponsor is secured. Agenda subject to change.



# Sponsorship Opportunities

Increase brand awareness, generate preference and foster loyalty with a targeted and influential audience of healthcare leaders.

Opportunities presented in our packages\* allow for achieving several goals at once:



## Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship brings attendees who are looking to find out more about your business directly to you.



## Drive Sales

Packages include the opportunity to showcase products and services, and distribute samples or trial offers.



## Be Recognized As A Thought Leader

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.



## Create Long Lasting Connections

During the various networking opportunities available at the conference, sponsors are able to dramatically influence customer relations.



## Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates media exposure through print, digital, email and social media.



## Lead Generation

The list of conference attendees\* provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

\*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract, some benefits associated with our sponsorship packages may have passed. See following pages for sponsor package specifics. Recommended sponsorship commitment is 6 weeks prior to event date.

# Lead Sponsorship

## Pre-conference Promotion

- Logo recognition as Lead Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Lead Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

## Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Lead Sponsor on general conference signage
- Logo visibility as Lead Sponsor on backdrop screen during opening and closing keynotes
- Recognition as Lead Sponsor from the podium at conference opening and closing remarks
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- Opportunity to make 260-word introductory comments at opening and closing keynote<sup>1</sup>
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)<sup>2</sup>
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table
- Logo visibility on attendee name tags

## Post-conference Visibility

- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on post-conference "thank you" email to attendees
- List of conference attendees<sup>3</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date
- Product/Category exclusivity<sup>4</sup>

## 1 Available at \$36,000 Net

<sup>1</sup> Comments are subject to Modern Healthcare review prior to event and must be topical not promotional.

<sup>2</sup> Tickets are inclusive of speakers, pre-conference and general conference attendees.

<sup>3</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

<sup>4</sup> Product/category includes up to 5 competitors.

# Premier Sponsorship

## Pre-conference Promotion

- Logo recognition as Premier Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Premier Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

## Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Premier Sponsor on general conference signage
- Recognition as Premier Sponsor from the podium at conference opening and closing remarks
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)<sup>1</sup>
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

## Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees<sup>2</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 2 Available at \$30,000 Net

<sup>1</sup> Tickets are inclusive of speakers, pre-conference and general conference attendees.

<sup>2</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Supporting Sponsorship

## Pre-conference Promotion

- Logo recognition as Supporting Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Supporting Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Thought Leadership

- Opportunity to moderate a panel discussion<sup>1</sup>

## Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as Supporting Sponsor on general conference signage
- Logo visibility as Supporting Sponsor on backdrop screen during a session
- Recognition as Supporting Sponsor from the podium at conference opening and closing remarks
- 1 PowerPoint slide “commercial” in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)<sup>2</sup>
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>3</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 3 Available at \$24,000 Net

<sup>1</sup> Sponsor can select the preferred session for panel participation, introductory comments and signage (all occur in same session) based on availability/schedule and is subject to Modern Healthcare approval.

<sup>2</sup> Tickets are inclusive of speakers, pre-conference and general conference attendees.

<sup>3</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.



# Mobile App Sponsorship

## Pre-conference Promotion

- Logo recognition as Mobile App Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Mobile App Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Mobile App

- Exclusive splash page (full screen ad) that displays when event is launched or refreshed within the app
- 1x custom push notification sent directly to attendees' mobile device
- Exclusive rotating and clickable banner advertising at the top of the mobile event app screen

## Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Mobile App Sponsor on general conference signage
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)<sup>1</sup>
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

## Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees<sup>2</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$18,000 Net

<sup>1</sup> Tickets are inclusive of pre-conference and general conference attendees.

<sup>2</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Luncheon Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during luncheon
- Logo visibility on luncheon slide
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$7,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Welcome Reception Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during welcome reception, which takes place the evening before day one of the Social Determinants of Health Symposium
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$6,000 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# WiFi Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as WiFi Sponsor in conference program
- Vanity password for WiFi access
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$4,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Charging Station Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as Charging Station Sponsor in conference program
- Company logo/messaging on charging station
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$4,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Networking/Coffee Breaks Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as sponsor on signage and table cards during networking breaks
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$4,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Breakfast Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as sponsor on signage and table cards during networking breakfast
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$4,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Hotel Key Card Sponsorship

## Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

## Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive design and logo visibility on hotel key cards distributed to attendees staying at the conference hotel
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

## Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees<sup>1</sup>
- Post-conference report including key highlights from survey results and feedback from attendees

## Rights

- First right of refusal for up to 3 months following conference date

## 1 Available at \$4,500 Net

<sup>1</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.



# Merchandise Sponsorship

## Lanyard Sponsorship

### Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

### Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **lanyard** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

### Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

### Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

## Tote Bag Sponsorship

### Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

### Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **tote bag** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

### Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

### Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

# Merchandise Sponsorship

## Water Bottle Sponsorship

### Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

### Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **water bottle** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

### Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

### Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

## Note Pad Sponsorship

### Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

### Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **note pad** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

### Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

### Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

# Exhibitor Tables

With more than **300 senior leaders** in attendance, the Social Determinants of Health Symposium provides a unique opportunity to engage directly with your target audience.

Table space is limited and positioning may be selected upon signing.

## Pre-conference Promotion

- Logo Recognition with link on microsite

## Conference Visibility

- Logo visibility and 25-word description in printed conference program
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- 6' draped table and 2 chairs
- Basic Wi-Fi availability (high-speed or hard-wired connections available for an additional fee)

## 10 available at \$2,400 Net

Total tables in exhibit area is 20. Top tier sponsorships include booth space in premium location.

If purchasing sponsorship that does not include an exhibitor table, sponsor will receive 25% discount on exhibitor table addition.

Electricity at exhibitor table is an additional fee and can be purchased directly through the conference hotel.

# Thank You

## Modern Healthcare

Modern Healthcare is the most trusted business news and information brand in the healthcare industry. Combining the power of a print publication, 24/7 digital news products, robust research and event platforms, Modern Healthcare reaches the largest and most captive audience of healthcare leaders and influencers.

**150 N. Michigan Avenue, Chicago, IL 60601 | 312.649.5350 | [www.ModernHealthcare.com](http://www.ModernHealthcare.com)**

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For more information on sponsorship opportunities, please contact your account executive or Ilana Klein at 312.649.5311.