

# Sponsor, Exhibitor & Advertiser Prospectus

## Health Datapalooza and National Health Policy Conference Sponsorship

The joint Health Datapalooza (HDP) and National Health Policy Conference (NHPC) harnesses and strengthens the synergies that exist between the data and policy worlds and offers innovative solutions to directly confront the challenges, opportunities, and threats facing U.S. health care.

Attendees will learn about the newest and most innovative uses of health data, technologies, and policy decisions that are improving health care delivery. There's much the communities can learn from one another.

## Maximized Exposure & Networking

In addition to highly visible recognition throughout the two conferences and both diverse communities, sponsors gain access to attendees both pre- and post-conference with recognition in the pre-conference materials and marketing correspondence. Sponsors receive multiple opportunities for visibility throughout the conference, including interaction with attendees and recognition in the conference mobile app, website, and marketing materials.

HDP/NHPC sponsorship benefits ensure that your organization is widely recognized before, during and after the conference.

- Prominent signage throughout the conference
- Organizational logo in the Online Resource Guide
- Advertisement in the Online Resource Guide
- Complimentary conference registration(s)\*
- Your website link and logo on the conference website
- Recognition through both marketing correspondences and Twitter communications
- Branding on the conference mobile application\*\*
- Recognized as supporter of the NHPC pre-conference webinar in February and the HDP pre-conference webinar in March

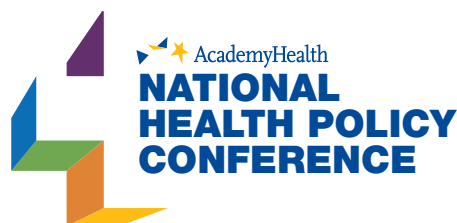
\*varies with all sponsorship levels

\*\*subject to deadlines

We are Flexible! Customize Your Benefits Package. Standard benefit packages are available to choose from, but AcademyHealth wants to work with you to create a sponsorship package that works best for your marketing needs and preferences. Contact us to discuss how a 2022 HDP/NHPC sponsorship can achieve your goals.

## Become a Sponsor Today

Contact: Sandy McNeil at 202.292.6764 or [sandy.mcneil@academy.health.org](mailto:sandy.mcneil@academy.health.org) for more information.



**A Co-located  
AcademyHealth Event**  
April 4-5, 2022 – Crystal Gateway  
Marriott, Arlington, VA

# Sponsor Opportunities and Benefits

## Diamond Sponsor

**\$60,000**

- Named Partial Sponsor of one of the following:
  - Plenary Session
  - Badge on Demand
  - Wi-Fi
  - Evening Reception
- Opportunity to plan a complete breakout session/panel or a speaking slot
- Vendor spotlight video or another brief announcement from the mainstage
- One pre- & post-conference attendee list
- Eight complimentary registrations (includes in-person and pre-conference)
- Full-page, 4/c ad in the conference Online Resource Guide with rights to placement choice
- Banner ad within the conference online agenda
- Six-foot table display in prominent area for the duration of the conference

## Platinum Sponsor

**\$40,000**

- Named Partial Sponsor of one of the following:
  - Charging Station
  - Hand Sanitizing Station
  - Conference Break
- Six complimentary registrations (includes in-person and pre-conference)
- Full-page, 4/c ad in the conference Online Resource Guide
- Six-foot table display in prominent area for the duration of the conference

## Gold Sponsor

**\$20,000**

- Named Partial Sponsor of one of the following:
  - Mobile App
  - Conference Breakfast
  - Wrist Bands
  - Floor Clings
  - KN95 Mask and Hand Sanitizer Kits
- Four complimentary registrations (includes in-person and pre-conference)
- Full-page, black & white ad in the conference Online Resource Guide

## Silver Sponsor

**\$10,000**

- Two complimentary registrations (includes in-person and pre-conference)
- Half-page ad in the conference Online Resource Guide

## Bronze Sponsor

**\$5,000**

- Quarter-page ad in the conference Online Resource Guide

*AcademyHealth reserves the right to use either the sponsor organization name or logo on all signage.*



# Exhibitor Information

## Exhibit Package Rates

	<b>Org. Affiliate</b>	<b>Non-Member</b>
Table Display	\$1,000	\$2,500

### Table Package

- Includes a 6-foot skirted table, 2 chairs and wastebasket. (Table display area is carpeted)
- Virtual exhibit on the conference platform
- Company name and website link on the exhibitor's page of the conference website and the mobile app

### Deadline

Friday, February 25, 2022

### Payment

Full payment must be made to reserve space.

### Cancellations

Prior to February 25, AcademyHealth will refund the space cost for any cancellations received in writing, less a \$150 service charge. After February 25, the exhibitor forfeits the entire amount paid.

**For more information, please contact Sandy McNeil at [sandy.mcneil@academyhealth.org](mailto:sandy.mcneil@academyhealth.org) or 202-292-6764.**

# Advertising

**Reach hundreds of health care decision-makers, advocates, consumers, patients, researchers, and leaders from the public and private sectors.**

## Agenda at a Glance

This one-page printed handout will be exclusively branded by one supporter. Branding opportunities will be sold on a first come, first served basis. Cost: \$4,500

## Online Resource Guide

In an effort to reduce our carbon footprint, AcademyHealth will no longer print the HDP/NHPC agenda book. Instead, you will be able to advertise your products to attendees in the conference Online Resource Guide.

## Advertising Rates

	<b>Org. Affiliate</b>	<b>Non-Member</b>
Full-Page, 4/c (7.5”w x 10.5”h)	\$2,000	\$2,550
Full-Page, B&W (7.5”w x 10.5”h)	\$1,200	\$1,600
Half-Page, B&W (7.5”w x 4.75”h)	\$675	\$875
Quarter-Page, B&W (3.5”w x 4.75”h)	\$350	\$550

## Format

Advertisers must provide an electronic copy of the ad in Adobe Acrobat (.pdf), Adobe Illustrator (.ai), Adobe Illustrator EPS (.eps) or JPEG format. Please include all embedded and linked image files. Also, please ensure that all images are “high resolution,” not 72dpi (i.e., Web graphics). Save the ad with your company name in the title so we can easily identify each one (e.g., companynamelogo.eps).

## Acceptable Image Format and Image Resolution

We request 300dpi TIFF or better. Images that are below 300 dpi will not print appropriately.

## Ad Dimensions (width x height, in inches)



A. Full-Page Ad  
7.5” x 10.5”



B. Half-Page Ad  
7.5” x 4.75”



C. Quarter-Page Ad  
3.5” x 4.75”

## Deadline

February 25, 2022

## Submission

Please email your ad to [sandy.mcneil@academyhealth.org](mailto:sandy.mcneil@academyhealth.org).

AcademyHealth must approve all advertisements. Acceptance of advertising by AcademyHealth does not indicate or imply endorsement of any organization and/or its services or products.

# Contract

Name  
 Title  
 Organization  
 (please print as you would like it to be listed in event materials)  
 Address  
 City, State, ZIP  
 Contact Name (if different from above)  
 Phone  
 E-mail  
 Organization's URL  
 Organization's Twitter Handle  
 Please list me by (check one):  
 Name                      Organization

## SPONSOR

Diamond (\$60,000) (select one)  
 Plenary Session      Badge on Demand  
 Wi-Fi                      Evening Reception  
 Platinum (\$40,000) (select one)  
 Charging Station      Hand Sanitizing Station      Conference Break  
 Gold (\$20,000) (select one)  
 Mobile App      Conference Breakfast      Floor Clings  
 Wrist Bands      KN95 Mask and Hand Sanitizer Kits  
 Silver (\$10,000)  
 Bronze (\$5,000)

## TABLE DISPLAY

As a sponsor, I will use my complimentary table display space at the AcademyHealth HDP/NHPC.

I am not a sponsor, but I would like to reserve a table display space at the AcademyHealth HDP/NHPC.

Rates	Org. Affiliate	Non-Member
Table Display	\$1,000	\$2,500

## ADVERTISE

As a sponsor, I will use my complimentary advertising space in the AcademyHealth HDP/NHPC Online Resource Guide.

As a sponsor, I will upgrade my complimentary advertising space for the difference in price of \$  
 (upgrade ad rate – complimentary ad rate = amount due).

I am not a sponsor, but I would like to reserve advertising space in the AcademyHealth HDP/NHPC Online Resource Guide.

Rates	Org. Affiliate	Non-Member
Full-Page, 4/c	\$2,000	\$2,550
Full-Page, B&W	\$1,200	\$1,600
Half-Page, B&W	\$675	\$875
Quarter-Page, B&W	\$350	\$550

PAYMENT (AcademyHealth Tax ID # 52-1260918)

Sponsorship	\$
Display/Display Upgrade	\$
Advertise/Advertise Upgrade	\$
TOTAL DUE	\$

Submit invoice to address on the enclosed purchase order  
 Check payable to AcademyHealth is enclosed  
 Charge my:  
 MasterCard      Visa      Discover      AmEx

Account Number  
 Exp. Date  
 Security Code  
 Name on Card  
 Signature

Please email forms to [sandy.mcneil@academyhealth.org](mailto:sandy.mcneil@academyhealth.org) or fax 202.292.6864. Mail checks to:  
**AcademyHealth, Accounting Department, 1666 K Street, NW, Suite 1100, Washington, DC 20006**

