

# EXHIBITOR & SPONSORSHIP PROSPECTUS

# 2018

INDIANAPOLIS, INDIANA / JUNE 24-27

## JOIN US!

# National School-Based Health Care Convention

The premier advocacy, networking, and continuing education forum for school-based health professionals from across the nation.

**JW Marriott Indianapolis**  
10 S West Street • Indianapolis, IN 46204



## 2,300+

More than 2,300 school-based health centers exist in 49 states, the District of Columbia, and Puerto Rico.



## 900+

Last year, 945 people from across the country attended our convention.



Attendees want to know about goods and services related to child and adolescent health, school-based health, mental health, and oral health.



Depression, anxiety, trauma-informed care, reproductive health, healthy eating and physical activity, LGBTQ needs, and substance abuse are a few of the many issues that SBHC staff address every day.



# 2017 EXHIBITORS

Allergy & Asthma Network

AMD Global Telemedicine

America's ToothFairy

American Dental Association

Apex

Association of State & Territorial Dental Directors

Big Smiles

Bixby Center for Global Reproductive Health

Blue Shield of California

CaliforniaHealth+ Advocates

Canela Software, Inc

Care1st Health Plan

Centers for Disease Control and Prevention

Cross Country TravCorps

Dairy Council of CA

Epilepsy Foundation

Essential Access Health

Essilor Vision Foundation

ETR

Food and Drug Administration

GlaxoSmithKline

Hazelden Publishing

Iron Bow Healthcare Solutions

LA Care Health Plan

Lucile Packard Foundation

MedBuild

Merck & Co.

Mission City Community Network, Inc.

Molina Healthcare

Moore Medical

MouthWatch, LLC

National Maternal and Child Oral Health Resource Center

OIC Advance

OneSight

Oral Health America

Possibilities for Change

Public Consulting Group

UnitedHealthcare

Universal Specialty Vehicles, Inc.

WestEd

# EXHIBIT at the 2018 National School-Based Health Care Convention!

## EXHIBITOR BENEFITS

- Admission for two people to exhibit area, with complimentary badges (additional badges will incur a \$50 fee)
- Complimentary year-round listing on the convention mobile app
- Company logo and description on convention website for 12 months
- Breakfast, dessert, and reception served in exhibit hall area

## EXHIBITOR INFORMATION

- 10'x10' booth space, including 8' high back wall draperies with 36" side divider
- One 7"x44" identification sign (contract must be received 30 days before start of conference)
- 6' draped table with two chairs and a wastebasket
- Exhibit area is carpeted
- Perimeter security (during exhibit off hours)

## EXHIBITOR SCHEDULE

**Installation:** Monday, June 25 12:00 noon – 4:00 pm

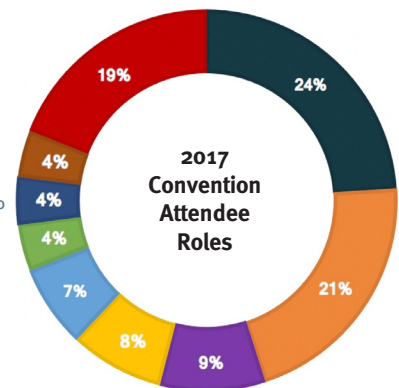
**Exhibit Hours:** Monday, June 25 4:30 pm – 6:30 pm  
*(cash bar and lite finger foods in exhibit hall)*

Tuesday, June 26 7:30 am – 2:45 pm  
*(breakfast and breaks in exhibit hall)*

**Takedown:** Tuesday, June 26 2:45 pm

## IMPORTANT STATS

- Primary Care Providers: 24%
- SBHC Directors & Administrators: 21%
- Behavioral Health Providers: 9%
- Nurses: 8%
- Medical Directors & Administrators: 7%
- School Administrators: 4%
- Health Educators: 4%
- Gov't Agency Representatives: 4%
- Other: 19%



## EXHIBITOR RATES

	Before January 31, 2018	After February 1, 2018
Exhibit Booth	\$1,200.00	\$1,400.00
Nonprofit/Gov't Booth	\$700.00	\$800.00

# CONVENTION SPONSORSHIP

Elevate Your Brand • Make Meaningful Connections



## PRESENTING \$25,000

- Opportunity to showcase your company on PowerPoint slide prior to start of opening plenary
- One handout on chairs during opening plenary (handout supplied by sponsor)
- Two complimentary conference registrations
- Signage with logo in convention registration area
- Thanks from School-Based Health Alliance President John Schlitt during opening remarks
- Logo on cover of printed schedule at a glance
- Upgraded listing with logo in mobile app (125 words)
- Upgraded listing with logo on convention website for 12 months
- Thank you push notification through mobile app
- Acknowledgement message sent to 10,000+ Alliance listserv subscribers
- Opportunity to send follow-up email to all convention attendees
- Free exhibit booth with priority placement in exhibit hall



## GOLD \$10,000

- Two complimentary conference registrations
- Signage with logo in convention registration area
- Thanks from School-Based Health Alliance President John Schlitt during opening remarks
- Company name on cover of printed schedule at a glance
- Upgraded listing with logo in mobile app (125 words)
- Upgraded listing with logo on convention website for 12 months
- Thank you push notification through mobile app
- Opportunity to send follow-up email to all convention attendees
- Free exhibit booth



## SILVER \$5,000

- Two complimentary conference registrations
- Signage with logo in convention registration area
- Thanks from School-Based Health Alliance President John Schlitt during opening remarks
- Company name on printed schedule at a glance
- Company description with logo in mobile app
- Company description with logo on convention website for 12 months



## LUNCHEON OR EVENING EVENT \$3,000 (EACH)



- One complimentary conference registration
- Signage with logo on stage during luncheon or at evening event venue
- Table top display during luncheon or at evening event (table top display supplied by sponsor)
- Special “sponsored by” message next to event listing in printed program and in mobile app

# CONVENTION MARKETING & ADVERTISING

Enhance Your Visibility



## A LA CARTE

- Logo on official convention bag, plus one handout inserted in bag (handout supplied by sponsor; no larger than 8.5" x 11". Bag supplied by the Alliance.) **\$4,000** (one sponsor)
- Raffle and prize giveaway from stage during a plenary session (prize and raffle tickets supplied by sponsor) **\$3,000** (two sponsors)
- Logo and text on lanyard **\$2,500** (one sponsor)
- Eblast to all convention attendees, plus to the entire Alliance listserv (10,000) **\$2,000**
- One handout distributed to convention attendees during registration (handout supplied by sponsor; no larger than 8.5" x 11") **\$1,000**
- Mobile app banner ad. Be the first thing attendees see when they open the app! Ad links to your website. **\$500**
- Mobile app push notification to attendees during the convention. Send everyone a message about your exhibit booth, product, or services. **\$500**



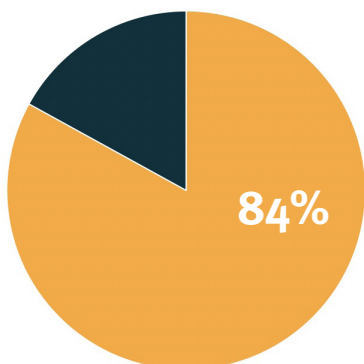
## WIFI SPONSOR \$5,000

- One complimentary convention registration
- Logo featured on wifi card containing password and instructions given to all attendees
- Logo featured on signage near registration
- Special section in app with instructions on how to access wifi with your logo
- Banner ad in mobile app with your logo that links to access instructions
- Special thanks from School-Based Health Alliance President John Schlitt during opening remarks



## MOBILE APP \$5,000

- One complimentary convention registration
- Logo featured on the splash screen of the mobile app
- Logo featured on app signage near registration
- Logo featured on "How to Use the App" handout giving to all attendees
- Priority banner ad placement in the mobile app with extended viewing time
- One push notification to attendees during the convention
- Special thanks from School-Based Health Alliance President John Schlitt during opening remarks



% of 2017 attendees using the app

## MOBILE APP STATS



- Total engagements (# of actions across all users for 2017 convention, including engagement with sessions, speakers, exhibitors, attendees, and social networks): **64.3K**
- Banner impressions (# of times a banner ad was viewed): **56.7K**

# APPLICATION

OFFICE USE ONLY: Date received \_\_\_\_\_

NOTE: Confirmation of booth assignment will be forwarded at a later date.

## Exhibitor (check your choice)

Before 1/31/18 After 2/1/18

- Exhibit Booth ..... \$1,200 ..... \$1,400
- Nonprofit Booth ..... \$700 ..... \$800
- Extra Exhibit Badge(s) ..... \$50 each

## Sponsor (check your choice)

Sponsor deadline is June 1, 2018.

- Presenting ..... \$25,000
- Gold ..... \$10,000
- Silver ..... \$5,000
- Luncheon Sponsor (one available) ..... \$3,000
- Evening Event Sponsor (one available) ..... \$3,000

## Marketing and Advertising (check your choices)

Marketing and advertising deadline is June 1, 2018.

- Wifi Sponsor (one available).....\$5,000
  - Mobile App Sponsor (one available).....\$5,000
  - Convention Bag (one available).....\$4,000
  - Eblast .....\$2,000
  - Lanyard (one available) .....\$2,500
  - Handout .....\$1,000
  - Raffle (two available) .....\$3,000
  - Mobile App Banner Ad .....\$500
  - Mobile Push Notification .....\$500
- Total Due:** ..... \$ \_\_\_\_\_

## PAYMENT INFORMATION

NOTE: Exhibit space assignment will not be made until payment is received in full. Submit application early for best placement!

Organization Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sign on booth should read: \_\_\_\_\_

Please list any exhibits you prefer not to be near: \_\_\_\_\_

Company and exhibit descriptions for inclusion on website and mobile app (125 words for Presenting Sponsor and 75 words for Gold Sponsors):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Submit company logo (.jpeg or .tiff in large file or hi-res format) to Larry Bostian at lbostian@sbh4all.org by March 1, 2018. After this date, logo will be pulled from company website. Company and exhibit descriptions can also be emailed to Larry.

## PAYMENT OPTIONS

School-Based Health Alliance Federal Tax ID# 54-1752058

Our check for \$\_\_\_\_\_ is enclosed made payable to School-Based Health Alliance.

Visa    MasterCard    American Express

Name on Card: \_\_\_\_\_

Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

By submitting this application, the undersigned understands the topic, products, or services described must be appropriate to fostering the healthy development of children and their families and that School-Based Health Alliance reserves the right to make a determination about which materials are appropriate for the intended audience. I further agree to abide by all policies, rules, and regulations of the 2018 National School-Based Health Care Convention. Cancellation Policy: Any exhibitor or advertiser who withdraws their application will be charged a \$250 cancellation fee.

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_