

2021 ANNUAL VIRTUAL CONFERENCE

JUNE 23 - 24, 2021

SPONSORSHIP & EXHIBITOR PROSPECTUS



RE • WHAT'S NEXT FOR
HEALTHCARE MARKETING?

NESHCo has gone virtual

NESHCo is excited to bring the largest regional healthcare marketing conference straight to you! Strengthen your brand, establish and solidify relationships, and generate sales leads within our robust virtual conference platform. NESHCo offers a wide spectrum of sponsorship opportunities to fit every budget and marketing plan. By sponsoring our annual conference, you visibly demonstrate your commitment to the profession while keeping your name in front of your top customers and prospects.

Our Digital Audience

The NESHCo Spring Conference audience ranges from junior-level to chief marketing officer-level executives. While most attendees are manager to director level, NESHCo prides itself on maintaining long-term relationships with vice presidents and CMOs of our member organizations while simultaneously incorporating programs that will entice those new to healthcare. Many NESHCo attendees have been attending for five to ten years.

SPONSORSHIP & EXHIBITOR PACKAGES

Our virtual platform offers sponsors and exhibitors the opportunity to be seen with media-rich vendor profiles. These profiles hold opportunities to educate and engage with NESHCo attendees.

Platinum Sponsor \$4,000 (2 opportunities available)

Pre-Conference Opportunities

- Receive the highest level of recognition on NESHCo's conference website and marketing emails
- Promotion on NESHCo's social media platforms leading up to the conference
 - Ability to offer promotional video to post.
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- Sponsor one keynote session (provide brief overview of your organization and introduce keynote speaker)
- Four complimentary registrations to attend the conference
- Signage throughout the virtual conference platform
- Two push notifications sent out through virtual conference platform
- NESHCo's virtual exhibit hall - features include live chats between exhibitors and attendees
- 10-minute or less pre-recorded "TEDTalk" style presentation to be played during the conference
 - Topic must be pre-approved by the conference committee
 - Must be valuable to audience without a sales pitch

Post-Conference Opportunities (throughout 2021)

- (TEDTalk) Pre-recorded presentation will be published on the NESHCo conference website and promoted through NESHCo's social media platforms
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Post-conference email from NESHCo to members with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- One article written by the sponsoring company and posted in NESHCo's E-Newsletter
- Four complimentary one-year individual memberships in NESHCo (\$700 value)



Gold Sponsor

\$3,000 (1 opportunity available)

Pre-Conference Opportunities

- Recognition on NESHCo's conference website and marketing emails
- Promotion on NESHCo's social media platforms leading up to the conference
 - Text and company logo only
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- Sponsor Lamplighter Award Recognitions (Provide brief overview of your company and introduction at each recognition)
- Three complimentary registrations to attend the conference
- Signage throughout the virtual conference platform
- One push notification sent out through virtual conference platform
- NESHCo's virtual exhibit hall - Features include live chats between exhibitors and attendees

Post-Conference Opportunities (throughout 2021)

- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Recognition in all emails focusing on the Lamplighter Awards
- Post-conference email from NESHCo to members with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- Three complimentary one-year individual memberships in NESHCo (\$525 value)

Silver Sponsor

\$1,500 (4 opportunities available)

Pre-Conference Opportunities

- Recognition on NESHCo's conference website and marketing emails
- Promotion on NESHCo's social media platforms leading up to the conference
 - Text and company logo only
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- Sponsor a General Session (provide brief overview of your organization and introduce the speaker)
- Two complimentary registrations to attend the conference
- Signage throughout the virtual conference platform
- One push notification sent out through virtual conference platform
- NESHCo's virtual exhibit hall - Features include live chats between exhibitors and attendees

Post-Conference Opportunities (throughout 2021)

- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Post-conference email with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- Two complimentary one-year individual memberships in NESHCo (\$350 value)



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Keynote Speaker E-Book Sponsor

\$2,500 (1 opportunity available)

Pre-Conference Opportunities

- Recognition on NESHCo's conference website and marketing emails
- Promotion on NESHCo's social media platforms leading up to the conference
 - Text and company logo only
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- Sponsor E-book written by our Keynote Speaker, Zeev Neuwirth MD, sent to all confirmed attendees (Reframing Healthcare: A Roadmap for Creating Disruptive Change)
- Two complimentary registrations to attend the conference
- Signage throughout the virtual conference platform
- One push notification sent out through virtual conference platform
- NESHCo's virtual exhibit hall - Features include live chats between exhibitors and attendees

Post-Conference Opportunities (throughout 2021)

- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Post-conference email with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- Two complimentary one-year individual memberships in NESHCo (\$350 value)



Pinksocks Sponsor

\$1,000 (1 opportunity available)

One of our keynote speakers is Nick Adkins, the founder of the #Pinksocks movement.

Pinksocks Life, Inc. is a 501(c)(3) nonprofit organization focused on promoting human connection around the world by socially supporting other public charities. The pinksocks movement empowers people from all walks of life to connect with anyone, anywhere, by creating a global tribe of pinksocks-wearing people who are focused on empathy, caring, and love. The pinksocks movement began in healthcare, and is now growing in all kinds of industries around the world! At NESHCo, we believe that the #pinksocks philosophy is exactly what we need as we work to emerge from this pandemic.

Pre-Conference Opportunities

- Recognition on NESHCo's conference website and marketing emails
- Promotion on NESHCo's social media platforms leading up to the conference
 - Text and company logo only
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- Sponsor Pinksocks (pinksocks.life) sent to all confirmed attendees
 - Thanks to your sponsorship, NESHCo will actually mail a pair of pinksocks or some other pinksocks merchandise to each registered attendee! The mailing will clearly identify your organization as the sponsor that made this possible. This is a great tie-in with our #pinksocks keynote address on recharging our batteries after COVID.
- Two complimentary registrations to attend the conference
- Signage throughout the virtual conference platform
- One push notification sent out through virtual conference platform
- NESHCo's virtual exhibit hall
 - vfeatures include live chats between exhibitors and attendees

Post-Conference Opportunities (throughout 2021)

- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Post-conference email with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- One complimentary one-year individual memberships in NESHCo (\$175 value)



Exhibitor

\$850

Pre-Conference Opportunities

- Recognition on NESHCo's conference website and marketing emails
- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees prior to the conference

Day of Conference Opportunities

- One complimentary registration to attend the conference
- Signage throughout the virtual conference platform
- NESHCo's virtual exhibit hall - Features include live chats between exhibitors and attendees

Post-Conference Opportunities (throughout 2021)

- Attendee list (name, title, organization, email address)
 - Limited to one email blast to attendees post-conference
- Post-conference email with web site link sent to all conference attendees
- Logo with link to website posted on the NESHCo website for the duration of 2021
- One complimentary one-year individual memberships in NESHCo (\$175 value)

Add-On Opportunities

Push notification: \$100

Additional conference passes: \$100

