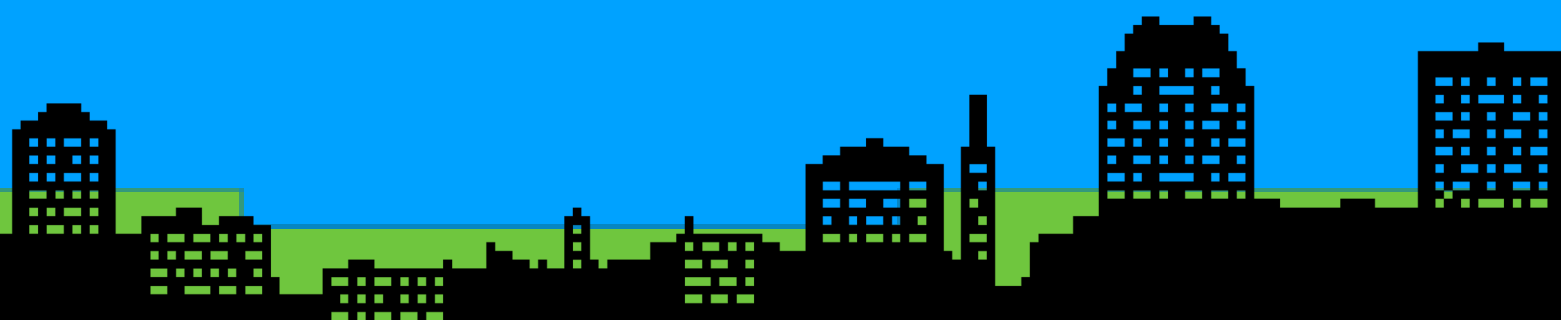




**NESHCo**

**SPONSORSHIP  
& EXHIBITOR  
PROSPECTUS**



## **2025 ANNUAL CONFERENCE**

Pioneering Healthcare Communications  
for Today's Patients and Consumers



► May 28–30 ► MGM Springfield | Springfield, MA



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### JOIN NESHCO IN SPRINGFIELD, MA!

On behalf of NESHCo and the Conference Planning Committee, it is with immense pleasure and excitement that we extend an invitation to the 34th Annual Spring Conference hosted in Springfield, Massachusetts. Get ready to embark on an unforgettable journey of knowledge sharing, networking, and celebration!

One of the highlights of our conference is the prestigious Lamplighter Awards ceremony, which shines a spotlight on the brilliance and dedication of PR, marketing, and communications professionals across New England. The Lamplighter Awards exemplify our commitment to recognizing excellence and we look forward to celebrating the outstanding work that shapes our field.

The NESHCo Spring Conference enjoys a reputation as a fun and welcoming community. With scenic views of Springfield's historical landmarks, and the unmistakable New England charm, the conference venue itself sets the stage for an unforgettable experience. Expect exciting social events, interactive activities, and opportunities to build lasting connections with colleagues and industry peers.

As conference co-chairs, it is our privilege to be part of this remarkable event, and we can't wait to meet each one of you in person. Springfield 2025 is not just a conference; it's a celebration of our shared passion for healthcare communications and the collective strides we make in advancing the field.

Thank you for being a part of this journey with us. Together, let's make Springfield 2025 an event to remember!

See you in Springfield!

### SPONSORSHIP COMMITTEE

- ▶ Hope Rush
- ▶ Patrick Upton

### HERE IS WHY YOU SHOULD PARTICIPATE:

NESHCo gives all participating organizations an opportunity to strengthen your brand, establish and solidify relationships, and generate sales leads. As the largest healthcare conference in the region, this program offers a wide spectrum of opportunities to fit every budget and marketing plan. Exhibiting at NESHCo's Annual Conference opens the door to an executive audience of healthcare communicators across New England. We encourage you to take advantage of this opportunity by choosing a package that meets your marketing objectives. Speak with our staff about creating a marketing program that is uniquely yours by contacting [admin@neshco.org](mailto:admin@neshco.org). Organizations within the spectrum of advertising, public relations, design, web development, digital marketing, publication houses, and promotional item vendors are all a good fit for NESHCo's conference audience.

### CONFERENCE COMMITTEE

- ▶ Leah Lesser, Co-Chair
- ▶ David Tytell, Co-Chair
- ▶ Jeff Steblea, Board Liaison
- ▶ Melissa Nelson, Board Liaison
- ▶ Kevin Robinson
- ▶ Heather Porter
- ▶ Dan Dunlop
- ▶ Sue McDonald
- ▶ Steve Koch
- ▶ Nichole Messier
- ▶ Dexter Tarbox
- ▶ Emily Wade

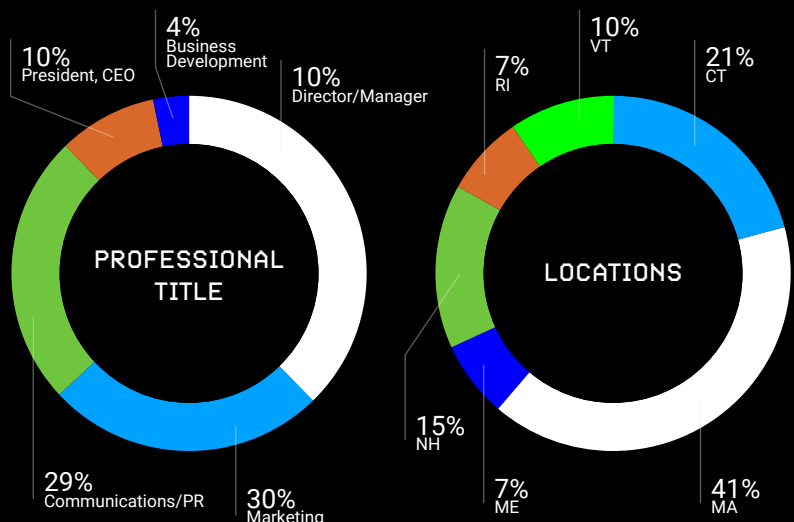
### SPONSOR OR EXHIBIT NOW!

**CLICK TO SIGN UP**

Questions or Assistance? Contact [admin@neshco.org](mailto:admin@neshco.org) | 978-250-9847

### WHO ATTENDS?

The NESHCo Annual Conference audience ranges from junior-level to chief marketing officer-level executives. NESHCo prides itself on maintaining long-term relationships with C-Suite executives such as Presidents, Vice Presidents, and CMOs of our member organizations while simultaneously incorporating programs that will entice those new to healthcare. Many NESHCo attendees come from hospitals, health systems, and marketing agencies.





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### PLATINUM SPONSORSHIP

**\$10,000**

- ▶ Pre and post attendee list.
- ▶ One Exhibit Table. *(\$3,000 value)*
- ▶ Total of 4 complimentary conference registrations. *(\$2,800 value)*
- ▶ Total of 2 complimentary NESHCo memberships. *(\$400 value)*
- ▶ Logo recognition in all digital conference material as the Platinum Sponsor.
- ▶ Logo recognition on signage throughout the conference as the Platinum Sponsor.
- ▶ Logo and website link on NESHCo's conference website as the Platinum Sponsor.
- ▶ Optional one promotion item placed in the conference bag. Bag insert provided by sponsor.
- ▶ Opportunity for a ten-minute introduction of your organization to the general attendee audience.
- ▶ 1 exclusive marketing email sent out to all conference attendees two weeks prior to the start of the conference. Sponsor provides content to NESHCo to send out through their marketing channel.
- ▶ Opportunity to host a pre or post conference webinar. The topic must be industry-related, and content cannot be solely about the sponsoring organization and/or its products or services. Content must be approved by the Sponsorship Committee Chair(s).

### GOLD SPONSORSHIP OPPORTUNITIES

**\$4,000–\$8,000**

#### LAMPLIGHTER AWARDS DINNER SPONSORSHIP: \$8,000

- ▶ Pre and post attendee list.
- ▶ One Exhibit Table. *(\$3,000 value)*
- ▶ Total of 2 complimentary conference registrations. *(\$1,400 value)*
- ▶ Total of 1 complimentary NESHCo memberships. *(\$200 value)*
- ▶ Logo recognition in all digital conference material as the Premiere Lamplighter Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Gold Sponsor.
- ▶ Logo and website link on NESHCo's conference website as a Gold Sponsor.
- ▶ Optional one promotion item placed in the conference bag. Bag insert provided by sponsor.
- ▶ Opportunity for a representative to welcome attendees to the dinner, provide a brief overview of your organization.
- ▶ Reserved table for sponsored organization (does not include event tickets).
- ▶ Centerpiece are adorned with all Lamplighter Sponsor Logos.





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### OPENING NIGHT SPONSORSHIP: \$7,500

- ▶ Pre and post attendee list.
- ▶ One Exhibit Table. (\$3,000 value)
- ▶ Total of 2 complimentary conference registrations. (\$1,400 value)
- ▶ Total of 1 complimentary NESHCo memberships. (\$200 value)
- ▶ Logo recognition in all digital conference material as the Opening Night Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Gold Sponsor.
- ▶ Logo and website link on NESHCo's conference website as a Gold Sponsor.
- ▶ Opportunity for a representative to welcome attendees to the opening night event and provide a brief overview of your organization.
- ▶ ADD ON OPPORTUNITY: Branded cocktail glasses (or other swag) \$1,000

### KEYNOTE SPONSORSHIP: \$5,000 (TWO OPPORTUNITIES AVAILABLE)

- ▶ Pre and post attendee list.
- ▶ One Exhibit Table. (\$3,000 value)
- ▶ Total of 2 complimentary conference registrations. (\$1,400 value)
- ▶ Total of 1 complimentary NESHCo memberships. (\$200 value)
- ▶ Logo recognition in all digital conference material as the Keynote Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Gold Sponsor.
- ▶ Logo and website link on NESHCo's conference website as a Gold Sponsor.
- ▶ Opportunity for a representative to welcome attendees to the session, provide a brief overview of your organization and introduce the keynote speaker.

### LAMPLIGHTER AWARDS AFTER PARTY SPONSORSHIP: \$5,000

- ▶ Pre and post attendee list.
- ▶ One Exhibit Table. (\$3,000 value)
- ▶ Total of 2 complimentary conference registration (includes admission to the Lamplighter Gala). (\$1,400 value)
- ▶ Additional 2 complimentary lamplighter tickets. (\$340 value)
- ▶ Logo recognition in all digital conference material as a Lamplighter Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Gold Sponsor.
- ▶ Logo and website link on NESHCo's conference website as a Gold Sponsor.
- ▶ Opportunity for a representative to welcome attendees to the after party reception.





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### LAMPLIGHTER AWARDS DINNER WINE & CENTERPIECE SPONSORSHIP: \$4,000

- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala) (\$700 value)
- ▶ Additional 2 complimentary lamplighter tickets. (\$340 value)
- ▶ Logo recognition in all digital conference material as a Lamplighter Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Gold Sponsor.
- ▶ Logo and website link on NESHCo's conference website as a Gold Sponsor.
- ▶ Opportunity to sponsor the wine served during dinner and floral centerpieces at each table.
- ▶ Logo recognition in all digital conference material as a Lamplighter Sponsor.

### SILVER SPONSORSHIP OPPORTUNITIES

**\$3,000**

### EXHIBITOR: \$3,000 (MULTIPLE OPPORTUNITIES AVAILABLE)

- ▶ Pre and post attendee list.
- ▶ One 6ft draped table with 2 chairs.
- ▶ Total of 2 complimentary conference registration (includes admission to the Lamplighter Gala) (\$1,400 value)
- ▶ Logo recognition in all digital conference material as a Silver Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Silver Sponsor.
- ▶ Logo recognition on dedicated signage during the meal break.
- ▶ Logo and website link on NESHCo's conference website as a Silver Sponsor.

### BREAKFAST SPONSORSHIP: \$3,000 (TWO OPPORTUNITIES AVAILABLE)

- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala) (\$700 value)
- ▶ Logo recognition in all digital conference material as a Silver Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Silver Sponsor.
- ▶ Logo recognition on dedicated signage during the meal break.
- ▶ Logo and website link on NESHCo's conference website as a Silver Sponsor.
- ▶ Opportunity to have a branded food item. Example: Granola Bar, Protein Bar, Mints, etc.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000.





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### LUNCH SPONSORSHIP: \$3,000 (TWO OPPORTUNITIES AVAILABLE)

- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala) (\$700 value)
- ▶ Logo recognition in all digital conference material as a Silver Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Silver Sponsor.
- ▶ Logo recognition on dedicated signage during the meal break.
- ▶ Logo and website link on NESHCo's conference website as a Silver Sponsor.
- ▶ Opportunity to have a branded food item. Example: Chocolates, Trail Mix, Snack Pouch, etc.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).

### HEALTH & WELLNESS SPONSORSHIP: \$3,000

- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala) (\$700 value)
- ▶ Logo recognition in all digital conference material as a Silver Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Silver Sponsor.
- ▶ Logo recognition on dedicated signage during the wellness break.
- ▶ Logo and website link on NESHCo's conference website as a Silver Sponsor.
- ▶ NESHCo will work with the sponsor to determine the type of wellness session to be offered to conference attendees. Examples include: Morning Yoga, Massage Therapists, Therapy Dog, etc.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).

### MOBILE APP SPONSOR: \$3,000

- ▶ Exclusive opportunity to support the mobile app.
- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala) (\$700 value)
- ▶ Logo recognition on the conference app.
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).





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### HOTEL ROOM KEY SPONSOR: \$3,000

- ▶ Exclusive opportunity to brand the guestroom keycards.
- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala)  
(\$700 value)
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).

### CONFERENCE LANYARD SPONSOR: \$3,000

- ▶ Exclusive opportunity to brand the conference lanyards.
- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala)  
(\$700 value)
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).

### CONFERENCE BAG SPONSOR: \$3,000

- ▶ Exclusive opportunity to brand the conference tote bag.
- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala)  
(\$700 value)
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.
- ▶ Opportunity to purchase an exhibit table at a discounted rate of \$2,000 (One 6ft draped table with 2 chairs and one additional representative).

## NESHCO SUPPORTER OPPORTUNITIES

**\$2,500 & UNDER**

### BREAK SPONSORSHIP: \$2,500 (THREE OPPORTUNITIES AVAILABLE)

- ▶ Pre and post attendee list.
- ▶ Total of 1 complimentary conference registration (includes admission to the Lamplighter Gala)  
(\$700 value)
- ▶ Logo recognition in all digital conference material as a Silver Sponsor.
- ▶ Logo recognition on signage throughout the conference as a Silver Sponsor.
- ▶ Logo recognition on dedicated signage during the break.
- ▶ Logo and website link on NESHCo's conference website as a Silver Sponsor.





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### PROMOTIONAL GIVEAWAY ROOM DROP SPONSOR: \$2,000

- ▶ Exclusive opportunity to provide a promotional item placed in conference attendee hotel rooms. (Limit to first 100 guestrooms). Promotional item supplied by your company.
- ▶ Pre and post attendee list.
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.

### RIDESHARE SPONSOR: \$2,000

- ▶ Exclusive opportunity to provide a rideshare voucher to conference attendees. NESHCo will organize the rideshare voucher. Voucher supplied to the first 100 attendees.
- ▶ Pre and post attendee list.
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.

### CHARGING STATION SPONSOR: \$2,000 (MULTIPLE SPONSORSHIPS AVAILABLE)

- ▶ Opportunity to provide a branded charging station available for all attendees.
- ▶ Pre and post attendee list.
- ▶ Logo recognition in all digital conference material as a NESHCo Supporter.
- ▶ Logo recognition on signage throughout the conference as a NESHCo Supporter.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.

### BREAKOUT SESSION SPONSOR: \$500 (MULTIPLE SPONSORSHIPS AVAILABLE)

- ▶ Recognition on signage at a breakout session of your choice.
- ▶ Opportunity for a representative to welcome attendees to the session and help moderate.
- ▶ Name and website link on NESHCo's conference website as a NESHCo Supporter.

## EXTRA ADD ON OPPORTUNITIES

### BAG INSERT: \$300/PER INSERT

Promotional item placed in the conference bag. Promotional item supplied by your company.

### ADDITIONAL CONFERENCE PASS: \$500/PER

Opportunity to purchase additional conference passes at a discounted rate.

