



## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

**S** trengthen your brand, establish and solidify relationships and generate sales leads as a NESHCo sponsor or exhibitor. NESHCo offers a wide spectrum of opportunities to fit every budget and marketing plan. Demonstrate your commitment to the profession while keeping your name in front of your top customers and prospects.

NESHCo's Spring Conference is the largest regional healthcare conference. Exhibiting at NESHCo's Spring Conference opens the door to this select and sophisticated audience of healthcare communicators. We encourage you to take advantage of this opportunity to participate as a sponsor. Choose a package that meets your marketing objectives or speak with our staff about creating a marketing program that is uniquely yours.

### WHO ATTENDS?

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 10 years.

NESHCo attendees' job descriptions include:

Marketing	Communications	Publications	Advertising
Media Relations	Public Affairs	Community Outreach	Strategic Planning
Physician Relations	Government Relations	Community Relations	Public Relations
Fund Development	Copywriting	Social Media	Website

### PAST ATTENDANCE

NESHCo conference attendance has been steady over that past few years. In 2009, NESHCo combined its spring and fall conferences into just one Spring Conference and moved the Lamplighter Awards to a dinner gala. Additional attendees drive in for just the awards ceremony each year. In addition to the paying attendees detailed below, approximately 15-20 speakers also attend and stay throughout the conference.

Date	Paid Attendees	Lamplighter Award Additional Attendees
2013 - Newport	129	45
2014 - Mystic	120	68
2015 - Boston	128	122
2016 - Providence	126	100
2017 - Cape Cod	108	82
2018 - Southbridge	103	53

Visit [www.neshco.org](http://www.neshco.org) to secure your sponsorship/exhibit space.



## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

### 2018 Attendance

The 2018 conference in Southbridge Massachusetts drew 103 paid attendees, 27 speakers and 53 additional Lamplighter dinner attendees. Below is a sampling of the attendees to give potential exhibitors and sponsors a feel for who attends, their titles and locations. A full list is provided to all exhibitors and sponsors two weeks prior to the conference and one week post conference (to be sure all last-minute attendees are included). This list will include full addresses, phone numbers and email addresses for the exhibitors to use with some restrictions.

Title	Company	State
Austen Riggs Center	Communications Officer	Massachusetts
Baystate Health	Public Affairs Manager & Spokesperson	Massachusetts
Berry Network	Business Advisor	Ohio
Boston Medical Center	Senior Media Relations Specialist	Massachusetts
Brattleboro Memorial Hospital	Marketing & Communications Specialist	Vermont
Cape Cod Healthcare	SVP Marketing Communications	Massachusetts
Care New England	Director of Marketing	Rhode Island
Charlotte Hungerford Hospital	DIR Communications & Community Development	Connecticut
Cheshire Medical Center	Director, Marketing and Communications	New Hampshire
Connecticut Children's Medical Center	Communications Specialist	Connecticut
Connecticut Hospital Association	Vice President, Communications	Connecticut
Connective DX	Healthcare Practice Director	Massachusetts
Cooley Dickinson VNA & Hospice	Dir. of Business Development and Community Engagement	Massachusetts
Dartmouth-Hitchcock Health	Senior Director, External Relations	New Hampshire
eHealthcare Strategy & Trends	Editor	Connecticut
Emerson Hospital	Sr VP Planning & CSO	Massachusetts
Gaylord Specialty Healthcare	Marketing Communications	Connecticut
Grace Cottage Family Health & Hospital	Marketing Manager	Vermont
Hartford HealthCare	Vice President, Marketing and Branding	Connecticut
Health South New England Rehab Hospital	Marketing Coordinator	Massachusetts
Holyoke Medical Center	Director of Marketing	Massachusetts
Hospital Association of RI	Director, Technology & Creative Services	Rhode Island
Joslin Diabetes Center	Sr. Director of Communications	Massachusetts
Lawrence + Memorial Hospital	Director of Public Relations	Connecticut
Lawrence General Hospital	Chief Mktg & Comm Officer	Massachusetts
Massachusetts General Hospital	Massachusetts General Hospital	Massachusetts
MIT Medical	Director of Marketing	Massachusetts
Mt. Ascutney Hospital and Health Center	Marketing/PR Manager	Vermont
New England Quality Care Alliance	Communications Specialist	Massachusetts
Newton-Wellesley Hospital	VP, Marketing, Communications and Public Affairs	Massachusetts
NH Hospital Association	Director of Communications	New Hampshire

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North Country Healthcare	CEO	New Hampshire
Northwestern Medical Center	VP Planning & Community Relations	Vermont
NVNA and Hospice	Director, Communications	Massachusetts
Pediatric Physicians' Organization at Children's	Senior Communications Specialist	Massachusetts
Portsmouth Regional Hospital	Director of Marketing and Public Relations	New Hampshire
Rutland Regional Medical Center	Communications Specialist	Vermont
South County Health	Marketing Specialist	Rhode Island
Southwestern Vermont Health Care	Director of Marketing and Communications	Vermont
Spaulding Rehab	MarCom Manager	Massachusetts
Speare Memorial Hospital	Director of Marketing	New Hampshire
Spectrum Healthcare Partners	Director of Marketing & PR	Maine
Stamford Health	Director, Digital Marketing	Connecticut
Sturdy Memorial Hospital	Publications Supervisor/Marketing Specialist	Massachusetts
Thundermist Health Center	AVP, Communications & Development	Rhode Island
Trinity Health of New England	Regional Vice President, Marketing and Communications	Connecticut
UConn Health	Chief Communication Officer	Connecticut
Valley Regional Hospital	Marketing Coordinator	New Hampshire
Visiting Nurse & Hospice for VT/NH	Director, Community Relations & Development	Vermont
Western Connecticut Health Network	Director of Marketing	Connecticut
Women & Infants Hospital of Rhode Island	Director of Patient Education	Rhode Island
Yale New Haven Health	Director, PR	Connecticut

## WHO SHOULD PARTICIPATE

Any vendor who offers a service that would be applicable to healthcare communications should consider NESHCo's Spring Conference as part of their marketing mix. Companies such as advertising and PR agencies, design companies, web vendors, publications houses, promotional item vendors are all a good fit for NESHCo's audience. The key question to ask is whether the marketing/communications department would be the decision maker for the company's suggested service.

### 2018 Sponsors & Exhibitors

Baldwin Publishing, Inc.	Berry Network	Innovare Medical Media
Coffey Communications	Bluespire Marketing	Jennings Health
Eruptr	Healthgrades	Kentico Software
gSight	Lawrence + Memorial Hospital	PK Studios LLC
Guest Communication Corporation	Market Street Research	SilverTech, Inc.
Market Decisions Research	Sean Tracey Associates	Spectrio
GLC - a marketing communications agency	Wainscot Health	Triad Advertising
SPM Marketing & Communications	EVR Advertising	Whiteboard Animation Plus

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

### SPONSORSHIP & EXHIBITOR PACKAGES

#### Platinum Sponsorship

\$5,000

Receive the highest level of recognition among more than 200 conference attendees, Lamplighter Awards Gala participants, and presenters.

- Listed in all 2019 conference written materials as the platinum sponsor, including logo on front of brochure and conference book
- Opportunity for a representative of your organization to provide a two-minute welcome before the keynote session
- Four complimentary registrations to attend the conference and the Lamplighter Awards Dinner (\$2,600 value)
- Two complimentary one-year individual memberships in NESHCo (\$350 value)
- Full-page ad on back cover of conference binder/book
- Corporate giveaway item given to all attendees (at sponsor's cost)
- Signage throughout conference with your company logo
- Website link on the NESHCO web site
- Post-conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference
- **Exhibit Space** – A 6' table top exhibit space. (\$1,000 value) \*If you choose not to exhibit, \$1,000 will be deducted from the cost of your sponsorship.

*This sponsorship does not preclude additional sponsors from providing individual branded items throughout the conference. NESHCo will do everything possible to not post competitors together.*

#### Opening Night Event

\$3,500

The opening night event is the kick off to the Spring Conference. Past themes have included a clambake on Old Silver Beach, mansion tour and Newport Vineyards wine tasting, casino night at Mohegan Sun, and Fenway Park tour and EMC Club. This year's event is currently being planned (TBA).

- Listing in all 2019 conference written materials as the major sponsor.
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)
- One complimentary one-year individual membership in NESHCo (\$175 value)
- Full-page ad in conference books (first of all ads)
- Corporate giveaway item given to all attendees (at sponsor's cost)
- Website link on the NESHCO web site
- Post-conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference
- **Exhibit Space** – A 6' table top exhibit space. (\$1,000 value) \*If you choose not to exhibit, \$1,000 will be deducted from the cost of your sponsorship.

*This sponsorship does not preclude additional sponsors from providing individual branded items at the dinner such as glasses, photo booth, trolleys, etc. NESHCo will do everything possible to not post competitors together.*

#### Keynote Sponsorship

\$3,000

The keynote sponsorship includes the unique opportunity to speak at the conference. The keynote sponsor will have two minutes to speak about their company as it related to NESHCo and to introduce the keynote speaker.

- Listed in all 2019 conference written materials as the Keynote Sponsor
- Opportunity to introduce speaker and talk briefly about your company

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

- Name on all signage as the Keynote Sponsor
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)
- One complimentary one-year individual membership in NESHCo (\$175 value)
- Full-page ad in conference books
- Collateral placed in conference bags (at sponsor's cost)
- Corporate giveaway item given to all attendees (at sponsor's cost)
- Website link on the NESHCO web site
- Post-conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference
- **Exhibit Space** – A 6' table top exhibit space. (\$1,000 value) \*If you choose not to exhibit, \$1,000 will be deducted from the cost of your sponsorship.

### Lamplighter Award Reception

\$2,500

The Lamplighter Awards are the premier healthcare awards program in New England. With more than 320 entries from 60 different organizations, this event is not to be missed.

- Listed in all 2019 conference written materials as the Lamplighter Awards Reception Sponsor
- Logo on all signage as the Lamplighter Awards Reception Sponsor
- Cocktail napkins with the sponsor's logo
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)
- Full-page ad in conference books
- Web site link & post-conference email sent to all conference attendees
- Complete conference attendee list provided before conference
- **Exhibit Space** – A 6' table top exhibit space (\$1,000 value) \*If you choose not to exhibit, \$1,000 will be deducted from the cost of your sponsorship.

*This sponsorship does not preclude additional sponsors from providing individual branded items at the reception such as glasses, photo booth, etc. NESHCo will do everything possible to not post competitors together.*

### Lamplighter Awards Dinner Sponsorship

\$4,000

The Lamplighter Awards are the premier healthcare awards program in New England. With nearly 400 entries from 60 different organizations, this event is not to be missed. The Gala sponsor will have the opportunity to speak to the audience at the beginning of the gala.

- Listed in all 2019 conference written materials as the Lamplighter Awards Sponsor
- Name on all signage as the Lamplighter Awards Dinner Sponsor
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)
- Full-page ad in conference books
- Corporate giveaway item included in all attendee gift bags (at sponsor's cost)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference
- **Exhibit Space** – A 6' table top exhibit space (\$1,000 value) \*If you choose not to exhibit, \$1,000 will be deducted from the cost of your sponsorship.

*This sponsorship does not preclude additional sponsors from providing individual branded items at the reception such as glasses, photo booth, etc. NESHCo will do everything possible to not post competitors together.*

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

### SESSION SPONSORSHIP OPPORTUNITIES

#### Day Two Breakout Sessions

\$1,750

Sponsor all NINE breakout sessions on day two (the first full day, Thursday, May 30) of the conference. Introductions made in each session will include a reference to the sponsor.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

#### Day Three Breakout Sessions

\$1,250

Sponsor three breakout sessions on day three (Friday, May 31) of the conference. Introductions made in each session will include a reference to the sponsor.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

#### Closing Session

\$1,500

Help us close out a great conference by choosing our grand prize winner and introducing the closing speaker.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

### Final Day Breakfast

\$1,500

Join us as we provide a full breakfast before the final day (Friday, May 31) of the conference.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### State Luncheon

\$1,750

To help attendees network with other professionals close to home, we will host a State Luncheon on Thursday, May 30.

- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Breaks with Exhibitors

\$1,750

NESHCo provides refreshments in the exhibit hall for three breaks throughout the conference. This is your chance to help drive traffic to exhibitors' booths by sponsoring the exhibit hall breaks.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Good-bye Bags

\$1,500

Thank our attendees by sending them off with a special treat. Your logo will be on a small bag holding a drink and snack while travelling home. *NESHCo to produce the bags.*

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### First Day Breakfast

\$1,500

Help us kick off the first full day (Thursday, May 30) of conference sessions with a hearty, but healthy, breakfast sponsored by you.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

## BRANDED SPONSORSHIP OPPORTUNITIES

### Hotel Room Key Card Sponsorship - EXCLUSIVE

\$1,750

Make the first impression with your brand on the hotel key cards at the hotel for attendees during the event. Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the event. Artwork to be provided by sponsor. NESHCO is responsible for cost of hotel key card production.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Official Lanyard Sponsorship - EXCLUSIVE

\$1,500

Capture the attention as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each attendee as they pick up their badge. Artwork to be provided by sponsor. NESHCO is responsible for cost of lanyard production.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### WIFI Sponsorship - EXCLUSIVE

\$1,750

See your logo before and after every session at the NESHCo Conference as we show the WIFI password sponsored by your company.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Cell Phone Charging Station Sponsorship - EXCLUSIVE

\$1,500

Give attendees the chance to get to know you while they recharge. Signage will be provided at the station or the sponsor may produce their own signage. Specs to be provided by NESHCo.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Registration Area Sponsorship - EXCLUSIVE

\$1,750

Be the first to welcome NESHCo attendees at the conference registration desk. Signage to be provided by NESHCo. Collateral and/or branded promotional item may be placed at the conference registration area at the sponsor's expense.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

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### Flash Drive Sponsorship - EXCLUSIVE

\$1,750

Stay on the top of attendees' minds with a branded flash drive that includes all the conference materials including session presentations. NESHCo is responsible for cost of flash drives.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

### Conference Bag - EXCLUSIVE

\$1,750

Your organization will be front of mind when your logo is displayed on more than 200 conference bags visible throughout the three-day event. NESHCo is responsible for cost of bags.

- Logo in all conference written materials
- Listed in all 2019 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference binders
- One complimentary registration to attend the conference & the Lamplighter Awards Dinner (\$650 value)
- Web site link on the NESHCO web site
- Post-Conference email with web site link sent to all conference attendees
- Complete conference attendee list provided before conference

## ADD-ON MARKETING & PROMOTIONAL OPPORTUNITIES

### Registration Bag Insert

\$250 per insert

Get the attention of our attendees by placing one of your company's promotional items or collateral in the official bag distributed to all attendees upon check-in at registration. Exhibitor is responsible for promotional item (all materials subject to approval). 225 items required and sent to NESHCo by April 1, 2019.

### Cocktail Glasses at Opening Night Event

\$1,000

Work with our team to provide a special take-home from the opening night event. Cocktail glasses with your logo will be provided to each attendee. This may be added to any sponsorship or exhibitor package.

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## 2019 Spring Conference Sponsorship & Exhibitor Opportunities

### EXHIBIT

#### Exhibit Only

\$1,500

Exhibitor benefits include:

- ✓ Logo in all conference written materials
- ✓ Half-page ad in conference binders
- ✓ **Exhibit Space** – A 6' table top exhibit space
- ✓ ONE complimentary registration to attend conference and Lamplighter Awards Dinner (\$650 value)
- ✓ Web site link on the NESHCO web site
- ✓ Post-Conference emails with web site link sent to all conference attendees
- ✓ Complete conference attendee list prior to the after conference

#### Exhibit Add On

\$1,000

We encourage sponsors to maximize their sponsorship by adding on exhibitor space.

- ✓ **Exhibit Space** – A 6' table top exhibit space

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### Additional Attendees

#### Additional Attendees

\$549

Each package includes either one or two attendees. Please see individual package descriptions for details. Additional attendees may be added to any package at the cost of \$549 each. All attendees are welcome at all conference sessions, meals and social events.

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### EXHIBIT GUIDELINES

#### Exhibit Space Dimensions:

approximately 8' width by 6' deep.

#### Exhibit Packages include:

- One (1) approx. 6' skirted table
- Two (2) side chairs
- Power connections (additional charge for more than one power connection)
- Wireless Internet

#### Booth Type:

This is a table top exhibit hall. No full booths will be allowed. However, pop ups displays that can still fit in the space are allowed as long as it doesn't infringe on neighboring exhibit spaces. Exhibitors may remove the table provided if they wish.

#### Requirements:

Displays and graphics may not interfere with attendee line of sight for neighboring booths. Such items in the front half of a linear booth may not exceed 4 ft. in height. Sound presentations, slides or movies will be permitted if turned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of the display or exceed 85 decibels.

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**Floor Plan:**

All dimensions and locations shown on the official floor plan are believed, but not warranted to be accurate. Furthermore, NESHCo reserves the right to make such modifications to the official floor plans as may be necessary to meet the needs of the exhibitors and the conference program.

**Space Assignments:**

Space assignments will be made by NESHCo and will not be provided prior to the conference.

**Application Materials:**

Sponsor application materials may be found at <http://www.neshco.org>. All exhibitors and sponsors must complete sponsorship application and once accepted, register to attend the event on separate form for all the representatives attending the conference. Additionally, all details regarding logos, advertisements, attendees lists, shipping materials and hotel registrations will be sent upon registration.

*Any additional questions, please contact  
Jenn Gervais, 401-443-2364, [jgervais@NESHCo.org](mailto:jgervais@NESHCo.org)*

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