



2020 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 ten 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 20-30 speakers also attend and stay throughout the conference.

Date	Paid Attendees	Total Attendees (Including Lamplighter Gala)
2013 - Newport	129	174
2014 - Mystic	120	188
2015 - Boston	128	150
2016 - Providence	126	226
2017 - Cape Cod	108	190
2018 - Southbridge	103	156
2019 - Providence	161	187

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2019 Attendance

The 2019 conference in Providence, Rhode Island drew 161 paid attendees, 27 speakers and 26 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 which exhibitors may use with some restrictions.

Company	Title	State
Adventist HealthCare	Director, Public Relations and Marketing	MD
Ball Consulting Group	Account Director	MA
Beth Israel Lahey Health	Communications Lead, IT	MA
Bluespire	Director, Client Solutions - Healthcare	MN
Boston University	Director, Lecturer, Health Communication Graduate Program	MA
Camelo Communication	President/CMO	FL
Campus Connection	Managing Director	CT
Christine Scaplen	Strategic Communications Director	MA
Community VNA	Director of Business Development	MA
Connecticut Hospital Association	Manager, Communications and Public Relations	CT
Cooley Dickinson Health Care	Chief Marketing and Communication Officer	MA
Cox Health Marketing	Media and Marketing Strategist	MA
CRICO	Communications Director	MA
Cronin	VP, Innovation & Business Development	CT
Dartmouth-Hitchcock	Vice President	NH
DocASAP	Regional Vice President	MD
Emerson Hospital	Sr. VP Planning & CSO	MA
Eruptr	VP of Sales	MN
Esmond Communications	Owner	VT
Evariant	Marketing Practice Leader	CT
EVR Advertising	President	NH
Feedback	Principal	VA
Forrester Network	President	CT
GLC - a marketing communications agency	VP, Business Development	IL
Google	Sr. Account Executive	MA
Gozio Health	Sales Director	CT
Grace Cottage Family Health and Hospital	Marketing Manager	VT
Greater Lawrence Family Health Center	Associate Vice President, Marketing and Development	MA
HALO Branded Solutions	Brand Development Director	NY
Hartford HealthCare	Director, Digital Strategy	CT
Healthcare Rap	Podcast Host	AZ

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Huggins Hospital	Marketing and Communications Specialist	NH
Hungerford Hospital	Director, Communications & Community Development	CT
Jennings	Principal	NC
Joslin Diabetes Center	Sr. Director of Communications	MA
KDT Communications	President	NH
Lawrence + Memorial Hospital	Director of Public Relations	CT
Lawrence General Hospital	Chief Marketing and Comm Officer	MA
LionShare	Vice President, Business Strategy and Analytics	KS
Market Street Research	Executive Vice President	MA
Massachusetts General Hospital	Director of Internal Communications, Publications and Operations	MA
Massachusetts Health & Hospital Association	Sr. Director, External Communications	MA
Matter	Account Manager	RI
Medicom Health	Client Success Strategist	MN
MedTouch	Director of Strategy	MA
MIT Medical	Director of Marketing	MA
Mt. Ascutney Hospital and Health Center	Marketing and Public Relations Manager	VT
Mystic Valley Elder Services	Director of Communications	MA
New Hampshire Hospital Association	Vice President, Communications	NH
Newton-Wellesley Hospital	Marketing Manager	MA

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.

2019 Sponsors & Exhibitors

Bluespire	Hartford Healthcare	Reardon + Stewart
Boston University Metropolitan College	Hospital Association of RI	Sean Tracey Associates
Campus Connection	Jennings	Silvertech
Coffey Communications	KwikBoost	Spectrum Healthcare Partners
Eruptr	Libris by PhotoShelter	SPM Marketing & Communications
EVR	LionShare	Staywell
Feedback	Market Decisions Research	Triad Advertising Companies
Geonetric	Market Street Research	Wainscot Health
GLC	Mass Health & Hospital Association	Vanguard Communications
Gozio Health	MedTouch	Wainscot Health
Halo Branded Solutions	RDW Group	

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SPONSORSHIP & EXHIBITOR PACKAGES

Platinum Sponsorship

\$5,000

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

- Listed in all 2020 conference written materials as the platinum sponsor, including logo on front of brochure and conference program
- 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 program
- 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 2020 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 program (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 2020 conference written materials as the Keynote Sponsor
- Opportunity to introduce speaker and talk briefly about your company
- Name on all signage as the Keynote Sponsor
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)

Visit www.neshco.org to secure your sponsorship/exhibit space.



2020 Spring Conference Sponsorship & Exhibitor Opportunities

Keynote Sponsorship Benefits Continued

- One complimentary one-year individual membership in NESHCo (\$175 value)
- Full-page ad in conference program
- 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 300 entries from 60 different organizations, this event is not to be missed.

- Listed in all 2020 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 provided by sponsor
- Two complimentary registrations to attend the conference & the Lamplighter Awards Dinner (\$1,300 value)
- Full-page ad in conference programs
- 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 2020 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 program
- 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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2020 Spring Conference Sponsorship & Exhibitor Opportunities

SESSION SPONSORSHIP OPPORTUNITIES

Day Two Breakout Sessions

\$1,750

Sponsor all breakout sessions on day two (the first full day, Thursday, May 28) of the conference. Introductions made in each session will include a reference to the sponsor.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 the breakout sessions on day three (Friday, May 29) of the conference. Introductions made in each session will include a reference to the sponsor.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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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2020 Spring Conference Sponsorship & Exhibitor Opportunities

Final Day Breakfast

\$1,500

Join us as we provide a full breakfast before the final day (Friday, May 29) of the conference.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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

Help attendees network with other professionals close to home, We will host a State Luncheon on Thursday, May 28.

- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 28) of conference sessions with a hearty, but healthy, breakfast sponsored by you.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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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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, conforming to print requirements, no later than **April 3, 2020**. NESHCo is responsible for the cost of hotel key card production.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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, conforming to production requirements, no later than **April 3, 2020**. NESHCo is responsible for the cost of the lanyard.

Logo in all conference written materials

- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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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Charging Station Sponsorship - EXCLUSIVE

\$1,750

Give attendees the chance to get to know your business while they recharge! Signage specs will be provided by NESHCo. Sponsor to submit order ready artwork by **April 3, 2020** to brand the power station (charge included in sponsorship).

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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

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. Artwork to be provided by sponsor, conforming to production requirements, no later than **April 3, 2020**. NESHCo is responsible for cost of the flash drive.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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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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. Artwork to be provided by sponsor, conforming to production requirements, no later than **April 3, 2020**. NESHCO is responsible for cost of bags.

- Logo in all conference written materials
- Listed in all 2020 conference written materials as a session/event sponsor
- Logo/name on session or event signage
- Full-page ad in conference program
- 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 at sponsor's cost and delivered to NESHCO by **May 15, 2020**.

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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2020 Spring Conference Sponsorship & Exhibitor Opportunities

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.

EXHIBIT GUIDELINES

Exhibit Packages include:

One (1) approx. 6' skirted table

Two (2) side chairs

Power connection – with notice, one power source is provided, additional connection will incur a charge.

Wireless Internet – streaming functions will not operate reliably without dedicated service via the venue for an additional charge.

Booth Type:

This is a table top exhibit hall. No full booths will be allowed. However, pop up 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.

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, attendee lists, shipping materials and hotel registrations will be sent upon registration.

Any additional questions, please contact admin@neshco.org

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