

NESHCO  
NEW ENGLAND  
SOCIETY  
FOR HEALTHCARE  
COMMUNICATIONS



# NESHCO ANNUAL CONFERENCE

MAY 30 - JUN 1 2023

THE WESTIN COPLEY PLACE  
BOSTON MA



# THE NEXT REVOLUTION

*From life-saving medicine and revolution to health  
Boston has been host to four centuries of breakthrough  
Let's explore what's next with the region's top  
leaders and institutions.*

SPONSORSHIP  
& EXHIBITOR  
PROSPECTUS

# 2023 NESHCO ANNUAL CONFERENCE



## JOIN NESHCO IN BOSTON!

From liberty to life-saving medicine and revolution to health reform, Boston has been host to four centuries of breakthrough innovation. The Hub has been internationally influential in healthcare, education, technology, and emerging trends. NESHCO is proud to be returning to Boston for the 2023 Spring Conference.

NESHCO's 2023 Spring event channels the revolutionary spirit as we explore "what's next" with New England's healthcare organizations, communications professionals, and our marcom partners. The 2023 conference theme, The Next R(e)volution, looks closely at change: both revolutionary, impactful, immediate change; and evolutionary, methodical, adaptive change. As communicators, it is ultimately important to understand what is happening in our communities and how to act appropriately.

The nature of marketing communications is continuous innovation. Communicators are uniquely positioned with an eye on the horizon and are often the first to hurdle new tech, digital trends, social awareness, and other challenges. NESHCO supports and celebrates healthcare marketers forging innovation across New England and beyond.

Join NESHCO at the Westin Copely Place in Boston, May 30 – June 2, 2023 for the 32nd Annual Spring Conference.

## SPONSORSHIP COMMITTEE

- Hope Rush
- Dan Dunlop
- Kevin Robinson
- Jeff Steblea

## 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

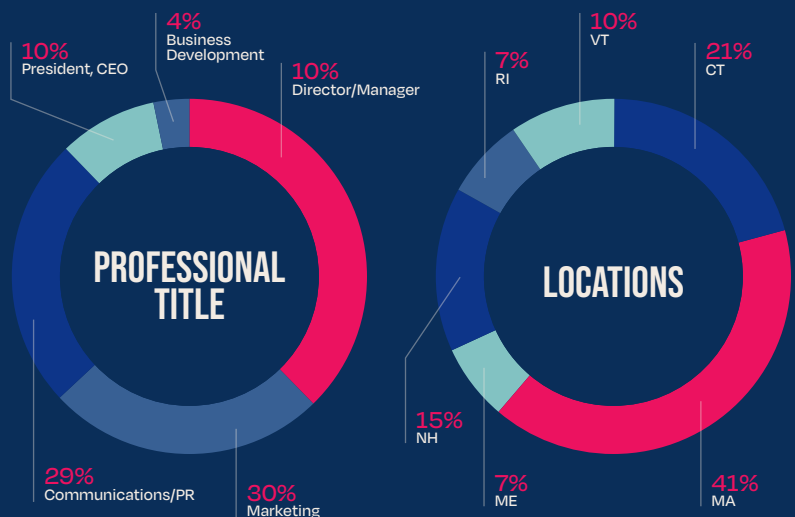
- Leah Lesser
- Susan McDonald
- Melissa Nelson
- Shari Ownes
- Nancy Reardon
- Hope Rush
- Vanessa Stafford
- Jeff Steblea
- Lauren Tait
- Kim Thompson
- David Tytell

Sign up to sponsor or exhibit at:  
[neshc.memberclicks.net/2023sponsorship](https://neshc.memberclicks.net/2023sponsorship)

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.





## PREMIUM SPONSORSHIP OPPORTUNITIES

- Recognized in all written and digital conference material as a Premium Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- One exhibit Table
- Two complimentary full conference registrations
- One complimentary one-year individual memberships in NESHCo.
- One push notification sent out through the conference mobile app. Content provided by sponsor.
- Bag Insert: One promotional item placed in the conference bag.
- Full page digital ad in the conference mobile app.
- Signage throughout the conference with company logo.
- Post-conference email with website link sent to all conference attendees (blast coordinated and sent by NESHCo).
- Digital pre and post attendee list.

### SOLD OUT!

#### PLATINUM SPONSORSHIP \$6,000

- Receive the highest level of recognition leading up to and throughout the conference.
- Opportunity for a five-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.
- 2 additional complimentary full conference passes for a total of 4.
- 1 additional complimentary one-year individual membership to NESHCo for a total of 2.

### SOLD OUT!

#### OPENING NIGHT SPONSORSHIP \$4,000

- 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 (\$1,000)

### 1 Opportunity Left!

#### KEYNOTE SPONSORSHIP (2 opportunities available) \$3,500

- Opportunity for a representative to welcome attendees to the session, provide a brief overview of your organization and introduce the keynote speaker.



## **PREMIUM SPONSORSHIP OPPORTUNITIES**

**SOLD OUT!**

### **LAMPLIGHTER AWARDS**

#### **COCKTAIL RECEPTION SPONSORSHIP \$4,000**

- Opportunity to sponsor cocktail napkins handed out during reception.
- Acknowledgment in awards program

**SOLD OUT!**

#### **LAMPLIGHTER AWARDS DINNER SPONSORSHIP \$5,000**

- Opportunity for a representative to welcome attendees to the dinner, provide a brief overview of your organization.
- Reserved table for sponsored organization
- Acknowledgment in awards program

### **LAMPLIGHTER AWARDS DINNER**

#### **WINE AND CENTERPIECE SPONSORSHIP \$4,000**

- Opportunity to sponsor the wine served during dinner and floral centerpieces at each table.  
Organization's logo will be incorporated in each centerpiece.
- Acknowledgment in awards program

### **POST LAMPLIGHTER**

#### **AWARDS SHOWCASE RECEPTION \$4,500**

Following the award's ceremony, select Lamplighter winners receive an opportunity to highlight their work through various mediums.

- Opportunity to sponsor the dessert and champagne being offered at the showcase hall.
- Acknowledgment in awards program

# 2023 SPONSORSHIP PACKAGES



## SESSION SPONSORSHIP OPPORTUNITIES

- Exclusive sponsor to a set of breakout sessions (Selection to be made at a later date).
- Recognized in all written and digital conference material as a Breakout Session Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- One Exhibit Booth
- One complimentary registration to attend the conference and the Lamplighter Awards Dinner.
- One push notification sent out through the conference mobile app. Content provided by sponsor.
- Signage throughout the conference with company logo.
- Post-conference email with website link sent to all conference attendees (blast coordinated and sent by NESHCo).
- Digital pre and post attendee list.

### **BREAKOUT SESSION SPONSORSHIP** *MULTIPLE OPPORTUNITIES \$2,500*

### **HEALTH AND WELLNESS SESSION SPONSORSHIP \$2,500**

- NESHCo will work with sponsor to determine the type of wellness session to be offered to conference attendees.





## MEAL MEAL MEAL MEAL ME SPONSORSHIP SPONSORSH OPPORTUNITIES OPPORTUN

- Exclusive sponsor to one meal during the conference.
- Recognized in all written and digital conference material as a meal sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- One Exhibit Booth
- One complimentary registration to attend the conference and the Lamplighter Awards Dinner.
- One push notification sent out through the conference mobile app. Content provided by sponsor.
- Signage throughout the conference with company logo.
- Post-conference email with website link sent to all conference attendees (blast coordinated and sent by NESHCo).
- Digital pre and post attendee list.

**BREAKFAST SPONSORSHIP X2** \$2,750

**LUNCH SPONSORSHIP X2** \$2,750

**BREAK SPONSORSHIP X3** \$2,500



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# TECH/SWAG SPONSORSHIP OPPORTUNITIES

- Exclusive sponsorship includes custom branding for each of these opportunities.
- Recognized in all written and digital conference material as a Tech/Swag Sponsor.
- Logo and website link on NESHCo's conference website.
- One complimentary registration to attend the conference and the Lamplighter Awards Dinner.
- Signage throughout the conference with company logo.
- Post-conference email with website link sent to all conference attendees (blast coordinated and sent by NESHCo).
- Digital pre and post attendee list.

**MOBILE APP SPONSORSHIP** \$2,000

**HOTEL ROOM KEY SPONSORSHIP** \$2,000 **SOLD OUT!**

**CONFERENCE LANYARD SPONSORSHIP** \$2,500 **SOLD OUT!**

**CONFERENCE BAG SPONSORSHIP** \$2,500

**PROMOTIONAL GIVEAWAY  
ROOM DROP SPONSORSHIP** \$2,000

Promotional item placed in all conference attendee hotel rooms (Limited to first 100 guestrooms).  
Promotional item supplied by your company.

# THE NEXT REVOLUTION



# EXHIBITOR SPONSORSHIP OPPORTUNITIES

- Digital Recognition Pre-conference to all attendees.
- One complimentary registration to attend the conference and the Lamplighter Awards Dinner.
- Digital pre and post attendee list.

**EXHIBIT PACKAGE** \$2,000

## EXTRA ADD ON OPPORTUNITIES

**ADD ON EXHIBIT TABLE** \$1,000

**RIDE-SHARE SPONSORSHIP** \$2,000

First 100 attendees to claim ride-share voucher for off-site event

**CHARGING STATION** \$1,000

Branded Charging station available for all attendees

**BAG INSERT** \$300/insert

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

**MOBILE APP PUSH NOTIFICATION** \$1,000

Promotional message sent out through the conference mobile app.

**DIGITAL ADS** \$250

Digital Ad listed in the conference mobile app.

**ADDITIONAL CONFERENCE PASS** \$400

Opportunity to purchase additional conference passes at a discounted rate.

