

PARTNERSHIP BOOKLET



TRUCKERS
HEALTH CON

TRUCKERS HEALTH CON

Master Your Health & Wellness

November 14-16, 2024 Mesa, Arizona

www.truckershealthcon.com

TRUCERS HEALTH CON 2024

Master Your Health & Wellness

The professionals in Transportation and Health & Wellness are getting together to create more awareness and opportunities for the trucking community. As the worlds largest annual health and wellness industry conference, Truckers HealthCon attracts trucking companies, truck drivers, medical professionals, investors, legal experts, and technologists from around the world and all corners of the health and wellness galaxy.

Our shift to focusing heavily on truck drivers health and wellness has brought on the meteoric rise of new wellness classes, and as we return to in person events, the outside the box view of investing into health and wellness will continue to make its presence felt.

Developing from a wellness-centric event, Truckers HealthCon has evolved into the center of the universe for everything health and wellness related for the trucking community. The event attracts medical service providers, medical professionals of all specialties, wellness professionals, affiliate marketing companies, brand managers, investors, manufactures, financial service providers, and companies related to the health and wellness industry.

As the better health and wellness ideas and products evolve and new innovative products and services become available, trucking companies and truck drivers are uniquely poised to capitalize on attending Truckers HealthCon because they are exposed to the trends that are real, profitable, and growing.





CELEBRATING THE TRUCKING COMMUNITY

Truckers HealthCon takes place in the heart of Scottsdale, Arizona, a global hotbed of innovation and imagination. All of our programming and social events will happen at the Talking Stick Resort or very closely nearby. You'll find yourself surrounded by scenic trails, crystal-clear lakes, a wide variety of food and shopping, a stunning golf course, special events, Talking Stick and a legendary nightlife scene.

Since Truckers HealthCon 2022 starts at the end of September, the Truckers HealthCon community will experience the venue in a different way. We're already thinking about that rooftop pool under wide-open summer skies.

We kickoff the event with a dedicated FunDay, with a golf tournament for charity on Thursday, and a special reception with Arizona-style barbecue, Mexican food and live music.

This day will leave a very positive memory to carry us through 12 months — until we know we will do it again!

The entire conference allows us to take networking to the next level, facilitating valuable personal connections through structured business connection opportunities, and many truly social events.

We look forward to working with you to design a meaningful, high-impact partnership package: let's build a whole new experience! Don't hesitate to reach out to Sales Team with whatever questions you may have.

BENEFITS OF ATTENDING THCON

Truckers Health Con is all about making connections that make a difference. The Conference brings leaders from the trucking community together to discuss how to tie Wellness into the overall corporate strategy.

The following areas are covered during the conference:



EDUCATION

Truckers Health Con includes keynotes and breakouts from industry experts, as well as exhibitor presentations. You will further your knowledge of the most current regulations, best practices and technologies, and connecting your drivers with the best healthcare professionals.



INNOVATIONS

Truckers Health Con is a great place to view the latest technology to increase performance, improve safety, prepare drivers to be behind the wheel, and improve operations. By attending the show, you will see firsthand what's new in the industry.



HEALTHCARE SAVINGS

The information you will take away from the Conference will allow you to save big on healthcare costs, reduce your driver sick days, and also help you cut down on driver turnover. These three areas are costing your company huge sums of money. Get a clear understanding and pathway to lower costs, improved performance, and increased safety.



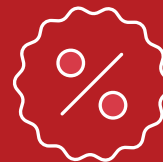
A CLEAR PATH TO BETTER HEALTH

You will definitely find something of value as far as it comes to achieving better health and well-being for your team. There are innovative products and services available to you that you may not be aware of, and as you attend Truckers Health Con, you will see a clear path to better health to allow your drivers to do their job better, and perform at their highest level.



HAVE FUN & DE-STRESS

Everybody needs to get away once in a while, and just let their hair down and have some fun! Truckers Health Con is the ticket you need to destress and enjoy yourself!



GREAT DEALS

Meet key exhibitors that offer show specials and innovative products and services to help drive home better performance and safety for your drivers.

	TITLE (Co-branding of Entire Event)	DIAMOND	PLATINUM	GOLD
Total Spend	\$40,000	\$20,000	\$12,500	\$5,000
Logo Presence	Premium placement of logos Title partner on all publications (Website, Entrance Area, Way finding Signs, Email Campaigns, Conf Guide)	Premium placement of logos Diamond partner on all publications (Website, Entrance Area, Way finding Signs, Email Campaigns, Conf Guide)	Premium placement of logos Platinum partner on all publications (Website, Entrance Area, Way finding Signs, Email Campaigns, Conf Guide)	Premium placement of logos Gold partner on all publications (Website, Entrance Area, Way finding Signs, Email Campaigns, Conf Guide)
Newsletter Announcement	Logo and messaging in pre-event and post-event newsletter	Logo and messaging in pre-event and post-event newsletter	X	X
Advertisement	Cover Ad (Inside or Back Cover)	1 page ad in Conference Guide	1/2 page ad in Conference Guide	x
Speaking Slot	60 minutes	40 minutes	20 minutes	x
Tickets	10 Channel Passes Value:	8 Channel Passes Value	6 Channel Passes Value:	4 Channel Passes Value:
	\$795	\$6,360	\$4,770	\$3,180

EVENT PASS FOR ATTENDEES

As a company working in the trucking community space, Truckers HealthCon is a massive sales opportunity for your team, bringing you face to face with the most motivated gathering of trucking executives, medical and wellness professionals, and companies that cater to the needs of the trucking community in a large variety of ways.

Depending on how many team members you're bringing and what kind of impact you want to make, you can dive into our Partnership Opportunities, which include 4 - 10 tickets already. In doing so, you can book an Exhibition Hall booth and / or additional marketing options for what you would have spent on tickets. It takes a few things off your plate so you can focus on networking and filling that sales funnel!

CHANNEL PASS FOR (2) ATTENDEES

\$795

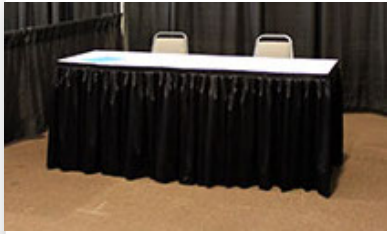
THIS PASS INCLUDES:

- ✓ Access to all sessions, keynotes and panels
- ✓ Access to the Exhibition Area
- ✓ Access to the live Breakout Training Sessions, and Coffee Breaks
- ✓ Access to all official networking events which include catering and bar offerings
- ✓ Network with fellow attendees, industry experts, and key industry players from around the globe
- ✓ Direct and up-close access to a highly motivated audience of attendees, medical and wellness professionals
- ✓ Access to all Special Events during the Conference

BRANDING & MARKETING



BOOTH SPACE

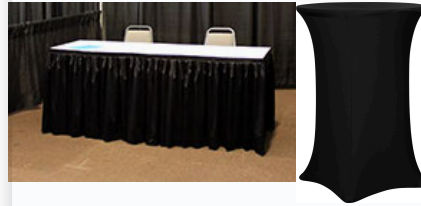


STANDARD SINGLE

\$900

8x8'

Draped Table
(2) Side Chairs
Booth ID Sign

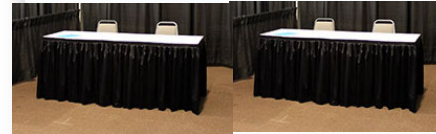


PREMIERE SINGLE

\$1,500

8x8'

2 - Draped
Tables
Booth ID Sign
(2) Side Chairs
High Table
Waste Basket

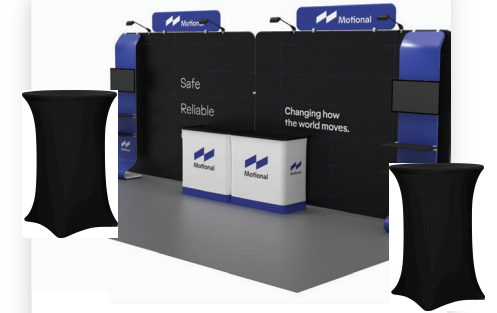


STANDARD DOUBLE

\$1,800

8x8'

(2) Draped
Tables
(4) Side Chairs
Booth ID Sign



PREMIERE DOUBLE

\$3,000

8x8'

2 - Draped
Tables
Booth ID Sign
(4) Side Chairs
(2) High Tables
Waste Basket

NAMING RIGHTS



ATTENDEE LOUNGE

\$20,000

Everyone needs a break during hectic event, so put your brand on the official chill-out space. Be the company that powers spur-of-the-moment networking in a comfortable environment.

INCLUDES

- Exclusive naming rights to Attendee Lounge in all collateral and marketing materials.
- Entire Lounge will be branded exclusively for your brand with rollups and table tents.
- Sponsor can bring additional collateral and branding.
- Open: all days of the conference from 9am - 5pm
- Morning coffee and tea included



KEYNOTE HALL

\$15,000

Arguably the most referenced location of the entire conference. Your company name, front and center: where ideas, innovation and education come together.

INCLUDES

- Exclusive naming rights to main keynote hall in all show collateral and marketing material ("SPONSOR Keynote Hall")
- Stage design and podium will incorporate sponsor logo
- Rollup or flag banners at stage flanks



BREAKOUT STAGE

\$7,500

This is where industry influencers go deep during the conference. If your company stands for collaboration and conversation, then you'll want to brand the room where these sessions happen.

INCLUDES

- Exclusive naming rights to breakout stage in all show collateral and marketing material ("SPONSOR Breakout Stage")
- Stage design and podium will incorporate sponsor logo
- Rollup or flag banners at stage flanks

NAMING RIGHTS

SPONSORED PUSH NOTIFICATION

\$1,000

Get your message onto the devices of Truckers HealthCon attendees all at once with a quick call to action.

INCLUDES

- One push notification will be sent to all Truckers HealthCon attendees through the mobile app
- Content to be delivered by partner

PROMOTIONAL SWAG BAG

\$500

It's always good to give out some love, and the attendees will remember your brand and your products when they're included in Truckers HealthCon swag bag.

INCLUDES

- Advertisement about your product or service
- Printed sheet or postcard that you provide to us and we will include it in the bag
- You pay for printing and the product that you would like included in the bag

PRIVATE EVENT (D.I.Y.)

Starting At **\$2,500**

Want to host your own side event, get-together or party with our operational help? Make it official on the Truckers HealthCon agenda and have each and every participant be aware of it. Contact our sales team with your ideas, and we'll get the word out to support you!

INCLUDES

- Event will be listed in official agenda
- We will support you if required (additional fees may apply)

CONFERENCE GUIDE (ADS)

\$1000 - \$3,000

The printed guide remains a handy tool—and souvenir—for Truckers HealthCon attendees: perfect for jotting a quick note or reminder, or quickly checking some info without taking out their phones. When they see the conference guidebook, they'll see you.

INCLUDES

- Advertisement in official conference guide
- Full page, half page, front cover or back cover

Half Page Ad:	\$800
Full Page Ad:	\$1,600
Inside Front Cover Ad:	\$2,500
Inside Back Cover Ad:	\$2,500
Exclusive Back Cover Ad:	\$4,000

BRANDING AND SIGNAGE

LANYARDS

\$12,500

Brand the ribbon worn around every attendee's neck. This is one of the most significant branding opportunities at any event. Sponsor the design and supply of 1,500 high-quality and eye-catching lanyards.

INCLUDES

- Lanyards for all attendees (up to 1,500)
- Design assistance
- Distribution of lanyards with badges at registration desk
- Production and shipping

NAME BADGES

\$12,500

Your logo will be incorporated into the design of the Truckers HealthCon attendee badge. This is a quick win in terms of branding, since all attendees will be looking at each other's badges as they make connections throughout the event.

INCLUDES

- Badges for all attendees (up to 1,500)
- Design of name badge and incorporation of your logo
- Distribution of all name badges to attendees (up to 1,500)
- Production and shipping

SEAT BACK

\$7,500

Take a seat... as a matter of fact, take all of them! This sponsorship opportunity sees your brand name, logo, or even a special message anchored to the back of every chair in the session rooms.

INCLUDES

- Seat back covers for all chairs in both session rooms
- Branding will be seen by every participant of any session for the entire duration of the conference
- All pictures of session rooms will therefore include your branding
- Production and shipping

BALCONY BANNER

\$6,000

Your name above everything: Place your brand at the heart of the atrium where no one can miss it.

INCLUDES

- Huge banner to be seen from everywhere in the main atrium
- Placement of banner in venue
- On-site installation of banner wall
- Production and shipping

BRANDING AND SIGNAGE

EXCLUSIVE FLOOR STICKER

\$4,500

Spread your Logo around the conference floor and make sure nobody can cross without spotting your brand.

INCLUDES

- 10 round floor stickers in main Truckers HealthCon areas
- Yours will be the only branded floor stickers, besides Truckers HealthCon's own wayfinding markers
- Size of 20" diameter
- Production and shipping

NON-EXCLUSIVE FLOOR STICKER

\$3,500

Spread your Logo around the conference floor and make sure nobody can cross without spotting your brand.

INCLUDES

- 5 round floor stickers in main Truckers HealthCon areas
- Size of 20" diameter
- Production and shipping

HOTEL KEYCARDS

\$4,500

Put your brand on the keycards for the Event. Everyone has a keycard and will use them often during the Conference. Attendees won't want to lose this!

INCLUDES

- Branded hotel keycards (up to 500)
- All guests staying in the venue need to enter their rooms with these branded key cards
- Full customization of logo / artwork / message
- Hotel administration and marketing fee
- Artwork must be approved by the venue
- Production and shipping

NAPKINS

\$3,500

Your company will help keep it clean at our coffee breaks, as well as at the lobby bar of the venue. Perfect for minor spills and quickly writing down million-dollar ideas.

INCLUDES

- Custom branding on napkins
- Placed at the coffee breaks and in the lobby, bar/coffee lounge
- Production and shipping

BRANDING AND SIGNAGE

NOTEBOOKS

\$3,500

Contacts, ideas, follow-up questions, and plans for the evening ahead: it always pays to have a notebook handy, and you can give it to them.

INCLUDES

- Production of 200 branded notebooks (up to 1,500) will be handed out in the session rooms and refilled every day
- Distribution throughout conference area on common tables, registration desk, and session / keynote tables
- Production and shipping

PENS

\$3,000

Perfect for taking notes and more tactile than tapping away on your phone. Also great for tapping as you think, or for tying back your hair.

INCLUDES

- Production of 400 branded pens will be handed out in the session rooms and refilled every day
- Distribution throughout conference area on common tables, registration desk and session / keynote tables
- Production and shipping

RESTROOM MIRROR CLINGS

\$2,500

There's opportunity in urgency... We like to consider this one of the more quirky of our marketing opportunities, but an imaginative brand can do a lot with it!

INCLUDES

- The restroom mirrors in the conference area will be branded with your catchy and funny slogans
- 10 stickers for two restrooms (12"x12')
- Used by all attendees daily. You can individualize stickers with your own design
- Production and shipping

ROOM DROP

\$3,000

Welcome to Arizona! Oh, what's this? Something from your brand ready and waiting for attendees as they check into their hotel rooms at the venue? Why, yes it is!

INCLUDES

- Your item of choice will be displayed in the venue rooms (exclusively for Truckers HealthCon attendees)
- The item will be placed by the hotel staff
- Item can be anything: promotional flyer, alcohol, goodie box, etc.
- Sponsor to provide at least 500 items

EXPERIENCE BUILDING OPPORTUNITIES

REGISTRATION PARTNER

\$12,500

The registration desk (and the Eventbrite page) will bear your company's name, and will be referenced in pre- event messaging as well.

INCLUDES

- Incorporation of logo on-site: Your logo at the Registration / Information Desk
- Your logo highlighted on entrance unit
- Incorporation of logo in online registration process.
- Content Section in Eventbrite
- Logo in e-mail confirmation to all registrations

PANEL PARTICIPATION

\$5,000

Share your expertise with peers, customers, and prospects as you let your personality shine. Your insights can shape the direction of the industry.

INCLUDES

- Access to the domain industry's best audience
- Keynote Hall or Breakout Stage
- Lots of flexibility here: get in touch

COFFEE BREAK

\$3,500

Sponsoring the coffee at a conference is an act of heroism, especially at an always-on event like Truckers HealthCon!

INCLUDES

- Branding of all coffee breaks
- Mention of your sponsorship in the official agenda and through moderators' announcements
- Located in conference and exhibition areas
- Two breaks on all three days
- Rollups and table tents with your logo / artwork at coffee break locations

BOARD ROOMS

\$2,000

Take care of business right in the heart of the action in one of our special centrally-located Meeting Rooms.

INCLUDES

- Private meeting room for three days
- Location directly in conference area
- Next to Keynote Hall and Breakout Stage
- Your logo at outside of door to mark the room as yours
- Three days of exclusive access
- Food and beverage, as well as A/V equipment, may be coordinated through the venue for an additional fee and you will be billed directly by the venue for any items ordered

EXPERIENCE BUILDING OPPORTUNITIES

MEETING ROOMS

\$2,000

Gather colleagues and leads in a chic setting in one of the venue meeting rooms.

INCLUDES

- Private meeting room for three days
- Location directly in conference area
- Next to Keynote Hall and Breakout Stage
- Your logo at outside of door to mark the room as yours
- Three days of exclusive access
- Food and beverage, as well as A/V equipment, may be coordinated through the venue for an additional fee and you will be billed directly by the venue for any items ordered

BOOTH PARTY

\$1,250

An hour of free drinks and valuable networking at your booth for all attendees: the perfect transition from day to evening

INCLUDES

- Ongoing free drinks at your booth
- Duration: One hour
- Soft drinks, wine, beer
- Special requirements? Talk to the sales team

FUN DAY/GOLF TOURNAMENT

\$17,500

Take over Arizona's legendary Talking Stick Top Golf for an all-day golf tournament for charity and live music on the first day of Truckers HealthCon.

INCLUDES

- Partner will be named in official agenda as the sponsor
- Entire day from 7:00am-5:00pm
- Arizona-Style BBQ
- Open bar service (200+ different beers on tap)
- Includes all bartenders and service staff
- Branding: Table tents, rollups, menu cards, beer mats
- Branding to be produced & placed by Truckers HealthCon team Your own beer name on tap

OPENING RECEPTION

\$15,000

Be the one to get this party started! Kick off our Truckers HealthCon event on the perfect note, and set the networking tone for the rest of the conference by powering our Opening Reception.

INCLUDES

- Partner will be named in official agenda as the sponsor
- Passed canapes and buffet service
- Open bar service
- All bartenders and service staff
- Branding: Rollups, table displays (additional branding tbd)
- Branding to be produced & placed by the Truckers HealthCon team

DIGITAL MEDIA

WIFI NETWORK

\$6,000

You're getting your audience to actively navigate to your name. Set a memorable password, and see this experience advertised throughout the Omni.

INCLUDES

- You set the network name and password (within service provider parameters)
- Rollup banners and floor stickers displayed on site containing network ID and password
- Dedicated WiFi information page within conference guide
- High-speed internet for all conference attendees within conference area

TRUCKERS HEALTHCON APP

\$7,500

The Mobile App keeps everyone up to speed during this fast-paced event, so be the brand that delivers up-to-the-minute info and easy networking.

INCLUDES

- Official partner of event app
- Logo featured in app newsletter
- Push notification
- In-app branding

GOLF EVENT TOP GOLF

CAUTION

MAKING A DIFFERENCE, ONE SWING AT A TIME

We've taken all the perks of a traditional golf tournament and made it more social and exciting! Join us the night before all the Conference and have some fun with your fellow attendees. Participate in the fundraising event that we hold to raise funds for GO*VETS Foundation. This is a two-person team event that promises to be full of fun and excitement.

WHEN:

Thursday
Nov 9, 2023

WHERE:

Top Golf - Talking Stick Resort,
Scottsdale, AZ

EVENT TIME:

4:00-9:00pm

TYPE OF GOLF EVENT:

Two Person Team Tournament

- No rain outs! Fun environment that caters to all skill levels, including non-golfers
- Great Food, Fun Networking, Soothing Relaxation, and
- Entertainment! Interactive games with automated game scoring
- This is a private event just for Truckers Health Con attendees
- The Top Golf venue is equipped with 225-plus TVs
- We also have a Hole in One Cash Prize Competition - **that includes a \$1 million Shootout...yes you read that right!**





CORPORATE CONTACT

Truckers HealthCon is organized by

Truckers Health Network

Scottsdale, Arizona, USA

Tel.: (480) 605-1905 | (888) 405-8282

Email: info@truckershealthnetwork.com

If you have any questions about your partnership or concerning the events in general, we will be happy to assist you. For further information please visit:

www.truckershealthcon.com