



OCTOBER 4-6 2017 | KEYSTONE, CO

Sponsor & Exhibitor Prospectus

Keystone Conference Center | Keystone, Colorado
October 4-6, 2017





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Sponsor & Exhibitor Information

October 4-6, 2017
Keystone, Colorado

Please consider joining us for the 2017 Public Health in the Rockies Conference in beautiful Keystone, Colorado on October 4-6, 2017. There are many opportunities for you to connect with the attendees through sponsorship and/or exhibiting.

This year's conference is a shared endeavor of the Colorado Public Health Association (CPHA), the Colorado Society for Public Health Education (COSOPHE), the Public Health Nurses Association of Colorado (PHNAC), and the Wyoming Public Health Association (WPHA).

PURPOSE

The purpose of the conference is to provide an opportunity for education, networking and development of the professionals in the Rocky Mountain region in order to build a more competent public health workforce. The conference is unique in that it offers a gathering for all those associated with public health from a variety of settings and professions.

THEME

The theme of the 2017 Public Health in the Rockies conference is **Unlocking the Future: Embracing Innovation and Inclusiveness**. This theme evolves the conversations of past years by unlocking new doors to improve health equity, foster inclusiveness, and engage partners in creative real world solutions for the ever changing field of public health. There are persistent and preventable barriers that contribute to health inequities that are reflected in established policies and practices. Through collaborative efforts with current and non-traditional partners, we can increase awareness of these inequities and encourage advocacy and innovation opportunities to improve the health of our communities.

What is the Public Health in the Rockies Conference?

CPHA has been sponsoring an annual public health conference since 1958. It has become the largest statewide public health conference with over 500 registrants. It is now a joint effort between CPHA and its affiliates. Attendees include:

Local public health officials	State public health officials
Community leaders/partners	Public health nurses
Policy professionals	Public health educators
Environmental health professionals	Social justice advocates
Researchers	Physicians
Local non-profits	Students
Medical providers	Health specialists/coordinators



Visit the Conference website at:

<http://www.publichealthintherockies.org>

Meet the Affiliates



The largest and oldest public health association in the state, CPHA prides itself on the Association's work in pursuit of health equity, health access, collaboration, and advocacy.



COSOPHE is committed to excellence in health education by providing leadership to the profession and advancing health education.



PHNAC is a specialty nursing organization committed to the advancement of public health.



Since 1989, the Wyoming Public Health Association (WPHA) has worked to ensure the public's health in Wyoming.



Are you ready to...

Connect with public health professionals?

Gain access to a large grouping of public health professionals from Colorado and Rocky Mountain region. The scenic Vail location gives you an opportunity to truly network with attendees.

Build your business?

As a sponsor or exhibitor of this conference, your company is showcased as an integral part of the entire conference experience. Highly visible sponsorship opportunities generate leads and help you achieve your marketing and sales objectives.

Maximize your exposure?

Sponsorship gives you exposure in marketing materials, on websites, presentations at the conference, and so much more! You will get added visibility and name recognition for your company with attendees and increase traffic to your booth to discuss your products or services.

Cultivate relationships?

Cultivate new and existing relationships face-to-face – the most effective method for getting your foot in the door and developing lasting relationships. If your goal is to develop business and relationships with public health professionals from Colorado and surrounding region, you can't afford to miss this highly interactive professional development and networking conference!

Reach your target audience?

Your company gets ideal positioning in front of key influences or users of your products and services. Maximize your marketing dollars by becoming a sponsor or exhibiting at the Conference.



Act Now!

Secure your sponsorship or exhibit today! Don't miss the opportunity to showcase your company's products and services before this select group of attendees. Space is limited!

See pages 9-14 for more details.

For more information or to reserve a sponsorship or exhibitor opportunity, please contact Stacie Cisco at info@publichealthintherockies.org or 720-272-0961.





Network with over 500 public health professionals and partners in the 2016

The Exhibitor Showcase will be located in the Keystone Conference Center for the entire conference from October 4th – October 6th. This places your exhibit right in the middle of the heavy attendee traffic between large sessions/ meals and breakout sessions.

Many of our Sponsorship Packages on pages 9-13 include an exhibitor showcase. See page 14 for more detail on Exhibitor Opportunities.

Exhibitor tables & networking will be open from 7:00am – 4:15pm on Wednesday and Thursday, and 8:00am – 12:30pm on Friday*. 15 minute breaks are provided between each session. Attire for the conference is business casual.

Inclusion in the Exhibitor Showcase includes, but is not limited to:

- Networking with over 500 attendees from public health and other diverse backgrounds
- 6' skirted exhibit table on display for full conference*
- Logo on posters of sponsors/exhibitors
- Up to two staff Conference registrations (Additional Conference registrations available at additional charge)
- Up to two Ignite and Awards Social tickets
- Recognition on website with company name and link
- Option of additional Conference registration at 50% off (Premiere Exhibitors only)
- One use of attendee list post-conference or pre-conference email to attendees (sent by CPHA) – Premiere Exhibitors only

* Schedule is subject to change



Conference Agenda

Many of the Sponsorships available highlight the wide range of special panels and sessions, activities, and events that PHiR has to offer. Additionally, the exhibitor showcase runs throughout the whole conference giving you plenty of time to network with our attendees!

An online schedule will be made available in the coming months.

Wednesday October 4

Morning Exercise Activity	6:30 am	-	7:30 am
Breakfast	7:00 am	-	8:30 am
Opening Session – Keynote	8:30 am	-	10:00 am
Morning Breakout Sessions	10:00 am	-	12:15 pm
Lunch	12:15 pm	-	1:30 pm
Afternoon Breakout Sessions	1:30 pm	-	4:30 pm
Hot Topics and Welcome Reception	4:30 pm	-	6:30 pm

Thursday October 5

Morning Exercise Activity	6:30 am	-	7:30 am
Breakfast	7:00 am	-	8:30 am
Plenary Panel	8:30 am	-	10:00 am
Morning Breakout Sessions	10:00 am	-	12:15 pm
Lunch – CPHA Business Meeting	12:15 pm	-	1:30 pm
Afternoon Breakout Sessions	1:30 pm	-	4:00 pm
Ignite and Awards Social	4:30 pm	-	7:30 pm

Friday October 6

Morning Exercise Activity	6:30 am	-	7:30 am
Breakfast	7:00 am	-	8:30 am
Policy Panel	8:30 am	-	10:00 am
Morning Breakout Sessions	10:00 am	-	12:30 pm



Keystone, Colorado

Location, Location, Location...

Keystone, Colorado, is the perfect combination of location, convenience, selection, and value. Just a quick 90 minute drive from Denver, Keystone is an easy get-away to connect with attendees.

Given Keystone's exceptional hospitality, unparalleled activities and attractions, convenient air accessibility and unsurpassed value, there's little wonder meeting attendees invite their friends and family along to experience a memorable alpine getaway as part of their business travel planning. "It's good to do business in Colorado" – choosing Keystone means you are providing your employees with not only a breathtaking setting for your meeting, but a world-famous destination for them to enjoy during their free time as well.

Hotel Information

Keystone Lodge & Spa:

Single Occupancy: \$129.00

Double Occupancy: \$129.00

Keystone Lodge & Spa Loft:

Single Occupancy: \$129.00

Double Occupancy: \$129.00

Various Condominiums:

Studio Condo: \$129.00

1 bedroom Condo: \$129.00

2 bedroom Condo: \$159.00

Rates are subject to a taxable resort fee of \$10.00 - \$17.00 per room night depending on which property (normally \$25.00 per night). All rates shown above are subject to appropriate state, local, and any occupancy rates in effect at the time of the Group's meeting. Group rates are available three (3) days prior and three (3) days following the conference dates.

To reserve your room call 1-800-258-0437 for reservations using Group Code #: CM0HR7 or book online with Keystone Resort [HERE](#).



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

Presenting Sponsor \$10,000 - SOLD

Restricted to one sponsor

- Opportunity for company representative to speak during opening remarks (7-10 minutes) or other speaking opportunity (as negotiated)
- Inclusion in the exhibitor showcase – 6' skirted exhibit table on display for full conference or different display (as negotiated) – first right of location
- Choice of one additional \$500 - \$600 level A La Carte promotional item or add-on as part of sponsorship
- Opportunity to have one 2-hour skill-building session dedicated to address the Conference theme
- One complimentary hotel room at Conference hotel for two nights
- Three staff Conference registrations
- Three Ignite and Ignite and Awards Social tickets
- Logo incorporated in all marketing materials, including pre-conference promotional materials (dependent on date of commitment)
- Logo on posters of sponsors/exhibitors
- Logo on attendee pocket schedule and full Conference schedule distributed on Conference website
- Recognition on website with company blurb, logo and link
- Recognition as the Presenting Sponsor in press release
- (2) Company pop up displays placed prominently on stage in main ballroom and by registration area
- One literature insert downloadable from website materials and available to Conference attendees (8 ½ x 11" max)
- First right of refusal for 2018 Presenting Sponsorship

Welcome Reception Sponsor \$7,500

Be the first sponsor attendees see at the Welcome Reception held the first night of the conference, Wednesday, October 4, 2017. The Welcome Reception is open to all attendees and will include the Hot Topics session, appetizers, and other entertainments to kick start the first night of the conference for attendees.

Restricted to one sponsor

- Opportunity to speak briefly (5-7 minutes) in front of the conference audience at the Welcome Reception
- Inclusion in the exhibitor showcase – 6' skirted exhibit table on display for full conference or different display (as negotiated)
- Two staff Conference registrations
- Two Ignite and Awards Social tickets
- Logo on posters of sponsors/exhibitors
- Logo on attendee pocket schedule
- Recognition on website with company blurb, logo and link
- (1) Company pop up display placed prominently by registration area
- One literature insert downloadable from website materials and available to Conference attendees (8 ½ x 11" max)
- Opportunity to have one 30-minute educational session dedicated to address the Conference theme
- First right of refusal for 2018 Welcome Reception Sponsorship



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

Ignite and Awards Social Sponsor \$5,500

The Ignite and Awards Social will be held Thursday, October 5, 2017. The Ignite and Awards Social draws 300-350 participants to socialize and celebrate the top contributors to public health from 2016. For the second year in a row and due to high survey reviews we are bringing back an exciting combined format. The new format boasts an abundance of networking time, Ignite presentations, awards, and happy hour to make for an exciting evening they won't forget – including your companies involvement! The Ignite session is notably one of the most fun events of the whole conference with quick and humorous presentations on public health.

Restricted to one sponsor

- Prominent signage on meal table
- (1) Company pop up display placed prominently on the stage
- Opportunity for company representative to speak briefly (3-5 minutes) to Ignite and Awards Social attendees
- Company name incorporated into all Ignite and Awards Social materials
- One large exhibitor table set up in area of choice for company materials
- Company representative involved in awards ceremony at the Ignite and Awards Social
- 10 Ignite and Awards Social tickets for company representatives (conference registrations not included)
- One literature insert downloadable from website materials and available to Conference attendees (one 8 ½ x 11" page, double-sided allowed)
- Recognition on website with company blurb, logo and link
- Logo on posters of sponsors/exhibitors
- Option to provide a gift to be distributed at the Ignite and Awards Social

"The Gathering Place" Sponsor \$4,000

Showcase your company at one of the most highly-demanded items – the break and networking area. "The Gathering Place" will be open with snacks, internet access and comfortable seating the entire Conference.

Restricted to one sponsor

- Choice of either the Official Provider of attendee wireless internet access in networking lounge or Official Provider of Charging Stations offered throughout the conference facility
- 150 travel or coffee mugs provided by the sponsor will be printed with company logo to give to first attendees to visit the networking lounge
- Table in networking area for promotional materials
- Two staff Conference registrations
- Two Ignite and Awards Social tickets
- (1) Company pop up display placed prominently in networking lounge
- Recognition of sponsorship at break stations and in The Gathering Place
- Logo on attendee pocket schedule
- Logo on posters of sponsors/exhibitors
- Recognition on website with logo and link



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

Healthy Food Sponsor \$5,000

Three Sponsorships Available

- Opportunity to speak briefly (3-5 minutes each) in front of full conference audience at breakfast and/or lunch about healthy living
- Inclusion in the exhibitor showcase – 6' skirted exhibit table on display for full conference or different display (as negotiated)
- Verbal recognition of organization before start of meal
- Signage as healthy food sponsor of the provided meals (3 breakfasts, 2 lunches, 1 dinner) on meal tables promoting healthy living and foods
- Promise to work with the caterer on approved healthy menus
- Two staff Conference registrations
- Two Ignite and Awards Social tickets
- Logo on posters of sponsors/exhibitors
- Logo on attendee pocket schedule
- Recognition on website with company blurb, logo and link
- Company pop up displays and/or banner placed prominently by registration area
- One literature insert downloadable from website (one 8 ½ x 11" page)
- Special Conference Badges for all company representatives
- First right of refusal on 2018 Healthy Foods Sponsorship

Fitness Sponsor \$4,000

Restricted to one sponsor

- Opportunity to speak briefly (3-5 minutes) in front of full conference audience at breakfast and/or lunch
- Inclusion in the exhibitor showcase – 6' skirted exhibit table on display for full conference or different display (as negotiated)
- Approved promotional item provided by sponsor given to all participants in fitness activities
- Two staff Conference registrations
- Two Ignite and Awards Social tickets
- Logo on posters of sponsors/exhibitors
- Logo on attendee pocket schedule
- Recognition on website with company blurb, logo and link
- One literature insert downloadable from website materials
- Special Conference Badges for all company representatives



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

Contributing Sponsor \$3,500

- Inclusion in the exhibitor showcase - 6' skirted exhibit table – on display for full Conference or different display (as negotiated)
- Two staff Conference registrations
- Two Ignite and Awards Social tickets
- Logo on posters of sponsors/exhibitors
- Logo on attendee pocket schedule
- Recognition on website with company blurb, logo and link
- One literature insert downloadable from website materials
- Special Conference Badges for all company representatives

Breakfast Sponsor \$1,000

Breakfast will be a casual continental buffet, and is an included meal for all conference attendees all three days.

Restricted to three sponsors – one for each day.

- Signage on meal table
- Verbal recognition of company during morning announcements
- Logo on attendee pocket schedule
- Logo on posters of sponsors/exhibitors
- Recognition on website with company logo and link

Lunch Sponsor \$1,500

Lunch is an included meal for all conference attendees on Wednesday and Thursday.

Restricted to two sponsors – one for each day.

- Signage on meal table
- Verbal recognition of company during announcements before the start of lunch
- Logo on attendee pocket schedule
- Logo on posters of sponsors/exhibitors
- Recognition on website with company logo and link

Note: Meal and break sponsorships cover only a portion of the actual food and beverage costs.



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

*sponsoring organization must provide the item

Spiral Notebook Sponsor \$1,500

Display your company information on the attendee notebooks they will carry with them throughout the conference and in which they will keep their notes, contacts and insights.

Restricted to one sponsor

- Logo on attendee notebook provided by sponsor and distributed at check-in
- Logo on attendee pocket schedule
- Logo on posters of sponsors/exhibitors
- Recognition on website with company logo and link

Neck Wallet Sponsor \$900

Gain consistent recognition for your company with your company name and / or logo on the conference attendee neck wallet. *NOTE: Exhibitors will have the option of wearing generic badge holders if they wish.*

Restricted to one sponsor

- Logo on neck wallet distributed at check-in and worn by all attendees
- Logo on attendee pocket schedule
- Logo on poster of sponsors/exhibitors
- Recognition on website with company logo and link

Pen Sponsor \$500 - SOLD

Put your company name and / or logo on the most used item at the Conference.

Restricted to one sponsor

- Logo on conference pens provided by sponsor
- Logo on attendee pocket schedule
- Logo on posters of sponsors/exhibitors
- Recognition on website with company logo and link

Water Bottle Sponsor \$800

Put your company name and / or logo on an item that will keep the attendees hydrated during the long days.

Restricted to one sponsor

- Logo on recycled water bottle provided by sponsor
- Logo on attendee pocket schedule
- Logo on poster of sponsors/exhibitors
- Recognition on website with company logo and link

Other Sponsorship Opportunities...

To reserve one of these opportunities, or to discuss custom sponsorship options, please contact Stacie Cisco at Civica Management 720-272-0961

This may include the following:

- Speaker Sponsor
- Signage Sponsor
- Pocket Agenda Sponsor
- Canvas Bag Sponsor
- Scholarship Sponsor
- Parking Signage Sponsor
- Gas Card Sponsor
- Student Registration Sponsor



2017 Public Health in the Rockies Specialty Sponsorship Opportunities

Last year, the exhibits sold out! Reserve your table top exhibit space by August 1, 2017 to ensure your space and the early bird pricing.

Premiere Exhibitor

Nonprofit: \$1100* | For-Profit: \$1400*

- Larger logo on posters of sponsors/exhibitors
- Two staff Conference registrations (Additional Conference registrations available at additional charge)
- Two Ignite and Awards Social tickets
- Recognition on website with company logo and link
- 6' skirted exhibit table– on display for full Conference
- Option of additional Conference registration at 50% off
- One use of attendee list post-conference or pre-conference email to attendees (sent by CPHA)

*** If received before August 1, 2017. After August 1, 2017, prices will increase \$250.**

Silver Exhibitor

Nonprofit: \$800* | For-Profit: \$1100*

- Logo on posters of sponsors/exhibitors
- Two staff Conference registrations (Additional Conference registrations available at additional charge)
- Two Ignite and Awards Social tickets
- Recognition on website with company logo and link
- 6' skirted exhibit table– on display for full Conference

*** If received before August 1, 2017. After August 1, 2017, prices will increase \$250.**

Bronze Exhibitor

Nonprofit: \$500* | For-Profit: \$800*

- One staff Conference registration (Additional Conference registrations available at additional charge)
- One Ignite and Awards Social ticket
- 6' skirted exhibit table – on display for full Conference

*** If received before August 1, 2017. After August 1, 2017, prices will increase \$250.**



Thank you 2016 Sponsors and Exhibitors!

Sponsors

Ignite and Awards Social:

Colorado School of Public Health

Contributing: Centura Health

“The Gathering Place”:

Colorado Health Foundation

Wednesday Breakfast:

Evolution Communications

Thursday Breakfast:

Colorado Gaining Ground Initiative

Thursday Lunch:

Colorado Behavioral Health Center

Friday Breakfast:

Fishburn and Associates

Neck Wallets:

CDPHE Office of Health Equity

Pens: Frontline Public Affairs

Exhibitors

Premiere Exhibitors:

CDPHE – Colorado Center for Health and Environmental Data

CDPHE – Environmental Public Health Tracking

CDPHE – Immunization Branch

CDPHE – Maternal and Child Health Program

Denta Quest | Food and Drug Administration (FDA)

Gilead Sciences | Institute for Health Research, Kaiser Permanente of Colorado (CoPPiR)

Silver Exhibitors:

ECHO Colorado | GSK Vaccines | Health Links

Colorado | Healthier Colorado | Sanofi Pasteur |

Project C.U.R.E | Weigh and Win

Bronze Exhibitors:

American Lung Association | CDPHE – Infant

Safe Sleep Partnership | CDPHE – Office of

Planning, Partnerships and Improvements |

Center for Improving Value in Health Care (CIVHC)

| Colorado Center for Nursing Excellence |

Colorado Children’s Immunization Coalition |

Colorado Health Institute (CHI) | Countermind,

LLC | County health Rankings and Roadmaps |

DTL Publishing | Environmental Protection

Agency Region 8 | Healthy Kids Colorado Survey

| Liver Health Connection | Mental Health First

Aid Initiative | Mother’s Milk Bank | Otero Junior

College | RMC Health | YTIME: Now™

Supporters

Kaiser Permanente

Colorado Public Health Association
(CPHA) Board

Colorado Society for Public Health
Education (COSOPHE) Board

Public Health Nurses Association of
Colorado (PHNAC) Board