



2017 Sponsor Prospectus

Arvada Colorado, June 23 2017



Become a Sponsor



What is the Culture of Data Conference?

Initiated by the U.S. Department of Health and Human Services (HHS), Office of Minority Health (OMH) in 2002, each year, the Culture of Data (CoD) conference has brought together **over 150 community members, academics, state/local government agencies, and nonprofit organizations** that share the goal of achieving health equity. With conference themes such as the environment, healthcare, behavioral health, and more, conference organizers always seek to respond to the emerging needs of the Colorado community and bring together those who want to collaborate to use data in their work to eliminate health inequities.

Please consider joining us for the **2017 Culture of Data Conference** in **Arvada, Colorado** on **June 23, 2017** at the Arvada Center for the Arts and Humanities. The **purpose** of the conference is to connect community with data, particularly the underserved and communities of color who disproportionately face inequities. The conference is unique in that it offers a gathering for all those associated with health equity from a variety of settings and professions. There are many opportunities for you to connect with the attendees through sponsorship and/or exhibiting during the conference.



Conference Information at a Glance



Date: June 23, 2017

Location: Arvada Center for the Arts and Humanities-

Expected Number of Exhibitors: Arvada, Colorado
10-15

Exhibit Hours: 7:15 am - 5 pm (w/ breakfast, lunch, networking
social, and six 15-minute breaks)

Expected Number of Attendees: 150-200

Intended Audience:

Community service providers
Community members and organizations
Local non-profits
Epidemiologists
Health educators
Legislators
Physicians
Clinical health providers
Program coordinators and administrators
Nurses

Environmental health
professionals
Community health workers
Patient navigators
Public health officers
Researchers and faculty
Mental health professionals
Policy professionals
Students
Related health specialists



The theme of this year's conference is:

***Culture of Data:
Engaging Communities to Drive Health Equity***

Connect with public health professionals!

Access a large grouping of public health professionals from Colorado and the Rocky Mountain region. The centralized Front Range 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 really 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 the 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 influencers 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 table today! Don't miss the opportunity to showcase your company's products and services before this select group of attendees. Space is limited! For more information or to reserve an exhibit booth and/or sponsorship opportunity, please contact Meghan Prentiss at meghan.prentiss@gmail.com.

2017 Culture of Data Sponsor Levels



Platinum Sponsor (\$1,500)

- Opportunity for company representative to speak during opening remarks (3 minutes)
- Four conference registrations
- Recognition on website with company logo and link
- 6' skirted exhibit table on display for full conference
- Option of additional conference registration at 25% off

Gold Sponsor (\$750)

- Opportunity for company representative to speak during opening remarks (3 minutes)
- Three conference registrations
- Recognition on website with company logo and link
- 6' skirted exhibit table on display for full conference

Silver Sponsor (\$500)

- Two conference registrations
- Recognition on website with company logo and link
- 6' skirted exhibit table on display for full conference

Bronze Sponsor (\$250)

- One conference registrations
- Recognition on website with company logo and link
- 6' skirted exhibit table on display for full conference

A La Carte Sponsorships

Breakfast (\$500)

- Restricted to one sponsor
- Signage on meal table
- Verbal recognition of company during morning announcements
- Recognition on agenda
- Inclusion on website with logo and link

Lunch (\$750)

- Restricted to one sponsor
- Signage on meal table
- Verbal recognition of company during announcements before the start of lunch
- Recognition on agenda
- Inclusion on website with logo and link

Lanyards (\$425)

- Restricted to one sponsor
- Sponsor provides lanyards
- Recognition on agenda
- Inclusion on website with logo and link
- Note: Exhibitors will have the option of wearing a generic badge holder if they

Scholarships (\$500)

- Verbal recognition of company during announcements
- Recognition on agenda
- Inclusion on website with logo and link
- Help support those who otherwise may not have the opportunity to attend this great conference!

Lactation Station (\$500)

- Signage in the area
- Recognition on agenda
- Inclusion on website with logo and link

Wifi & Charging Station (\$300)

- Signage in the area
- Inclusion on website with logo and link

