


CULTURE of DATA

Colorado Public Health Association
April 6, 2018



2018 Sponsor Prospectus

Arvada, Colorado | April 6, 2018



COLORADO
PUBLIC HEALTH ASSOCIATION

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 250 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 2018 Culture of Data Conference in Arvada, Colorado on April 6, 2018 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: April 6, 2018

Location: Arvada Center for the Arts and
Humanities- Arvada, Colorado

Expected Number of Exhibitors: 10-15

Exhibit Hours: 7:15 am – 4:15 pm (w/ breakfast, lunch,
and 15-minute breaks)

Expected Number of Attendees: 225-275

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:
Using data to achieve 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 info@coloradopublichealth.org

2018 Culture of Data Sponsor & Exhibitor Levels



Platinum Sponsor \$5,000

- Opportunity for company representative to speak during opening remarks (3 minutes)
- Four conference registrations
- Recognition during lunch presentation
- 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 \$2500

- Three conference registrations
- Recognition on website with company logo and link
- Recognition during lunch presentation
- 6' skirted exhibit table on display for full conference

Silver Sponsor \$1000

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

Bronze Sponsor \$750

- One conference registration
- Recognition on website with company logo and link
- Recognition during lunch presentation
- 6' skirted exhibit table on display for full conference

A La Carte Sponsorships

(no exhibitor booth, unless otherwise specified)

Wifi \$1500

- Signage at the conference
- Recognition during lunch presentation
- Inclusion on website with logo and link
- Silver Sponsor Inclusions

Breakfast \$500

- Signage on meal table
- Recognition during lunch presentation
- Verbal recognition of company during morning announcements
- Recognition on agenda
- Inclusion on website with logo and link

Lunch \$500

- Signage on meal table
- First verbal recognition of company during announcements before the start of lunch
- Recognition on agenda
- Inclusion on website with logo and link




Lanyards \$400

- Restricted to one sponsor
- Sponsor provides lanyards
- Recognition on agenda
- Recognition during lunch
- Inclusion on website with logo and link
- Note: Exhibitors have the option of wearing generic lanyard.

Lactation Station \$400

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

Happy to customize sponsorships. Please contact info@coloradopublichealth.org with questions.

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Colorado Public **DATA**
Health Association
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