



ANNUAL CONFERENCE

COLLABORATION IS THE MAINE THING

**JUNE 1-3
PORTLAND, ME**



**SPONSORSHIP & EXHIBITOR
PROSPECTUS**

NEHSCo Heads to Portland, Maine

Working together. It's how things get done. If we have learned anything over the past two years, it's how valuable collaboration can be in our world. Join us at this year's NESHCo conference to learn from real-life examples of collaboration at work in healthcare communications--between different kinds of organizations and services, and in partnership with like-minded vendors and local communities.

You can get there from here. The journey – back in person again! – begins in Portland, June 1-3, 2022!

Sponsorship Committee

Kelly David, Chair
 Hope Rush

Conference Committee

Dan Dunlop, Co-Chair
 Shari Owens, Co-Chair
 Vanessa Stafford
 Sue McDonald
 Kelly David
 Bernadette Robin

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.

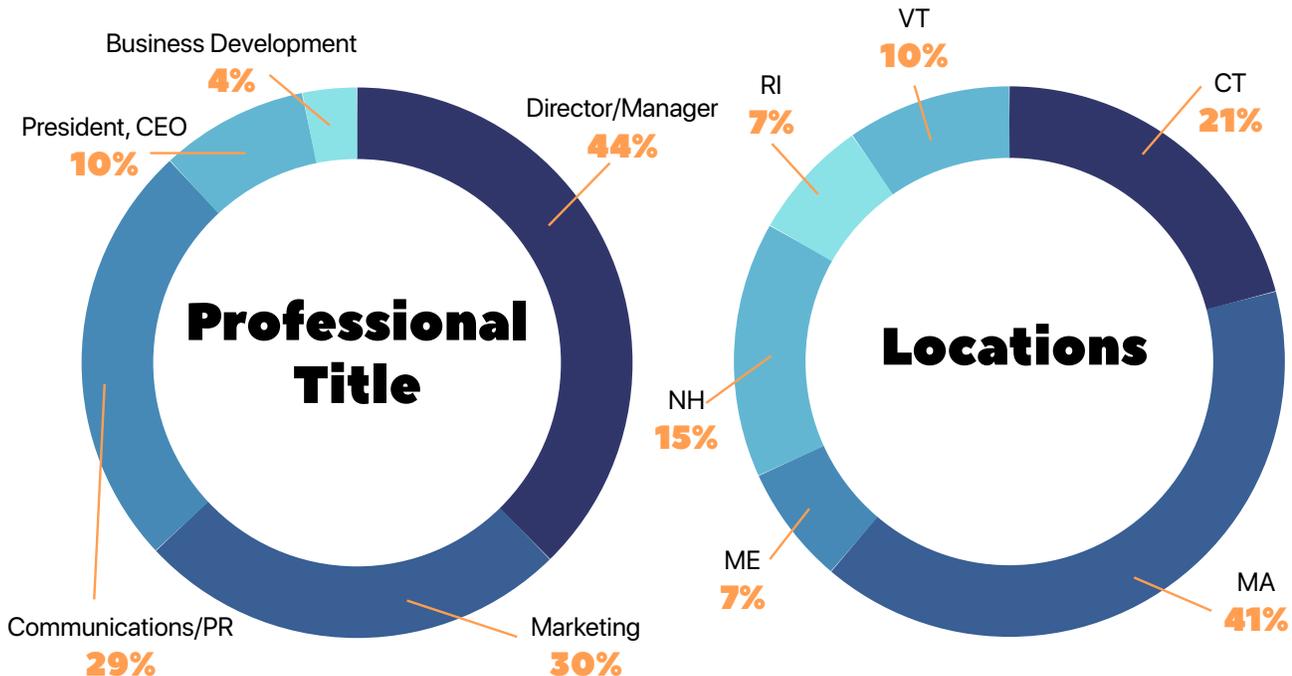
Exhibiting at NESHCo's Annual Conference opens the door to an executive audience of healthcare communicators across New England. We encourage you to take advantage of this opportunity by choosing a package that meets your marketing objectives. Speak with our staff about creating a marketing program that is uniquely yours by contacting admin@neshco.org. 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.

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.

Participants from the last 3 conferences (2018, 2019, 2021)

**No conference in 2020*



SPONSORSHIP PACKAGES

Our virtual platform offers sponsors and exhibitors the opportunity to be seen with media-rich vendor profiles. These profiles hold opportunities to educate and engage with NESHCo attendees.

Premium Sponsorship Opportunities

All Premium Sponsors receive 10% off any additional opportunities.



Opening Night Sponsorship (\$3,000) S O L D !

- Opportunity for a representative to welcome attendees to the opening night reception and provide a brief overview of your organization.
- Recognized in all written and digital conference material as the Opening Night Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- Two complimentary registrations to attend the conference and the Lamplighter Awards Dinner.
- 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.
- One Exhibit Booth



Keynote Sponsorship (2 Opportunities: Opening and Closing - \$3,000)

- Opportunity for a representative to provide a brief introduction about your organization and then introduce keynote speaker.
- Recognized in all written and digital conference material as the Keynote Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- Two complimentary registrations to attend the conference and the Lamplighter Awards Dinner.
- 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.
- One Exhibit Booth





Lamplighter Awards Cocktail Reception (\$2,500)

- Opportunity to have your logo listed on the cocktail napkins offered at the reception
- Recognized in all written and digital conference material as the Awards Reception Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- Two complimentary registrations to attend the conference and the Lamplighter Awards Dinner.
- 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.
- One Exhibit Booth



Lamplighter Awards Dinner (\$3,500)

- Opportunity for a representative to provide a brief introduction about your organization and then introduce Awards Ceremony.
 - Recognized in all written and digital conference material as the Awards Reception Sponsor, including logo.
 - Logo and website link on NESHCo's conference website.
 - Two complimentary registrations to attend the conference and the Lamplighter Awards Dinner.
 - 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.
 - One Exhibit Booth
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Session Sponsorship Opportunities

Breakout Session Sponsorship (Multiple Opportunities (\$2,500))

- Exclusive sponsor to a set of breakout sessions (Selection to be made at a later date, once the agenda has been finalized).
- 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 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.
- One Exhibit Booth

Health and Wellness Session Sponsorship (\$1,700)

- Exclusive Sponsor for the wellness session (morning workout to be determined at a later date).
- Recognized in all written and digital conference material as the Hotel Room Key Sponsor, company name only
- 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.
- Does not include exhibit booth

Meal Sponsorship Opportunities

Breakfast Sponsorship (2 Opportunities - \$2,000)

- Exclusive sponsor to one breakfast meal during the conference.
- Recognized in all written and digital conference material as a Breakfast Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- 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.
- One Exhibit Booth

Lunch Sponsorship (2 Opportunities - \$2,000)

- Exclusive sponsor to one lunch meal during the conference.
- Recognized in all written and digital conference material as a Lunch Sponsor, including logo.
- Logo and website link on NESHCo's conference website.
- 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.
- One Exhibit Booth

Break Sponsorship (3 Opportunities - \$2,000)

- Exclusive sponsor to one break during the conference.
- Recognized in all written and digital conference material as a Break Sponsor, including logo.
- 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.
- One Exhibit Booth

Swag Sponsorship Opportunities

Conference Lanyard Sponsorship (\$1,700)

- Exclusive sponsor to the lanyards that attendees wear with their conference badge. Sponsor's artwork added to the lanyard along with the conference name.
- Recognized in all written and digital conference material as the Lanyard Sponsor, -company name only.
- 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.

Hotel Room Key Sponsorship (\$1,700)

- Exclusive sponsor to the hotel key cards offered to attendees during the conference. Sponsor's artwork added to the room key cards along with the conference name.
- Recognized in all written and digital conference material as the Hotel Room Key Sponsor, company name only
- 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.

Conference Bag (\$1,500)

- Exclusive sponsor to the conference bags offered to attendees when checking in at the registration desk. Sponsor's artwork added to the bag along with the conference name.
- Recognized in all written and digital conference material as the Conference Bag Sponsor, including logo.
- 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.

SWAG Add ons

Opening Night Cocktail Glass Sponsorship (\$1,000)

- Exclusive sponsor to the cocktail glasses offered at the Opening Night event. Sponsor's artwork added to the glass along with the conference name.

Opening Night Photobooth Sponsorship (\$1,000)

- Exclusive sponsor to the photobooth offered at the Opening Night event. Sponsor's artwork added to the printed photos along with the conference name.

Technology Sponsorship Opportunities

Mobile App Sponsorship (\$2,000)

- Exclusive sponsor to the mobile app utilized at the conference.
- Recognized in all written and digital conference material as a Break Sponsor, including logo.
- 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.
- Digital pre and post attendee list.
- One Exhibit Booth

Charging Station Sponsorship (\$1,700)

- Exclusive sponsor to the mobile device charging station offered at the conference.
- Recognized in all written and digital conference material as a Break Sponsor, including logo.
- 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.
- Digital pre and post attendee list.

***WiFi Sponsorship (\$1,500)***

- Exclusive sponsor to the WiFi offered at the conference.
- Recognized in all written and digital conference material as a Break Sponsor, including logo.
- 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.
- Digital pre and post attendee list.

Extra Add On Opportunities***Exhibit Table Add on (\$1,000)***

- Discounted exhibit table offered to all sponsorships that don't receive an exhibit table in their package.

Room Drop (\$1,000)

- Promotional item placed in all conference attendee hotel rooms. Promotional item supplied by your company.

Bag Insert (\$300 per insert)

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

Mobile App Push Notification (\$300 per notification)

- 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.

Exhibitor Opportunities***Exhibitor (\$2,000)***

- Listed in all written and digital conference material as an Exhibitor, including logo.
- Logo and website link on NESHCo's conference website.
- One complimentary registration to attend the conference and the Lamplighter Awards Dinner.
- Post-conference email with website link sent to all conference attendees.
- Digital pre and post attendee list.