



2018 Iowa Governor's Conference on Public Health

Our Changing Landscape:
Strengthening Our Mission
For The Future

Conference Partners

Division of Child &
Community Health at
the University of Iowa

Iowa Counties Public
Health Association

Iowa Department of
Public Health

Iowa Environmental
Health Association

Iowa Public Health
Association

State Hygienic
Laboratory at the
University of Iowa

University of Iowa
College of Public
Health

An Invitation: Sponsor – Exhibit – Advertise

You are invited to be a part of a premier public health event. The Iowa Governor's Conference on Public Health is a one-of-a-kind event showcasing the many facets and diversity of public health.

The 2018 Conference will be held at the Airport Holiday Inn, Des Moines, Iowa, April 10 - 11. Over 500 public and environmental health professionals are expected to attend the two-day conference.

This year we are excited to have keynote presentations from Dr. David Dyjack, Dr. Ali Khan and Vonn Banks; in addition to more than 40 breakout sessions over two days.

There are several ways to participate and support the 2018 Iowa Governor's Conference on Public Health including: Presenting sponsorships to Technical Breakout sponsorships, exhibiting and non exhibit sponsorships.

For sponsorship commitment or if you have any questions, please contact the sponsorship coordinator Devin Happe at igcphcoordinator@gmail.com.

The Iowa Governor's Conference on Public Health has gone green once again and will be using a mobile app for all conference information.

Every sponsorship level receives mobile benefits and many others such as:

- company logo and sponsorship to appear on printed media throughout the conference venue
- a highlighted sponsor and/or exhibitor within the app
- a personalized icon within the app
- recognition at the registration desk
- a listing as a conference sponsor on the IPHA and IEHA websites

In addition to those benefits, each sponsorship has added perks that are unique to that individual sponsorship, listed below.

The deadline for online registration is **3.9.18** and the deadline for artwork submission for the app is **3.16.18**.

Presenting Sponsor - \$6,000

*Only one available

The Presenting Sponsor will receive:

- 6 foot skirted exhibit table for both conference days
- Premier exhibit booth space
- Complimentary 2 day conference registration for 1 person
- [App splash screen](#)
- [Company banner](#) with linked URL displayed with app
- Verbal recognition prior to keynote presentation as well as introduction to keynote presenter

Premiere Sponsor - \$4,000

The Premiere Sponsor will receive:

- 6 foot skirted exhibit table for both conference days
- Premier exhibit booth space
- Complimentary 1 day conference registration for 1 person
- [Company banner](#) with linked URL displayed with app

Evening Networking Sponsor - \$3,500

*Only one available

The Evening Networking Sponsor will receive:

- 6 foot skirted table for both conference days
- Premier exhibit booth space
- Complimentary 1 day conference registration for 1 person
- Verbal recognition on-site at the evening reception
- Logo signage during the reception

Conference Bag Sponsor - \$2,500

*Only one available

The Afternoon Refreshments Sponsor will receive:

- Company name & logo to appear on printed conference bag handed out at registration

Breakfast or Lunch Sponsor - \$2,000

The Breakfast or Lunch Sponsor will receive:

- 6 foot skirted exhibit table for both conference days
- Verbal recognition on-site at the time of the breakfast or lunch
- Logo signage during the reception, breakfast, lunch or break

Afternoon Refreshments Sponsor - \$1,500

The Afternoon Refreshments Sponsor will receive:

- 6 foot skirted exhibit table for both conference days
- Verbal recognition on-site at the time of the afternoon refreshments
- Logo signage during the reception, breakfast, lunch or break

Student Sponsor - \$1,000

*Only four available

The Student Sponsor will receive:

- Attend student luncheon for face to face interaction with students
- Company highlight on signage at student luncheon

Lanyard and Name Badge Sponsor - \$600

*Only one available

The Lanyard and Name Badge Sponsor will receive:

- Company name & logo to appear on printed lanyard handed out at registration

Technical Breakout Sponsor - \$500

*Only seven available

The Technical Breakout Sponsor will receive:

- Verbal recognition on-site with the ability to reach a captive audience with a 7 minute speaking spot about your organization, company or product during our Technical Breakout

Commercial Exhibitor - \$600

The [Commercial Exhibitor](#) will receive:

- 6 foot skirted table for both conference days
- Highlighted as an exhibitor within the conference app
- This space is assigned in the order you register as a conference exhibitor – first come first serve

Networking Exhibitor - \$250

The [Networking Exhibitor](#) will receive:

- 6 foot skirted table for both conference days
- Highlighted as an exhibitor within the conference app
- This space is assigned in the order you register as a conference exhibitor – first come first serve

Sponsorship Add-On Benefit - \$250

[App Push Notification](#) can be an added element to any sponsorship package for an additional \$250.00.

The add-on includes:

- Ability to specify the time you would like your notification pushed as well as what you would like it to say

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	Presenting Sponsor \$6,000 (1 available)	Premiere Sponsor \$4,000	Evening Networking Sponsor \$3,500 (1 available)	Conference Bag Sponsor \$2,500 (1 available)	Breakfast or Lunch Sponsor \$2,000	Afternoon Refreshments Sponsor \$1,500	Student Sponsor \$1,000 (4 available)	Lanyard and Namebadge Sponsor \$600 (1 available)	Technical Breakout Sponsor \$500 (7 available)	Commercial Exhibitor \$600
Company logo & sponsorship to appear on print media throughout conference venue	x	x	x	x	x	x	x	x	x	x
Highlighted exhibitor with website within app	x	x	x	x	x	x	x	x	x	x
Personalized icon within app	x	x	x	x	x	x	x	x	x	x
Recognition at registration desk	x	x	x	x	x	x	x	x	x	x
Listed as a conference sponsor on IPHA & IEHA websites	x	x	x	x	x	x	x	x	x	x
6 foot skirted exhibit table for both conference days	x	x	x		x	x				x
Premier exhibit booth space	x	x	x							
Complimentary 2 day conference registration for 1 person	x									
Complimentary 1 day conference registration for 1 person		x	x							
App splash screen	x									
Company banner with linked URL displayed within app	x	x								
Verbal recognition onsite at appropriate sponsored time	x		x		x	x			x	
Logo signage during the appropriate sponsored time			x		x	x				
Company name & logo to appear on printed nametag lanyard handed out at registration								x		
Company name & logo to appear on printed conference bag handed out at registration				x						

App Push Notification:

Push notifications are alerts that display at the top and center of the app screen. They are custom messages that are sent to conference attendees anytime, anywhere by the Conference App Coordinator. Push notifications will highlight conference sponsors; encourage conference participants to visit your exhibit, and direct participants to check out your profile to learn more about your services. Conference attendees receive messages as long as they have the app open. Push notifications are also used by conference members for instant messages about any last minute conference changes.

App Splash Screen:

A Splash Screen puts your brand front and center to make a first impression for conference attendees who open the app. Your organizations name and logo will be the first image all attendees using the app will see. The splash screen covers the entire app screen and is displayed for up to five seconds when the app is opened.

Company Banner:

Attendees can tap on your advertisement to see other recourses in the app or on the website of your choice. An effective banner can drive traffic to your booth or website, increase industry visibility and boost your sales. This banner is posted at the top of the app home screen, displays for five seconds, and cycles based on the level of sponsorship.

Highlighted Exhibitor:

Choose to stand out and make your organization more visible. As an exhibitor your company will be highlighted in our app utilizing your company logo. This allows for you to link to your company website and make connections with conference attendees.

Personalized Icon:

Profiles your organization as a sponsor of the Iowa Governor's Conference event and allows featured placements on the conference app main page for attendees to learn more about your services. This icon links attendees directly to your company's information, rather than attendees navigating through general exhibitor information. This allows for more visibility within the conference app and greater conference attendee engagement.

Commercial Exhibitor:

Commercial status indicates a company or organization that sells products or services.

Networking Exhibitor:

Networking status indicates a company or organization that is promoting a cause or industry-related education.