



Support and Advertising Opportunities

Benefits

More than 600 payer and employer health care professionals from across the country are expected to attend the “23rd Annual National Conference” sponsored by Optum in Chicago. Maximize your organization’s visibility and recognition through marketing opportunities beyond the basic booth exhibit. Benefits of conference support include:

- Signage and/or banner(s) on site at the event to highlight your contribution.
- Logo recognition on the conference Web site as a supporter.
- Link from the conference Web site to your organization’s Web site.
- Acknowledgement in the *Conference Materials*.
- Recognition as a supporter in the *Exhibit Guide*—provided to all participants.
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

Sponsorship Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
PLATINUM LEVEL		
		Platinum benefits include: Three (3) additional complimentary conference registrations; premier name recognition and premium exhibit space; recognition as platinum sponsor during opening and closing remarks.
Reception (2 opportunities)	\$15,000	Gain premier recognition and the greatest benefits as the host of one of the well-attended evening receptions. As a reception sponsor, you will partner with Optum to deliver a prestigious event. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves.
GOLD LEVEL		
		Gold benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.
Facility Tour (2 opportunities)	SOLD	Take advantage of this opportunity to showcase your facility. Attendees can tour your center, meet with members of your team, and hear about your clinical programs.
Conference Tote Bag	SOLD	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the Optum tote bags provided to all attendees at registration.
Welcome Gift	SOLD	Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at registration or delivered to guestrooms. (Additional charge incurred for guestroom delivery.)
Conference Portfolios	SOLD	Optum has “gone green” making note taking essential during the conference. Customized portfolios will help keep conference note taking highly functional and allow your company’s logo to be with attendees while in meetings or on the run during and after the event.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Wi-Fi Sponsor	\$5,000	Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.
Water Tumblers	SOLD	In support of Optum's "going green" effort, this water tumbler—customized with your company's logo—will be used over and over again throughout the conference as attendees fill them from the purified water dispensers!
Conference T-Shirts	\$4,500	High-quality, cotton t-shirts with your company's logo and the conference logo will be given to each attendee at registration.
SILVER LEVEL		Silver benefits include: One (1) additional complimentary conference registration.
E-Mail Campaign ^{NEW!}	\$3,500	Reach out to attendees with a personalized e-mail message before and/or after the event. OptumHealth Education will distribute an approved e-mail message on behalf of your organization.
Lunch ^{NEW!} (2 opportunities)	\$3,500	Host one of the complimentary conference lunches as attendees take a break to network. Signage with your company's logo will be placed in the luncheon hall to highlight your organization's contribution.
Wellness Walk	\$3,000	Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk! Conference attendees will start their morning with a three-mile walk or run along the scenic shores of Lake Michigan. Your sponsorship will reward participants with a t-shirt with your company's logo, and provide a refreshment station at the "finish line."
Name Badge Lanyards	SOLD	Everyone will be wearing them! Customized with your company's logo, these name badge lanyards offer guaranteed exposure throughout the conference and beyond.
Going Home Basket	AT COST + \$500 SPONSOR FEE	Send conference attendees home with a travel basket, compliments of your organization.
Conference Note Pads	\$2,500	Letter-size, three-hole punched notepads are personalized with your company's logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.
Continental Breakfast Enhancement (2 opportunities)	\$2,500	Welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization. Signage with your company's logo will be placed at the breakfast station to highlight your organization's contribution.
Afternoon Break (2 opportunities)	\$2,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking. As the host, signage will be placed in the break area to acknowledge your organization's sponsorship.
Conference Pens	SOLD	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Mid-Morning Coffee Break (1 opportunity)	\$2,000	Attendees will enjoy coffee, tea and other beverages during the morning coffee break. Signage with your company's logo will be placed at the coffee station to highlight your organization's contribution.

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BRONZE LEVEL		
Registration Bag Insert (6 opportunities)	\$1,500	Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee's conference tote. Items can be a CD of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth Education.
Exhibit Guide Cover Logo	SOLD	Stand out by placing your logo on the front cover of the <i>Exhibit Guide</i> . This booklet contains all the exhibition details and provides attendees with a quick reference to the conference schedule. A guide is placed inside each attendee's registration bag.
Exhibit Hall Floor Decals (3 opportunities)	\$750	Lead attendees right to your booth with these customizable exhibit hall floor decals. 3 custom decals included for placement in the exhibit hall.

*On hold; Available on a second option basis.

Advertising

Advertising space is available in the 23rd Annual National Conference Exhibit Guide. This 8 ½" x 5 ½" program is distributed to all conference participants to provide easy reference to the conference schedule and exhibiting information. Don't miss this exclusive opportunity to promote your product or service.

Outside Back Cover	SOLD	Exclusive, Full-Page Ad
Inside Front Cover	SOLD	Exclusive, Full-Page Ad
Inside Back Cover	SOLD	Exclusive, Full-Page Ad
Standard Placement	\$250	Full-Page Ad, black and white ad will have standard placement throughout <i>Exhibit Guide</i>
QR Code Addition <small>NEW!</small>	\$500	Create an interactive exhibit guide description by adding your organization's QR code. Use QR codes to quickly link attendees to additional information about your organization's products or services that can be accessed long after leaving the exhibit hall.

Support & Advertising Application

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the online application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Online Application: <https://www.optumhealtheducation.com/anc2014-sponsor-app>

Contact Us

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at (952) 205-3071 or bethany.severson@optumhealtheducation.com