

CREATE AWARENESS

BEFORE, DURING, AND AFTER THE CONFERENCE

[06]

DRIVE PEOPLE TO YOUR EXHIBIT BOOTH BY ADVERTISING IN OUR MANY CHANNELS.

Advertising

//E-GUIDE// \$200

- › Distributed to Inboxes! The E-Guide will arrive in the Inboxes of everyone registered for the conference ten days prior to the AEC & Exhibition.
- › Developed to get your message noticed by attendees before they leave for the conference so they can make plans to visit you.
- › Format utilizes people's preferred method of communication—e-mail.

//PROGRAM GUIDE AD// \$150—\$400

- › All AEC & Exhibition conference attendees will receive the conference Program Guide when they pick up their badges.
- › The Program Guide has the conference sessions, session schedules, floor plans, speaker information, exhibitor information, and more.
- › Your ad will be seen not only at the conference, but will be available to people for months (even years) to come, since many attendees keep their Program Guides for future reference.

//PACKAGE PRICING//

- › Place an ad in the Program Guide and get your E-Guide ad for half-off the regular price - just \$100!

//Journal of Environmental Health ADVERTISING//

- › Please visit the Journal section of the NEHA Web site (www.neha.org/JEH) for additional information and rates to advertise in *JEH*. To reserve your space, you may contact Veronika Clark at 303-753-6334 or veronika@pubgroup-intl.com.

Mailing Lists

Reach out to the environmental health industry through direct mail. NEHA's mailing lists reach individuals who are engaged in virtually all environmental health and protection areas including food protection, hazardous waste, onsite wastewater, air and water quality, epidemiology, all-hazards preparedness, vector control, recreational water safety, healthy homes, leadership development, workforce development and management in public health and environment departments/agencies at the local, municipal, state and national levels, and the industry and the private sector as well.

Discounts for NEHA Sustaining and Educational Members

NEHA Sustaining and Educational Members enjoy an additional 20% discount on all advertising and mailing lists. Not a member, but want to enjoy these benefits? Contact Jill Cruickshank at 303.756.9090 x342 for more information on becoming a NEHA member.

BEFORE THE CONFERENCE

NEHA DOES MANY AEC PROMOTIONS TO CREATE AWARENESS for the conference and exhibition. We also provide you tools to help you promote your company, so attendees are aware of who you are before they even get to the conference.

- **Direct mailings** will be sent to tens of thousands of potential attendees including NEHA members
- **Conference advertisements** are featured in the monthly *Journal of Environmental Health*
- **In-person promoting** at industry conferences and workshops
- **NEHA's Web site** will feature a link to your company's Web site
- **NEHA's Affiliates and Partners** also promote the AEC & Exhibition through various communication channels
- Your company gets **one-time use of preconference lists of attendees** for a promotional campaign
- Your company gets **one-time use of NEHA membership or specialty list** for a promotional campaign

AFTER THE CONFERENCE

CONNECTIONS CAN CONTINUE to be made after the conference.

- Your company gets one-time **use of post-conference list** of attendees for a promotional campaign
- Your company is **listed on conference materials** that attendees take back to their offices to share with other team members
- You will have **leads to follow up with** that you collect while at the conference

CONTACT US TODAY TO DISCUSS YOUR SPONSORSHIP OPPORTUNITY

DURING THE CONFERENCE

MANY OPPORTUNITIES EXIST for exposure of your company throughout the conference. In addition there are ample opportunities for you to meet with attendees.

- A steady flow of attendees will pass through the Exhibition on Sunday and Monday
- The Exhibitor Education Forum provides additional time for you to meet and educate attendees
- Your company listing will be included in the Conference Program
- You can attend educational sessions
- As a sponsor, your name will appear throughout the conference on signage, literature, napkins, room keys, and more. (Note: Visibility for your company depends on your sponsorship.)

Sponsorships

Do a grand promotion or a targeted one. Sponsor the festivities of the Grand Opening of the Exhibition or associate your company name with a particular educational track of conference sessions. We can also work together to create a customized sponsorship that reaches your promotional goals. Contact Jill Cruickshank at 303.756.9090 x342 to discuss a sponsorship opportunity.

All sponsorships include a Sustaining Membership (value \$425) that provides discounts on AEC booths, advertising in our Journal of Environmental Health (JEH), three subscriptions to JEH for your organization, and more!

HERE ARE SOME OF THE SPONSORSHIP PACKAGES AVAILABLE:

Exhibition Grand Opening & Party \$15,000

Sponsor this festive opening night event (included with all full-conference registrations) and see your organization's name on decorations throughout the exhibition. Of course, napkins with your logo will be on the buffet line, too.

AV Sponsorship \$10,000 (Up to four sponsorships available)

AV is everywhere at a conference with 175+ sessions. See your name everywhere as well when you support the essence of a conference—the education.

Cyber Cafe \$7,500

Centrally located and constantly busy, the Cyber Cafe is a popular amenity for conference-goers, allowing them to access their e-mail and get online. Your organization name will be on the screens, mousepads and signage over the table, plus you may distribute your literature at the Cafe.

Ice Breaker Party \$7,500+

Welcome attendees to the AEC & Exhibition and create visibility for your organization the moment they arrive at the conference. There will be sponsorship signage at the event, and customized napkins will keep your organization's name in front of people.

Relaxation Station at the Exhibition \$5,500

Be one of the most popular exhibitors in the hall when you help people get the kinks out with this seated shoulder and neck massage. Trained masseuses will provide welcome relief to grateful people. The massage chairs and massage machines will be provided as well. Definitely an attention-getter!

Coffee & Donuts in the Exhibition Monday Morning \$5,000

Help people wake up and begin the second day of the conference. Napkins with your organization's name, and signage directing attendees to your booth in the hall, will be placed with the coffee and donuts.

Keynote Address \$5,000

A podium sign with your organization's name and logo will be visible to all attendees as we kick off the conference Sunday morning. You may also place one piece of your organization's literature on each chair in the hall putting focus on your organization when expectation and interest are high.