

# **Social Determinants of Health** Symposium

*Virtual Conference | August 11, 2022*

## 2022 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

*Sponsorship Commitment Deadline: July 11, 2022*

# Event Overview

## About

At Modern Healthcare's Social Determinants of Health Symposium, leaders from throughout the healthcare ecosystem will discuss the factors that impact community health and share strategies for addressing them. Attendees who join this virtual event are looking for solutions in the areas of policy, technology and community partnerships to promote health equity and improve health outcomes for all patients, especially those from vulnerable populations.

Sponsors of the symposium position themselves as thought leaders on the subject of social determinants of health and gain exposure to an engaged audience of hundreds of healthcare executives and decision-makers, opening the door for long-term relationships and partnerships for the benefit of those involved and the communities they serve.

Date: August 11, 2022

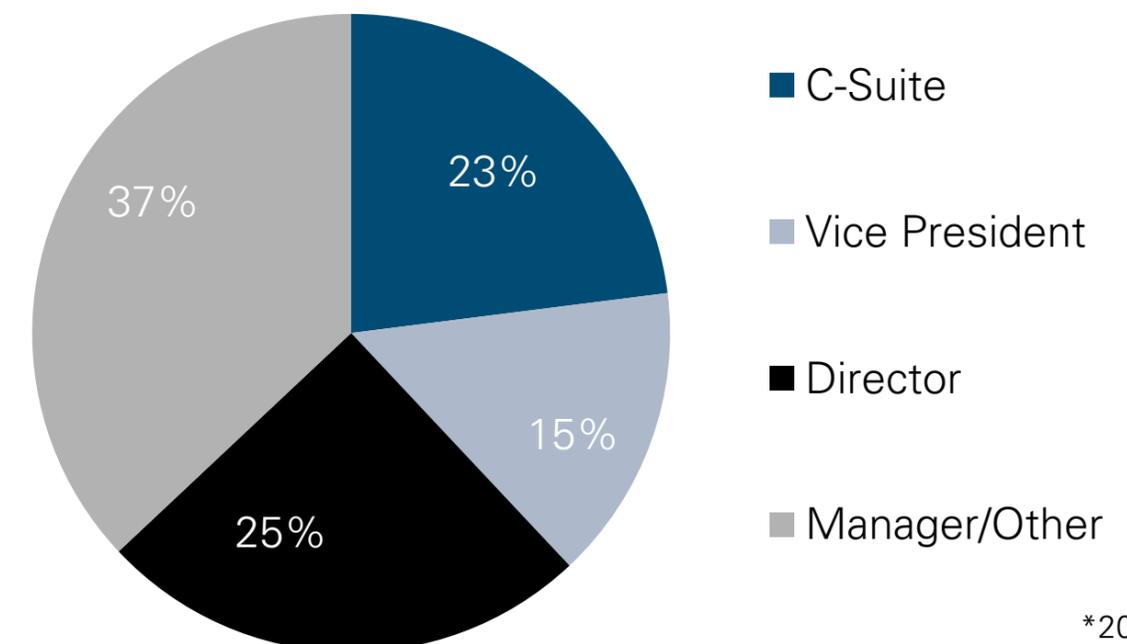
Anticipated Attendance: 300

Sponsorship Deadline: July 11, 2022

## Attendees Will Come From:

- Federal/State/Local Government Offices
- Healthcare Suppliers
- Hospitals
- Insurers/Payers/Managed Care Organizations
- Medical Clinics/Groups/Specialty Houses
- Professional Associations
- Universities

## Attendance By Title\*



# Introduction

Environmental, economic and social barriers to health are tied to increased health risks and poor health outcomes. From income and access to care, to unsafe work and home environments, the factors of individuals' daily lives greatly impact their overall health. For providers, addressing these problems can pay huge dividends.

Healthcare leaders are now taking on an increasingly prominent role in creating healthy communities by implementing a more comprehensive approach that extends beyond the four walls of the hospital or health clinic.

This event will provide attendees with insights into recent success stories and equip them with resources and tools to benefit the communities they serve and build business models that help strengthen and heal America's communities.

“This was one of the most thought-provoking conferences that I have attended in years. Kudos to Modern Healthcare.”

“This was another fabulously beneficial social determinants of health symposium.”

**- 2021 Symposium Attendees**

# Discussion Topics

## Key Topics for 2022 Include:

- Addressing social determinants of health through business and non-clinical practices including purchasing, hiring and investments
- Producing a measurable impact on population and community health
- Understanding the ROI of integrated health programs
- Partnering to address the social determinants of health
- Preventing unnecessary demand on the healthcare system through lower costs and higher quality of care
- Implementing policy for addressing social determinants of health and health inequities

# Virtual Event Agenda

Attendees experience keynote presentations and panel discussions in a convenient virtual format, with topics focused on strategies and best practices for promoting health equity, community health and individual health outcomes.

## Agenda

8:30 – 8:40 AM	Publisher's Welcome
8:40 – 9:10 AM	Opening Keynote
9:10 – 11:10 AM	Educational Sessions
11:10 – 11:15 AM	Break
11:15 AM – 1:15 PM	Educational Sessions
1:15 – 1:20 PM	Break
1:20 – 3:35 PM	Educational Sessions
3:35 – 3:40 PM	Break
3:40 – 5:55 PM	Educational Sessions
5:55 – 6:00 PM	Publisher's Adjournment

*Agenda subject to change.*

# Sponsorship Opportunities

Increase brand awareness, generate preference and foster loyalty with a targeted and influential audience of healthcare leaders.

Opportunities presented in our packages\* allow for achieving several goals at once:



## Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship provides direct access to attendees who are looking to find out more about your business.



## Drive Sales

Packages include the opportunity to showcase products and services and distribute samples or trial offers.



## Showcase Your Thought Leadership

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.



## Create Long-Lasting Connections

By establishing relationships with event attendees, sponsors can dramatically influence customer relations.



## Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates media exposure through print, digital, email and social media.



## Generate Leads

The list of symposium attendees provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

# Sponsorship Opportunities at a Glance

	<b>Lead</b> (1) \$36,000	<b>Premier</b> (6) \$25,000	<b>Supporting</b> (6) \$15,000	<b>Associate</b> (10) \$10,000	<b>Brand</b> \$3,500
Print Promotion	✓	✓	✓	✓	✓
Email Promotion	Logo & banner ad	Logo	Logo	Logo	Logo
Digital Promotion	Logo (when size allows)	Logo (when size allows)	Logo (when size allows)	-	-
Microsite	✓	✓	✓	✓	✓
Sponsor News Email	✓	✓	✓	✓	-
Thought Leadership	Custom Session	Custom Session	Panelist	-	-
Content Assets	3	2	2	1	1
Thank You Slide	✓	✓	✓	✓	✓
Publisher Recognition	✓	✓	✓	-	-
Tickets	8	5	5	3	1
Thank You Email	Logo & banner ad	Logo	Logo	Logo	Logo
Attendee List	✓	✓	✓	✓	-
Post-Event Report	✓	✓	✓	✓	-

# Lead Sponsorship

The Lead Sponsorship is the highest level of sponsorship and is limited to one organization. The sponsorship includes exclusive recognition as the Lead Sponsor in the opening and closing remarks; brand exposure before, during and after the conference; a thought leadership session and multiple lead generation opportunities.

## Pre-Conference Promotion

- Logo recognition in print advertising promotions
- Logo recognition in digital promotion (when size allows)
- Logo recognition on promotional emails
- Leaderboard banner ad (728W x 90H pixels) and logo recognition on symposium reminder emails
- Logo recognition with link on event microsite
- Inclusion in sponsor news pre-event promotional email (50 words about activity relevant to the event)

## Thought Leadership

- 45-minute session conducted during symposium
- Opportunity to include up to four speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on agenda indicating session is sponsored

## Conference Visibility

- Opportunity to provide up to three content assets for posting on symposium microsite
- Logo visibility on symposium sponsor “Thank You” slide
- Recognition as Lead Sponsor in symposium opening and closing remarks
- Eight tickets to attend symposium (additional available at discount of 25%, max. 10)<sup>1</sup>

## Post-Conference Visibility

- Leaderboard banner ad (728W x 90H pixels) and logo recognition on post-symposium “Thank You” email to attendees
- List of symposium attendees<sup>2</sup>
- Post-symposium report including key highlights from survey results and feedback from attendees

One Available:  
**\$36,000 Net**

<sup>1</sup> Tickets are inclusive of speakers and general symposium attendees.

<sup>2</sup> List of event attendees includes name, title, organization and email address (emails included in final list only). List will be provided one week prior and one week following event.

# Premier Sponsorship

The Premier Sponsorship incorporates extensive brand exposure with a unique opportunity to conduct a thought leadership session as part of the conference agenda.

## Pre-Conference Promotion

- Logo recognition in print advertising promotions
- Logo recognition in digital promotion (when size allows)
- Logo recognition on promotional emails
- Logo recognition on symposium reminder emails
- Logo recognition with link on event microsite
- Inclusion in sponsor news pre-event promotional email (50 words about activity relevant to the event)

## Thought Leadership

- 45-minute-long session conducted during symposium
- Opportunity to include up to four speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on agenda indicating session is sponsored

## Conference Visibility

- Opportunity to provide up to two content assets for posting on symposium microsite
- Logo visibility on symposium sponsor “Thank You” slide
- Recognition as Premier Sponsor in symposium opening and closing remarks
- Five tickets to attend symposium (additional available at discount of 25%, max. 10)<sup>1</sup>

## Post-Conference Visibility

- Logo recognition on post-symposium “Thank You” email to attendees
- List of symposium attendees<sup>2</sup>
- Post-symposium report including key highlights from survey results and feedback from attendees

Six Available:  
\$25,000 Net

<sup>1</sup> Tickets are inclusive of speakers and general symposium attendees.

<sup>2</sup> List of event attendees includes name, title, organization and email address (emails included in final list only). List will be provided one week prior and one week following event.

# Supporting Sponsorship

The Supporting Sponsorship is a highly visible level of sponsorship that includes an important opportunity to participate as a panelist in the dialogue around social determinants of health.

## Pre-Conference Promotion

- Logo recognition in print advertising promotions
- Logo recognition in digital promotion (when size allows)
- Logo recognition on promotional emails
- Logo recognition on symposium reminder emails
- Logo recognition with link on event microsite
- Inclusion in sponsor news pre-event promotional email (50 words about activity relevant to the event)

## Thought Leadership

- Opportunity to participate as a panelist in a session<sup>1</sup>

## Conference Visibility

- Opportunity to provide up to two content assets for posting on symposium microsite
- Logo visibility on symposium sponsor “Thank You” slide
- Recognition as Supporting Sponsor in symposium opening and closing remarks
- Five tickets to attend symposium (additional available at discount of 25%, max. 10)<sup>2</sup>

## Post-Conference Visibility

- Logo recognition on post-symposium “Thank You” email to attendees
- List of symposium attendees<sup>3</sup>
- Post-symposium report including key highlights from survey results and feedback from attendees

## Six Available: \$15,000 Net

<sup>1</sup> Sponsor can select the preferred session for participation based on availability/schedule and subject to Modern Healthcare approval.

<sup>2</sup> Tickets are inclusive of speakers and general symposium attendees.

<sup>3</sup> List of event attendees includes name, title, organization and email address (emails included in final list only). List will be provided one week prior and one week following event.

# Associate Sponsorship

The Associate Sponsorship includes exposure through promotion for the Social Determinants of Health Symposium, as well as access to attendee information and multiple tickets to attend.

## Pre-Conference Promotion

- Logo recognition in print advertising promotions
- Logo recognition on promotional emails
- Logo recognition on symposium reminder emails
- Logo recognition with link on event microsite
- Inclusion in sponsor news pre-event promotional email (50 words about activity relevant to the event)

## Conference Visibility

- Opportunity to provide up to one content asset for posting on symposium microsite
- Logo visibility on symposium sponsor “Thank You” slide
- Three tickets to attend symposium (additional available at discount of 25%, max. 10)<sup>1</sup>

## Post-Conference Visibility

- Logo recognition on post-symposium “Thank You” email to attendees
- List of symposium attendees<sup>2</sup>
- Post-symposium report including key highlights from survey results and feedback from attendees

10 Available: \$10,000  
Net

<sup>1</sup> Tickets are inclusive of speakers and general symposium attendees.

<sup>2</sup> List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

# Brand Sponsorship

Brand Sponsorship includes exposure through promotion for the Social Determinants of Health Symposium, as well as access to attend the conference.

## Pre-Conference Promotion

- Logo recognition in print advertising promotions
- Logo recognition on promotional emails
- Logo recognition on symposium reminder emails
- Logo recognition with link on event microsite

## Conference Visibility

- Opportunity to provide up to one content asset for posting on symposium microsite
- Logo visibility on symposium sponsor “Thank You” slide
- One ticket to attend symposium (additional available at discount of 25%, max. 10)<sup>1</sup>

## Post-Conference Visibility

- Logo recognition on post-symposium “Thank You” email to attendees

**\$3,500 Net**

<sup>1</sup> Tickets are inclusive of speakers and general symposium attendees.

# Thank You

## Modern Healthcare

Modern Healthcare is the most trusted business news and information brand in the healthcare industry. Combining the power of a print publication, 24/7 digital news products, robust research and event platforms, Modern Healthcare reaches the largest and most captive audience of healthcare leaders and influencers.

**130 E. Randolph St., Ste. 3200, Chicago, IL 60601 | 312.649.5350 | [www.ModernHealthcare.com](http://www.ModernHealthcare.com)**

---

For more information on sponsorship opportunities, please contact your account executive or [sales@modernhealthcare.com](mailto:sales@modernhealthcare.com).