

Social Determinants of Health Symposium

June 2, 2020

December 2020

2020 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

Event Overview

About

At these virtual experiences, experts will discuss the inseparable relationship between the social determinants of health and health outcomes. Industry leaders will provide challenges and successes, best practices and strategies to effectively advance community health.

The goal of these events is to address the systemic inequities that prevent community members from experiencing good health. Together, providers can develop effective strategies and innovative solutions – leveraging purchasing, hiring and investing – to benefit the communities they serve.

Date: June 2, 2020 & December 2020

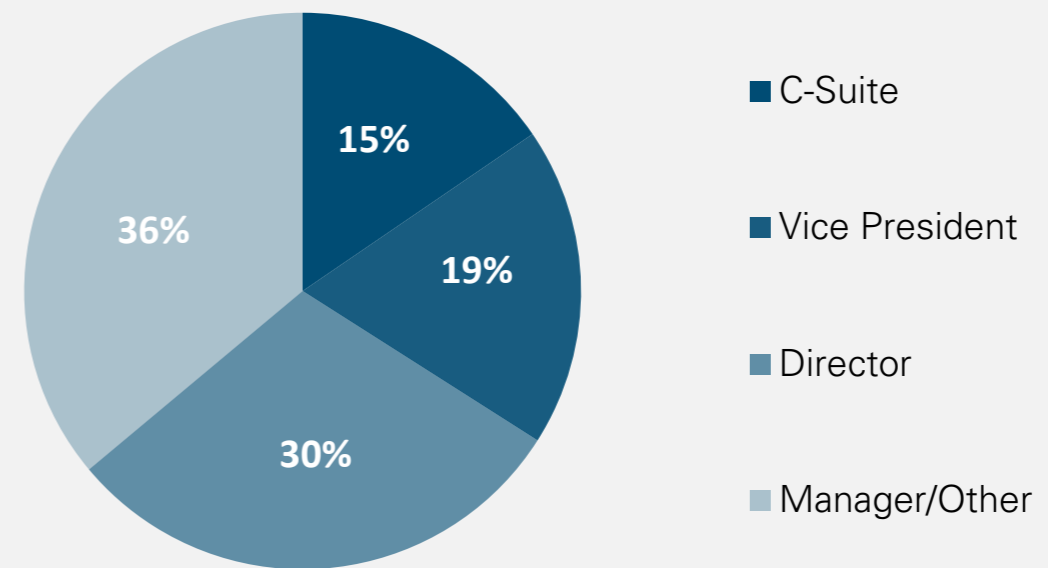
Date: To Be Determined

Anticipated Attendance at Each Event: 500

Who Will Attend

- Federal/State/Local Government Office
- Healthcare Supplier
- Hospital
- Insurer/Payer/Managed Care Organization
- Medical Clinic/Group/Specialty House
- Professional Association
- University

Attendance by Title



Social Determinants of Health Symposium

“Anybody who is interested in changing the paradigm, anybody who is interested in getting greater health outcomes – for our community, for our neighbors – has to attend the Social Determinants of Health Symposium.”

Dr. Akram Boutros, President and Chief Executive Officer, The MetroHealth System

Description

Environmental, economic and social barriers to health are tied to increased health risks and poor healthcare outcomes. From income and access to care, to unsafe work and home environments, the factors of individuals' daily lives greatly impact their overall health.

These barriers are known as social determinants of health and their impact on Americans' health is undeniable.

For providers, addressing those problems could pay huge dividends.

Healthcare's role in creating healthy communities is to take a greater approach; hospitals and health systems are reaching beyond their four walls to address these conditions.

These virtual experiences will equip attendees with resources and tools to benefit the communities they serve and to build business models that help heal America's communities.

Key Topics

- Addressing social determinants of health through business and non-clinical practices including purchasing, hiring and investments
- Producing 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
- Glaring health disparities brought to surface by COVID-19 and plans to address in future

Agenda

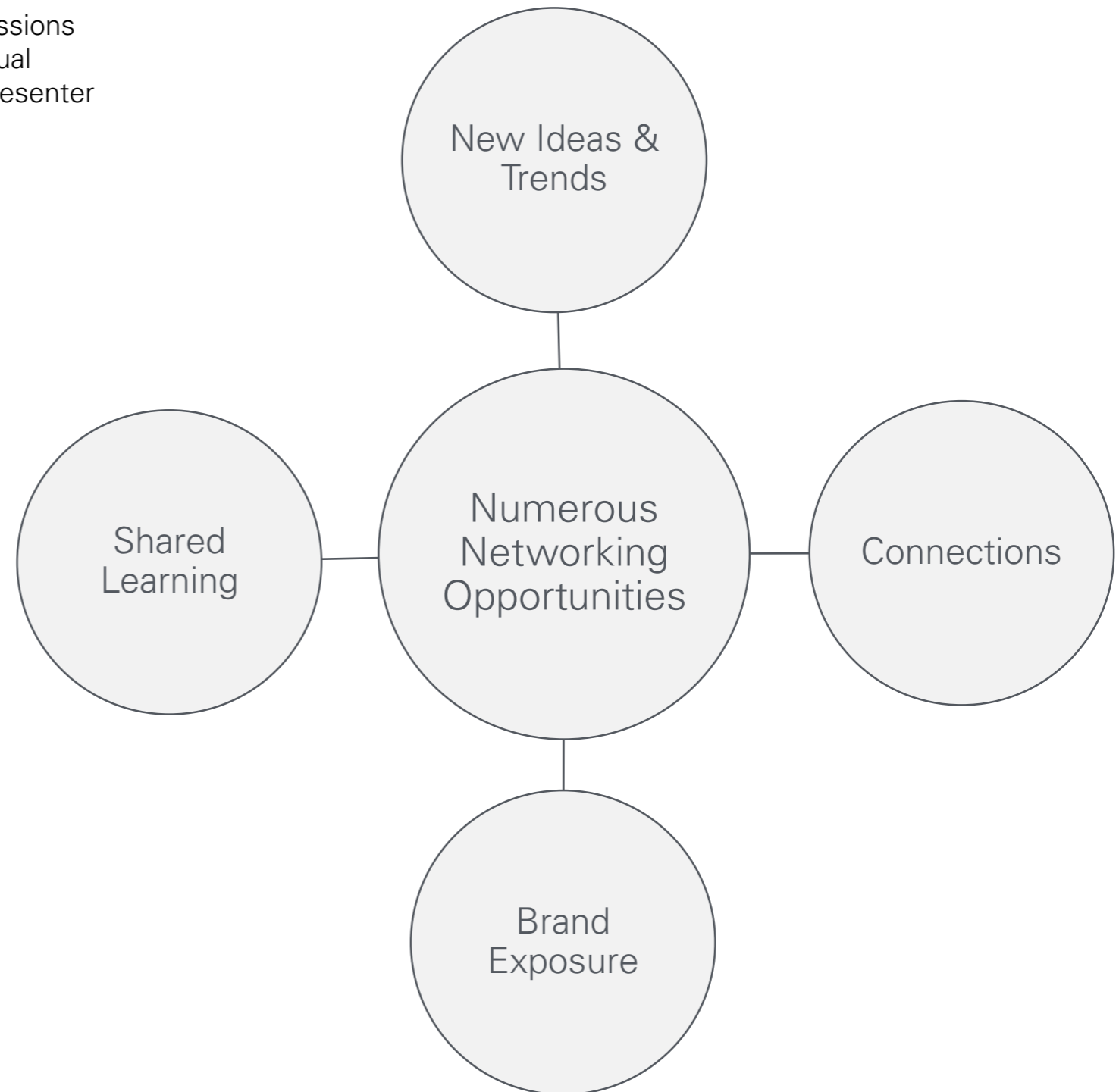
Format

Attendees experience keynote presentations and panel discussions that are focused on strategies and best practices within a virtual experience format that is rich in collaboration and attendee/presenter interaction.

Agenda (For Each Event)

9:00 a.m. - 9:45 a.m.	Opening Keynote
9:45 a.m. - 10:00 a.m.	Real World Impact Story of Hope
10:00 a.m. - 10:45 a.m.	Session 1
10:45 a.m. - 11:30 a.m.	Session 2
11:30 a.m. - 12:15 p.m.	Session 3
12:15 p.m. - 1:15 p.m.	Break for Lunch
1:15 p.m. - 2:00 p.m.	Session 4
2:00 p.m. - 2:45 p.m.	Session 5
2:45 p.m. - 3:30 p.m.	Session 6
3:30 p.m. - 4:15 p.m.	Closing Keynote

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 brings attendees who are looking to find out more about your business directly to you.



Drive Sales

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



Be Recognized As A Thought Leader

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



Create Long Lasting Connections

During the various networking opportunities available at the virtual experience, sponsors are able to 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.



Lead Generation

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

*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract, some benefits associated with our sponsorship packages may have passed. See following pages for sponsor package specifics. Recommended sponsorship commitment is 6 weeks prior to event date.

Lead Sponsorship

Lead sponsorship includes the highest level of exposure across the Social Determinants of Health virtual experience and webinar series. This includes exposure across a minimum of 9 Modern Healthcare curated sessions/webinars, a dedicated website and a series of email promotion per event. Lead sponsorship includes a custom thought leadership session.

Pre-Virtual Experience Promotion

- Logo recognition as Lead Sponsor in a minimum of 3 full-page, 4-color print virtual experience promotions
- Logo recognition as Lead Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for virtual experience
- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on virtual experience reminder emails
- Logo recognition with link on virtual experience microsite

Thought Leadership

- Forty-five minute-long session conducted during virtual experience
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Virtual Experience Visibility

- Opportunity to provide up to 3 content assets for posting on virtual experience microsite
- Logo visibility on virtual experience sponsor “thank you” slide
- Recognition as Lead Sponsor from the podium at virtual experience opening and closing remarks
- 8 tickets to attend virtual experience¹

Post-Virtual Experience Visibility

- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on post-virtual experience “thank you” email to attendees
- List of virtual experience attendees²
- Post-virtual experience report including key highlights from survey results and feedback from attendees

1 Sponsorship Available Per Event at \$36,000 Net

25% Discount Available for Sponsoring Both Events

¹ Tickets are inclusive of speakers, pre-virtual experience and general virtual experience attendees.

² List of attendees includes name, title, organization and email address and will be provided 1 week following event.

Premier Sponsorship

Premier sponsorship includes exposure across the Social Determinants of Health virtual experience and webinar series which includes exposure across a minimum of 94 Modern Healthcare curated sessions/webinars, a dedicated website and a series of email promotion per event. Premier sponsorship includes a custom thought leadership session.

Pre-Virtual Experience Promotion

- Logo recognition as Premier Sponsor in a minimum of 3 full-page, 4-color print virtual experience promotions
- Logo recognition as Premier Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for virtual experience
- Logo recognition on virtual experience reminder emails
- Logo recognition with link on virtual experience microsite

Thought Leadership

- Forty-five minute-long session conducted during virtual experience
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Virtual Experience Visibility

- Opportunity to provide up to 2 content assets for posting on virtual experience microsite
- Logo visibility on virtual experience sponsor “thank you” slide
- Recognition as Premier Sponsor from the podium at virtual experience opening and closing remarks
- 5 tickets to attend virtual experience¹

Post-Virtual Experience Visibility

- Logo recognition on post-virtual experience “thank you” email to attendees
- List of virtual experience attendees²
- Post-virtual experience report including key highlights from survey results and feedback from attendees

6 Sponsorships Available
Per Event at \$25,000 Net

25% Discount Available for
Sponsoring Both Events

¹ Tickets are inclusive of speakers, pre-virtual experience and general virtual experience attendees.

² List of attendees includes name, title, organization and email address and will be provided 1 week following event.

Supporting Sponsorship

Supporting sponsorship includes exposure across the Social Determinants of Health virtual experience and webinar series which includes exposure across a minimum of 9 Modern Healthcare curated sessions/webinars, a dedicated website and a series of email promotion per event. The Supporting Sponsorship includes a role as moderator of an existing session.

Pre-Virtual Experience Promotion

- Logo recognition as Supporting Sponsor in a minimum of 3 full-page, 4-color print virtual experience promotions
- Logo recognition as Supporting Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for virtual experience
- Logo recognition on virtual experience reminder emails
- Logo recognition with link on virtual experience microsite

Thought Leadership

- Opportunity to moderate a webinar session¹

Virtual Experience Visibility

- Opportunity to provide up to 2 content assets for posting on virtual experience microsite
- Logo visibility on virtual experience sponsor “thank you” slide
- Recognition as Supporting Sponsor from the podium at virtual experience opening and closing remarks
- 5 tickets to attend virtual experience²

Post-Virtual Experience Visibility

- Logo recognition on post-virtual experience “thank you” email to attendees
- List of virtual experience attendees³
- Post-virtual experience report including key highlights from survey results and feedback from attendees

6 Sponsorships Available Per Event at \$15,000 Net

25% Discount Available for Sponsoring Both Events

¹ Sponsor can select the preferred session for moderation based on availability/schedule and is subject to Modern Healthcare approval.

² Tickets are inclusive of speakers, pre-virtual experience and general virtual experience attendees.

³ List of attendees includes name, title, organization and email address and will be provided 1 week following event.

Associate Sponsorship

Associate sponsorship includes exposure across the Social Determinants of Health virtual experience and webinar series which includes exposure across a minimum of 9 Modern Healthcare curated sessions/webinars, a dedicated website and a series of email promotion per event. The Associate Sponsorship includes lead generation and branding.

Pre-Virtual Experience Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print virtual experience promotions
- Logo recognition on promotional emails for virtual experience
- Logo recognition on virtual experience reminder emails
- Logo recognition with link on virtual experience microsite

Virtual Experience Visibility

- Opportunity to provide up to 1 content asset for posting on virtual experience microsite
- Logo visibility on virtual experience sponsor "thank you" slide
- 3 tickets to attend virtual experience¹

Post-Virtual Experience Visibility

- Logo recognition on post-virtual experience "thank you" email to attendees
- List of virtual experience attendees²
- Post-virtual experience report including key highlights from survey results and feedback from attendees

10 Sponsorships Available
Per Event at \$10,000 Net

25% Discount Available for
Sponsoring Both Events

¹ Tickets are inclusive of speakers, pre-virtual experience and general virtual experience attendees.

² List of attendees includes name, title, organization and email address and will be provided 1 week following event.

Brand Sponsorship

Brand sponsorship includes exposure across the Social Determinants of Health virtual experience and webinar series which includes exposure across a minimum of 9 Modern Healthcare curated sessions/webinars, a dedicated website and a series of email promotion per event.

Pre-Virtual Experience Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print virtual experience promotions
- Logo recognition on promotional emails for virtual experience
- Logo recognition on virtual experience reminder emails
- Logo recognition with link on virtual experience microsite

Virtual Experience Visibility

- Opportunity to provide up to 1 content asset for posting on virtual experience microsite
- Logo visibility on virtual experience sponsor “thank you” slide
- 1 ticket to attend virtual experience¹

Post-Virtual Experience Visibility

- Logo recognition on post-virtual experience “thank you” email to attendees

Sponsorships Available Per Event at \$3,500 Net

25% Discount Available for Sponsoring Both Events

¹ Tickets are inclusive of speakers, pre-virtual experience and general virtual experience attendees.

Sponsorship-At-A-Glance

	Lead 1 Per Event \$36,000 Per Event	Premier 6 Per Event \$25,000 Per Event	Supporting 6 Per Event \$15,000 Per Event	Associate 10 Per Event \$10,000 Per Event	Brand \$3,500 Per Event
Print Promotion	✓	✓	✓	✓	✓
Email Promotion	Banner Ad and Logo	Logo	Logo	Logo	Logo
Microsite	✓	✓	✓	✓	✓
Thought Leadership	Custom Session	Custom Session	Moderation		
Content Assets	3	2	2	1	1
Thank You Slide	✓	✓	✓	✓	✓
Podium Recognition	✓	✓	✓		
Tickets	8	5	5	3	1
Thank You Email	Banner Ad and Logo	Logo	Logo	Logo	Logo
Attendee List	✓	✓	✓	✓	
Post-Event Report	✓	✓	✓	✓	

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.

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For more information on sponsorship opportunities, please contact your account executive or Ilana Klein at 312.649.5311.