



**2010 Sponsorship Opportunities
Chicago, IL
April 14-16, 2010**

The 2010 Health Academy Conference Offers Sponsors:

Access to a Dynamic Conference with Increasing Attendance. The Health Academy's nearly 800 members promote excellence in communications and an educational dialogue across the entire health care industry. The Health Academy offers its members opportunities to address the latest issues facing health care public relations and the health care industry.

The annual Conference (www.healthacademy.prsa.org) attracts more than 200 PR practitioners from across the health care industry for a networking and professional development retreat.

- Since 2007, the Health Academy Conference's attendance has increased 67 percent, making it one of PRSA's fastest growing conferences.

Contact With Senior-Level Communicators. Representatives from health care companies, public policy organizations and the media are the primary communicators that attend the Conference.

- 80 percent of attendees are directors or other senior-level PR professionals.
- Past attendees are from Pfizer, GlaxoSmithKline, Wellpoint, U.S. Food and Drug Administration, Johns Hopkins Medicine, MS&L, Edelman, Cohn & Wolfe, CRT/tanaka, *CNN*, *Business Wire* and *Kaiser Health News*.

Insight Into Senior Leadership's Challenges and Objectives. Sponsors are encouraged to attend conference sessions to find out firsthand what their target customers want.

- Doug Simon of DS Simon Productions says, "The Health Academy Conference is a great opportunity for us to share information about new services and meet clients and prospects. I have been sponsoring for almost a decade and it definitely provides value to us and all who attend."
- More than 30 industry leaders facilitate breakout sessions and networking roundtables.
- Speakers in 2009 included notables like Josh Bernoff, co-author of "Groundswell: Winning in a World Transformed by Social Technologies;" Jennifer Martin, director of public relations at CNN; and Mara Liasson, political correspondent for NPR.

The Opportunity to Promote Sponsor Offerings. Our members rely on a variety of service providers to enhance best practices, a conference focal point.

- Attendees are interested in sponsor offerings such as media measurement, press release optimization and distribution, project management and productivity software, payroll and other benefits managers.
- PRSA leverages our sponsors' corporate identity, products and/or services to conference constituents.
- PRSA will help maximize sponsorship opportunities, and extend awareness to overall Health Academy membership.

For further details, contact 2010 Health Academy Conference Committee Member Leigh Fazzina at lfazzina@leighfazzina.com or (610) 316-4126 or PRSA Membership Development Manager Malia Moore at malia.moore@prsa.org or (212) 460-1473.

Profile of Sponsorship Offerings

Presenting Sponsor — \$8,500 (SOLD: Abbott)

Exclusive sponsorship with major billing in all Conference communications.

Benefits Include:

- Opportunity to address Conference attendees.
- Verbal acknowledgment of sponsorship at each general attendance event.
- Exclusive sponsorship of the Meet the Health Academy Leadership Reception.
- Brand logo displayed in Conference brochure mailed to 800+ prospective attendees.
- Brand logo in monthly Conference e-mail which is distributed to entire PRSA membership.
- Two complimentary registrations.
- Exclusive dinner with the Section's executive committee.
- One premium item in the Conference attendee bag.
- One 4x6 exhibit table.

Additional Benefits Include:

- Sponsor a 2010 Health Academy teleseminar and receive major billing in all teleseminar communications. (Teleseminars are held four times a year.)
- Post-Conference ad in podcast distributed to entire Health Academy membership.

Supporting Sponsor — \$6,000

Exclusive sponsorship for **one** of the following: brand logo imprinted on attendee badge lanyards or brand logo imprinted on attendee bags.

Benefits Include:

- Signage throughout the two-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference brochure mailed to 800+ prospective attendees
- One complimentary registration.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference attendee bag.
- Sponsor recognition in Conference blasts.

Event Sponsor — \$5,000

Exclusive sponsorship for **one** of the following events: Pre-Conference Seminar, Opening Keynote Session, Luncheon Plenary and Awards Presentation, Networking Reception, Plenary Session #1 or Plenary Session #2.

Benefits Include:

- Signage throughout the two-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference brochure mailed to 800+ prospective attendees
- One complimentary registration.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference attendee bag.
- Sponsor recognition in Conference blasts.
- One 4x6 exhibit table.

Participating Sponsor — \$5,000

Exclusive host of the Conference's Cyber Central.

Benefits Include:

- Signage throughout the two-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference brochure mailed to 800+ prospective attendees.
- One complimentary registration.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference attendee bag.
- Sponsor recognition in Conference blasts.

Professional Development Sponsor — \$3,000

Exclusive sponsorship for **one** of the following events: Breakout Set #1, Breakout Set #2, Breakout Set #3, Breakout Set #4 or Breakout Set #5.

Benefits Include:

- Signage throughout the two-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference brochure mailed to 800+ prospective attendees
- One complimentary registration.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference attendee bag.
- One 4x6 exhibit table.

Attendee Raffle Gift Sponsor — \$1,500

Exclusive host of the Conference's Raffle Gifts.

Benefits Include:

- Signage throughout the two-day Conference.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference program and on Conference Web page.
- One premium item in the Conference attendee bag.

Friend of the Conference — \$500

Benefits Include:

- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Conference program and on Conference Web page.