

2023 Health Academy Section Conference
PR, Comms and Marketing: UNPLUGGED
SPONSORSHIP
OPPORTUNITIES

Oct. 13–15 | Nashville, Tenn.



ABOUT PRSA HEALTH ACADEMY SECTION

Seeking to enhance the quality and stature of healthcare public relations, the members of the Health Academy represent a variety of health-care-related organizations including hospitals, health systems, academic medical centers, pharmaceutical companies, public relations agencies, device manufacturers, biotech companies, medical and dental associations, health plans, managed care organizations, insurance companies, long-term rehabilitation facilities, alternative and complementary health organizations, health education and research organizations, foundations and government health units.

A VENUE FOR THOUGHT LEADERS

INFLUENTIAL SPEAKERS IN RECENT YEARS

700+
Health Academy
Section Members

54%
Decision-makers with
titles of CEO, SVP, VP,
Director, or Principal

- George Walker, chief equity officer, Planned Parenthood
- Kimberly Townsend, Ed.D., president and CEO, Loretto
- Nadia Bilchik, CNN TV personality, author and communications training expert
- David Sheff, bestselling author and advocate for addiction treatment
- Kevin Hines, suicide survivor and mental health advocate
- Justin DeJong, vice president, communications, American Medical Association
- Alissa Crispino, vice president, media advocacy & communications, American Cancer Society Cancer Action Network
- Kristine Grow, senior vice president, communications, America's Health Insurance Plans
- Al Tompkins, senior faculty for broadcast and online, The Poynter Institute
- Douglas E. Schoen, founding partner, Penn Schoen & Berland
- Kimberley Leonard, health care reporter, U.S. News & World Report
- Phil Galewitz, senior correspondent, Kaiser Health News
- Marjorie Bekaert Thomas, president, Ivanhoe Broadcast News



CONFERENCE

SPONSORSHIP OPPORTUNITIES

The Health Academy Section conference brings together public relations, marketing and communication professionals from across the country who serve the health care industry. During the two-day conference, attendees are able to connect on the issues and topics they face, while learning the latest best practices and industry trends. The annual conference features a variety of speakers from across the country to present on topics ranging from leadership and professional development to case studies and crisis communications.

PREMIER SPONSOR - \$12,500

(Two Available)

- Opportunity to address Conference attendees for up to 5 minutes at one of the two keynote general sessions
- Verbal acknowledgment of sponsorship at every session
- Logo displayed on Conference website
- Logo displayed in Conference emails (depending on timing of signed contract)
- Logo displayed on on-site Conference graphics
- Two (2) Dedicated email blasts sent to Conference attendees sent from PRSA on the behalf of the sponsor.
- Two (2) Conference registrations
- (1) 6' Exhibit Table in the designated sponsor area
- Recognition on PRSA social media channels with Conference promotion minimum five times (time permitting)
- (2) Push Announcements via conference mobile app during conference

PRESENTING SPONSOR: \$10,000

(Two Available)

- Opportunity to address Conference attendees for up to 5 minutes at one breakout session
- Verbal acknowledgment of sponsorship at every session
- Logo displayed on Conference website
- Logo displayed in Conference emails (depending on timing of signed contract)
- Logo displayed on on-site Conference graphics
- One (1) Dedicated email blast sent to Conference attendees sent from PRSA on the behalf of the sponsor
- Two (2) Conference registrations
- (1) 6' Exhibit Table in the designated sponsor area
- Recognition on PRSA social media channels with Conference promotion minimum three times (time permitting)
- (1) Push Announcements via conference mobile app during conference



CONFERENCE SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSOR - \$6,000

(Three Available)

- Verbal acknowledgment of sponsorship at all keynote Sessions
- Logo displayed on Conference website
- Logo displayed in Conference emails (depending on timing of signed contract)
- Logo displayed on on-site Conference graphics
- One (1) Conference registration
- (1) 6' Exhibit Table in the designated sponsor area

FRIEND OF THE CONFERENCE - \$600

- Logo displayed on Conference website
- Logo displayed in Conference emails (depending on timing of signed contract)
- Logo displayed on on-site Conference graphics

SUPPORTING SPONSOR - \$1,500

- Verbal acknowledgment of sponsorship at all keynote Sessions
- Logo displayed on Conference website
- Logo displayed in Conference emails (depending on timing of signed contract)
- Logo displayed on on-site Conference graphics

For further details, contact Health Academy Conference Sponsorship Committee Member Ronna Charles at rcharles@ups.com or PRSA at sponsorships@prsa.org.