

Join us as a sponsor...

...and be seen by strategic stakeholders in the healthcare PR community who want to hear from you

A partnership proposal
for the



Annual Conference
April 22-24, 2020
New Orleans, LA

The Opportunity

The healthcare ecosystem of providers, payers, public health advocates and pharmaceutical and device manufacturers is looking for leaders with a point of view. Are you one of them?

Every spring, the Health Academy of the Public Relations Society of America, brings together hundreds of PR and marketing practitioners to discuss how their organizations are connecting with their communities to drive healthcare change and business objectives. This dynamic and diverse group works with external stakeholders to the C-suite of their institutions.

This is an opportunity for your organization to deliver leadership messages that show you are a part of the healthcare dialogue that is changing our business.

“We sponsored the 2019 Health Academy conference because it gave us an opportunity to talk about issues important to the community, and learn how we can improve how we see our audiences. We look forward to our continued involvement and support of future conferences based on this experience.”

Ken Inchausti

*Senior Director, Corporate Communications
Novo Nordisk, Inc.*

About the Health Academy and the 2020 conference

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 included:

- **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
- **Thomas Nickels**, executive vice president for government relations and public policy for the American Hospital Association (AHA)
- **Mary Agnes Carey**, senior correspondent, *Kaiser Health News*
- **David Meerman Scott**, marketing strategist, Freshspot Marketing LLC; author, "The New Rules of Marketing & PR"
- **Fred Cook**, CEO, Golin
- **Jane Brody**, health columnist, *The New York Times*
- **Bob Edwards**, host, "The Bob Edwards Show" on Sirius XM Radio and "Bob Edwards Weekend"
- **Roger Simon**, chief political columnist, *Politico*
- **Elizabeth Cohen**, health reporter, CNN

The Opportunities for Sponsors

If you're a corporate or organization, we have opportunities to support your thought leadership and engagement strategies

If you're a service provider, attendees may be interested in sponsor offerings such as media monitoring and measurement tools, website services press release optimization and distribution as well as project management and productivity software

- PRSA promotes its Conference sponsors' names, logos, products and services to Conference attendees and additional venues (depending on sponsorship level).
- PRSA will maximize opportunities for visibility beyond the annual Conference attendees to the entire Health Academy membership.

2019 Health Academy Sponsors
Included:

- Novo Nordisk, Inc.
- Spectrum Science
- Porter Novelli
- Humana

Exclusive Premier Sponsor — \$12,000

Major billing in 2020 Health Academy and Conference communications

Two available

Benefits include:

- Opportunity to address Conference attendees at a breakout session or up to 15 minutes at one of four General Sessions
- Verbal acknowledgment of sponsorship at each general attendance event
- Brand logo displayed in Conference collateral mailed to 1000+ prospective attendees
- Brand logo in Conference emails distributed to PRSA membership bi-monthly, 10 times
- Brand logo imprinted on attendee lanyards or attendee bags
- Sole sponsor recognized for one Conference email distributed to PRSA membership promoting your organization
- Four complimentary registrations valued at \$3,900
- Signage throughout the three-day Conference: two large signs and numerous presentations
- Use of attendee mailing list
- Opportunity for two staff members to attend the Section's Executive Committee dinner

- One premium item in the Conference welcome bag
- One 4'x6' exhibit table outside the main Conference General Session room
- Recognition in PRSA social media channels 3–4 times per week

Non-Conference Benefits Include:

- One free online webinar available only to PRSA members and major billing in all communications.
- A 2018 Health Academy brown bag audio teleseminar and major billing in all communications.
- Ability to serve as host of one brown bag audio teleseminar
- Post-Conference article in quarterly newsletter distributed to Health Academy membership (up to 800 members)

Presenting Sponsor — \$10,000

Major billing in Conference communications and sponsorship of a Conference networking reception

Two available

Benefits Include:

- Opportunity to address Conference attendees for up to 10 minutes at one of four General Sessions
- Verbal acknowledgment of sponsorship at each general attendance event
- Signage throughout the three-day Conference: two large signs and numerous presentations.
- Exclusive sponsorship of the Meet the Health Academy Leadership Reception or second night networking reception
- Brand logo displayed in Conference collateral mailed to 1000+ prospective attendees
- Brand logo in Conference emails distributed to PRSA membership bi-monthly, 10 times
- Three complimentary registrations valued at \$2,925
- Use of attendee mailing list

- Opportunity for one staff member to attend the Section's Executive Committee dinner
- One premium item in the Conference attendee bag
- One 4'X6' exhibit table outside the main Conference General Session room
- Recognition in PRSA social media channels 3–4 times per week

Additional Benefits Include:

- A 2018 Health Academy brown bag audio teleseminar and major billing in all communications
- Post-Conference article in quarterly newsletter distributed to Health Academy membership (up to 800 members)

Event Sponsor — \$6,000

Sole sponsorship of conference General Session

Three available

Benefits Include:

- Signage throughout the three-day Conference: two large signs and numerous presentations
- Verbal acknowledgment of sponsorship from the podium at all General Sessions
- Brand logo displayed in Conference collateral mailed to 1000+ prospective attendees
- Brand logo displayed in Conference program and on website
- Two complimentary registrations valued at \$1,950
- One premium item in the Conference attendee bag
- Recognition in PRSA social media channels 3–4 times per week
- Sponsor recognition in Conference email blasts
- Use of attendee mailing list
- One 4'x6' exhibit table outside the main Conference General Session room

Additional sponsorship opportunities

Unlimited availabilities

Level	Benefits
Conference sponsor \$3,500	<ul style="list-style-type: none">• Signage throughout the three-day Conference: two large signs and numerous presentations• Verbal acknowledgment of sponsorship from the podium at all General Sessions• Brand logo displayed in conference brochure mailed to 800+ prospective attendees.• One complimentary registration valued at \$975• Brand logo displayed in Conference program and on Conference website.• One premium item in the conference attendee bag• Recognition in PRSA social media channels 3–4 times per week• One 4'x6' exhibit table outside the main conference general session room
Supporting sponsor \$1,500	<ul style="list-style-type: none">• Signage throughout the three-day Conference: two large signs and numerous presentations• Verbal acknowledgment of sponsorship from the podium at all General Sessions• Brand logo displayed in conference program and on Conference website• Recognition in PRSA social media channels 3–4 times per week• One representative may attend the networking reception
Friend of the Conference \$500	<ul style="list-style-type: none">• Signage throughout the three-day Conference: two large signs and numerous presentations• Verbal acknowledgment of sponsorship from the podium at all General Sessions• Brand logo displayed in Conference program and on Conference website



Health Academy
PRSA

JAZZ UP YOUR PR POTENTIAL

PRSA Health Academy Conference
April 22-24, 2020 • New Orleans Royal Sonesta