



Multicultural Health National

Marketing to a Diverse America

SPONSORSHIP & EXHIBITOR MENU



OCTOBER 25-26, 2016

SONESTA HOTEL | PHILADELPHIA



CONFERENCE CO-SPONSORSHIP

Unparalleled exclusive opportunity for your brand to have premier exposure and industry-leading status as an underwriting partner/main sponsor of the Multicultural Health National Conference. This package puts you center-stage throughout the conference and excludes your competitors from the same presence level.

\$12,000

- Category exclusivity for type of business
- (1) Exhibit Table with preferential site selection
- (2) Pieces of signage in conference common area
- Choice of (6) Items from A La Carte Menu
- Listing on Conference website and in Conference Packet
- 50% off additional A La Carte Purchases (Excluding passes)
- 25% off passes



ADVERTISING AWARDS SPONSORSHIP

Exclusive sponsorship of the Conference Awards with the opportunity to present all awards.

\$10,000

Opportunity to address attendees at the start of the awards

Opportunity for signage, material distribution, and thematic elements during party (supplied by sponsor)

(1) Exhibit Table with preferential site selection

Choice of (6) Items from A La Carte Menu

Listing on MCH Conference website and in Conference Packet

50% off additional A La Carte Purchases (Excluding passes)

25% off passes

(1) Week Early Access to Attendee List



COCKTAIL PARTY SPONSORSHIP

\$10,000

Be the host of the party! Exclusive sponsorship of the official conference cocktail party, open to all attendees and speakers. This fun networking event located in the conference exhibit hall is a perfect opportunity to make a splash – plan a custom drink, raffle off a prize or theme the music. We will work with you to help you to maximize the great branding value this package promises.

Opportunity to address attendees at the start of the party (<2 minutes)

Opportunity for signage, material distribution, and thematic elements during party (supplied by sponsor)

(1) Piece of signage in common area (provided by sponsor)

Choice of (5) Items from A La Carte Menu

(1) Exhibit Table with preferential site selection

Listing on Conference website and in Conference Packet

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



WIFI SPONSORSHIP

This package includes sponsorship of the conference WiFi, which every attendee utilizes, and allows you to customize the code to help promote your brand. It also includes our Twitter Wall where Tweets about the conference are streamed live with your personal hashtag.

\$10,000

Sponsorship of Conference WiFi

Choice of (4) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference website and in Conference Packet

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



REGISTRATION SPONSORSHIP

\$8,000

Be where the attendees all check in. This sponsorship allows you to be one of the first things people see when they arrive by having signage and materials at our registration desk. It also allows you to keep visibility throughout the conference by having your logo on the lanyard that every attendee wears in a highly visible place.

(2) Signs at Registration

Choice of materials at registration (including but not limited to a one sheet, a promotional item, or a tablecloth. Costs paid for by sponsor)

Logo on name badge lanyard

Choice of (4) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference website and in Conference Packet

50% off additional A La Carte Purchases (Excluding passes)



FOYER SPONSORSHIP

Package includes (2) stand up signs on the large wall at the front of the conference foyer and (2) decals on the floor immediately below.

\$5,000

Choice of (2) Items from A La Carte Menu

25% off exhibit table

Listing on Conference website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



LUNCHEON SPONSORSHIP

Be the sponsor of the lunch on the first day of the event. This is an exclusive sponsorship that allows you to promote your brand during the lunch, as well as give a short speech to the luncheon attendees.

\$5,000

Opportunity to address attendees at the start of the lunch (<2 minutes)

Opportunity for signage, material distribution, and thematic elements during lunch (supplied by sponsor)

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



TOTEBAG SPONSORSHIP

Be the exclusive sponsor of all major conference materials. This sponsorship allows you to be the totebag sponsor, which all attendees are given and carry around the entire event.

\$5,000

Logo on each totebag and portfolio, distributed to every attendee
(basic cost paid by DTC Perspectives, upgraded costs paid by sponsor)

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BREAKFAST SPONSORSHIP

This sponsorship allows you to have your brand logo displayed at all of our conference breakfasts. This includes signage in the exhibit hall, custom menus, thematic elements, etc.

\$5,000

Opportunity for signage, material distribution, and thematic elements during breakfast (supplied by sponsor)

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



NETWORKING BREAK SPONSORSHIP

\$5,000

This sponsorship allows you to have your brand logo displayed at all of our conference breaks. This includes signage in the exhibit hall, custom menus, thematic elements, etc.

Opportunity for signage, material distribution, and thematic elements during breaks (supplied by sponsor)

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BOTTLED WATER SPONSORSHIP

Exclusive full color logo on each bottle of water, distributed to all attendees every morning

\$5,000

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



PENS/NOTEPAD SPONSORSHIP

Logo on pens/notepads, which will be refreshed for all attendees every morning (cost of items paid for by sponsor)

\$5,000

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

AGENDA

nda

ER 5, 2015

m - 9:45 am

Engagement in the Post-ACA World

able Care Act (ACA) is an enormous piece of socio-economic engineering which far beyond extending healthcare coverage. The avowed intention of the Act is to "merge" mergers between hospital groups and between insurance plans and that the payer should merge with the provider industry. The physician-patient relationship is changing in-patient relationships [...]



ON - SEGMEICA.COM

More info

m - 10:30 am

Ballroom 1

zing Big Data to Know How, When, and Where to Engage with



CONFERENCE MATERIALS SPONSORSHIP

Your logo on each printed page of attendee list and logo on online agenda page

\$5,000

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

Hospital Marketing National San Diego

June 22-24, 2016



JUNE 22-24, 2016
SAN DIEGO CA

JOIN US IN

San Diego, CA

This is a text block. You can use it to
add text to your template.

RESERVE YOUR SPOT TODAY

Register Now

Sponsor or Exhibit

PRE- CONFERENCE SPONSORSHIP

Logo/Ad in all email communications sent in 2016 prior to
2016 The Multicultural Health National Conference

\$4,000

SOLD OUT

Sidebar Banner on Event Website Now through Event

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

Hospital Marketing National Atlanta

June 7-8, 2016



JOIN US IN

Atlanta, GA

This is a text block. You can use it to add text to your template.

RESERVE YOUR SPOT TODAY

[Register Now](#)

[Sponsor or Exhibit](#)

POST- CONFERENCE SPONSORSHIP

Logo/Ad in all email communications relating to The 2016 Multicultural Health National Conference

\$5,000

Banner on Event Website after event through 12/31/16

Banner Ad on 2016 conference materials sponsorship website where slides, videos, agenda, and list are hosted

Advertising slate on all 2016 conference videos

Choice of (2) Items from A La Carte Menu

1 Exhibit Table

Listing on Conference Website and in Conference Packet

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

BRONZE SPONSORSHIPS

SUPPORTING SPONSORSHIP

- 3 Conference Passes
- (1) A la Carte item (Excluding passes)
- 10% off any additional A la Carte item (Excluding passes)
- 10% off any exhibit table
- Listing on DTC Conference Website and in Conference Packet

\$4,000

ASSOCIATE SPONSORSHIP

- 2 Conference Passes
- (1) A la Carte item (Excluding passes)
- 10% off any additional A la Carte item (Excluding passes)
- 10% off any exhibit table
- Listing on DTC Conference Website and in Conference Packet

\$3,000

EXHIBITOR MENU

TABLETOP BOOTH

- 6' tabletop exhibit table space
- Listing on Conference Website and in Conference Packet
- Choice of (1) item from A la Carte Menu
- 10% off Additional A la Carte Purchases



\$2,000

A LA CARTE MENU

1 DESK DROP

(\$1000)- Ability to drop (1) promotional item at the desk of attendees. Item must be approved by DTC Perspectives Inc. and may not conflict with any other sponsored item.

2 TOTE BAG INSERT

(\$1000)- Ability to drop (1) promotional item in the tote bag of attendees. Item must be approved by DTC Perspectives Inc. and may not conflict with any other sponsored item.

3 BANNER AD

(\$1500)- Banner Ad to appear on www.dtcperspectives.com. Dates ad will be posted depends on availability.

4 NEWSLETTER AD

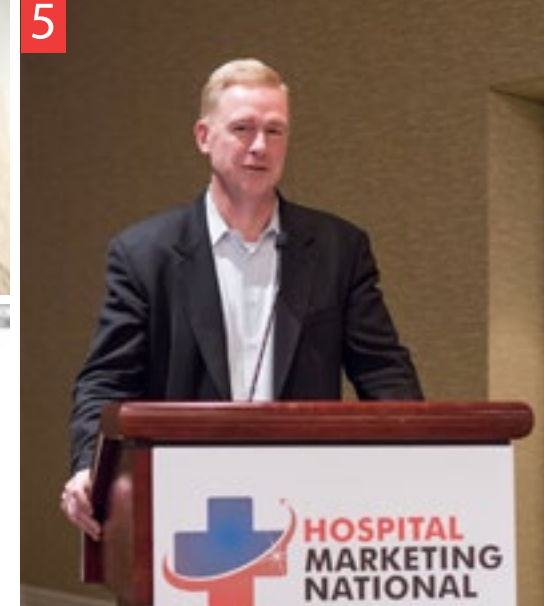
(\$2000)- Banner Ad to appear in 2 issues of the monthly DTC In Focus e-newsletter, emailed to approximately 10,000 people in and around the pharma marketing space. Dates ad will be posted depends on availability.

5 SPEAKER INTRO

(\$1500)- Ability to intro a speaker during the general session Intro is limited to two minutes. Maximum 1 per company. Selection order depends on contracting date.

6 EARLY LIST ACCESS

(\$1500)- Access to the attendee list with full contact info 2 weeks before the conference.



First Name	Last Name	Title	Address 1	Address 2
Dennis	Turner	Senior Account Director	40 East 42nd Street	Suite 480
Reem	Nouh	SVP, Healthcare Marketing	80 Avon Meadow Lane	
Yusuf	Lala	Managing Partner	400 Sylvan Ave.	
Annie	McNamara	Senior Vice President	2005 South Eastern Road	
Michelle	Glen	Marketing Director	106 Struble Center Blvd	
Kelli	Gressinger	Senior Product Manager, Biotex Cosmetics	2525 Shopton Drive	
Kevin	Clayton	Director, Business Development	10855 S Riverfront Pkwy	H100
Jessica	Khaledi	Sr. Marketing Manager	One Amgen Center Drive	
David	Joffe	National Manager, Pharmacy Accounts	6 Concorde Parkway	
Jack	Kelly	National Dir. Managed Markets & Trade Relations	2753 Knollcrest St	
Elisabeth	Dalton	Associate Director, Oncology Marketing	1 Austell Way	
John	Berrios	Senior Director, Patient Engagement	601 West Office Center Drive	
Abby	Fischer	Senior Manager, Consumer Marketing	133 Boston Post Road	
Myra	Tamayo-Byron	Senior Vice President of Strategic Sponsorship	900 Ridgeway Rd.	
Iselle	Gryniewicz	Vice President	11 Schalks Crossing Road	0626
Shauna	Garshon	President	102 E Main St	
Daryl	Travis	Author of Emotional Branding & Founder/CEO	875 N. Michigan Ave	
Craig	Huber	Associate Director, Patient Engagement	777 Scudders Mill Road	
Elizabeth	Yurcotte	Director, Consumer Hub	777 Scudders Mill Road	
Chris	Mycek	Chief Customer Officer	72 E Swendsford Rd.	
Valerie	Kobusz	Associate Director	86 Morris Avenue	
Jamie	Bloch	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
Matthew	Crandall	Senior Director of Sponsorship Development	130 N. Wabash Ave	Floor
Ed	Darmanin	SVP of New Market Development	130 N. Wabash Ave	Floor
Daniel	Chen	SVP of Business Growth & Analytics	130 N. Wabash Ave	Floor
Lori	Flynn	VP of Sponsorship Marketing and Operations	130 N. Wabash Ave	Floor
Jason	Friedman	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
David	Jundt	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
Josh	Kramon	Senior Vice President of Strategic Sponsorship	130 N. Wabash Ave	Floor
Loretta	Lurie	Senior Director of Strategic Solutions	130 N. Wabash Ave	Floor
Ciro	Maria	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
Jamie	McWalter	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
Dan	Schwartz	Senior Vice President of Strategic Accounts	130 N. Wabash Ave	Floor
Rishi	Shah	Chief Executive Officer	130 N. Wabash Ave	Floor
Alva	Sherman	Vice President of Strategic Agency Partnerships	130 N. Wabash Ave	Floor
Arnon	Tobin	Senior Director of Sales Strategy	130 N. Wabash Ave	Floor
Andrea	Valente-Jourge	Senior Director of Sponsorship Sales	130 N. Wabash Ave	Floor
Undrey	Azzaretti	Analytics Services Manager	1005 Avenue of the Americas	6th
Earth	Bennett	Sales Director	1005 Avenue of the Americas	6th
Parick	Bender	Sales Associate	881 Ponce de Leon Ave NE	Suite
Bob	Ehrlich	CEO	881 Ponce de Leon Ave NE	Suite
Scott	Ehrlich	Vice President	881 Ponce de Leon Ave NE	Suite
Annifer	Kovack	Director of Publishing & Awards	881 Ponce de Leon Ave NE	Suite
Annalisa	Lawhorne	VP, Operations	881 Ponce de Leon Ave NE	Suite
Jana	Watson	Special Projects Consultant	881 Ponce de Leon Ave NE	Suite
John	Woodbridge		881 Ponce de Leon Ave NE	Suite
Kathy	Lizano		1130 W 10th West	
Michelle	Prior	Director of Sales	1130 W 10th West	
Jordan	Miller	Director, Strategic Partnerships	1315 Walnut Street	Suite
David	Shronk	VP, Strategic Partnerships	1315 Walnut Street	Suite
Jason	Emmer	SVP Customer Experience	206 Madison Ave	
Jeff	Herrmann	VP, Sales	206 Madison Ave	
Jeff	Herrmann	VP, Sales	206 Madison Ave	

A LA CARTE MENU

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REGULAR PASS

(\$1495)-One Regular
Conference Pass



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(1) DAY PASS AND (1) AWARDS ONLY PASS

(\$1295)

