

Conference Sponsor/ Exhibit Information





About our Conference

For over 90 years, the American School Health Association (ASHA) has promoted the health of our nation's youth by educating its members who work in PreK-12 schools or advise and oversee health education or health services programs in schools or state agencies. Our mission is to transform all schools into places where every student learns and thrives.

The Annual American School Health Conference attracts approximately 400 school health professionals from across the nation to network and discuss current school health issues and trends, research findings and innovative teaching techniques.

Why You Should Sponsor/Exhibit

ASHA inspires deeply held passion and admiration among its community of supporters. Join others that find value in aligning with an organization that assists in making quality contacts and cementing relationships. We will work with you to create meaningful opportunities to:

- Expose your brand to build or strengthen meaningful relationship with influential purchasers in the field of school health
- Experience more productive networking
- Create a win-win scenario for your organization, the target audience, and ASHA

Exhibitors Save Money!

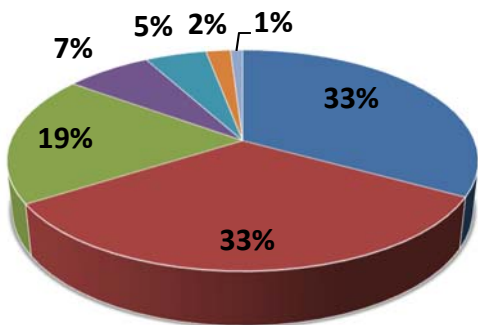
The Center for Exhibition Industry Research (CEIR) states that it costs 62% less to close a lead generated from a trade show than one that originated in the field.



Our Audience

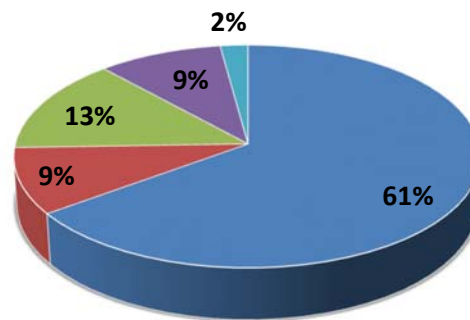
ASHA's members consist of administrators, counselors, dietitians, nutritionists, health educators, physical educators, psychologists, school health coordinators, school nurses, school physicians, and social workers.

ASHA Members by Workplace



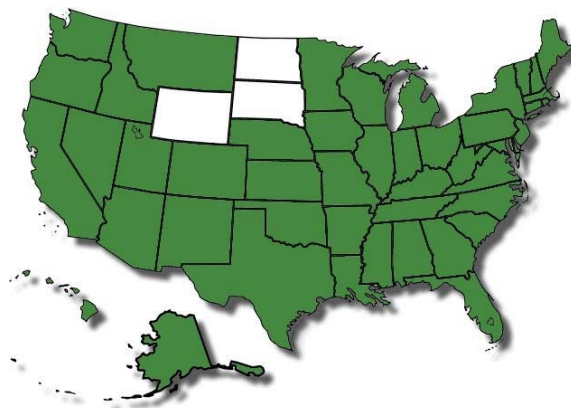
- Higher Education
- County, District & School Employees
- Federal & State Employees
- Non-Profit Organizations
- Self-Employed/Other
- Clinic/Hospital/Managed Care
- Industry/Corporate/For-Profit

ASHA Members by Demographics



- Health/Physical Educators & School Health Coordinators
- Medical Professions (School Nurses & Physicians)
- Administrator
- Other
- Mental Health Professionals (Psychologists, Social Workers & Counselors)

We have representation in almost every state!





Sponsor Opportunities

Sponsorship Level	ASHA Title Sponsor	Children's Champion	Well Being Benefactor	Apple a Day Advocate	Pre-K-12 Patron	Health Helper	Exhibit Booth
# of Opportunities available	1	3	3	3	3	12	25
Sponsorship Amount	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,500	\$1,300
Event Access							
Complimentary Registrations	6	4	3	2	2	2	1
Registration Discount	10%	10%	10%	10%	10%	10%	10%
Welcome Reception Drink Tickets	10	10	-	-	-	-	-
Exhibit Booth	Premium Placement	Ideal Placement	✓	✓	✓	✓	✓
Branding opportunities							
JOSH Ad *	Full page	Full page	Half Page	Half page	-	-	-
Mobile App Logo & 35 Word description	✓	✓	✓	✓	✓	✓	✓
Logo & Description on Website	✓	✓	✓	✓	✓	✓	text
Mobile App Banner Ad	-	✓	✓	-	-	-	-
Social Media Posts	5 links, video	4 link, video	3 link, photo	2 with link	1 with link	1	-
Item in Conference Bag- sponsor covers cost of items	2 Items	2 Items	1 Item	1 Item	-	-	-
Pre or Post Email to Attendees (ASHA sends)	✓	✓	✓	✓	-	-	-
Enhancements (see page 4)							
Exclusive Enhancements	4	Pick 1 of 3	Pick 1 of 3	Pick 1 of 3	Pick 1 of 3	Pick 1 of 2	-

*Dependent on publication schedule

À La Carte Options (subject to availability)

- 10 pack of welcome reception drink tickets (\$200)
- Mobile app logo & 35 word description (\$500)
- Logo & description on website (\$500)
- Item in conference bag, limited availability (\$750 for profit/\$500 nonprofit)
- Featured in pre/post conference email, limited availability (\$1000)
- Half page ad in the *Journal of School Health* (JOSH) (\$750)
- Full page ad in the *Journal of School Health* (JOSH) (\$1000)
- Water Station sponsor (provide bottles) (\$1000)
- Mobile app banner ad, only one available (\$1250)
- Refreshment break sponsor (\$1500)



Exclusive Sponsor Enhancements

In addition to all of the itemized benefits on page 3, sponsor receives:

ASHA Title Sponsor (Exclusive) \$15,000

- Branded opening keynote session
- Two minute remarks at the opening keynote
- Mobile app splash screen ad
- Custom push notification

Children's Champion \$12,500

- Your choice of:
 - a) branded welcome reception
 - b) co-branded tote bags, or,
 - c) co-branded lanyards
- 2 minute remarks at time TBD

Well-Being Benefactor \$10,000

- Your choice of:
 - a) branded conference Wi-Fi
 - b) closing keynote session, or,
 - c) time to provide education session (pending approval by ASHA)
- Two minute remarks at a time TBD

Apple-a-Day Advocate \$7,500

- Your choice of:
 - a) awards luncheon **[SOLD]**
 - b) scholarship fundraiser, or,
 - c) mobile app side bar ad

PreK - 12 Patron \$5,000

- Your choice of:
 - a) poster Session
 - b) get up & go breakfast, or,
 - c) conference program

Health Helper \$3,500

- Your choice of:
 - a) refreshment break
 - b) water break (sponsor provides bottles)

Exhibit Includes:

- 6' exhibit table with linen with two chairs
- Complimentary power
- Complimentary breakfast

OUT OF THE BOX

PROMO

IDEAS

EXTEND YOUR REACH

- *Sponsor attendees with a scholarship in your name*
- *Promote your participation with a conference registration giveaway*
- *Extend your registration discount to a colleague*
- *Announce your involvement on your social media and we will share*



Sponsorship Terms & Conditions

Attendance at Event: Exhibitors are entitled to the conference registration specified in the chart on page 2, which includes breakfast, snacks and lunch. Additional registrations may be purchased via www.ashaweb.org. The website also includes our Event Registration, Cancellation, and Refund Policy. Non-registered representatives from your company are also allowed entry to the exhibit hall as booth representatives for the purpose of representing your company at your exhibit table. Non-registered booth representatives are expected to monitor the booth and may not attend sessions or meals.

Meals and Parking: Complimentary breakfast will be available to registered exhibitors; however, non-registered booth representatives may not eat lunch, snacks, or attend receptions, awards ceremonies or any other meals. Parking is not included in with the exhibit booth and parking at the Hyatt Regency Cincinnati is subject to their prevailing rates.

Sponsorship and Promotional Conditions:

1. The American School Health Association's (herein "ASHA") 93rd Annual School Health Conference (herein "activity") is for educational purposes only and will not promote any proprietary interest of an organization providing sponsorship.
2. ASHA is responsible for all decisions related to the educational activity. Unless otherwise specified in the sponsorship benefits, the organization providing sponsorship may not participate in any component of the planning process of an educational activity, including:
 - Assessment of learning needs
 - Determination of objectives
 - Selection or development of content
 - Selection of planners, presenters, faculty, authors and/or content reviewers
 - Selection of teaching/learning strategies
 - Evaluation methods
3. ASHA will make all decisions regarding the disposition and disbursement of sponsorship in accordance with NAPNAP criteria.
4. All sponsorship associated with this activity will be given with the full knowledge and consent of ASHA. No other payments shall be given to any individuals involved with the supported educational activity.
5. Sponsorship will be disclosed to the participants of the educational activity.

6. The organization providing sponsorship may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the format of the educational activity.

7. Promotional activities, including distribution of marketing materials, will be restricted to areas that are physically separated from the area(s) where educational programs are presented.

Booth Assignments: Space assignments will be made by Kesselman-Jones, Inc. in this order: level of sponsorship support, serving previously as an exhibitor and, date of receipt of registration & payment. It is the Exhibitor's responsibility to notify the conference office, in advance, of any potential conflicts that may arise due to proximity of a competitor.

Floor plan: The floor plan for this exhibit will be maintained as originally presented whenever possible. However, the Conference reserves the unqualified right to modify said plan to the extent necessary for the best interests of the attendees, venues and sponsors.

Drayage and Other Services: The Conference will provide you with the information to use the official drayage company/Show Contractor. The contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates and removal and shipment of outbound freight. All charges are based on inbound weights. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out dismantle time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Conference or the official Show Contractor.

The Hyatt Regency Cincinnati charges a \$10.00 per box handling fee for all shipments to or from the hotel and accepts only pre-paid packages. Other charges may apply for storage of packages at the hotel. If the Exhibitor sends any packages or shipments to the hotel without using the official drayage company as specified by the Conference, the Exhibitor accepts all responsibility any charges incurred with the hotel.

The Conference is not responsible for collecting, receiving, or handling any packages sent to the hotel, or for negotiating handling fees or any other fees with the hotel on behalf of the Exhibitor.

The Hyatt Regency Cincinnati will provide complimentary handling of up to 3 boxes during load in/set up, which entails moving the boxes from the delivery area at the hotel to the exhibit area. This complimentary handling does not include storage or handling of large or palletted boxes.

Electrical: For liability reasons and to insure the highest level of safety, all electrical connections and/or power requirements must be performed by the Hyatt Regency Cincinnati. One power strip and working power are included in the cost of each exhibit table. Additional power requirements or connections can be purchased at an additional charge.

Security/Liability: Although security may be present at the Conference, the exhibitor assumes complete responsibility for losses, damages and claims arising out of damage of the Exhibitor's displays, equipment and other property brought upon the premises. Exhibitors are responsible for safekeeping of their personal property at all times and should not leave laptops or cell phone unattended. Neither the Conference organizers, its service contractors, the management of the exhibit hall nor any of the officers, employees or directors nor any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes.

Restrictions: No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor. All decorative material must be flame proofed. Every effort will be made to maintain a business-like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., are not permitted. Use of audio-visual equipment must be played in a moderate volume.

Booth Space: All signage, display materials, and furnishings must be contained within the space allotted to you. All booth displays and associated marketing collateral must not exceed a height of 8'. Nothing may block aisles, fire exits or extinguishers. Helium balloons are prohibited.

Exhibit booths will be set with:

- ◆ One 6' table
- ◆ One table linen
- ◆ One power strip
- ◆ Two chairs

Outside Food and Beverage Policy: The venue requires that ALL food and beverage distributed by exhibitors or sponsors to be purchased from the venue directly. There are no exceptions.

Installation and Removal of Displays: The Conference reserves the right to fix the time for installation of a booth prior to the conference opening. Load in/out time will be communicated to Exhibitor prior to the conference. No Exhibitor will be allowed to dismantle or repack any part of their exhibit until after the closing of the exhibit area.

Cancellation and Withdrawal: ASHA reserves the right to decline sponsorship. ASHA will accept cancellations and provide a refund of 50 percent of the total fee paid up to one month before the first day of the event. Refunds may not be processed until after the event. No refunds will be provided within one month of the start of the event. This applies to individuals, sponsors and exhibitors.

ASHA is unable to accept telephone or verbal cancellations. All request for cancellation must be submitted by fax or email sent to the ASHA national office. Refunds will not be made for no-shows.

[Complete the Sponsorship Form to join ASHA's community of supporters!](#)