American Society of Health Economists
8th Annual Conference
The Crossroads of Public Policy and Health Economics

2019 Sponsor, Exhibitor & Advertising Prospectus

June 23-26, 2019
Marriott Wardman Park - Washington, DC
Why Become a Sponsor?

The ASHEcon conference is the only inclusive setting that allows health economists to gather for an intensive meeting to present their research and participate in professional development and networking activities.

5 Reasons to Become a Sponsor

1. Increase your visibility as a partner in Economics and Public Health research and innovation
2. Cement your status as a market leader
3. Increase brand awareness
4. Be an essential part of the conversation
5. Engage with thought leaders in economics, healthcare, technology etc.

@ASHEcon on Twitter

144,805 Impressions (number of times tweets were seen)
307 Average monthly organic visitors
50 Average monthly new followers

Email Marketing

45% Average email open rate
20% Average email links click rate

2018 ASHEcon - Emory University

Nearly 1,000 registrants
180 sessions
540 oral presentations
20+ sponsors and exhibitors
Conference Attendee Demographics

**Job Function**
- Professors: 40%
- Students: 29%
- Academia: 67%
- Government: 14%
- Pharma/Tech: 3%
- Think Tank: 2%
- Researchers: 10%
- Other: 3%
- Analysts: 11%
- Management: 8%

**Industries Represented**
- Academia: 67%
- Healthcare: 2%
- Other: 2%
- Pharma/Tech: 3%
- Government: 14%
- Think Tank: 2%
- Researchers: 10%
**Sponsorship Packages**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond $50,000</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $7,500</th>
<th>Supporter $3,500</th>
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</thead>
<tbody>
<tr>
<td>Complimentary registrations</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>VIP sponsors reception invitation</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Sponsored sessions*</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Complimentary digital ad in Preliminary Program</td>
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<tr>
<td>Opportunity to co-host event with ASHEcon during the year</td>
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<tr>
<td>1-year institutional membership</td>
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<tr>
<td>Recognition as sponsor on conference webpage</td>
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<tr>
<td>Recognition as sponsor on Schedule - at-a-Glance</td>
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<tr>
<td>Recognition as sponsor on conference signage</td>
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<td>*</td>
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<tr>
<td>Recognition as sponsor in all scripted remarks</td>
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<tr>
<td>Chance to provide collateral for registration</td>
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<tr>
<td>Conference attendee list**</td>
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</tr>
<tr>
<td>Complimentary exhibit space***</td>
<td>*</td>
<td>*</td>
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</tr>
</tbody>
</table>

*Sponsors can hold a concurrent session on a topic of their choosing. ASHEcon will work with sponsor to ensure participation of key speakers.

**ASHEcon will send out 2 emails to conference attendees on your behalf.

***Exhibit space is limited and is reserved on a first come, first served basis.
A-La-Carte Sponsorship Opportunities

Conference App - $10,000

Be the exclusive sponsor of the 2019 Conference App and have your company logo prominently displayed on the screen every time an attendee logs on! Advertising within the mobile app will be exclusively for the app sponsor and ASHEcon. No other organizations’ ads will be shown in the app.

Diversity and Inclusion Scholarship - $10,000

A co-branded diversity and inclusion scholarship will be created in your name to help students and young professionals from racial and ethnic groups historically underrepresented at the conference attend the conference. ASHEcon will work with the sponsor to set the scholarship parameters. This is a great opportunity to showcase your organization’s commitment to diversity and inclusion.

Mentoring Lunch - $5,000 (2 available)

Help students and young professionals as they build their career. You'll be given the opportunity to introduce your organization to more than 100+ attendees. Senior health economists will interact with students through semi structured meetings. Table tents with your organization's logo will be placed on each table. ASHEcon will also send 2 email blasts to all mentoring lunch attendees on your behalf. The sponsor will be recognized during the opening plenary welcome remarks.

Poster Happy Hour - $5,000 (3 available)

Your organization will host this social event that closes the conference. During the Poster Happy Hour, poster presenters will mingle with conference attendees, sharing their research while also networking with colleagues and decision-makers.

Conference Lanyards - $5,000

Your organization's name and logo will appear on the lanyard of every registration badge. This is a great opportunity to see your organization's logo around the neck of 1,000+ attendees.

Schedule-at-a-Glance - $5,000

This handy schedule-at-a-glance will feature a listing of all conference sessions and hotel maps. There will be no full printed programs available this year.
A-La-Carte Sponsorship Opportunities

**Refreshment Breaks - $5,000 each (4 available)**
This sponsorship includes signage on the tables and in the general area of each break throughout the conference. The refreshment breaks will have coffee, tea, water, and snacks. There are four breaks available: Sunday, Monday, Tuesday, and Wednesday.

**Hotel Keycards - $5,000**
Your organization’s logo will be placed on the keycard to all attendees’ hotel rooms. This is a great opportunity for your organization’s name and logo to be in the hands of each attendee!

**Pre-Conference Workshops - $5,000**
Host a pre-conference workshop. The sponsor will work with the Conference Planning Committee to brainstorm topics, suggest speakers, and develop the list of invited participants.

**Conference Water Bottles - $5,000**
Your organization’s name and logo will appear on water bottles available to all attendees.

**Collateral Table - $1,000 (10 available)**
Provide conference attendees with promotional materials or gifts to be placed on the collateral table by the registration desk.

**Plenary Videos - $3,000 (5 available)**
Promote your institution or your latest product, service, or program with a 40-second video that positions you as a leader in health economics. Your video will air prior to all plenary sessions and on our website. Sponsor will create the video on their own.

**Charging Station - $3,500 (2 available)**
Offer attendees a place to recharge themselves and their devices. This sponsorship includes a branded charging table near the exhibit hall and session rooms.
Advertisements

Digital Advertising

Advertising opportunities for the 2019 ASHEcon conference will be available in the digital preliminary program. The digital preliminary program on ASHecon.org and will be seen by everyone who registers for the conference, comes to the site to get hotel information, or looks at the program agenda. The digital ads come with a link back to your website.

The deadline for reserving and submitting ads for the digital program is April 15th.

<table>
<thead>
<tr>
<th>Type</th>
<th>Organizational Members</th>
<th>Non-Member Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner: 728 x 90 px</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Tower: 160 x 600 px</td>
<td>$400</td>
<td>$700</td>
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<tr>
<td>Half Tower: 160 x 284 px</td>
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Exhibits

Exhibits Rates

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<tr>
<th>Type</th>
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<tr>
<td>Tabletop</td>
<td>$400</td>
<td>$750</td>
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<tr>
<td>Tabletop (Government Rate)</td>
<td>$250</td>
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- Includes a 6’ skirted exhibit table - Note: No pipe and drape; standard sized table top and pop-up displays only
- Includes two chairs
- Includes one garbage can

Exhibit Benefits

- One (1) complimentary conference registration, which grants access to all conference sessions and events
- ASHEcon will send out 2 emails to on our attendees on your behalf
- Share information about your organization with our attendees at a Demo Lab! **
  - Organize a 20-minute presentation during breaks. Present your organization or product to over 30+ conference attendees then invite them back to your table to learn more about your organization.
- Maximum exposure during special events, including the opening reception and poster reception buffet and all coffee breaks
- Sponsor recognition on conference website
- Sponsor recognition conference signage

**Number of sessions is limited, so reserve early. Demo Labs take place during exhibit hours only, with no other events conflicting.**
Sponsorship Form

The 8th Annual Conference of the American Society of Health Economists
Crossroads of Public Policy and Health Economics
Marriott Wardman Park
Washington, DC
June 23-26, 2019

CONTACT INFORMATION

Full Name:
_________________________________________________________________________________________________________

Name of Institution/Organization:
____________________________________________________________________________________________________________________________________

Mailing Address for Invoice:
_________________________________________________________________________________________________________

E-mail Address:
_________________________________________________________________________________________________________

Phone Number:
__________________________________________________________________________________________________________

Contact person and e-mail for billing (if different than above):
___________________________________________________________________________________________________________

PAYMENT INFORMATION

Please provide credit card information with this completed contract.

Name on credit card: ______________________________________________________________________

Amount to be charged: $______________________________

☐ Please charge my credit card now for the amount above.

☐ I will send a check. I understand my credit card will be charged if payment is not received by June 1, 2019.

Payment Type: American Express ☐ MasterCard ☐ Visa ☐ Check ☐

Note: Checks must be received in the ASHECON office by June 1, 2019

Credit Card Number: ______________________________________________________________________

Billing Address: __________________________________________________________________________

Expiration Date: _______________ Security Code: _______________________

Signature: ________________________________________________________________________________

**************************************************************************************************** ********

Please submit this form or any questions to Leslie Ofori at info@ashecon.org or fax it to 202-496-0134. Checks can be mailed to: 1100 Vermont AVE NW, Suite 650, Washington, DC 20005.
Please use this page to select your desired conference sponsorship opportunities. For details on any of the items below, please visit ASHECON.org.

**GENERAL CONFERENCE SPONSORSHIP LEVELS**

- **Diamond** - $50,000
- **Platinum** - $25,000
- **Gold** - $15,000
- **Silver** - $10,000
- **Bronze** - $7,500
- **Supporter** - $3,500

**A LA CARTE SPONSORSHIP OPPURTUNITIES**

- **Conference App** - $10,000
- **Diversity & Inclusion Scholarships** - $10,000
- **Mentoring Lunch** - $5,000
- **Poster Happy Hour** - $5,000
- **Conference Lanyards** - $5,000
- **Hotel Key Cards** - $5,000
- **Collateral Table** - $1,000
- **Schedule-at-a-Glance** - $5,000
- **Refreshment Break** - $5,000
- **Pre-Conference Workshop** - $5,000
- **Water Bottles** - $5,000
- **Plenary Video** - $3,000
- **Charging Station** - $3,500

**ADVERTISING – Digital Preliminary Program (Online Only)**

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**EXHIBIT SPACE**

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**CUSTOMIZED SPONSORSHIPS**

ASHEcon is committed to meeting your organization’s priorities and objectives via a customized sponsorship package. To discuss customized sponsorships to meet your marketing needs, please contact Leslie Ofori at info@ashecon.org.