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.

1. Increase Your Brand Awareness

Have your organization seen by the 1,000+ conference attendees

2. Cement your status as a market leader

Your support solidifies your organization's leading role in the growth of the field

3. Be an essential part of the conversation

Engage and build with thought leaders in economics, healthcare, technology & etc.

4. Be Part of the Future

Your sponsorship helps ensure that important research is heard and implemented to create a better tomorrow
## Conference Attendee Demographics

### Industries Represented

- Academia
- Government
- Pharma/Tech
- Contract Research Organization
- Think Thanks
- Health Plans/Insurers
- Hospital/Health System
- Consulting firms (research and policy-related)
- Foundations
- And more!

### Job Function

- Professors
- Students
- Pharma/Tech
- Provider/Clinician
- C-Suite Executives (CEO, COO, CFO, CMO, CTO)
- President, VP, EVP, AVP, SVP
- Analysts
- Consultants
- Researchers
- And more!
## 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 $5,000</th>
<th>Supporter $3,500</th>
</tr>
</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>Complimentary Digital Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>*Pocket Guide Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Materials for Registration Table</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>**Sponsored Session</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Complimentary Exhibit Table</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Recognition on signage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Recognition on mobile app</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

* If ad submission deadlines are met

**ASHEcon will work with sponsor to ensure that session fits within ASHEcon's scope of interest.*
# Event Sponsorship

**Emerging Scholars Scholarship - $25,000**

A co-branded Emerging Scholars scholarship will be created in your name to help students 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 helping grow the field of health economics.

<table>
<thead>
<tr>
<th><strong>Mentoring Session - $5,000 (2 available)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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 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 attendees on your behalf. The sponsor will be recognized during the opening plenary welcome remarks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Poster Reception - $5,000 (4 available)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your organization will host this social event that closes the conference. During the Poster Reception, poster presenters will mingle with conference attendees, sharing their research while also networking with colleagues and decision-makers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Opening Reception - $10,000 (2 available)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome all conference attendees on the evening of Sunday, June 7th. Increase visibility with signage throughout the hall as well as a speaking opportunity to welcome the guests.</td>
</tr>
</tbody>
</table>
A-La-Carte Sponsorship Opportunities

**Satellite Coffee Station - $2,000 (3 available)**

So attendees can enjoy a quick cup of coffee between sessions, this year we'll feature satellite coffee stations in the main areas of the conference sessions. Sponsorship of a coffee station includes signage on the table and cups branded with your organization's logo. There will be three stations available on each day of the conference.

![Satellite Coffee Station Image](image1)

---

**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 have your logo around the neck of 1,000+ attendees.

![Conference Lanyards Image](image2)

---

**Water Bottles - $5,000**

Your organization's name and logo will appear on water bottles available to all attendees.

![Water Bottles Image](image3)

---

**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.

![Collateral Table Image](image4)
A-La-Carte Sponsorship Opportunities

**Relaxation Station - $10,000**

Pamper and rejuvenate conference attendees with the gift of a complimentary massage. Help attendees take a break with licensed professional massage therapists.

**The Hub Lounge - $3,500 (2 stations)**

Offer attendees a place to recharge themselves and their devices. Sponsor will receive brand inclusion on conference signage, website and other event promotions.

**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!

**Mobile App - $7,500**

Your organization’s logo will appear on the landing page of the 2020 ASHEcon Conference mobile app as well as on every page. The mobile app is the top resource for navigating the event.
Advertisements

Digital Advertising

Advertising opportunities for the 2020 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 May 15th.

<table>
<thead>
<tr>
<th>Type</th>
<th>Organizational Member</th>
<th>Non-member Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner: 728 x 90 px</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Tower: 728 x 90 px</td>
<td>$400</td>
<td>$700</td>
</tr>
<tr>
<td>Half Tower: 728 x 90 px</td>
<td>$300</td>
<td>$450</td>
</tr>
</tbody>
</table>
Exhibits

Exhibits Rates

<table>
<thead>
<tr>
<th>Organizational Member</th>
<th>Non-member Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

- 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 sessions
- Maximum exposure throughout main conference hall
- Recognition on website
- Recognition on conference signage
- Recognition on mobile app
The ASHEcon Job Market

The ASHEcon Job Market strives to create an inclusive environment for scholars at all stages of their career to explore current and upcoming employment opportunities. Employers will be able to discuss opportunities for internships/fellowships, postdoctoral appointments and part-time/full-time jobs at their organizations. All institutions with an interest in hiring are welcome to participate in the 2020 ASHEcon Job Market.

Rates

<table>
<thead>
<tr>
<th>Organizational Member</th>
<th>Non-member Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

- 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

Job Market Benefits

- One (1) complimentary conference registration, which grants access to sessions
- Maximum exposure throughout main conference hall
- Recognition on website
- Recognition on conference signage
- Recognition on mobile app
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
Sponsorship Form

The 9th Annual Conference of the American Society of Health Economists
St. Louis Union Station Hotel
St. Louis, MO
June 7-10, 2020

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 May 1, 2020.

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

Note: Checks must be received in the ASHECON office by May 1, 2020.

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** - $5,000
- **Supporter** - $3,500

A LA CARTE SPONSORSHIP OPPORTUNITIES

- **Conference App** - $7,500
- **Opening Reception** - $10,000
- **Diversity & Inclusion Scholarships** - $25,000
- **Satellite Coffee Station** - $2,000
- **Mentoring Session** - $5,000
- **Pre-Conference Workshop** - $5,000
- **Poster Reception** - $5,000
- **Water Bottles** - $5,000
- **Conference Lanyards** - $5,000
- **Relaxation Station** - $10,000
- **Hotel Key Cards** - $5,000
- **The Hub** - $3,500
- **Collateral Table** - $1,000

ADVERTISING - Digital Preliminary Program *(Online Only)*

<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>
</tr>
<tr>
<td>Half Tower: 160 x 284 px</td>
<td>$300</td>
<td>$450</td>
</tr>
</tbody>
</table>

EXHIBIT & JOB MARKET SPACE

<table>
<thead>
<tr>
<th>Type</th>
<th>Organizational Members</th>
<th>Non-Member Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop</td>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

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](mailto:info@ashecon.org).