

The background features several decorative elements: a large blue semi-circle on the right side, a medium green circle in the upper left, a smaller green circle in the top right, a green dashed line on the far left, a green dashed line in the bottom left, a green dashed line in the bottom center, and a green outlined rectangle on the left side.

2023 ASHEcon  
Conference  
Sponsorship Prospectus

# Meeting At A Glance

## **Who Attends the conference?**

ASHEcon is a professional organization dedicated to promoting excellence in health economics research in the United States. Health economics has emerged as a distinct field in economics—a large community of researchers bringing theoretical and empirical insights informed by the discipline of economics to policy-relevant issues in health care costs, outcomes, behavior and delivery of health care. These scholars include faculty in economics departments, schools of public health, public policy, business and medical schools and other clinical departments, as well as researchers in government, industry, and nonprofit organizations.

ASHEcon has more than 1,200 members from more than 500 different organizations and 30 countries.

## **Why Attend?**

Find attendees across all career stages from PhD students to professors and researchers working in the non-academic sectors

Gain insight into attendees' research and new issues that health economists are trying to help solve

Increase your brand recognition in the health economics community by connecting your organization with an established meeting of health economists

# Sponsorship Packages

<b>Benefits</b>	<b>Diamond \$50,000</b>	<b>Platinum \$25,000</b>	<b>Gold \$15,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>	<b>Supporter \$3,500</b>	<b>Friend \$1,500</b>
Complimentary Registrations	20	15	10	8	5	3	2
Complimentary Digital Ad in Online Program*	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition on Signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in Mobile App	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary Exhibit/Employer Table	Yes	Yes	Yes	Yes	Yes	Yes	No
Opportunity to sponsor an item**	Yes	Yes	Yes	Yes	Yes	No	No
Materials for Registration Table	Yes	Yes	Yes	Yes	Yes	No	No
Sponsored Session/Event***	Yes	Yes	Yes	No	No	No	No
Complimentary Digital Ad in Registration System	Yes	Yes	No	No	No	No	No

\*If submission deadlines are met

\*\*Based upon availability

\*\*\*ASHEcon will work with sponsor to make sure session fits within ASHEcon scope of interests

# Event Sponsorships

## **Opening Reception – \$20,000**

Be the exclusive sponsor of the biggest event that kicks off the Conference. Your individual ad or slide will be featured on a screen behind the bar, visible to everyone as they enter the reception and the hotel. Sponsor may also choose to have an information table for increased visibility during the event.

## **Poster Reception – \$20,000**

More than 400 people attend the poster reception each year. Poster presenters will mingle with conference attendees, sharing their research while also networking with colleagues and decision-makers. Sponsor receives acknowledgment in promotion and marketing materials, as well as signage on site. Sponsor may also choose to have an exhibit table for increased visibility during the reception.




## **Mentoring – \$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 senior health economists that interact with young professionals through semi structured meetings. Sponsor may also choose to have an information table to increase visibility during the event.

## **Diversity Scholarships – \$25,000**

A co-branded diversity scholarship will be created in your name to help students and young professionals from historically underrepresented groups 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.

# A LA CARTE SPONSORSHIPS

	<p><b>Conference Lanyard – \$5,000</b></p> <p>Your organization's logo will appear alongside ASHEcon's on the lanyard of every registration badge. This is a great opportunity to see your organization's logo around the neck of every attendee.</p>
	<p><b>Hotel Key Cards – \$5,000</b></p> <p>Your organization's logo will be placed on the keycard to all ASHEcon attendee hotel room. This is a great opportunity for your organization's name and logo to be in the hands of each attendee.</p>
	<p><b>Conference Water Bottles – \$5,000</b></p> <p>Add your organization's logo to the ASHEcon water bottles! Reusable bottles are placed throughout the ASHEcon conference space near water coolers for easy access for attendees. Not only do attendees use the bottles throughout the event, but they take them home as conference souvenirs.</p>

\*A la carte sponsorships include benefits associated comparable with sponsorship levels.

# A LA CARTE SPONSORSHIPS



## **Headshot Lounge – \$5,000**

Sponsor professional headshots for attendees to use on their websites or CVs. This is a great way to network with students about to be on the job market!



## **Hand Sanitizer Station – \$600 (4 available)**

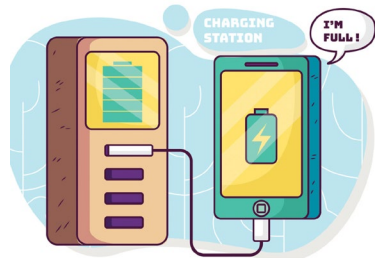
Hand sanitizing stations will be positioned near ASHEcon Registration so it's a great spot to feature your company's logo. There will be two stations, one per sponsor.



## **Dependent Care Grants – \$5,000**

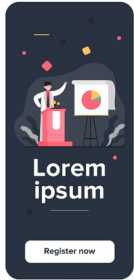
ASHEcon's Dependent Care Grant program offers students and young professionals grants of up to \$400 each to help cover expenses for additional at-home or on-site dependent care. Your organization's support of this program would support the participation for those who may not be able to attend otherwise!

# A LA CARTE SPONSORSHIPS



## **Charging Station – \$3,500 ( 4 Available)**

Logo displayed on mobile-device charging stations for use by all attendees and will be located in prominent areas on throughout the Conference



## **Mobile App – \$10,000**




Your organization's logo will appear on the landing page of the Conference mobile app as well as on various signage around the conference as the mobile app sponsor. This is a great opportunity to get your logo and organization's information in the hands of all attendees. The mobile app is the top resource for navigating the event.



## **Refreshment Break– \$3,500 (6 Available)**

Everyone knows economists run on coffee. Give attendees the fuel they need by offering them that much-needed cup of joe. Sponsor refreshment breaks on Monday afternoon, Tuesday afternoon or Wednesday morning. Your logo will appear in the mobile app, signage posted at the stations as well as on coffee sleeves. ASHEcon will schedule a push notification promoting the break.

# A LA CARTE SPONSORSHIPS

	<p><b>Conference Wi-Fi Station – \$10,000</b></p> <p>Help all attendees get connected at the conference as the official Wi-Fi sponsor. Wi-Fi access areas will include all of the convention public areas, Exhibit Hall, and meeting rooms at the St. Louis Union Station Hotel. Sponsor name featured as login password and on landing page.</p>
	<p><b>Collateral Table – \$1,000 ( 20 available)</b></p> <p>Provide conference attendees with promotional materials to be placed on the collateral table by the registration desk.</p>
	<p><b>Totes– \$3,500</b></p> <p>Market your company directly to attendees by sponsoring the conference registration bags. Co-branded registration bags will be distributed to attendees.</p>

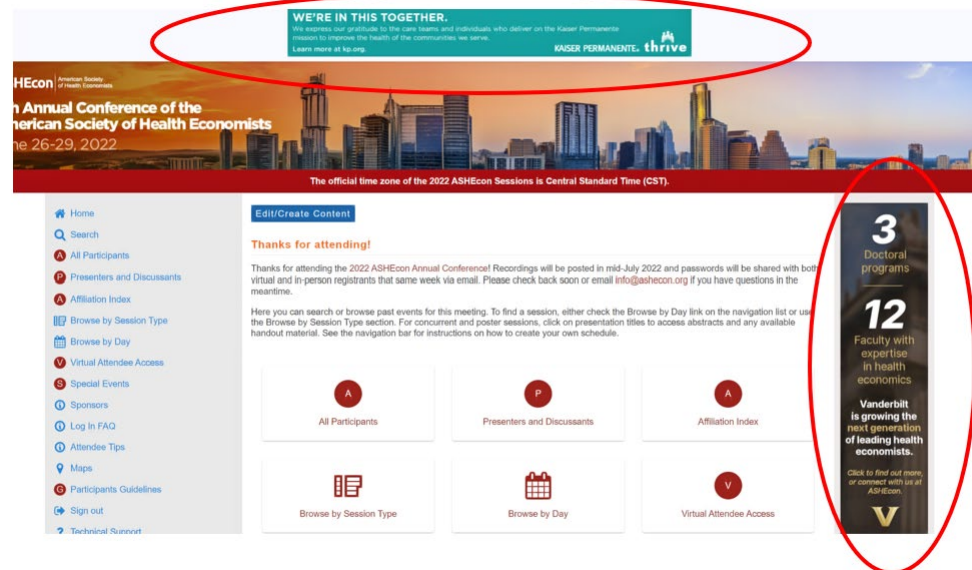


# Digital Advertisements

Advertising opportunities for the conference will be available in the digital preliminary program. The digital preliminary program on [ASHEcon.org](https://www.ashecon.org) will be seen by everyone who registers for the conference, comes to the site to get hotel information, or reviews 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 25<sup>th</sup>.

Type	Organizational Member	Non-member Organization
Banner - 728X90px or 468x60px	\$600	\$1,000
Tower - 160x60px or 728x90px	\$400	\$800



# Exhibit or Employer Tables

This is a great opportunity for academic departments, government agencies, research organizations and other institutions to connect with attendees for discussions about jobs and other careers opportunities as well as share information about your product(s) or services.

Type	Organizational Member	Non-member Organization
Exhibit Table	\$600	\$900
Employer Table	\$600	\$900



- **Each Table Includes:**

- 6' skirted exhibit table
- Includes two chairs
- Includes one garbage can

- **Benefits Include:**

- 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

# Customize Your Sponsorship

**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 [david.slusky@ashecon.org](mailto:david.slusky@ashecon.org).**