

2018



HEALTHIER
TEXAS
SUMMIT

A COLLABORATION BETWEEN IT'S TIME TEXAS
AND THE UNIVERSITY OF TEXAS SYSTEM

healthiertexassummit.com

ABOUT HEALTHIER TEXAS



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On behalf of IT'S TIME TEXAS and The University of Texas System, we invite your organization to sponsor the 2018 Healthier Texas Summit. The only conference of its kind in Texas, the Summit convenes more than 900 leaders from diverse sectors across the state to share innovative strategies, forge powerful new connections, and explore proven solutions that impact Texans and contribute to a healthier state.

As a sponsor of the state's premier conference on community and public health, you will gain brand visibility while positioning your organization as a champion for health of the Lone Star State. Together, we can transform the state of health in Texas.

THE CHALLENGE

Nearly two-thirds of all deaths in Texas are due to chronic disease. Most chronic diseases share three risk factors: tobacco use, poor nutrition, and physical inactivity. These risk factors contribute significantly to increased rates of obesity, diabetes, heart disease, high blood pressure, stroke, breathing problems, lung disease, and some cancers. **The health crisis in Texas is taking a toll on our economy and our quality of life.**

THE COLLABORATION

Powered by The University of Texas System and IT'S TIME TEXAS, **Healthier Texas is a unique, joint initiative designed to rapidly reduce the burden of preventable chronic disease in the Lone Star State.** In partnership with Texas' leading institutions, agencies, organizations, and corporations, Healthier Texas empowers Texans to lead healthier lives, create healthier places, make healthier choices, and build healthier communities.

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THE 2018 HEALTHIER TEXAS SUMMIT



THEME

Uniting to Transform Health in Texas

DATES

Thursday – Friday
October 25-26, 2018

LOCATION

AT&T Hotel and Conference Center
The University of Texas at Austin
Austin, TX

REACH

900+ Expected Attendees
80,000+ Unique Impressions

THE CONFERENCE

The Healthier Texas Summit is a two-day event for Texas's thought leaders and health champions to share best practices, discuss current trends and innovations in population and community health, and make connections that will catalyze our collective work. As the preeminent community and public health conference in the state, the Healthier Texas Summit offers informative sessions, town hall conversations, and interactive workshops, with education credits available for numerous professions.

**If you work to improve the health of Texans,
this event is for you.**

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TRACK DESCRIPTIONS



To break down industry silos and increase cross-sector collaboration, tracks at the Summit are flexible and cover what we believe to be the most influential forces in community and population health today.

Transforming Health Systems: Shifting from Services to Outcomes

Our U.S. health system is undergoing a paradigm shift from treating illnesses to supporting healthy people in healthy communities. Innovators are working to realign systems around population health objectives and to deliver care as a collaborative effort that extends beyond hospital and clinic walls.

Fostering Healthy Places: Impacting Schools and Organizations

Healthier environments make healthier people; this is especially true of the spaces in which we spend the most time, such as schools and workplaces. Cultivating physical environments and effective health programs in these settings requires practical thinking and creative problem-solving.

Advancing Health Equity: Better Health for All

Every person should have the opportunity to achieve optimal health, yet good health is not distributed evenly across populations. Without an intentional focus on equity, improvements to our health systems and environments can end up benefiting those groups that already enjoy better health more than those with poorer health, thereby perpetuating or even exacerbating health disparities. Sessions in this track will focus on strategies to ensure that all populations benefit from quality health care and healthy environments.

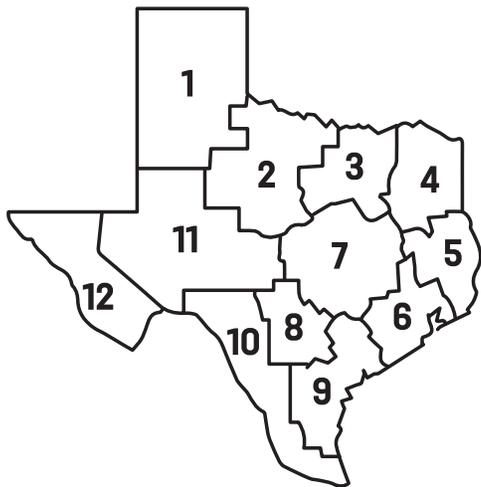
Powering Healthy Change: Harnessing Health Communication and Technology

Health communication and technologies can play an important role not just in disseminating health information, but in influencing behavior, supporting individuals' desires to live healthier, improving communications between practitioners and the public, and facilitating collaboration.

Nurturing Community Health: Growing and Leveraging Assets

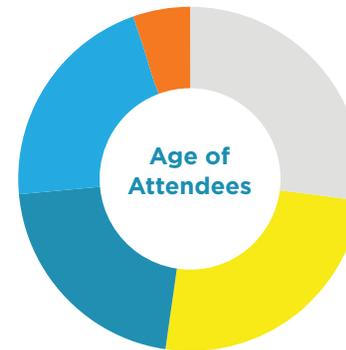
Community health councils and coalitions can be powerful structures for catalyzing and sustaining community-wide health improvement. When organized and led effectively, these cross-sector collaboratives are uniquely capable of driving systemic change in a region.

AT-A-GLANCE 2017 HEALTHIER TEXAS SUMMIT



Where are 2017 Summit attendees from?

- Region 1:** High Plains- 0.6%
- Region 2:** Northwest Texas- 0.6%
- Region 3:** Metroplex- 9.5%
- Region 4:** Upper East Texas- 2.41%
- Region 5:** Southeast Texas- 0.15%
- Region 6:** Gulf Coast- 8.6%
- Region 7:** Central Texas- 55.66%
- Region 8:** San Antonio- 12.07%
- Region 9:** Coastal Bend- 2.41%
- Region 10:** South Texas Border- 7.1%
- Region 11:** West Texas- 0.6%
- Region 12:** Upper Rio Grande- 0.3%



- 18-29 (27%)
- 30-39 (25%)
- 40-49 (22%)
- 50-64 (21%)
- 65+ (5%)



- Academic/Research Institution (21%)
- Government (18%)
- Healthcare (17%)
- Other (13%)
- Community Organization (10%)
- Business/Workplace (9%)
- Education K-12 (9%)

93%

Reported receiving information relatable to health efforts in their community

81%

Reported leaving with actionable items to improve health efforts in their community

2017 HEALTHIER TEXAS SPONSORS



"This event is different from other conferences because we're bringing all stakeholders together to really be able to talk about the issues affecting the overall health and wellness of Texas. I think this is the best conference I've seen so far."

-Dr. Esteban Lopez
Chief Medical Officer & Market Strategy President
Southwest Regional
Blue Cross Blue Shield of Texas

"Being a sponsor of the Summit is hugely beneficial for two reasons; it demonstrates we are committed to supporting organizations that make a measurable difference in the lives of Texans and it allows us to reach decision makers in our target demographic. It's a perfect example of win-win!"

-Todd Whitthorne,
President,
ACAP Health

THANK YOU TO OUR SPONSORS



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
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		Healthier TX						
		Presenting \$50,000	Keynote \$25,000	Symposium \$15,000	Track \$10,000	Reception \$7,500	Powering \$5,000	Exhibitor \$650/\$350
Promotional	Max Number of sponsors	1	2	2	5	2 (exclusive for \$15,000)	20	30
	Conference Registrations	20	10	4	2	2	2	1
	Healthier Texas Reception Tickets	10	4	4	2	15		
	Recognition in press, advertising, and promotional materials	ALL	ALL	SELECT	SELECT	SELECT	SELECT	
	Recognition on social media event updates	ALL	SELECT	SELECT	SELECT	SELECT	SELECT	
	One full-color ad in the event program	1 page	1 page	1/2 page	1/4 page	1/2 page		
	Promotional materials provided by you included in welcome bags	x	x					
	Your company banner displayed in registration area	x						
	Logo and 15-30 second video ad included in event recordings	x	KEYNOTE ONLY	SYMPOSIUM ONLY				
	Exhibitor booth space	x	x	x	x		x	x
On-site	Complimentary Hotel rooms (2 nights) at venue	2	1					
	Complimentary Parking Passes at venue	2	1					
	Meet and Greet with Keynote Speaker	x	x					
	Opportunity to address attendees during General Sessions	x	x					
	Recognition during opening/closing remarks	x	x					
	Corporate Signage displayed during general sessions	x	x					
	Opportunity to air a 30 second video message	x	x					
	Opportunity to address reception attendees	x				x		
	Promotional item provided by you given to attendees	x	x			x	x	x
	Opportunity to speak at the beginning of breakout sessions				2		1	
Logo Placement	Summit web banner displayed on IT'S TIME TEXAS website	x						
	All pre-event promotional e-mails	x	x	SELECT		SELECT		
	Official conference lanyards	x						
	Conference website	x	x	x				
	Banner displayed behind ballroom stage	x	x	x	x	x		
	Panelist name placards			x				
	Conference program	x	x	x	x		x	
	Sponsor slideshow in each meeting room between sessions	x	x	x	x	x	x	x
	Healthier Texas Reception signage	x				x		

SPONSORSHIP LEVELS:

PRESENTING



For full benefits, this sponsorship level must be selected by July 19, 2018

\$50,000 - ONE AVAILABLE

As the Presenting Sponsor, you will receive exclusive name association with the Healthier Texas Summit and the opportunity to address all attendees at the opening welcome session. **This level includes:**

Promotional Benefits:

- » Conference promoted as "A Collaboration between IT'S TIME TEXAS, The University of Texas System & [Your Company]"
- » Recognized as the Presenting Sponsor in all press, advertising, and promotional materials
- » Tagged in three (3) designated social media posts linking to the webpage of the Presenting Sponsor's choice
- » One full-page, full-color ad in the conference program
- » Your company retractable banner prominently displayed in registration area
- » Customized promotional opportunity during the conference
- » Promotional materials provided by you included in attendee welcome bags
- » Logo and 15-30 second video advertisement (created by you) included in the Keynote and Symposium recordings, published and promoted post conference

On-site Benefits:

- » Two (2) rooms for 2 nights each reserved for you at the AT&T Hotel & Conference Center
- » Two (2) complimentary overnight/hotel parking passes
- » Special "Meet & Greet" opportunity with the Keynote speaker
- » One complimentary exhibitor booth
- » Twenty (20) conference registrations provided in your company's name. Recipients will display a ribbon featuring your company's name on their event badges
- » Ten (10) Healthier Texas Reception tickets
- » Opportunity to address attendees during conference opening AND closing remarks
- » Opportunity to address Healthier Texas Reception attendees
- » Corporate signage supplied by you prominent during General Sessions

Logo Placement:

- » Prominently displayed on all promotional emails leading up to, during, and after the conference
- » Lanyards for all conference attendee badges
- » Summit website
- » Healthier Texas Summit web banner displayed on IT'S TIME TEXAS website
- » Title slide for all general assembly presentations
- » Signage displayed behind ballroom stage
- » Conference signage
- » All Summit print promotional materials
- » Featured slide in sponsor slideshow in each meeting room between sessions
- » Healthier Texas Reception signage and table tents



KEYNOTE

For full benefits, this sponsorship level must be selected by July 19, 2018

\$25,000 - TWO AVAILABLE

As a Keynote Sponsor, you will receive uniquely high profile brand awareness and the opportunity to introduce the Keynote speaker on the day of your choice (choose either October 25th or 26th, as available). **This level includes:**

Promotional Benefits:

- » Recognized as Keynote Sponsor in all press, advertising, and promotional materials
- » One full-page, full-color ad in the event program
- » Identified as the Keynote Sponsor in periodic Twitter and Facebook event updates
- » Customized promotional opportunity during the conference
- » Promotional materials provided by you included in attendee welcome bags
- » Logo and 15-30 second video advertisement (created by you) included in the Keynote recording, published and promoted post conference

On-site Benefits:

- » One room for 2 nights reserved for you at the AT&T Hotel & Conference Center
- » One complimentary overnight/hotel parking pass
- » Special "Meet & Greet" opportunity for two guests with the Keynote speaker
- » One complimentary exhibitor booth
- » Ten (10) conference registrations provided in your company's name
- » Four (4) Healthier Texas Reception tickets
- » Opportunity to air (:30) video message prior to Keynote introduction
- » Opportunity to make a stage introduction prior to Keynote speaker
- » Recognition during conference opening and closing remarks
- » Corporate signage supplied by you displayed during the Keynote session

Logo Placement:

- » All promotional emails sent leading up to, during, and after the conference
- » Summit website
- » Conference banner displayed behind the ballroom stage
- » Conference signage
- » Inclusion in sponsor slideshow in each meeting room between sessions



SYMPOSIUM

For full benefits, this sponsorship level must be selected by July 19, 2018

\$15,000 - TWO AVAILABLE

As a Symposium Sponsor, you will receive the opportunity to welcome attendees, introduce panelists, and provide closing remarks at one of the two symposiums (choose either October 25th or 26th, as available).

This level includes:

Promotional Benefits:

- » Recognized as Symposium Sponsor in select promotional materials
- » One half-page, full-color ad in the conference program
- » Identified as the Symposium Sponsor in select Twitter and Facebook updates
- » Customized promotional opportunity during the conference
- » Logo included in the Symposium recording to be published and promoted post conference

On-site Benefits:

- » One complimentary exhibitor booth
- » Four (4) conference registrations
- » Four (4) Healthier Texas Reception tickets
- » Opportunity to air (:30) video message prior to Symposium
- » Opportunity to introduce Symposium moderator
- » Corporate signage supplied by you displayed during the Symposium

Logo Placement:

- » Summit website
- » Conference banner displayed behind the ballroom stage
- » Select print and digital promotional materials
- » Inclusion in sponsor slideshow in each meeting room between sessions
- » Symposium panelist name placards
- » Conference program



TRACK

For full benefits, this sponsorship level must be selected by July 19, 2018

\$10,000 - FIVE AVAILABLE

As a sponsor of a specific educational track of the Summit, your company will gain targeted exposure to a segment of the Summit audience, engaging with and reaching influencers of the sector of your choosing (as available). **This level includes:**

Planning Benefits:

- » Opportunity to choose a relevant session topic and speaker(s) for the first session of your selected track on Day 1

Promotional Benefits:

- » Recognition as a Track Sponsor on select promotional materials
- » Identified as a Track Sponsor in select social media posts
- » One quarter-page, full-color ad in the conference program

On-site Benefits:

- » Opportunity to introduce your company and the presenter at two sessions of your choosing (as available)
- » One complimentary exhibitor booth
- » Two (2) conference registrations
- » Two (2) Healthier Texas Reception tickets

Logo Placement:

- » Conference banner displayed behind the stage at the featured sessions
- » Conference program
- » Inclusion in sponsor slideshow in each meeting room between sessions
- » On Summit website related to sponsored Track



POWERING

For full benefits, this sponsorship level must be selected by July 19, 2018

\$5,000 - TWENTY AVAILABLE

As a Powering Sponsor, your company has the opportunity to present to Summit attendees in the most focused, small group setting available, at the beginning of one session of your choosing (as available). **This level includes:**

Planning Benefits:

- » Opportunity to suggest a relevant session topic
- » Opportunity to nominate a representative to sit on an expert panel at the Summit

Promotional Benefits:

- » Recognition as a Powering Sponsor on select promotional materials
- » Identified as a Powering Sponsor in select Twitter and Facebook event updates

On-site Benefits:

- » Opportunity to introduce your company and the presenter at one session of your choosing
- » One complimentary exhibitor booth
- » Two (2) conference registrations
- » Placement of a promotional item you provide on chairs for each attendee in your session

Logo Placement:

- » Conference banner displayed in session ballroom
- » Conference program
- » Inclusion in sponsor slideshow in each meeting room between sessions



\$1,000 - STUDENT SCHOLARSHIP SPONSOR ADD ON

Pave the way for a student to attend the 2018 Healthier Texas Summit by boosting your above sponsorship level by \$1,000. Ten students from across Texas will attend the Summit in your honor by receiving a scholarship in your name. This package is available as an add-on to any above sponsorship. To add this to your sponsorship contact Beth Michel at (512)533-9555 x1315 or beth@itstimetexas.org.

Promotional Benefits:

- » Award ten (10) students a scholarship to attend the 2018 Healthier Texas Summit
- » Company name featured in attendee program
- » Company name featured on the name badge ribbon for each student recipient



HEALTHIER TEXAS RECEPTION

For full benefits, this sponsorship level must be selected by July 19, 2018

**\$7,500 - TWO AVAILABLE - OR -
\$15,000 - EXCLUSIVE SPONSORSHIP**

As a Healthier Texas Reception Sponsor, your company will be an integral part of helping us celebrate the most dedicated health champions in Texas. The reception will feature drinks, hors d'oeuvres, networking, and more.

This level includes:

Promotional Benefits:

- » Recognition as Healthier Texas Reception Sponsor on select print and digital promotional materials
- » E-mail address and contact information for Reception attendees
- » One half-page, full-color ad in the conference program

On-site Benefits:

- » Branded items provided by you gifted to all Reception attendees
- » Opportunity to speak to all Reception attendees
- » Two (2) conference registrations
- » Fifteen (15) reception tickets provided in your company's name

Logo Placement:

- » Reception signage and table tents
- » E-vite sent to all potential attendees



EXHIBITOR

For full benefits, this sponsorship level must be selected by August 9, 2018

\$650 - FOR-PROFIT RATE

\$350 - NON-PROFIT RATE

As an exhibitor, you will have the opportunity to showcase your brand and products and make personal connections with the state's top thought leaders and key influencers in the health space.

Exhibitor benefits include:

» Booth space (6' table, 2 chairs)

PLEASE NOTE: If you require two tables, you will need to purchase an additional booth space. Limit is two booth spaces per vendor.

» Company name and description listed in conference program

» One complimentary conference registration



HEALTHIER TEXAS SUMMIT

**To secure your sponsorship,
Call (512) 533-9555 or email tracy@itstimetexas.org**

We look forward to working together to create a Healthier Texas!

healthiertexassummit.com