



HEALTHIER
TEXAS
SUMMIT

October 10-11, 2024

AT&T Hotel & Conference Center - Austin, TX

Exhibit & Sponsor
healthiertexas summit.com

A Collaboration Between

IT'S TIME TEXAS



The University of
Texas System

Healthier Texas Summit is Texas' premier **two-day** health conference assembling more than **700** of Texas' most invested **health champions** and **thought leaders** to share ideas and build relationships that transform health and **health equity in Texas**. Healthier Texas Summit offers informative sessions, interactive workshops, continuing education credits, and **networking opportunities** focused on **best- and promising practices** that people can apply in their community, leading to a healthier, more equitable state.

DIGITAL ENGAGEMENT

Constituents: **66,400**
Individuals

Newsletter: **52,700**
Subscribers

23,500
followers



4,000
followers



3,400
followers



2,800
followers



2023 HEALTHIER TEXAS SUMMIT RECAP

Overview



193
Speakers
35% Year-over-year increase



54
Sessions
2% Year-over-year increase



4
Content
Tracks

Attendees



652
Attendees
24% Year-over-year increase

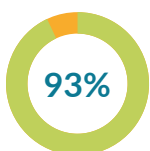
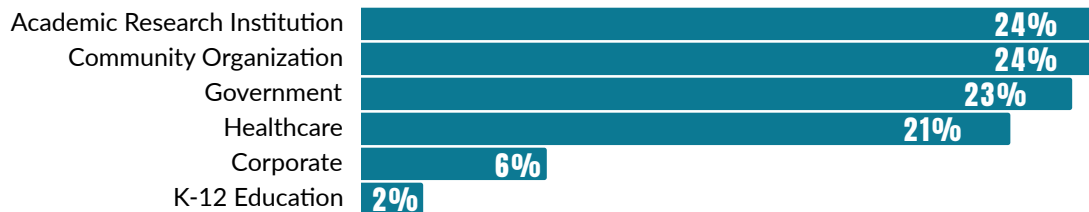


95
Cities
12% Year-over-year increase

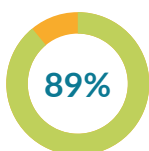


10
States
25% Year-over-year increase

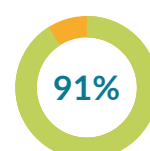
Sectors Represented



Overall event satisfaction



Stated that they planned to implement the information received in their health efforts in their local communities



Stated that they planned to implement the information received in their health efforts at work

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are limited and preference will be given by date of executed agreement.

	Health Champion	Empower Partner	Equity Advocate	Wellness Warrior	Community Ally	Harmony Hero
SPONSORSHIP BENEFITS	\$40,000	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000
Co-Branding on all Summit collateral						
Opportunity to Address Attendees throughout Summit						
Curated Healthier Texas Summit Session						
Opening Session Acknowledgement & 30-second Video						
Co-branded Step & Repeat						
Choice of Sponsored Event or Exclusive Opportunity <small>*Not to exceed 70% of the value of sponsorship</small>						
Logo Placement in Slideshow Prior to Each Session						
Choice of Sponsored Area or Item <small>*Not to exceed 70% of the value of sponsorship</small>						
Attendee Mailing/E-mail List						
Logo Placement on Main Stage and General Signage						
Logo Placement in Program and Website	(XL)	(L)	(M)	(S)	(S)	
Logo in Virtual Conference App						
Complimentary Registrations	10	5	4	3	2	1
Promotional Item Included in Welcome Bag						
Complimentary Vendor Table	Premium	Premium	Premium	Standard	Standard	Standard
Inclusion in Event Social Media Posts	(XL) With Link	(L) With Link	(M) With Link	(S)	Name	Name (1 pre & 1 post)
Inclusion in Event Related Emails	(XL) With Link	(L) With Link	(M) With Link	(S)	Name	Name (1 pre & 1 post)
Discount on additional Summit all access registrations	50% Discount	35% Discount	25% Discount	20% Discount	15% Discount	10% Discount
Discount on Program Advertisements	Complimentary 1/2 page ad	Complimentary 1/4 page ad	20% Discount	15% Discount	10% Discount	10% Discount

Customizable sponsorships are available to meet your company's needs.

SPONSORSHIP OPPORTUNITIES

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SPONSORED EVENTS AND EXCLUSIVE OPPORTUNITIES

Networking Mixer Sponsor **\$30,000**

Sponsor the most anticipated networking event of the Healthier Texas Summit on Thursday, October 10th. Premium signage, company table for marketing, and opportunity to provide remarks.

VIP Happy Hour Sponsor **\$20,000**

Kick off the Healthier Texas Summit by sponsoring the off-site VIP Happy Hour on Wednesday, October 9th. Connect with sponsors, executives, and key event attendees. Premium signage, company table for marketing, and opportunity to provide remarks.

Coffee & Conversations Sponsor **\$10,000**

Kick off the final day of the Healthier Texas Summit on Friday, October 11th by co-sponsoring the morning networking event. Prominent signage, company table for marketing, and opportunity to provide remarks.

Keynote Speaker Sponsor (2 Available) **\$10,000**

Sponsor one of the highest-attended events, the Keynote address. Premium signage on the large screens and opportunity to show a 30-second video prior to the keynote address.

- Day One Keynote Address - *Available*
- Day Two Keynote Address - *Available*

Lunch with Leaders Sponsor (2 Available) **\$10,000**

Be part of the conversation by sponsoring one Lunch with Leaders conversation. Connect with executives, community leaders, and health advocates through a lively and interactive discussion over lunch. Premium signage, recognition in printed program, company table for marketing, and opportunity to host small group in-depth conversation.

- Day One - *Available*
- Day Two - *Available*

SPONSORED AREAS AND ITEMS

Mobile App Sponsor **\$7,500**

Provide attendees with a digital experience and opportunity to connect with other attendees, speakers, sponsors and exhibitors by sponsoring the custom designed Healthier Texas Summit app. Prominent in-app banner placement, recognition on all mobile app collateral and instructional material.

Refresh & Recharge Sponsor (3 Available) **\$7,500** - *New Opportunity!*

Offer a break from the action. Sponsoring one of these two lounges will give attendees the opportunity to recharge. Prominent signage in the program, outside the room and inside the room.

- Lounge One - Co-Working Room - *Available*
- Lounge Two - Mindfulness Room - *Available*
- Lounge Three - Mother's Room - *Available*

Information Station Sponsor **\$5,000** - *New Opportunity!*

Ensure attendees know where to go throughout the conference by sponsoring the information station. Optimal signage at the information station.

Professional Headshots Sponsor **\$5,000**

Provide attendees with a digital portrait by sponsoring the headshot station. The station will be placed in a high-traffic location, prominent signage, email list of those who participate in the station, email recognition in post-summit gallery email.

Conference Bag Sponsor **\$4,000**

Go with attendees wherever they go during and after the conference by sponsoring the conference bags. Optimal signage on the co-branded bags.

Lanyard Sponsor **\$4,000**

Travel across the conference and beyond by sponsoring the Healthier Texas Summit lanyards. Optimal signage on the co-branded conference lanyards.

Water Bottle Sponsor **\$4,000**

Remain front and center throughout the conference and beyond by sponsoring the conference water bottle. Optimal signage on the reusable co-branded water bottle.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are limited and preference will be given by date of executed agreement.

SPONSORED AREAS AND ITEMS CONTINUED

Scholarship Sponsor (Multiple Available) \$3,500

Help build the next generation of health champions by sponsoring 20 healthier Texas Summit scholarships. Optimal signage on the Healthier Texas Summit website, post-event social media post, and on attendee's badge that will include company branded ribbon.

Track & CEU Sponsor (Multiple available) \$3,000

Help build the next generation of health champions by sponsoring one of the 5 2024 Healthier Texas Summit tracks.

Button Sponsor \$3,000 - New Opportunity!

Spark conversation and connection, by sponsoring the button station. You will give attendees the opportunity to share why they are health champions. Optimal signage at the station and on the co-branded buttons.

Coffee or Snack Break Sponsor (4 Available) \$2,500

Refuel attendees by sponsoring the coffee and stack station. Optimal signage at the station location.

- Coffee Station: Day 1 (Morning) - Available
- Coffee Station: Day 2 (Morning) - Available
- Coffee or Snack Station: Day 1 (Afternoon) - Available
- Coffee or Snack Station: Day 2 (Afternoon) - Available

Conference Challenge Sponsor (2 Available) \$2,500

Provide attendees with an immersive experience by sponsoring a photo booth. Attendees will be sure to stop by and take photos at your one-of-a-kind display. Photo booth placed in a prominent location, opportunity to design your own booth, co-branded social props for your booth, a co-branded hashtag for use in the conference app and across social channels.

- Photo Booth One - Available
- Photo Booth Two - Available

EXHIBITORS *AV needs are handled separately and through the hotel*

Premium Exhibitor \$1,750

- Premium Booth Placement
- One 6' skirted table
- Two exhibitor name badges
- Two Summit registration passes
- Two chairs
- Four lunch tickets
- Company listing in program
- Virtual exhibitor profile

Eight Premium Exhibitor booths available

Standard Exhibitor \$1,100

- Standard Booth Placement
- One 6' skirted table
- Two exhibitor name badges
- One Summit registration pass
- Two chairs
- Four lunch tickets
- Company listing in program
- Virtual exhibitor profile

Nonprofit Exhibitor \$650

- Standard Booth Placement
- One 6' skirted table
- One exhibitor name badge
- One Summit registration pass
- Two lunch tickets
- One chair
- Company listing in program
- Virtual exhibitor profile

Available for nonprofits with an annual operating budget of less than \$2,500,000. \$800 for nonprofits with an operating budget of more than \$2,500,000.

ADDITIONAL ADD-ONS

Swag bag collateral \$500

Your marketing collateral, such as a flyer, brochure or small promotional item, will be included in the event bag distributed to all 700 attendees. Limit is one item per organization. Materials must be mailed to the It's Time Texas office at the organization's expense by September 15, 2024.

Program Book Ad

- Back Cover - 8.5x11 (\$1,200)
- Inside Front Cover/Inside Back Cover (\$1,000)
- Full Page, Non-cover (\$800)
- Half Page - 8.5x4.25 (\$500)
- Quarter Page - 3.75x4.75 (\$300)
- Business Card Size - 3.5x2 (\$100)

All attendees are provided a copy of the printed program for access to conference schedules, exhibitor and sponsor information, and details on special events. Place your ad* in this resource that is a must-have both at Healthier Texas Summit and after.

**Must provide print-ready artwork with a bleed*

Guest Blog \$1,500

Be featured as an expert in your industry through co-writing or guest-writing a blog. Article will be featured on It's Time Texas website and linked back to your website. Blog will be highlighted in our quarterly newsletter, and on all social media channels.

Facebook Live \$1,500

Go live at Healthier Texas Summit! Highlight a mutually agreed upon health topic on It's Time Texas' Facebook page that reaches more than 23,000 individuals. Facebook live will be highlighted in our quarterly newsletter.

IMPORTANT DATES

Call for Proposals Opens - Monday, March 25th (closes May 12th)

Summit Registration Opens - Tuesday, May 14th

Marketing Collateral Deadline - Friday, September 13th

EXHIBIT HALL HOURS & IMPORTANT DATES

Submit exhibitor order form for AV needs - Friday, September 27th

Exhibitor Check-in and Booth Set-up - Wednesday, October 9th, 5:00 pm - 7:00 pm

Check-in and Booth Set-up - Thursday, October 10th, 7:00 am - 8:00 am

Exhibit Hall is Open - Thursday, October 10th, 8:00 am - 4:30 pm

Exhibit Hall is Open - Friday, October 11th, 8:00 am - 1:00 pm

Move-out - Friday, October 11th, 1:00 pm - 3:00 pm



SEE YOU IN
AUSTIN

Thank You, 2023 Sponsors!



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association



FOR MORE INFORMATION

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817.899.7084 | nathaniel@itstimetexas.org

@ItsTimeTX



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healthiertexassummit.com