

AMCHP 2020

March 21-24 | Crystal City, VA

The
POWER
of
Connections
BUILDING EQUITY FOR
HEALTHY GENERATIONS

PROSPECTUS
amchp.org





Who Attends the AMCHP Conference?

In 2019, nearly **1,000** individuals attended the AMCHP Annual Conference. State health officials are the primary audience for the conference.



MCH or CYSHCN program at a state health department – **46%**



University, college or academic institution – **16%**



Nonprofit group or association – **14%**



Other (including health care facility, corporate organization) – **5%**

Your participation offers direct connections with health officials responsible for programs in the fields of:

- Infant mortality reduction
- Women's health
- Reproductive health
- Adolescent health
- Children and youth with special health care needs
- Early childhood services
- Birth defects/genetics
- Surveillance
- A range of other programs that serve women, children and families

In 2019, **89%** of conference attendees agreed that they learned more about the exhibiting companies after visiting the hall. In addition, over **70%** of AMCHP conference attendees influence purchasing decisions or make the final purchasing decisions in their organizations. In 2019, attendees ranked three out of the four top networking opportunities as the Exhibit Hall Receptions.

For exhibitors, this means that you can connect directly with hundreds of leaders responsible for evaluating and selecting products in a cost and time-effective manner.

Who Exhibits at the AMCHP Conference?

- Health departments and government agencies
- Software and data analysis companies
- Research organizations
- Health technology firms
- Assistive technology-alternative augmentative communication firms
- Pharmaceutical and vaccine makers
- Policy and advocacy organizations
- Companies that develop child safety and wellness products
- Other organizations that want to improve the health and well-being of infants, children, adolescents, women and families



Exhibitor Information

new

Early Bird Commercial Rate Tabletop Exhibit

Conference Registration: **\$1,350**

Application must be received by October 31, 2019

Commercial Rate Tabletop Exhibit

+ Conference Registration: **\$1,415**

Applications received November 1 until the Annual Conference

new

Early Bird Government/Nonprofit Rate Tabletop Exhibit

+ Conference Registration: **\$1,000**

Application must be received by October 31, 2019

Government/Nonprofit Rate Tabletop Exhibit

+ Conference Registration: **\$1,050**

Applications received November 1 until the Annual Conference

See the enclosed **Exhibit Hall floor plan** for exhibit table locations. Exhibitors may purchase additional spaces to create a larger display. Each space will be professionally prepared for you in advance.

Each exhibit package includes:

- 6' skirted table, two chairs, wastebasket
- Exhibit identification sign
- One full conference registration (includes Sunday exhibitor reception; breakfast, lunch and coffee breaks)
- One Exhibit Hall-only badge for staff (includes Sunday exhibitor reception; breakfast, lunch and coffee breaks)
- One-time use of pre-conference attendee list (distributed approx. two weeks prior to the conference; mailing addresses only)
- One-time use of post-conference attendee list (distributed approx. two weeks after the conference; mailing addresses only)
- Mobile App listing

Reservation Procedure

Please print and complete the enclosed **Exhibit and Sponsorship Application** and fax or send by post to:

Association of Maternal & Child Health Programs

Attn: 2020 Exhibit Registration

512 Herndon Parkway, Ste D

Herndon, VA 20170

Fax: (703) 964-1246

Phone: (703) 964-1240 x 170

All contracts must be accompanied by full payment. Exhibit space will not be confirmed until payment is received. All fees must be paid in full before the exhibiting organization will be permitted to occupy exhibit space. Please make checks payable to AMCHP and include the name of your organization along with reference to "2020 AMCHP Conference Exhibit/Sponsor" in the memo section.



Traffic-Generating Features:

- Poster sessions are co-located within the exhibit hall
- Break times scheduled through the conference will afford numerous opportunities for participants to visit your exhibit
- Exhibition Kick-Off Reception and poster presentations on Sunday evening
- Monday and Tuesday breakfast in the hall

Exhibit Dates and Times*

Sunday, March 22

11:00 a.m. – 4:00 p.m.	Exhibitor Set-Up
4:45 p.m. – 7:00 p.m.	Exhibition Kick-Off Reception and Poster Presentations – <i>Dedicated Hall Hours</i>

Monday, March 23

7:45 a.m. – 4:30 p.m.	Exhibit Hall Open
7:45 a.m. – 8:30 a.m.	Breakfast in the Exhibit Hall and Poster Presentations – <i>Dedicated Hall Hours</i>
3:15 p.m. – 4:15 p.m.	Dessert Networking Reception and Poster Presentations in Exhibit Hall – <i>Dedicated Hall Hours</i>

Tuesday, March 24

8:00 a.m. – 12:00 p.m.	Exhibit Hall Open
8:00 a.m. – 9:00 a.m.	Breakfast in the Exhibit Hall and Poster Presentations – <i>Dedicated Hall Hours</i>
10:45 a.m. – 12:00 p.m.	Coffee Break in Exhibit Hall and Poster Presentations – <i>Dedicated Hall Hours</i>
12:00 p.m. – 3:00 p.m.	Dismantle – <i>No early dismantle allowed!</i>

*Hours indicated are tentative and subject to change, but all exhibitors will be notified in writing of any changes to this schedule.

AMCHP 2020 App

All sponsors and exhibitor listings will be accessible through the mobile app. The app is available to attendees before, during and after the conference, providing additional exposure to your company information—right in the palm of their hand.

Enhance your listing with logos and hyperlinks, placed alongside a short description of your organization. Increase exposure by sending alerts to all the attendees to promote products and services as they make their personal schedules.

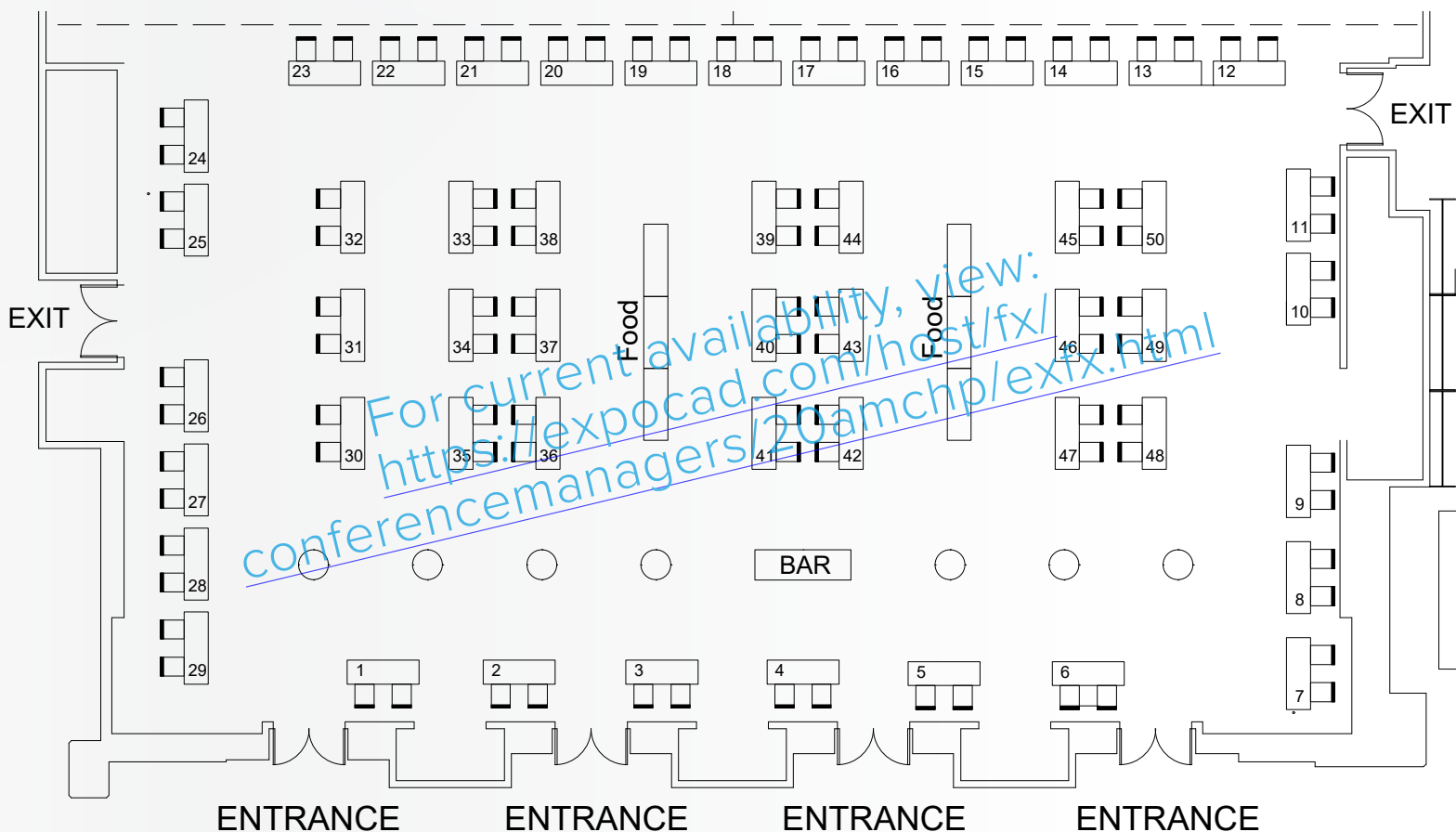
All exhibitors will receive the standard listing, so be sure to return your listing update form for maximum exposure.



AMCHP 2020 Exhibit Hall Floor Plan

Crystal Gateway Marriott - Crystal City - Arlington, Va.

View the most current floor plan at: <https://expocad.com/host/fx/conferencemanagers/20amchp/exfx.html>



Sponsorship Opportunities

Sponsorship is an effective way to enhance recognition of your products or services and make a lasting impression with the conference attendees. Sponsorship provides the premier visibility imperative to remain competitive. Each sponsorship package can be tailored to meet your budget and visibility needs. If you do not see a preferred package, please contact amchpexhibits@conferencemangers.com to discuss customizing one for your company.

Sponsorship Levels:

	PLATINUM	\$10,000+
	GOLD	\$7,500 - \$9,999
	SILVER	\$5,500 - \$7,499
	BRONZE	\$3,250 - \$5,499

All sponsorships include the following general benefits:

- Event signage if applicable
- Sponsor ribbons for all company representatives
- Recognition in General Session slides
- Recognition by level in mobile app
- One-time use of pre-conference attendee list (distributed approximately two weeks prior to conference; e-mail and mailing addresses)
- One-time use of post-conference attendee list (distributed approximately two weeks after conference; mailing and e-mail addresses)
- Acknowledgement in the conference program for your sponsored item, if applicable and when secured by the program print deadline



Sponsorship Opportunities continued



PLATINUM LEVEL & GOLD LEVEL

In addition to the general sponsorship benefits, Gold and Platinum sponsors will also receive:

- Company logo and Web address link on Annual Conference Website
- One (1) tabletop exhibit space
- Three (3) Full Conference registrations
- Two (2) Exhibit Hall-Only registrations
- One tote bag insert, sponsor pays production costs
- Upgraded Mobile App listing to include logo and hyperlink



SILVER LEVEL

In addition to the general sponsorship benefits, Silver sponsors will also receive:

- Two (2) Full Conference registrations
- One (1) Exhibit Hall-Only registration
- One (1) tabletop exhibit space
- URL and logo placed in AMCHP 2020 mobile app



BRONZE LEVEL

In addition to the general sponsorship benefits, Bronze sponsors will also receive:

- One (1) Full Conference registration
- One (1) Exhibit Hall-Only registration
- One (1) tabletop exhibit space

Mobile App

\$10,000

QUANTITY: 1

PLATINUM LEVEL

Full sponsorship of the AMCHP 2020 conference mobile app entitles you to have your logo on the splash screen and in the main banner. It will also include your URL and a hyperlink in your exhibitor page, and includes two (2) alerts to attendees prior to or during the conference.



Exhibit Hall Opening Reception

\$7,500

QUANTITY: 2

GOLD LEVEL

This reception is the first official event in the Exhibit Hall and features casual fare and a cash bar. Your logo will appear on recyclable, biodegradable napkins and event signage. A member of AMCHP leadership will thank you during the welcome remarks, where we will share your name and exhibitor table number.

Lunch

\$7,500

QUANTITY: 1

GOLD LEVEL

The Tuesday networking lunch and general session is the final on-site event for attendees, so a sponsor will leave a lasting impression. You will be thanked at the start of the session and tabletop tents will be placed at each table to share your logo, website, and a short description of your organization.



Lanyards **\$5,500**

QUANTITY: 1 SILVER LEVEL

Every attendee will receive a conference lanyard for a name badge. Your logo will be one of the first things they see upon arrival, and will be highly visible.

Tote Bags **\$5,500**

QUANTITY: 2 SILVER LEVEL

Attendees will have a reusable, recyclable conference tote bag. Your logo, along with the conference logo, will be one of the first things they see upon arriving and will stay with them long after the conference.

Pocket Program **\$5,500**

QUANTITY: 1 SILVER LEVEL

Feature your logo on the front cover and four-color back cover ad on the only printed program for attendees during the conference. Attendees will be referencing this guide throughout the week.

Breakfast **\$5,500**

QUANTITY: 4 SILVER LEVEL

Help get attendees off to a great start by providing a continental breakfast. Your logo will appear on the recyclable coffee sleeves that attendees will carry throughout the day.

Notebook & Pen **\$5,500**

QUANTITY: 1 SILVER LEVEL

Attendees will see your logo when they take notes throughout the conference and beyond. Made from recycled materials, notebooks are ever-present during the conference.

Family Delegates and Scholars Dinner **\$5,500**

QUANTITY: 1 SILVER LEVEL

Connect with families of children and youth with special health care needs or those working directly to support them. This special dinner honors their work and unites this community. You will be thanked at the start of the session and tabletop tents will be placed at each table to share your logo, website, and a short description of your organization.



Exhibitor Session **\$3,500**

QUANTITY: 4 BRONZE LEVEL

You get your own room for 60 minutes (not a sales pitch but a helpful discussion of your solution, involving participation by your clients). Session descriptions are listed in the program. There will only be one exhibitor session per time slot. To help market this session, you will also receive:

- A description of your session in the conference program
- A push alert through the conference app to remind attendees on the day of your session

NOTE: Session sponsor agrees to provide title, description, and list of presenters to the volunteer planning committee for review and approval. Must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective.

Poster Showcase **\$3,500**

QUANTITY: 2 BRONZE LEVEL

The poster showcase will be available for viewing whenever the Exhibit Hall is open and will be highlighted during two special events on Sunday and Monday. Your organization will be thanked at the poster presentation kick-off and a sign with your logo will be placed near the poster display.

New Director Luncheon **\$3,500**

QUANTITY: 1 BRONZE LEVEL

Connect with new Title V and CYSHCN directors at this special gathering. Directors in their role for under two years are welcome to join and receive advice and guidance from more seasoned leaders. You will be thanked at the start of the session and tabletop tents will be placed at each table to share your logo, website, and a short description of your organization.

Refreshment Break **\$3,500**

QUANTITY: 2 BRONZE LEVEL

Morning and afternoon breaks allow attendees to network and re-energize. Your organization will be recognized with signs at the refreshment entrance area. Your logo will be placed in the pocket program sponsoring this event.



Sponsorship Opportunities continued

Youth Leadership Symposium

\$3,500

BRONZE LEVEL

Looking to have the youth voice inform your current or future programming approaches? Want to hear ideas, solutions, and innovative approaches direct from the source? Your support will allow the time and space for youth and young adults to convene and share their perspectives on health issues affecting their families and communities, as well as how to respond to these needs collectively. Includes an eblast to promote the Symposium, sent by AMCHP; content supplied by Sponsor.

MCH Trainee Meet and Greet

\$3,500

BRONZE LEVEL

The MCH Trainee Meet and Greet is an informal get-together and networking event for current and former MCH trainees and MCH training program faculty. The purpose of this event is for attendees to learn about ways you can connect virtually with the MCH community, socialize with fellow MCH trainees and professionals, and learn how you can network with others and stay engaged in the MCH training program community. Sponsor will be invited to attend and will be recognized on special signage.



Marketing Opportunities

Sponsored E-Blast

\$1,000
exhibit
company

\$1,850
non-
exhibiting
company

QUANTITY: 3

Sponsor to provide graphics and text. E-blast sent from AMCHP's communications to all registered attendees.

General Session Chair Drop

\$1,000

QUANTITY: 3

Sponsor a General Session Chair drop and place your materials in the hands of 800-plus attendees. Choose one of the three General Sessions to sponsor. Sponsor provides materials and AMCHP will display these for you.

Tote Bag Gift Items

\$750

QUANTITY: 5

Items must be functional (e.g., mouse pads, post-it notes, bookmarks, key chains, pedometers, etc.). No paper gifts, please. Production costs are not included in this sponsorship fee. Sponsor is responsible for all production, shipping, and material handling costs. Advance approval required.

Tote Bag Insert

\$500

QUANTITY: 5

One single page flyer not to exceed 8.5"x11". Production costs are not included in this sponsorship fee. Sponsor is responsible for all production, shipping, and material handling costs. Advance approval required.

Room Drop

\$500

One single page flyer not to exceed 8.5"x11" that will be slipped under attendee hotel room doors on the highest attendance days. Sponsor pays production and hotel delivery fees.

Alerts in Mobile App

\$250 for 1 alert;
\$400 for 2 alerts

Increase your conference exposure by sending alerts to all the attendees to promote products and services as they make their personal schedules, beginning one month before the conference and continuing through the conference itself.

Hyperlinked Exhibitor URL or Logo in Mobile App

\$125 per item or
\$200 for both

Make it easier for attendees using our mobile technology to access your website by enhancing your basic information in the conference app.



Terms and Conditions

- 1. Codes and Agreements:** The Sponsor/Exhibitor hereby agrees to be bound by the Terms and Conditions set forth in this document.
- 2. Space Assignments:** Tabletop exhibit space requests will be addressed in order of receipt of application and payment. In order to emphasize the relevance and importance of Sponsor's/Exhibitor's products and services, the exhibit area will be arranged to promote your offerings in a non-competitive environment. Sponsor/Exhibitor locations will be assigned to the tabletop exhibit space based on best fit. The Association of Maternal & Child Health Programs (AMCHP) reserves the right to make final assignments. Decisions regarding space are solely at the discretion of AMCHP.
- 3. Use of Space:** The Sponsor/Exhibitor shall not sublet or share the tabletop exhibit space provided by AMCHP, nor shall the Sponsor/Exhibitor assign this lease in whole or in part without written notice to and approval from AMCHP. The Sponsor/Exhibitor will forfeit space not occupied by the close of the installation period. The space then may be resold, reassigned or used by the exhibit management.
- 4. Early Dismantling of Exhibits:** Exhibits are to remain set up until March 24, 2020 at 12:01 p.m., unless the time is otherwise modified by AMCHP. Early dismantling of exhibits may result in loss of Exhibitor privileges in future years.
- 5. Exhibit Hall Only Registration:** Exhibit Hall Only registration allows participants access only to the exhibit area. It does not include access to sessions or meal functions (with the exception of meal functions in the Exhibit Hall).
- 6. Exclusion:** AMCHP reserves the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the event. AMCHP shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. AMCHP reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.
- 7. Safety Regulations:** The use or storage of flammable liquids, gases or solids will not be permitted. Only a safety film can be used. Video/computer presentations must be placed on tables and arranged so that aisles are not blocked. Sponsors/Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.
- 8. Liability:** The Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to Sponsor's/Exhibitor's displays, equipment and other property brought upon the premises of the Marriott Hotel, and agrees to indemnify and hold harmless AMCHP, its parent affiliates, their heirs, executors, directors and agents, and the Hotel, its agent, servants and employees, against any and all liability, losses, damages and claims. Sponsor/Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners and managers, which result from any act or omission of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to defend, indemnify and hold harmless AMCHP, and the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from Sponsor's/Exhibitor's use of the property. Sponsor's/Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor/Exhibitor, its agents, employees and business invitees which arise from or out of the Sponsor's/Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. All terms and conditions may be subject to changes under this contract.
- 9. Guard Service:** AMCHP will provide guard service when the exhibit area is closed and exercise reasonable care for the protection of Exhibitors' materials and displays. Beyond this, AMCHP, its officers, agents, employees, subsidiaries, affiliates and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an Exhibitor either from fire, theft, accidents or other causes.
- 10. Amendment of Terms and Conditions:** Any and all matters or questions not specifically covered by the preceding terms and conditions shall be subject solely to the decision of AMCHP and the Hotel. These Terms and Conditions may be amended at any time by AMCHP and the Hotel. All amendments shall be binding to Sponsors/Exhibitors.
- 11. Cancellation/Refund:** In the event the Sponsor/Exhibitor cancels its reservation for space, and does so on or before Friday, December 20, 2019, the Sponsor/Exhibitor will be refunded the rental fee less a \$200 non-refundable deposit per exhibit. Cancellations received after Friday, December 20, 2019, will forfeit the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.
- 12. Payment:** Exhibit space assignment will not be made until payment is received in full. Submit your application early for best placement! By signing this application, the undersigned acknowledges that the topic, products or services described must support or be consistent with the healthy development of children and families. AMCHP reserves the right to determine which materials are appropriate to its audience. The undersigned further agrees to abide by all policies and terms and conditions of the annual conference.

The foregoing Terms and Conditions have been formulated for the best interests of all Sponsors and Exhibitors.

AMCHP 2020 Annual Conference

Exhibit & Sponsorship Application

Organization Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

E-mail Address: _____ Phone: _____

Website: _____

Exhibits

Early Bird Commercial Rate Tabletop Exhibit + Conference Registration: **\$1,350***

*application must be received by October 31, 2019

Commercial Rate Tabletop Exhibit + Conference Registration: **\$1,415***

*applications received November 1 until the Annual Conference

Please list three exhibit location choices below in order of preference. AMCHP will do its best to assign you your first choice.

1st _____ 2nd _____ 3rd _____

Early Bird Government/Nonprofit Rate Tabletop Exhibit + Conference Registration: **\$1,000***

*application must be received by October 31, 2019

Government/Nonprofit Rate Tabletop Exhibit + Conference Registration: **\$1,050***

*applications received November 1 until the Annual Conference

Please list three exhibit location choices below in order of preference.

1st _____ 2nd _____ 3rd _____

Sponsorships

Please check sponsorship option choice below.

☐ Mobile App \$10,000

☐ Exhibit Hall Opening Reception \$7,500

☐ Lunch \$7,500

☐ Lanyards \$5,500

☐ Tote Bags \$5,500

☐ Pocket Program \$5,500

☐ Breakfast \$5,500

☐ Notebook & Pens \$5,500

☐ Family Delegates and Scholars Dinner \$5,500

☐ Exhibitor Session \$3,500

☐ Poster Session \$3,500

☐ New Director Luncheon \$3,500

☐ Refreshment Break \$3,500

☐ Youth Leadership Symposium \$3,500

☐ MCH Trainee Meet and Greet \$3,500

☐ Sponsored E-blast \$1,850 (non-exhibitor) / \$1,000 (exhibitor)

☐ General Session Chair Drop \$1,000 per General Session

☐ Tote bag gift item \$750 + printing costs

☐ Tote bag insert \$500 + printing costs

☐ Room drops \$500 + printing and room drop costs

☐ App alerts in mobile app \$250 for one alert / \$400 for two alerts

☐ Hyperlinked exhibitor URL or logo in mobile app \$150 for the logo / \$150 for the hyperlink / \$250 for both

TOTAL

\$ _____

AMCHP 2020 Annual Conference Exhibit & Sponsorship Application

EXHIBIT TOTAL: \$ _____

SPONSORSHIP TOTAL: \$ _____

TOTAL DUE: \$ _____

Payment:

AMCHP's preferred method of payment is wire transfer or check. If you require payment via a credit card, please contact amchpexhibits@conferencemanagers.com. A credit card processing fee of \$25 will be applied to all credit card transactions over \$1,000.

- ☐ Check made payable to AMCHP 2020 is enclosed (please include name of your organization and "2020 AMCHP Conference Exhibit/Sponsorship")
- ☐ Please invoice my company

Required:

- ☐ I have read and understand the terms and conditions.

Authorized Signature: _____ Date: _____

Return completed form to:

AMCHP
Attn: 2020 Sponsorship/Exhibit Registration
512 Herndon Parkway, Ste. D
Herndon, VA 20170
Fax: (703) 964-1246
Phone: (703) 964-1240 x 170