

HEAD TO TOE

A Conference for People Working to
Improve Student Health and Academic Success

EXHIBITION & SPONSORSHIP OPPORTUNITIES



APRIL 19-20, 2017
ALBUQUERQUE CONVENTION CENTER

HEAD 2 TOE

The Head to Toe conference enables you to target school health professionals from across New Mexico; more than 500 dedicated individuals, many of whom have direct buying power.

Sponsored by the New Mexico Department of Health, Office of School and Adolescent Health, the Head to Toe conference has focused on providing school health professionals with the skills and knowledge necessary to meet the ever-changing health needs of New Mexico's students for the past 20 years. From behavioral health and wellness practices to physical and oral health, Head to Toe attendees return to their schools with the tools and ability to implement immediate change.

Whether you are a longtime partner of Head to Toe or just getting to know us, you won't want to miss the opportunity to meet new clients and reconnect with old friends. Your partnership allows us to keep registration costs low, enabling more school health workers to attend and benefit from this opportunity.

Without you, none of this is possible. Your participation in Head to Toe is critical to our goal of helping school health professionals keep all of New Mexico's school children happy, healthy and ready to learn.

SECURE YOUR SPONSORSHIP PACKAGE OR EXHIBIT SPACE
AT WWW.ATTENDHEAD2TOE.COM.

2016 By THE NUMBERS



545 Attendees



120 Speakers

131 Nurses

83 Social Workers



67 Counselors

60 SBHC Providers

28 Behavioral Health

Providers

176 Other School

Health Providers



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIPS

In addition to all standard sponsor benefits, you receive premium booth location, a banner ad on the conference website homepage, logo with link on the conference app, a block of 10 tickets to each keynote presentation to share with your staff or clients, and 2 full conference registrations to use as you choose, or give back to the conference to offer as scholarships in your name.

LUNCHEON SPONSORSHIP (2) \$5,000

Participants will eat this up! Your promotional material is distributed throughout the room – a rare opportunity to display your material outside of your booth – and prominent signage highlights your sponsorship on each table. In addition, we can put a custom logo or message on each dessert!

BREAKFAST SPONSORSHIP (2) \$5,000

Get an early start on the competition! Your sponsor support allows attendees to enjoy a healthy breakfast, while you benefit from added exposure through prominent signage to help promote your brand.

GOLD SPONSORSHIPS

In addition to all standard sponsor benefits, you receive a banner ad on the conference website homepage, a block of 8 tickets to each keynote presentation to share with your staff or clients, and 2 full conference registrations to use as you choose, or give back to the conference to offer as scholarships in your name.

RELAXATION STATION SPONSORSHIP (1) \$4,000

A new addition in 2016, this space was a big hit and received traffic all day long. Attendees could escape to a centrally located room where they colored, meditated, experienced aromatherapy and received massages. Additional sponsor benefits include logo clings on the rooms glass entry doors and window wall facing the main gathering area.

App SPONSORSHIP (2) \$3,500

As the conference app sponsor, you'll be featured in our special marketing campaign to launch and encourage adoption and mentioned every time the app is promoted. Your logo will also be prominently featured on the app itself.

SILVER SPONSORSHIPS

In addition to all the standard sponsor benefits, you receive a banner ad on the conference website homepage and a full conference registrations which we will distribute as a scholarship in your name.

REFRESHMENT BREAK SPONSORSHIP (2) \$2,500

Prominent signage and logo-napkins display your corporate logo for all to see as they enjoy networking and munchies. (Deadlines apply.)

ALL-DAY COFFEE SPONSORSHIP (2) \$2,500

Sponsor all-day coffee service in the main atrium during the conference and you'll get great brand exposure on coffee sleeves for to-go cups. (Deadlines apply.)



ALL CONFERENCE SPONSORSHIPS INCLUDE:

Exhibit space with draped table and two chairs

Full color logo in conference program

Logo on "Thank You" signage in exhibit hall

Logo on big screens in general session hall

Linked listing on mobile app

Premium listing in online exhibitor directory with 250 word description

Verbal recognition from the main stage at least twice

Mention in conference marketing emails (deadlines apply)

Certificate of Appreciation from New Mexico Department of Health

OTHER OPPORTUNITIES

INFUSED WATER STATION (Sold Out)

We take water up a notch! Attendees can choose from multiple flavors of infused water as you help encourage healthy beverage intake. We can even name one of the flavors after your organization. (i.e. Molina Melon water)



VIP SEATING SECTION (Sold Out)

We have a designated VIP seating area in the front of the ballroom during the opening keynote presentation. This area features cocktail rounds, special décor, treats and gifts. These “golden tickets” are given away as incentives and raffle prizes and are promoted before and during the conference. You receive naming rights for the day and recognition on the tables and tickets.



Socks \$5,000

Cover attendees from their head to toes! Your logo stands out in high fashion on the side of co-branded socks provided to all attendees at check-in. You benefit from long-term brand exposure as attendees keep their socks, wearing them over and over.



WATER BOTTLE (Sold Out)

Since we are hosted at a green facility, water is not provided in all rooms but there are water stations in public spaces. Therefore, this is one of the most widely used items at the conference. You provide 700 bottles and we distribute to all attendees and presenters.



NOTEBOOK & PEN \$300

You provide the branded notebook and pen of your choice and we distribute to all attendees.



EXHIBITION

An exhibit table at Head to Toe is the best way to promote your organization's mission and services to New Mexico's school nurses, counselors, social workers all in one place.

NONPROFIT \$200
FOR PROFIT \$500

BENEFITS

- 8-foot draped table
- Access to more than 500 school nurses, counselors, social workers and more
- Basic listing on conference website, program and mobile app (includes 150 word organization description and URL)

EXHIBIT DATES & HOURS

- Wednesday, April 19, 7:30 am-1:30 pm
- Thursday, April 20, 10:30 am-1:30 pm

SETUP: Tuesday, April 18, 12:00 - 5:00 PM

DISMANTLE: Thursday, April 20, 1:15 - 2:30 PM

OPTIONAL UPGRADES

- Banner ad in app
- Branded e-blast to conference attendees
- Extended company description
- Organization logo included with listing on website
- Push notification from conference app



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We want you to reach your goals as
we reach ours... together.
If there are other ways in which you would
like to participate, we would be happy to
discuss these with you.

Contact us at:
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or (505) 266-3451

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