



CONFERENCE FOR PROFESSIONALS DEDICATED TO STUDENT HEALTH AND ACADEMIC SUCCESS

**APRIL 18 & 19, 2018**

ALBUQUERQUE CONVENTION CENTER

The Head to Toe conference, sponsored by the New Mexico Department of Health, Office of School and Adolescent Health, has provided attendees with the ability to implement immediate change for youth with regard to behavioral, mental and physical health and wellness for the past 22 years.

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.

## EXHIBITION

### FEES

Nonprofit: \$250

For Profit: \$500

- 8-foot draped table and two chairs
- Basic listing on conference website, program and mobile app

### OPTIONAL ADD-ON

**Booth Worker Comfort Package: \$50**

Includes one lunch delivered to your exhibit table and one parking pass for both days of the conference. (\$75 value)



# SPONSORSHIP OPPORTUNITIES



	CHAMPION \$5,000	LEADER \$2,500	PATRON \$1,500
Conference Passes	3	2	1
Keynote Guest Passes (no meals)	6	4	2
Exhibit Booth Includes pipe and drape, skirted table, chairs and a sign	10x10 Premium Placement	10x10	10x10
Booth Worker Comfort Package: Includes box lunch and parking for two booth workers, for two days	●	●	●
Naming Rights	Main Meal	Break	—

## BRANDING OPPORTUNITIES

Official recognition from lectern at conference opening	●	●	●
Logo on conference website homepage with hyperlink	●	●	●
Logo on entrance to exhibit hall	Large	Medium	Small
Logo on opening PowerPoint	Single Slide	Two per Slide	Shared Slide
Ad on Conference App	Mobile and Web	Web	—
Logo with hyperlink and description on conference website	250 words	150 words	75 words
Opportunity to place item in conference bag (flyer, coupon, giveaway)	2 items	2 items	1 item
Featured in marketing eblast	Yes	Yes	—

# EXPERIENCE ENHANCEMENTS

All experience enhancement sponsors are eligible to purchase an exhibit table at a discounted rate of \$250 or a 10x10 exhibit booth at \$500.

## CONFERENCE APP (1) \$4,500

Your logo is featured on anything app related, including the advance marketing campaign encouraging app adoption. Attendees will see your logo on the splash screen each time they open the app.

## HEADSHOT STATION (1) \$4,500

A current, professional headshot is invaluable to all attendees, regardless if they have been in the field for decades, or are just starting out. Attendees will greatly appreciate you providing this service. As attendees wait their turn, they can complete an activity of sponsor's choice.

## RELAXATION STATION (1) \$3,500

Aromatherapy, coloring, meditation and chair massages are just a few features of this centrally located room. Your logo shines front and center on the room's glass window wall facing the lower level foyer and registration area.

## RECESS (1) \$3,500

Recess isn't just for kids. Making time for play is one of the most beneficial things adults can do for health and happiness, cultivating flexibility and innovation. Give attendees the gift of play by sponsoring recess – a scheduled break for them to walk, stretch, play and relax. Facilitate a game or activity for maximum impact.

## VIP SEATING SECTION(2) \$1,500

A designated VIP seating area features cocktail rounds, special décor, treats and gifts for attendees during keynote presentations. The “golden tickets” for these seats are given away as incentives and raffle prizes. Your logo is featured on tickets, table décor, and pre- and during event promotions.

## INFUSED WATER STATION (2) \$1,000

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

## PRIZE PACKAGE (3) \$750

One component of our digital marketing campaign to encourage early registration is an incentive giveaway, such as free hotel accommodations, a suite upgrade, meals, etc. You will be mentioned in all promotions.

SECURE YOUR SPONSORSHIP PACKAGE OR EXHIBIT SPACE AT  
[WWW.ATTENDHEAD2TOE.COM](http://WWW.ATTENDHEAD2TOE.COM).

This conference is produced by Kesselman-Jones, Inc. | [www.kessjones.com](http://www.kessjones.com)

## ATTENDEE ACCESS THROUGH INCENTIVES

You provide the item and we get it into the hands of all attendees.

**PARTICIPATION FEE \$350**  
Package does not include exhibit table.

**WATER BOTTLE (1)**  
This is one of the most widely used items at the conference. Water is not provided in all rooms but there are water stations in public spaces. You provide 650 bottles and we distribute to all attendees and presenters.

**NOTEBOOK & PEN (1)**  
You provide 650 branded notebooks and pens of your choice and we distribute to all attendees.

**MAKE AN OFFER**  
If you have other ideas about items that could enhance the attendee conference experience, please let us know.

