



Sponsorship Opportunities

The Head to Toe conference, sponsored by the New Mexico Department of Health, Office of School and Adolescent Health has provided more than 500 school nurses, counselors, and social workers the ability to implement immediate change for youth regarding behavioral, mental, and physical health and wellness for the past 24 years.

Whether you are a longtime partner of Head to Toe or just getting to know us, you do not 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.

Exhibit

FEES

Nonprofit: \$300

For-Profit: \$600

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

Exhibit Hours: Wednesday, April 15, 7:30am - 1:30 pm
Thursday, April 16, 10:30 am - 1:45 pm

Setup: Tuesday, April 14, 2:00 - 5:00 pm

Dismantle: Thursday, April 16, 1:45 - 3:30 pm

WiFi is available at the Convention Center.

Conference Passes

Keynote Guest Passes
(no meals)

Exhibit Booth
Includes pipe and drape,
skirted table, chairs, and a sign

Booth Worker Comfort Package
Includes box lunch and parking
for two booth workers, for two days

Naming Rights

	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 the conference opening

Logo with hyperlink and
description on website

Logo on entrance to exhibit hall

Logo on opening PowerPoint

Ad on Conference App

Opportunity to place
item in the conference bag
(flyer, coupon, giveaway)

Featured in marketing eblast

●	●	●
250 words	150 words	75 words
Large	Medium	Small
Single Slide	Two per Slide	Shared Slide
Mobile and Web	Web	—
2 Items	2 Items	1 Item
Yes	Yes	—

Optional Add-On for Exhibitors

Booth Worker Comfort Package: \$50 (\$75 Value)

Includes one lunch delivered to your exhibit table and one parking pass for both days of the conference

Our exhibit hall always features breaks and a fun-themed game to encourage booth traffic!

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) \$3,500

Your logo is featured on anything app related, including the advance marketing campaign encouraging app adoption.

Attendees see your logo on the splash screen each time they open the app.

Relaxation Station (1) \$3,000

Aromatherapy, coloring, yoga, and makers space 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) \$2,500

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.

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.

ATTENDEE ACCESS THROUGH INCENTIVES

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

Participation Fee: \$350

Package does not include an exhibit table

OPTIONS

1. Water Bottle

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.

2. Notebook & Pen

You provide 650 braded notebooks and pens of your choice and we distribute to all attendees.

3. Your Choice

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

Head to Toe Attendance Quick Facts

- 62% of our attendees have direct buying power!
- In 2019 attendees from 78 different cities, towns and pueblos around New Mexico were represented

Secure your sponsorship package or exhibit space at www.attendhead2toe.com

This conference is produced by Kesselman-Jones, Inc. | www.kessjones.com