

2011 Public Health Preparedness CONFERENCE

June 28-29, 2011 • Holiday Inn Executive Center • Columbia, MO

Promotional
Opportunities



Call to Action: Planning
for Threats and Responses

Sponsored by:



In Partnership with:



We invite you to support the 2011 Public Health Preparedness Conference. This innovative conference brings together representatives from partners of the emergency preparedness and response system to exchange ideas, experiences and perspectives. The Public Health Preparedness Conference puts you in direct contact with 400 local, state and federal emergency preparedness and response professionals such as local public health agency administrators and staff, public health professionals, laboratory personnel, mental health and infection control staff, emergency management personnel, hospital emergency and infection control staff, environmental specialists, health care providers, law enforcement and other organizations active in disaster preparedness and response.

Your organization has many excellent opportunities for promotion at this event. Opportunities include sponsorships, exhibits and advertisements. Please take a few moments to review this brochure to see the number of opportunities available to you and your organization.

All sponsors will be recognized at the opening session. This year, we are implementing new and creative ideas to enhance traffic flow in the Exhibit Hall. Conference breaks, lunches and breakfast will be held in the Exhibit Area to provide your organization an opportunity to showcase your products and services.

Advertising opportunities will promote your products and services to public health preparedness professionals from across Missouri and will be published in the Conference Program.

We welcome your participation and hope you will enjoy the 2011 Public Health Preparedness Conference.

Tuesday, June 28, 2011

7:00 a.m.	EXHIBITOR SET-UP
8:00 a.m. - 4 p.m.	EXHIBIT HALL OPEN
8:15 a.m.	REGISTRATION
9:15 a.m. - 9:30 a.m.	INTRODUCTION & WELCOME
9:30 a.m. - 9:45 a.m.	OPENING REMARKS
9:45 a.m. - 10:45 a.m.	KEYNOTE ADDRESS
10:45 a.m. - 11:00 a.m.	BREAK / VISIT EXHIBITS
11:00 a.m. - 12:00 p.m.	GENERAL SESSION
12:00 p.m. - 1:15 p.m.	LUNCH / VISIT EXHIBITS
1:15 p.m. - 2:30 p.m.	BREAKOUT SESSIONS
2:30 p.m. - 3:00 p.m.	BREAK / VISIT EXHIBITS
3:00 p.m. - 4:15 p.m.	BREAKOUT SESSIONS

Wednesday, June 29, 2011

7:00 a.m. - 8:30 a.m.	BREAKFAST / VISIT EXHIBITS
7:00 a.m. - 2 p.m.	EXHIBIT HALL OPEN
8:30 a.m. - 9:30 a.m.	GENERAL SESSION
9:30 a.m. - 9:45 a.m.	BREAK / VISIT EXHIBITS
9:45 a.m. - 11:00 a.m.	BREAKOUT SESSIONS
11:00 a.m. - 11:15 a.m.	BREAK / VISIT EXHIBITS
11:15 a.m. - 12:30 p.m.	BREAKOUT SESSIONS
12:30 p.m. - 1:30 p.m.	LUNCH / VISIT EXHIBITS
2:00 p.m.	EXHIBITOR BREAKDOWN

Who Attends the Conference?

- Missouri Department of Health and Senior Services' management and key staff
- Local public health agency administrators and staff
- Public health professionals, laboratory personnel, mental health professionals, emergency management personnel, hospital emergency and infection control staff, environment specialists, health care providers and long term care and home health care professionals
- Other organizations active in disaster preparedness and response

ADVERTISING

Advertising is a terrific way to reach the individuals who decide what emergency preparedness and response services and resources will be used in their communities. The Conference Program is the most popular item in the participant's conference materials. By purchasing an ad in the Conference Program, you place your message in front of key players in emergency preparedness and response initiatives.

AD DIMENSIONS & RATES

Full Color Full-Page	7 1/2" x 10"	\$300
Full Color Half-Page	7 1/2" x 5"	\$150
Full Color Quarter-Page	3 3/4" x 5"	\$75

AD SPECIFICATIONS

Advertisement will be accepted in EPS, JPEG or High Resolution PDF formats and may be sent through the following media, accompanied by hard copy printouts:

- CD
- Zip Disks
- E-mail (When using this format, please zip the files to ensure quicker transmission and receipt of your e-mail.)

The media must contain the original file, any embedded artwork, all supplemental logos/artwork and all fonts used. The deadline to submit artwork for the Conference Program is May 27, 2011. To guarantee premium placement of your ad, early submissions are strongly recommended.

SPONSORSHIPS

Sponsorships create a unique opportunity to publicize your organization to existing clients and new prospects. The 2011 Public Health Preparedness Conference is offering you the opportunity to sponsor the afternoon break on June 28, 2011, for \$100.

Need Additional Information?

CONFERENCE DETAILS

For additional information about this conference, contact the Missouri Department of Health and Senior Services' Center for Emergency Response and Terrorism at 573.526.4768 or certreg@health.mo.gov.

PROMOTIONAL OPPORTUNITIES

For additional information about promotional opportunities with this conference, contact the Missouri Public Health Association at 573.634.7977.

EXHIBITS

Exhibit space creates an exceptional platform to network with existing clients and to meet new prospects. Do not miss the chance to showcase your products and services to over 400 conference attendees.

BOOTH PACKAGE - \$175 NOT-FOR-PROFIT / \$300 FOR-PROFIT

- 8' x10' Space
- Pipe and Drape
- Identification Sign
- 6' draped table skirted on three sides
- Chair
- Wastebasket

Electricity will be an additional charge of \$35 for each booth.

If additional booth furnishings, tables, table draping, or other equipment is desired, contact Holiday Inn Executive Center directly at 573-446-3943.

Space must be reserved
no later than
May 27, 2011.

BOOTH ASSIGNMENTS

Exhibitors will be notified of their booth space no later than June 13, 2011. Booths will be assigned on a first-come/first-served basis, according to the date of receipt of your application and the availability of unreserved space.

MEALS

Booth space includes one ticket for each meal. Additional tickets for breakfast and lunch must be purchased in advance. A lunch ticket is \$22.80 and breakfast ticket is \$19.20.

HOTEL ACCOMMODATIONS

The Holiday Inn Executive Center in Columbia, Missouri, is the site for the 2011 Public Health Preparedness Conference. A special rate of \$102.11 (tax included) for single, double, triple or quad room has been extended until May 27, 2011. Reservations can be made by calling 573.445.8531 and identify yourself with the code "PHP". Parking is complimentary for all guests and attendees.

DIRECTIONS

Hotel is located at 2200 I-70 Dr SW, Exit 124 (Stadium Blvd) off of Interstate 70. After exiting Interstate 70 head south and take a right at I-70 Dr SW. Hotel is located on left hand side.

Exhibit Hours

Tuesday, June 28, 2011

Exhibit Hall Set-Up
7:00 a.m. - 8:00 a.m.

Exhibit Hall Open
8:00 a.m. - 4 p.m.

(Conference registration, lunch and break will be located in the Exhibit Hall.)

Wednesday, June 29, 2011

Exhibit Hall Open
7:00 a.m. - 2 p.m.

Exhibit Breakdown
2:00 p.m. - 4 p.m.

(Breakfast, breaks and lunch will be located in the Exhibit Hall.)

Application

APPLICATION DEADLINE: MAY 27, 2011

application

EXHIBIT:

- NOT-FOR-PROFIT \$175 (NONREFUNDABLE) FOR-PROFIT \$300 (NONREFUNDABLE)
 ELECTRICITY \$35 LUNCH \$25.20, NO. _____ BREAKFAST \$19.20, NO. _____ 5

SPONSORSHIP:

- BREAK \$100

ADVERTISEMENT:

- FULL-PAGE \$300 HALF-PAGE \$150 QUARTER-PAGE \$75

COMPANY INFORMATION: Please complete the information exactly as you would like it to appear in conference materials.

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

PRIMARY CONTACT: _____ TITLE: _____

INDIVIDUALS STAFFING BOOTH: _____
Note: Due to limited space only two individuals will be allowed to staff the exhibit.

E-MAIL: _____

SIGNATURE: _____

LIABILITY: It is expressly understood and agreed that the Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of the loss, injury or damage to Exhibitors' display, equipment and other property brought onto the premises of the hotel.

BRIEF EXPLANATION OF SERVICES YOUR COMPANY OFFERS:

METHOD OF PAYMENT:

- CHECK ENCLOSED MADE PAYABLE TO THE MISSOURI PUBLIC HEALTH ASSOCIATION
 CHARGE TO MASTERCARD VISA DISCOVER - No. _____
NAME OF CARD HOLDER _____
ADDRESS OF CARD HOLDER _____ EXP. DATE _____
 PLEASE INVOICE - PURCHASE ORDER NUMBER _____
 TOTAL ENCLOSED / TO BE CHARGED / INVOICED \$ _____

PLEASE COMPLETE AND RETURN BY MAIL OR FAX TO:

MISSOURI PUBLIC HEALTH ASSOCIATION
722 E. CAPITOL AVENUE, P.O. BOX 126
JEFFERSON CITY, MO 65102
TELEPHONE: 573.634.7977
FAX: 573.635.7823

If you have questions regarding promotional opportunities with this conference, contact Sandy Boeckman via e-mail at SBoeckman@mopha.org.