



PUBLIC HEALTH

# TECHXPO

AND FUTURES FORUM



**Chicago + Virtual**  
**May 23-25, 2023**

# Welcome!



## Overview

The COVID-19 pandemic drew an unprecedented public and private sector public health response across the U.S. Much has been learned, and much remains to be done. ASTHO's Public Health TechXpo and Futures Forum is an annual convening of leaders, executives, chief strategists, and experts across the public health, healthcare, data, technology, workforce, professional services, financial, and related sectors. Together, we tackle the toughest public health challenges facing our nation—challenges of today and the future.

This hybrid event will first convene in Chicago from May 23-25, 2023 and will then feature a virtual post-event offering exclusive content for all participants seeking to continue this exploration of the future of public health.

The goals of this year's Public Health TechXpo and Futures Forum are to provide a platform and forum for:

- Technology, data, informatics, health, and multi-sector leaders and experts to engage governmental public health leaders and agencies, corporate and nonprofit partners, and policy makers on challenges and solutions for successfully modernizing the U.S. public health system.
- Public and private sector leaders to discuss the leadership, implementation, and innovation challenges to modernizing the nation's public health infrastructure and workforce.
- Multi-sector leaders to engage on the latest lessons learned and innovative, promising practices to advance all areas of public health practice from opioids and chronic disease to surveillance and health security, as well as modernization of governmental public health workforce, operations, and administrative functions.

## Attendee Profile

The Public Health TechXpo and Futures Forum will convene leaders, executives, and experts from federal, state, and local health agencies, health systems and payers, and national health and social sector nonprofits.

Join us for this hybrid event on May 23-25, 2023! There are several registration options and early bird rates available to participate. Please refer to [www.astho.org/futures-forum](http://www.astho.org/futures-forum) for rates and details.

## Venue Information

Steps from the Chicago Riverwalk, the inaugural hybrid event will take place at the Hyatt Regency Chicago. This downtown venue is an energetic urban retreat near the famous Navy Pier, Millennium Park, and shopping on Magnificent Mile.

 **Hyatt Regency Chicago, 151 East Wacker Drive, Chicago, IL 60601**

## About ASTHO

The Association of State and Territorial Health Officials (ASTHO) is the national nonprofit organization representing 59 state and territorial public health officials, as well as the more than 100,000 professionals they employ. ASTHO convenes public and private sector leaders and partners to discuss emergent issues in state and territorial public health, share best practices for creating optimal health for the nation, and offer important networking opportunities for state health officials and leaders, funders, key governmental partners, the private sector firms and vendors supporting the nation's public health infrastructure, and other public health stakeholders.



**For more information  
about ASTHO, visit:**

 [astho.org/about/](http://astho.org/about/)

# Sponsorship Opportunities

The Public Health TechXpo and Futures Forum offers four main levels of sponsorship, with additional promotional opportunities for individuals who are looking to support the event and connect with the participants.

## PREMIER LEVEL Starting at \$50,000

**Premier sponsorships are available for organizations seeking marquis presence at the Public Health TechXpo and Futures Forum. In addition to receiving all gold sponsor benefits, premier level sponsors may receive the following benefits based on confirmed sponsorship amount:**

- Opportunity to participate in a panel discussion or provide remarks during one of the plenary sessions (selection to be agreed upon by ASTHO).
- The first confirmed Premier level Sponsor will have the opportunity to host an exclusive Connect Lounge on Wednesday in lieu of standard booth with charging stations and specialty refreshments.
- The first four confirmed Premier Level Sponsors will have the opportunity to sponsor breakfast or lunch. Includes prominent branding.
- Inclusion in a post-event TechXpo podcast promoted on event website and distributed to all participants.
- Sponsor-supplied 2-minute video played during live program and featured on virtual event platform.
- Eight complimentary in-person registrations and eight complimentary virtual registrations.

## GOLD LEVEL \$25,000

**All Gold, Silver, and Bronze levels include 20% discount on additional registrations beyond the listed complimentary registrations included at each level.**

- Opportunity to present a TechTalk breakout session delivered as part of the exclusive post-event online content package.
- Sponsorship recognition on ASTHO event web page: company name and logo.
- Recognition during ASTHO welcome remarks.
- Social media recognition.
- Recognition on event sponsor signage: logo on signage.
- Mention in ASTHO's Public Health Review Morning Edition newscast, with links in show notes to web page of choice.
- Mention in press release(s) (available if sponsorship is confirmed prior to dissemination date).
- Exhibit Networking Table: Includes 6ft table, two chairs, and booth header with logo.
- Five complimentary in-person registrations and five complimentary virtual registrations.
- Opportunity to put an item in the swag bag.

## SILVER LEVEL \$12,500

- Opportunity to present a SolutionX breakout session (pre-recorded and released post-event to in-person and virtual registrants).
- Sponsorship recognition on ASTHO event web page: company name and logo.
- Recognition during ASTHO welcome remarks.
- Social media recognition.
- Recognition on event sponsor signage: logo on signage.
- Exhibit Networking Table: Includes 6ft table, two chairs, and booth header (name only)
- Three in-person complimentary registrations and complimentary three virtual registrations.

## BRONZE LEVEL \$7,500

- Sponsorship recognition on ASTHO event web page: Company name.
- Recognition during ASTHO welcome remarks.
- Social media recognition.
- Recognition on event sponsor signage: company name on signage.
- Two complimentary registration and two complimentary virtual registration.

## Additional Sponsorship Opportunities

*\*Indicates à la carte opportunities.*

*Opportunities without asterisks are available as add-ons to packages (bronze, silver, etc.)*

Item Description	Availability	Cost
<b>Reception Sponsor:</b> Host evening reception (exclusive marketing/branding opportunity at sponsor table to be determined by ASTHO)	2	\$10,000
<b>*Coffee Station:</b> Prominent branding at stations for one full day	3	\$5,000
<b>*Water Station:</b> Prominent branding at water stations for one full day	3	\$5,000
<b>Hotel Key Cards:</b> Sponsor logo will appear on hotel key cards	1	\$5,000
<b>Wi-Fi Access:</b> Redirect link and/or custom password (to be determined based on venue internet capabilities)	1	\$5,000
<b>Mobile Site:</b> Prominent branding and direct link to sponsor site	1	\$5,000
<b>Badge/Lanyards:</b> Sponsor logo will appear on event lanyard or badge (to be determined by ASTHO)	2	\$3,000
<b>Tote Bag:</b> Sponsor logo will appear on attendee event swag bag	6	\$2,500
<b>Advertisement in DELPH Magazine:</b> Sponsor logo will appear in a special advertisement in DELPH Magazine	3	\$2,500

**Become a Sponsor ▶ Partner with ASTHO ▶ Support Public Health**

Sponsorships confirmed by **March 1, 2023** will ensure maximum coverage of sponsorship level benefits and incentives.



**Questions?**

✉ [techxpo@astho.org](mailto:techxpo@astho.org)

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