

# Annual Concussion Symposium

APRIL 11, 2015



## Marketing & Sponsorship Prospectus

*Brought To You By*

THE  
**HEALTHY BRAIN**  
FOUNDATION

**dell children's**  
medical center of central texas  
A member of the  Seton Healthcare Family

# Marketing & Sponsorship Prospectus

## Overview

Undeniably, the consequences of sports-related concussions have become a growing concern and the need for education is paramount.

Sports-related concussions are a significant public health issue due to the large number of people who incur these injuries each year, the generally young age of athletes at the time of injury and the potential cumulative effects and serious consequences of head trauma. This issue has prompted rule changes across sports. Most states have enacted laws covering their high school activities. Still, controversies and challenges continue about the risk factors, evaluation, management, and return-to-play protocols.

On April 11, 2015, the **Healthy Brain Foundation (HBF)** co-hosted with **Dell Children's Medical Center of Central Texas** will host the **Annual Concussion Conference**. This event will attract healthcare and education professionals from a variety of disciplines as well as community stakeholders.

This day-long program will encourage education and discussion – bringing together experts, practitioners and the community – to help bridge the gap between what we know today as best available science and how to implement into best practice. We have a number of renowned concussion experts from a variety of disciplines presenting at this symposium.

Where does your company fit in? Whether your goal is to increase brand awareness, generate leads, retain existing customers or acquire new clients, this event is for you. As an exhibitor and/or sponsor, your company will enjoy a major profile with this target market. You will also have a platform to create meaningful promotions, cementing your relationship with your customers.

**A percentage of the proceeds from the conference will benefit the Healthy Brain Foundation Concussion Outreach Campaign. The HBF is a tax-exempt 501 (c) 3 charitable organization. For more information visit [www.healthybrainfoundation.org](http://www.healthybrainfoundation.org).**

## Event Details

Show times:	Saturday, 8:00 am – 7:00 pm
Exhibit Set-up:	Friday, 8:00 pm – 10:00 pm/Saturday, 7:00 am – 8:00 am
Location:	Dell Children's Medical Center of Central Texas, Austin, TX
Attendees:	Reach approximately 300 healthcare providers and community stakeholders
Topics:	On-field and Sideline Management; Risk Factors for Psychological & Emotional Complications; Return-to-Play Strategies; Ways to Reduce Concussion in Sports Based on Biomechanics; Adjustment & Coping Strategies for Dealing with Symptoms and Stress of Concussions; Cultural & Society Issues with Respect to Dangers in Youth Sports; Neuro-Nutrition
Educational Credit:	Educational credits will be available for physicians, physical therapists, and athletic trainers

# Sponsorship Opportunities

## **GOLD SPONSOR - \$7,000**

- Prominent signage as a Gold Sponsor throughout the conference and recognition on all materials leading up to the event
- Logo and link to company website on the HBF Website leading up to the event and one year after the event
- Recognition during the reception and the opportunity to introduce yourself and company
- Your logo and company message will appear on Registration Table with the opportunity to provide handouts for meeting attendees with information about your company
- Exhibit Booth outside of main meeting room that includes a 5-foot table skirted with 2 chairs and a wastebasket and signage with your company name and booth number
- Company listing in Conference Program
- Complimentary pre and post-show attendee mailing list

## **SILVER SPONSOR - \$4,500**

- Signage as a Silver Sponsor throughout the conference and recognition on all materials leading up to the event
- Logo and link to company website on the HBF Website leading up to the event
- Recognition on the Breakfast Table and the opportunity to welcome attendees and provide marketing materials
- Your logo and company message on all General Admission Tickets for community stakeholders
- Prominent placement of an Exhibit Booth that includes a 5-foot table skirted with 2 chairs and a wastebasket and signage with your company name and booth number
- Company listing in Conference Program
- Complimentary pre and post-show attendee mailing list

## **BRONZE SPONSOR - \$2,000**

- Signage as a Bronze Sponsor throughout the conference
- Logo and link to company website on the HBF Website leading up to the event
- Exhibit Booth that includes a 5-foot table skirted with 2 chairs and a wastebasket and signage with your company name and booth number
- Symposium bag insert of your choice
- Company listing in Conference Program
- Complimentary pre and post-show attendee mailing list

# Additional Marketing Opportunities

### **Exhibit Booth - \$1,000**

Exhibit Booth that includes a 5-foot table skirted with 2 chairs and a wastebasket and signage with your company name and booth number

### **Premier Program Sponsor – Full page 4 color = \$750; Half page 4 color = \$500**

Get your company name out to every attendee. Use your ad along with company logo and description to drive attendees to your booth *\*Exhibit Booth Not Included*

### **Eco-friendly Conference Tote Bags - \$850 (exclusive)**

Put your message in the hands of the attendees and see your logo everywhere, even after the show closes. These high-quality bags made of recycled material will be printed with your logo and distributed to all conference attendees at registration check-in. *\*Exhibit Booth Not Included*

### **Symposium Bag Insert - \$500**

Insert may be a 8-1/2 x 11 page, tri-fold brochure or specialty item with company logo *\*Exhibit Booth Not Included*

# Healthy Brain Foundation

## Application

11323 Arcade Drive, Suite C-127 \* Little Rock, AR 72212 \* (800) 815-2150 \* Fax (888) 343-4443 \* [www.healthybrainfoundation.com](http://www.healthybrainfoundation.com)

ORGANIZATION (This is the title as it should appear online and in print.)

Address

City/State/Zip

Company Website

Primary Contact

Title

Phone

Fax

Email

### Sponsor Opportunities

Sign up Today &  
Receive 10% off –  
Offer ends ~~Dec. 31<sup>st</sup>~~  
January 31<sup>st</sup>!

	PRICE	10% OFF	TOTAL
Gold Sponsor	\$7,000	\$6,300	_____
Silver Sponsor	\$4,500	\$4,050	_____
Bronze Sponsor	\$2,000	\$1,800	_____
<b>Additional Marketing Opportunities</b>			
Exhibit Booth	\$1,000	\$900	_____
Full page 4 color ad	\$750	\$675	_____
Half page 4 color ad	\$500	\$450	_____
Tote Bags	\$850	\$765	_____
Bag Insert	\$500	\$450	_____
<b>TOTAL</b>			_____

### 1. Booth Contact Name: (Required)

Email

Phone

### 2. Exhibit Space Special Requests

Companies we prefer to be away from:

I have read and agree to comply with the Healthy Brain Foundation's rules and regulations for exhibiting. (Initials required) Available at [www.healthybrainfoundation.com/policies](http://www.healthybrainfoundation.com/policies)



**Payment** (To arrange a payment schedule, please contact us.)

**Credit Card** – Visit the Healthy Brain Foundation to pay by credit card – [www.healthybrainfoundation.org](http://www.healthybrainfoundation.org)

**Check enclosed**

Mail application to Healthy Brain Foundation, 11323 Arcade Drive, Suite C-127, Little Rock, AR 72212.

Make checks payable to the Healthy Brain Foundation.

**Authorized Signature Must Be Provided**

Signature

Date