



Overcoming Health Disparities: Global Experiences from Partnerships Between Communities, Health Services and Health Professional Schools
October 6 - 10, 2004
Atlanta, Georgia, USA



An Invitation to Participate...

Dear Potential Exhibitor and/or Co-Sponsor,

Community-Campus Partnerships for Health and The Network: Towards Unity for Health invite your organization's participation in our joint international conference on overcoming health disparities across the globe. This year we are replacing our individual annual conferences with this **joint international event** in order to focus attention on the persistent problem of health disparities within nations and between nations, highlight promising solutions, and stimulate leadership for change. Partnerships between communities, health services, and health professional schools are essential to achieving health equity.

Over 700 health leaders from academic, clinical, and community settings in the United States and over 23 countries around the globe are expected to attend the conference. Increase exposure to your programs, products and services by being an exhibitor and/or co-sponsor. Exhibitors and co-sponsors are critical to the success of the conference. In addition to connecting participants with valuable resources for improving health, your support enables community-based leaders and students to attend by offsetting travel and registration expenses.

To maximize exposure for all exhibitors and co-sponsors, the conference will feature a gala reception on Saturday evening, October 9th. This will include hors d'oeuvres and an incentive activity to encourage attendees to visit each of our exhibitors. We have also procured space for the exhibit area in the hallways near session rooms and central ballrooms.

This brochure presents a range of **options for co-sponsoring the conference and for hosting an exhibit**. If you don't see an option that meets your needs, please let us know! Our goal is to make the 2004 joint international conference a huge success for our exhibitors, co-sponsors, and attendees. We are committed to working collaboratively with you to achieve this goal.

Community-Campus Partnerships for Health (CCPH) is a USA-based organization that promotes health through partnerships between communities and higher educational institutions. CCPH members - more than 1,000 communities and campuses in over a dozen countries - are pursuing service-learning, community-based research and other partnerships as powerful tools for civic engagement and healthy communities.

The Network: Towards Unity for Health: (TUFH) is a global association of more than 400 individuals, groups, institutions and organizations committed to improving and maintaining health in the communities they have a mandate to serve. The Network: TUFH is a non-governmental organization in official relationships with the World Health Organization.

Exhibitor Registration:
<http://www.ToPlanAhead.com>

We hope you can join us - please read on for details.

Sarena D. Seifer

Arthur Kaufman

Executive Director
CCPH

Secretary General
The Network: Towards Unity for Health

CCPH and The Network: TUFH

October 6 - October 10, 2004
Sheraton Atlanta Hotel, Atlanta, GA

EXHIBITOR INFORMATION & CO-SPONSORING OPPORTUNITIES

Exhibiting

Exhibiting at the CCPH and The Network: TUFH conference brings name recognition and visibility to your organization. The conference provides excellent opportunities to meet your colleagues and clients face-to-face, and demonstrate your services or products.

Our Basic Exhibitor Package costs \$325. This does not include registration to attend the conference sessions. Conference registration forms are available at the following website: www.the-networktufh.org/conference

Exhibit Show Hours:

- ▶ **Set-up** Saturday, October 9
10:00 a.m. – 12:00 Noon
- ▶ **Exhibit Show** Saturday, October 9
12:00 p.m. - 7:00 p.m.
Sunday, October 10
7:30 a.m. - 10:30 a.m.
- ▶ **Exhibit Reception** Saturday October 9
5:00 p.m. - 7:00 p.m.
- ▶ **Tear-down** Sunday, October 10
10:30 a.m. - 12:00 Noon

Advertising

As an exhibitor or co-sponsor you will automatically receive a 30-50 word listing about your organization in the conference program. You can make your organization even more visible by purchasing additional advertising space in the conference program. Fees as follows:

- ▶ **Back page of Participant List** \$400
- ▶ **Full page Conference Program** \$225
- ▶ **1/2 page Conference Program** \$150
- ▶ **1/4 page Conference Program** \$ 95

(Black & white camera ready artwork must be received by **September 5, 2004**)

Co-Sponsoring

Co-sponsorship opportunities are available beginning at \$150 (see pages 2 & 3). All sponsors, regardless of the level of funding, will have their organization listed in the conference program and on signage at the conference site. Co-sponsors are also acknowledged during general announcements and on the conference registration website.

Other ways to become involved:

- ▶ Announce the conference in your newsletter.
- ▶ Create a link between our websites - CCPH's website is <http://www.ccp.hinfo>. The Network: TUFH web site is <http://www.the-network.org/>.
- ▶ Send us mailing labels and e-mail addresses for relevant contacts and we will send them conference materials directly.
- ▶ Become a member of CCPH and/or The Network:TUFH Call (206) 543-8178 or e-mail: ccphuw@u.washington.edu. Or visit The Network:TUFH website at <http://www.network.unimaas.nl/membership/index.htm>.

Contact Information

If you have any questions, please contact:

Linda Nelson,
CCPH Exhibit Show Manager
c/o To Plan Ahead
1055 Lamplighter Road
Niskayuna, NY 12309, USA
Phone: (518) 374-8190
Fax: (518) 374-8140
E-mail: Lnelson@nycap.rr.com

Exhibitor Registration:

Either complete the attached application form or **register on-line: <http://www.ToPlanAhead.com>**.



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BASIC EXHIBITOR PACKAGE - \$325

All exhibitors will receive:

- ▶ Special nametag ribbons identifying exhibitors.
- ▶ Exhibitor table (6' x 3' skirted table) and 2 chairs.
- ▶ A complimentary registered attendee list.
- ▶ A 30-50 word description of your organization in the conference program.
- ▶ Two complimentary nametags for access to the Exhibit Show. (Additional nametags available at \$75 each.)
- ▶ A special reception for our attendees on Saturday evening, October 9 featuring all exhibitors.
- ▶ Exhibitor identification signage for table.

PARTNER CO-SPONSORSHIP PACKAGES

We invite you to demonstrate your support for health-promoting partnerships and our conference. Each co-sponsorship contribution helps to provide educational scholarships for students and communities members so they can share their work at the conference.

BRONZE PARTNER - \$395

Everything in the Basic Exhibitor Package plus...

- ▶ 1/4-page advertisement in the conference program.
- ▶ Recognition by name during a plenary session.
- ▶ Special nametag ribbons identifying co-sponsors.

SILVER PARTNER - \$695

Everything in the Bronze package plus...

- ▶ An extra 6'x3' exhibitor table.
- ▶ One additional nametag for access to the Exhibit Show.
- ▶ Your organization's logo displayed at all general sessions.
- ▶ 1/2-page advertisement in the conference program.

GOLD PARTNER - \$1,200

Everything in the Silver package plus...

- ▶ One full registration to the conference sessions.
- ▶ Full-page advertisement in the conference program.

PLATINUM PARTNER - \$2,200

Everything in the Gold package plus....

- ▶ One year free organizational membership in CCPH.
- ▶ Choice of various co-sponsorship items valued to a maximum of \$1,500 (Please contact Linda Nelson, (518) 374-8190, or E-mail LNelson@nycap.rr.com).

These are standard co-sponsorship packages. However, sponsorship packages may be tailored to meet your needs. Contact us today to discuss your ideas.
Lnelson@nycap.rr.com



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Single Item Co-Sponsorship

Make a positive impression on our conference attendees! Consider purchasing one of the following co-sponsorship items:

\$150 Message Board

Each attendee will see your name and logo every time they pick up messages and read conference announcements.

\$250 Literature Hand Out

Each attendee will receive literature that you provide (maximum of two single pieces) in their conference bag during conference registration.

\$500 Entertainment - Friday, October 8

Support the cost of providing entertainment during the conference dinner and dance. Your logo will be displayed and you will be recognized in the program.

\$500 Entertainment - Saturday, October 9

Support the cost of providing entertainment during the exhibitor reception. Your logo will be displayed and you will be recognized in the program.

\$500 Conference Pens

Your organization's name/logo on pens distributed at registration and used throughout the conference.

\$1,000 Conference Bags/Folders

Your organization's name and logo will be carried around by every attendee during the conference and long after.

\$1,000 Brown Bag Lunch - Thursday, October 7

Support the cost of the brown bag lunch session. Signage with your organization's name and logo will be displayed at the luncheon pick-up area. You may also provide your own napkins with your logo.

\$1,500 Luncheon

Signage with your organization's name and logo will be prominently displayed. Opportunity to provide napkins with your logo.

\$1,500 Conference Dinner

Signage with your organization's name and logo will be prominently displayed. There's an opportunity to provide napkins with your logo.

\$2,000 Community Site Visit Transportation

Support the cost of transporting conference participants to local community site visits. Signage with your organization's name and logo will be displayed at the orientation and post-site visit lunch.

Other \$ _____

Customize your contribution by choosing the dollar amount that you wish to donate. We are open to ideas! Please call our Exhibit Manager, Linda Nelson at (518) 374-8190, or e-mail Lnelson@nycap.rr.com.



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APPLICATION FORM FOR EXHIBITORS AND CO-SPONSORS Page 1 of 2

In order to process your application, you must complete **ALL** appropriate sections of this form. This application must be typed and received on or before **FRIDAY, September 10, 2004**. No reservations will be accepted over the telephone. **Alternatively, you may register on-line: <http://www.ToPlanAhead.com>**

For **questions regarding exhibitor or co-sponsorship opportunities, please contact Linda Nelson:**
To PLAN Ahead, by phone (518) 374-8190, fax (518) 374-8140, or by e-mail: Lnelson@nycap.rr.com

All confirmation materials will be sent to the contact person you list below.

ORGANIZATION CONTACT AND TITLE: _____

ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

Please attach a 30-50 word description of your organization to be included in conference program.

- ▶ You will receive 2 complimentary identification nametags enabling access to the Exhibit Show only. Please list names of exhibit personnel here.

1. _____ 2. _____

- ▶ Additional exhibit personnel nametags are **\$75** per person. Please list names of additional exhibit personnel here.

1. _____ 2. _____

- ▶ Gold or Platinum Partners receive a complimentary conference registration. Please give name of registration recipient here.

PARTNER AND INDIVIDUAL ITEM CO-SPONSORS:

(Note: Platinum co-sponsors please contact Linda Nelson to discuss, (518- 374-8190)

- ▶ Please indicate your co-sponsorship level:

Exhibitor Package

Basic Package (\$325)

Co-sponsor Packages

Bronze-Partner (\$395)

Silver (\$695)

Gold Partner (\$1,200)

Platinum-Partner (\$2,220)

Single Item Co-sponsorship

Message Board (\$150)

Literature Hand Out (\$250)

Entertainment Friday (\$500)

Conference Pens (\$500)

Entertainment Saturday (\$500)

Conference Bags/Folders (\$1,000)

Brown Bag Lunch (\$1,000)

Luncheon (\$1,500)

Conference Dinner (\$1,500)

Community Site Visit Transportation (\$2,000)

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APPLICATION FORM FOR CONFERENCE LITERATURE DISPLAY

During the conference, literature highlighting the work and activities of our members and other groups can be displayed at the Exhibit Show.

As a special offer CCPH and/or Network members, 350 copies of a single piece of literature will be displayed at a cost of \$75. The cost to non-members is \$125.

Shipments - Ship to arrive on or after October 1st.

Send to: CCPH - Cinddy Hart
Literature Table
The Sheraton Atlanta Hotel
165 Courtland Street
Atlanta, GA 30303
Phone: (404) 659-6500

Want to bring your literature with you? Just complete this form, ([or go to web site: www. ToPlanAhead.com](http://www.ToPlanAhead.com)), and send in your payment. You can then hand the literature in at the registration desk when you register.

Your Name: _____

Organization: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Email or Fax: _____

Title of Literature Piece: _____

Enclosed is my check for \$ _____ made payable to Community-Campus Partnerships for Health.
CCPH's federal tax ID is 94-3285533.

Please charge my credit card: [] M/C [] VISA [] Discover [] AMEX

Cardholder's Name: _____

Card Number: _____ Exp. Date: _____

Signature: _____

Billing Address: _____

CCPH Member: NO YES If Yes, Membership # _____

The Network: TUFH Member: NO YES

Send Literature Display form to:

CCPH, c/o Linda Nelson, To PLAN Ahead, 1055 Lamplighter Road, Niskayuna, NY 12309
Phone: (518) 374-8190 Fax: (518) 374-8140 E-Mail: lnelson@nycap.rr.com