

INNOVATING A HEALTHIER FUTURE 2018

PARTNERSHIP FOR A
**HEALTHIER
AMERICA**



2018 SUMMIT OPPORTUNITIES

STAY CONNECTED: @PHAnews #PHASummit

Renaissance Washington, D.C. Downtown Hotel | May 2-4, 2018

We invite you to participate in the Partnership for a Healthier America's 2018 Summit in Washington, D.C., May 2-4, 2018.

About the Summit



The **Innovating a Healthier Future Summit** is a must-attend event for all corporations, nonprofits and others focused on creating solutions to ensure every child grows up healthy. This year has a first-ever focus on innovation.

At PHA, we believe healthy innovation and market disruption are necessary to make nutritious food and safe play more accessible to American families. In fact, we believe that innovation is the foundation for the revolution to raise a healthier generation of children – and that working toward this common goal propels companies forward in today's rapidly evolving marketplace.

In May 2017, more than 700 leaders across all industries convened to turn ideas of how to ensure the health of our nation's youth into action.

- Thirty-nine percent of attendees were from the private sector, 37 percent represented non profits and 24 percent work in academia, government or foundations.
- More than 20 new partners were announced, including: Atlanta Community Food Bank, California Department of Public Health, Capital Area Food Bank, Colorado Department of Human Services, Cumberland Farms, Feeding America, The National Confectioners Association, and more.
- The Summit Expo saw top brands participate, such as: Brita, Blue Goji, Grain Foods Foundation, Lifeway Foods, National 4-H Council, and The Specialized Foundation.

"It has been our honor to be a national sponsor of PHA's Summit for the past five years. The collaboration and integration with PHA reinforces our strong belief in the mission to bring together public, private and government leaders to encourage healthy living habits from a young age."

Tricia Brooks, Vice President, Public Affairs, Novo Nordisk

2017 Speakers

In the Summit's sixth year, PHA set the bar for a national discussion on the childhood obesity crisis. Former First Lady Michelle Obama, PHA's Honorary Chair, was joined by Sam Kass, Founder of TROVE, for a reflection on her work in the White House and her passion for PHA's mission. We were honored to have Former President of the United States Bill Clinton, Founder of the Clinton Foundation, speak on the importance of a healthy society and announce a new business fund supported by the Robert Wood Johnson Foundation, which will explore collaborations between PHA and the Clinton Foundation's Alliance for a Healthier Generation.

Celebrities Gabrielle Union and Cindy Crawford took to the stage to speak on their personal experiences living a "healthier-for-you" lifestyle and what impact can be made in the fight to end childhood obesity. Industry experts Dr. Nadine Burke Harris, Founder and CEO, of Center for Youth Wellness, spoke on the health effects of childhood adversity and Eric Cooper, President and CEO of San Antonio Food Bank, discussed the state of national food insecurity.

Breakout session moderators and speakers came from a wide variety of companies and organizations, including:

- Access to Nutrition Foundation
- Blue Cross and Blue Shield of North Carolina
- Carolina Panthers
- GirlTrek
- Grantmakers in Health
- Hudson Institute
- Hyatt Hotels Corporation
- Kaiser Permanente
- MARS Inc.
- Nike N7
- NPR
- PBS
- POLITICO
- Robert Wood Johnson Foundation
- Under Armour
- U.S. Centers for Disease Control and Prevention
- UT Health's McGovern Medical School
- Whole Kids Foundation



2017 Media Highlights

- Nearly 2 billion impressions in print, TV and online
- More than 160 unique articles mentioned the Summit

Coverage from:

- Associated Press
- NBC
- The Washington Post
- Fox News
- TIME
- Vanity Fair

#PHASummit on Social Media:

- Hashtag used over 8.9 thousand times
- Trended on Twitter both full days of Summit
- More than 41 thousand views of Summit plenaries streaming on Facebook Live

2018 Sponsorship Opportunities

Sponsorship Levels and Benefits	Premier Sponsor \$250,000	Lead Sponsor \$150,000	Facebook Live Sponsor \$100,000	Thurs. Lunch Sponsor (+product) \$75,000	Thurs. General Reception Sponsor \$65,000	Wed. Welcome Reception Sponsor \$50,000	Networking Breakfast Sponsor (+product) \$50,000	Meeting Rooms Sponsor (+act. costs) \$50,000	App Sponsor \$35,000	Plenary Activity Break Sponsor (+act. costs) \$30,000	General Sponsor \$30,000	Networking Lounge Sponsor \$25,000	Charging Station Sponsor \$25,000	Plenary Refreshment Break Sponsor (+product) \$25,000	WiFi Sponsor \$15,000	Key Card Sponsor \$15,000	Startup Exhibitors Sponsor \$15,000	Workout Sponsor (+act. costs) \$10,000	Childcare Sponsor \$10,000	General Sponsor \$10,000
No. of Sponsorships Available	1	2	1	1	1	1	2	1	1	3	UL	1	1	3	1	1	1	2	SOLD	UL
Logo Included in Premier Items/Signage (i.e. lanyard, attendee bag, notepad, floor clings)	•																			
Opportunity for Placement of Sponsor Related Items in Attendee Hotel Rooms at Summit Hotel	•																			
Plenary Session Speaking Opportunity	•	•																		
Exhibit Booth (Signature)	•	•	•	•																
Splash Page Within Mobile App									•											
Plenary Session Activation			•							•				•						
Opportunity for Placement of Sponsor Related Items In/ During Activation				•	•	•	•	•				•								
Opportunity to Incorporate Product In Sponsor Activation*				•	•	•	•	•						•						
Branded Signage At/On Activation			•	•	•	•	•	•				•	3 units	•					•	
Inclusion in Pre-Summit Sponsor Press Release	•	•	•	•	•	•	•	•	•	•	•									
In-App Message/Push Notification via Mobile App	•	•		•	•	•	•		•			•	•	•	•					
Opportunity to Include Product in Attendee Bags	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
Recognition on Summit Webpage	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo Presence in All-Sponsor Signage On-Site	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Recognition in Summit App	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PHA Social Media Mention During Summit	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo Included in Scroll During Plenaries	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Complimentary All-Access Registrations (and discounted additional registrations)	5	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

*50% of items served, for all but Refreshment Break Sponsorship and Meeting Room Sponsorship, which are 100% of items served.

2018 Innovating a Healthier Future Summit.

Scheduled for May 2 – 4, 2018 at the Renaissance Washington, DC Downtown Hotel, the Summit is expected to draw 800 attendees.

The Summit is an ideal opportunity to see how other companies and organizations are working to make the healthy choice the easy choice. You can expect to hear new commitment announcements, learn and discuss strategies for change, and engage with other attendees at our receptions and networking events. Sponsorship of this event demonstrates to Summit attendees — and all industries — that your company or organization is a leader in the fight against childhood obesity. The exposure from our media coverage and unique position for networking is unparalleled in the health and wellness space.

“This experience is well designed and even better executed. Not all conferences or summits are created equal and this particular one sets the bar.”

Summit Survey Respondent



Innovating A Healthier Future Expo

Be a Summit Exhibitor



At the 2018 Summit, PHA will build upon its past successes, creating dialogue and encouraging discussion among its attendees with a limited number of exhibitors. Exhibitors at the 2017 Summit reported most conversations with attendees lasted 4-7 minutes.

Increase Awareness of Your Brand

The Summit Expo will allow you to raise awareness for your organization's services among the leaders of food, fitness and health organizations that attend the Summit. Showcase how your product, program or service is innovating a healthier future.



Experience All the Summit Has to Offer



More than an Expo, the Summit offers exhibitors the opportunity to attend wide-ranging breakout sessions, hear from distinguished keynote speakers and meet the entrepreneurial innovators creating a healthier America.

"The thoughtfulness of programming and layout gives exhibitors the physical space and the time you need to have quality interactions. All of this is made even better because the staff is highly competent and professional making the event preparations seamless. Exhibiting at the PHA Summit offered real value that justified its price!"

Christine Cochran, Executive Director
Grain Foods Foundation

2017 Exhibitor Survey

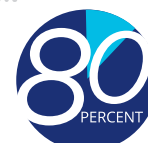
93% of Exhibitors felt the level of exposure (social media, website, app, etc.) received from exhibiting was satisfactory.



Over 90% of Exhibitors are likely to recommend exhibiting to others.



Over 80% of Exhibitors considered the return on investment to be very strong/strong.



New in 2018: Exhibitor Startup Alley

We are offering the chance for up to five startup companies, founded within the past three years, to join us to exhibit new and innovative products or services.

Please email Lara Hein at lhein@ahealthieramerica.org for more information.



Tentative Schedule of Events

Exhibitor Move-In:	May 2	Afternoon
Expo:	May 2	Evening Reception
	May 3	Breakfast Lunch Evening Reception
Exhibitor Move-Out:	May 3	Evening

2018 Exhibitor Opportunities

Exhibit Booth Options:

	Early Bird Rates	Regular Rates
8'x10' Traditional Booth	\$4,250	\$5,000
10'x12' Signature Booth	\$8,500	\$10,000
10'x16' End Cap Booth	N/A	\$25,000

Early bird rates end on October 31, 2017.

Full payment is due upon execution of Exhibitor Agreement. Please refer to the Exhibitor Agreement Terms and Conditions for specific pricing details and contractual considerations.

The Exhibit booths are reserved on a first-come, first-served basis and selection is prioritized beginning with Exhibitors who have also made a sponsorship investment in the *Innovating a Healthier Future Summit*.



“Seriously, [the Expo] was the most effective networking experience I’ve had at any event like this one.”

Summit Survey Respondent



Exhibit Booth Includes:

- PHA staff point of contact for comprehensive Expo support, including: deadline management, vendor support and booth planning.
- Access to PHA online project management tool to track and submit deliverables.
- Listing on the Summit 2018 PHA website.
- Complimentary All-Access badge providing access to all Summit activities, including access to the Expo floor during Exhibitor set-up and breakdown times, Expo show, plenary and breakout sessions. Additional All-Access Personnel badges will be made available at a 25 percent discount off the registration category rate.*
- Complimentary Expo Booth Personnel badge providing access to the Expo floor only during Exhibitor set-up and breakdown times, and the Expo show. Additional Expo Booth Personnel badges will be made available at a rate of \$99 or contingent upon booth size.
- Social media support to promote exhibit activation.
- QR lead retrieval.
- Company or organization profile in the Summit mobile app.
- Each booth will be set with a 8' high blue back wall drape, 3' high blue side drape, (1) 6' blue draped table, (2) Limerick chairs, (1) wastebasket and (1) 7"x44" one-line booth identification sign. Other configurations and customized designs and constructions will be permissible upon approval by PHA.**
- Professional security of the exhibit area during closed Expo hours.

* Registration category rates are available on the PHA website.

**Internet, electricity, catering, additional furniture, food and beverage storage and delivery fees not included. These rental prices and services can be found in the Exhibitor Service Kit, which will be made available later this year.

