

American Society of  
Health Economists

**Economics and Public Health**

**June 10-13th 2018**  
**Emory University**

**ASHEcon**

American Society of Health Economists



EMORY

ROLLINS  
SCHOOL OF  
PUBLIC  
HEALTH

## About Us

The **American Society of Health Economists** is a professional organization dedicated to promoting excellence in health economics research in the U.S. Health economics has emerged as a distinct and successful field in economics—a large community of researchers bringing theoretical and empirical insights informed by the discipline of economics to policy-relevant issues in health care costs, outcomes, health behavior and health care delivery. Since its first conference, hosted at the University of Wisconsin in 2006, ASHEcon's meeting has rapidly become the premier health economics conference in the U.S., providing a forum for presenting emerging ideas, empirical results, and methodological advances in health economics research as well as facilitating the development of the next generation of health economics and health policy scholars.

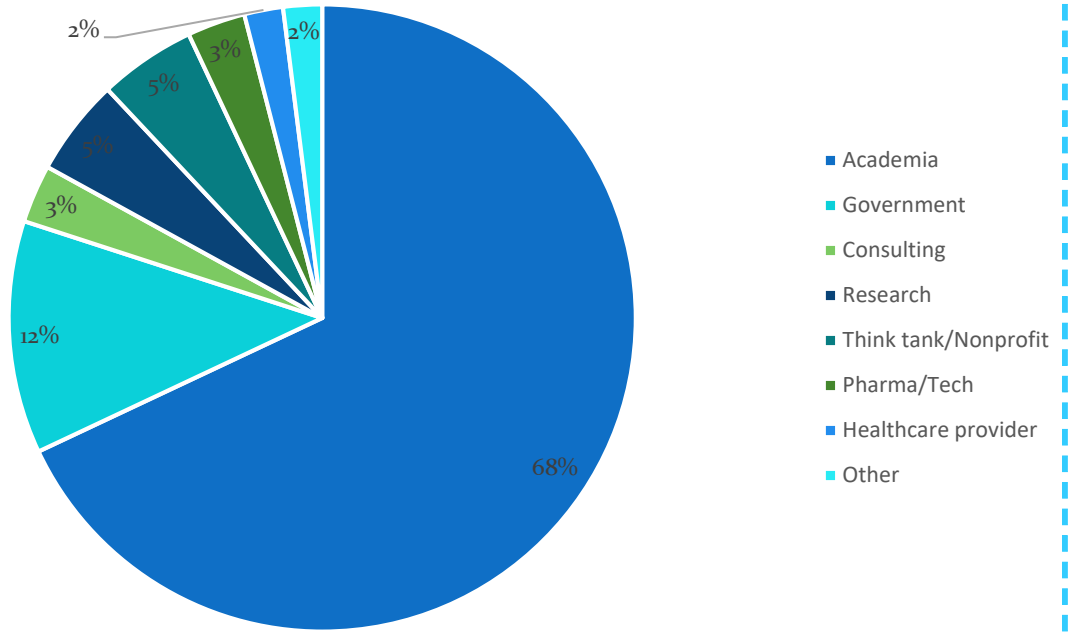


At the **Rollins School of Public Health**, students learn to identify, analyze, and intervene in today's most pressing public health issues. The public health school's location in Atlanta, referred to as the "Public Health Capital of the World," is also home to the U.S. Centers for Disease Control and Prevention; CARE; the national home office of the American Cancer Society; The Carter Center; the Arthritis Foundation; numerous state and regional health agencies; and the patient care, teaching, and health-related

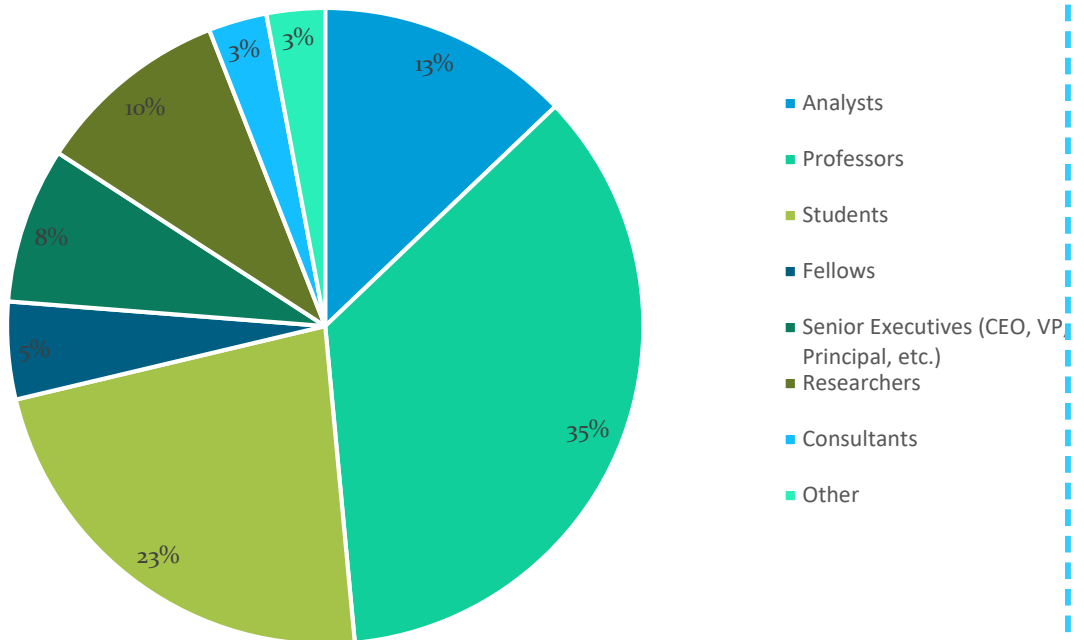
research programs of Emory University's Woodruff Health Sciences Center. This setting is ideal for hands-on research, collaborations with the world's leading public health agencies, and interdisciplinary work with national and international organizations.

# Who Attends?

Industries Represented



Job Function



# Why Sponsor?

Since our inaugural conference in 2006, our conference has grown by 100% with attendance up 20% in 2016! Due to the success and continued growth of our conference, starting in 2018, the ASHEcon Conference will be an annual event.

This conference is the only inclusive setting that allows primarily US-based health economists to gather for an intensive meeting at which they can present their research and participate in professional development and networking activities.

## 5 Reasons to Sponsor

1. Increase your visibility as a partner in Economics and Public Health research and innovation
2. Cement your status as a market leader
3. Increase brand awareness
4. Be an essential part of the conversation
5. Engage and build with thought leaders in economics, healthcare, technology etc.

## 2016 Conference Stats

- 1,000 registrants
- 540 oral presentations
- 180 organized sessions
- 254 posters



## Sponsorship Overview

Benefits	<b>Diamond</b> (\$50,000+)	<b>Platinum</b> (\$25,000- \$49,999)	<b>Gold</b> (\$15,000- \$24,999)	<b>Silver</b> (\$7,500- \$14,999)	<b>Bronze</b> (\$2,500- \$7,499)
VIP sponsors reception	*	*	*	*	*
Sponsored sessions*	<b>3</b>	<b>2</b>	<b>1</b>	-	-
Complimentary program ad	Full page	Full page	Full page	Half page	Half page
Complimentary digital ad	*	*	*	*	*
Complimentary exhibit space	*	*	*	*	*
Complimentary registrations	<b>10</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>2</b>
Special reception invitations	<b>10</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>2</b>
2-year institutional membership	*	*	*	*	*
Recognition as sponsor on conference webpage	*	*	*	*	*
Recognition as sponsor on conference signage	*	*	*	*	*
Recognition as sponsor in all publications	*	*	*	*	*
Recognition as sponsor in all scripted remarks	*	*	*	*	*
Chance to provide collateral for registration	*	*	*	*	*

\*Sponsors can hold a concurrent session on a topic of their choosing. ASHEcon will work with sponsor to ensure participation of key speakers.

# Additional Sponsorship Opportunities

All sponsorships include benefits associated comparable with sponsorship levels.

## Scholarships for Students and Others- \$15,000 (2)

Offer students and other attendees the opportunity to win a scholarship to attend the conference. ASHEcon will work with the sponsor to create a branded scholarship that serves an underrepresented community.

## Charging Station - \$3,000 (1)

Offer attendees a place to recharge themselves and their devices. This sponsorship includes a branded charging table near the exhibit hall and session rooms.

## Conference Lanyards - \$5,000 (1)

Your organization's name and logo will appear on the lanyard of every registration badge. This is a great opportunity to see your organization's logo around the neck of 1,000+ attendees.

## Hotel Key Cards - \$5,000 (1)

Your organization's logo will be placed on the keycard to all attendees' hotel rooms. This is a great opportunity for your organization's name and logo to be in the hands of each attendee!

## Refreshment Breaks - \$2,500 each (4)

This sponsorship includes signage on the tables and in the general area of each break throughout the conference. The refreshment breaks will have coffee, tea, water, and snacks. There are four breaks available: Sunday, Monday, Tuesday, and Wednesday.

## Conference Water Bottles - \$5,000 (1)

Your organization's name and logo will appear on water bottles available to all attendees. The bottles will be placed in conference bags.

## Conference Bag Inserts - \$1,000 (10)

Provide conference attendees with promotional materials or gifts to be placed inside conference bags.

## Conference Bag - \$5,000 (1)

Conference bags will be given to all attendees when they check in at Registration. Sponsor's name and logo will be printed on one side of the bags along with ASHECon and the Rollins School of Public Health name and logo.



# Special Event Sponsorships

All sponsorships include benefits associated with comparable sponsorship levels.

## Opening Reception - \$5,000 (5)

Welcome all conference attendees on the evening of Sunday, June 10<sup>th</sup>. Increase visibility with signage throughout the hall as well as a speaking opportunity to welcome the guests.

## Luncheons - \$20,000 (2)

Build new relationships and get to know fellow members while you hear from thought leaders. Choose to sponsor the Presidential Address or the Plenary Luncheon.

## Early Career Professional Coaching Lunch - \$5,000

ASHEcon will be offering a coaching session for early career professionals. This is a great opportunity for early career professionals to learn from experts in the field.

## Student Mentoring Lunch - \$5,000

ASHEcon will be offering a mentoring lunch geared toward students and postdocs. Senior economists will interact with students through semi structured "speedmentoring" meetings.

## Poster Reception - \$10,000

Poster sessions are a highlight of every conference and draw large numbers of attendees. This is your opportunity to sponsor an event where thought leaders and industry experts will present their research.

## Pre-Conference Workshops - \$5,000 (5)

Host a pre-conference workshop. The sponsor will work with the work with the Conference Planning Committee to brainstorm topics, suggest faculty speakers, and develop the list of invited participants.



# Exhibits and Advertisements

Exhibition and Advertising opportunities for individuals and organizations include:

## AD IN PROGRAM

Type	Members*	Non-Member
¼ Page Ad 3.5" W x 4.875" H	\$200	\$400
½ Page Ad 8" W x 5" H	\$300	\$600
Full Page Ad 9" W x 11.5" H	\$500	\$1,000

## EXHIBIT RATES

Type	Members*	Non-Member
Table (6x8)	\$300	\$650

\* Some levels of sponsorship come with complimentary ad space and exhibitor space.

### Requirements:

Advertisements must be delivered using the following guidelines:

- 300DPI, Print-Ready, High-Quality, .25" of bleed around all sides for Full Page
- File format: PDF

If you are interested in learning more about these opportunities, please contact:

Leslie Ofori  
Program and Conference Coordinator, ASHEcon  
info@ashecin.org  
202-737-6608



# Sponsorship Form

## The 7th Annual Conference of the American Society of Health Economists

Hosted by the Rollins School of Public Health

Emory University

Atlanta, GA

June 10-13, 2018

### CONTACT INFORMATION

Full Name: \_\_\_\_\_

Name of Institution/Organization: \_\_\_\_\_

Mailing Address for Invoice: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact person and e-mail for billing (if different than above): \_\_\_\_\_

### PAYMENT INFORMATION

Please provide credit card information with this completed contract.

Name on credit card: \_\_\_\_\_

Amount to be charged: \$\_\_\_\_\_

- Please charge my credit card now for the amount above.
- I will send a check. I understand my credit card will be charged if payment is not received by June 1, 2018.

Payment Type: American Express  MasterCard  Visa  Check

Note: **Checks must be received in the ASHECON office by June 1, 2018**

Credit Card Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

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Please submit this form or any questions to Leslie Ofori at [info@ashecon.org](mailto:info@ashecon.org) or fax it to 202-496-0134. Checks can be mailed to: 1100 Vermont AVE NW, Suite 650, Washington, DC 20005.

Please use this page to select your desired conference sponsorship opportunities. For details on any of the items below, please visit [ASHECON.org](http://ASHECON.org).

### GENERAL CONFERENCE SPONSORSHIP LEVELS

<input type="checkbox"/> <b>Diamond</b> - \$50,000+	<input type="checkbox"/> <b>Gold</b> - \$15,000-\$24,999
<input type="checkbox"/> <b>Platinum</b> - \$25,000-\$49,000	<input type="checkbox"/> <b>Silver</b> - \$7,500-\$14,499
<input type="checkbox"/> <b>Bronze</b> - \$2,500 - \$7,499	

### ADDITIONAL SPONSORSHIP OPPURTUNITIES

<b>Scholarships</b> - \$15,000 Each	<b>Refreshment Break</b> - \$2,500 Each	<input type="checkbox"/> <b>Water Bottle</b> - \$5,000
<input type="checkbox"/> Scholarship 1	<input type="checkbox"/> Sunday	<input type="checkbox"/> <b>Conference Bag</b> - \$5,000
<input type="checkbox"/> Scholarship 2	<input type="checkbox"/> Monday	
<input type="checkbox"/> <b>Charging Station</b> \$3,000	<input type="checkbox"/> Tuesday	
<input type="checkbox"/> <b>Conference Lanyards</b> - \$5,000	<input type="checkbox"/> Wednesday	
<input type="checkbox"/> <b>Hotel Key Cards</b> - \$5,000		

Conference Bag Inserts - \$1,000 Each	
<input type="checkbox"/> Insert 1	<input type="checkbox"/> Insert 6
<input type="checkbox"/> Insert 2	<input type="checkbox"/> Insert 7
<input type="checkbox"/> Insert 3	<input type="checkbox"/> Insert 8
<input type="checkbox"/> Insert 4	<input type="checkbox"/> Insert 9
<input type="checkbox"/> Insert 5	<input type="checkbox"/> Insert 10

### SPECIAL EVENT SPONSORSHIP

<b>Opening Reception</b> - \$5,000 Each	<b>Luncheons</b> - \$20,000 Each	<b>Pre-Conference Workshop</b> - \$5,000 Each
<input type="checkbox"/> Sponsor 1	<input type="checkbox"/> Presidential Address	<input type="checkbox"/> Sponsor 1
<input type="checkbox"/> Sponsor 2	<input type="checkbox"/> Plenary Luncheon	<input type="checkbox"/> Sponsor 2
<input type="checkbox"/> Sponsor 3	<input type="checkbox"/> <b>Coaching Lunch</b> - \$5,000	<input type="checkbox"/> Sponsor 3
<input type="checkbox"/> Sponsor 4	<input type="checkbox"/> <b>Mentoring Lunch</b> - \$5,000	<input type="checkbox"/> Sponsor 4
<input type="checkbox"/> Sponsor 5	<input type="checkbox"/> <b>Poster Reception</b> - \$10,000	<input type="checkbox"/> Sponsor 5

### ADVERTISING - Final Program (Print Only)

Type	Members	Non-Member
¼ Page Ad 3.5" W x 4.875" H	\$200	\$400
½ Page Ad 8" W x 5" H	\$300	\$600
Full Page Ad 9" W x 11.5" H	\$500	\$1,000

### EXHIBIT SPACE

Type	Members	Non-Member
Table (6x8)	\$300	\$650