



## 2012 Virginia Rural Health Action Conference



### Sponsorship and Exhibit Opportunities



“You might be rural if...” sounds like the set-up for a joke. But the public health issues facing rural Virginia are no joke. The 2012 Virginia Health Equity Report estimates that the total annual costs of health disparities/inequities associated with living in a rural area instead of an urban area in Virginia cost \$692 million. That’s *annually*.

Beyond the fact that rural residents simply don’t have access to doctors and hospitals around every corner, rural Virginians tend to die at an earlier age than non-rural residents. Some areas have an average life span up to 19 years below the state average, 59.6 years compared to 78.5 years. Rural areas also tend to have higher poverty rates and lower educational levels than urban Virginia, which also correlates to having limited health opportunities.

With these facts in mind, the Virginia Public Health Association and the Virginia Rural Health Association have joined together to offer the **2012 Virginia Rural Health Action Conference** on October 8 and 9 in Charlottesville. Participants in the program will come together to explore the wide-variety of issues having an impact on the public health of rural Virginians and work to update the Virginia State Rural Health Plan with the goal of addressing these issues and finding creative cross-sector solutions to improve the health of rural Virginians.

**Take this opportunity to tell our members and guests about your organization by being a part of this event.**

Please choose one of the following sponsorship or exhibitor levels and related benefits described on the following pages, or allow us to customize a sponsorship level for you and your specific interest. Your support is greatly appreciated.

#### Target Audience

Advocates, concerned citizens, educators, housers, medical personnel, policy makers and planners, public health practitioners, social service organizations, and anyone with an interest in rural health in Virginia.

#### Conference Partners

The Virginia Public Health Association and the Virginia Rural Health Association have partnered with the following organizations to develop this program:

Virginia Department of Health Office of Minority Health and Health Equity –  
Division of Primary Care and Rural Health, Commonwealth Public Health Training  
Center, Eastern Virginia Medical School/Old Dominion University Graduate Program  
in Public Health, George Mason University Masters of Public Health Program,  
University of Virginia Masters of Public Health Program, Virginia Tech Public Health  
Program, OpenGrounds



**Won’t you add your organization to the list?**

## Sponsor and Exhibit Opportunities

### Platinum - \$10,000

- Best location exhibit space
- 5 Registrations to event (includes all meals and breaks)
- Sponsor of 5 Scholarship Registrations (to be available to members of the public who might not otherwise have the resources to attend)
- Membership in VRHA (organizational membership) and VAPHA for one year
- Three minutes to address the audience at the beginning of the conference
- Recognition in the VAPHA and VRHA e-newsletters for 3 months, with your logo and a link to your web site
- Color logo and link on the conference web site
- Your logo and name in the conference brochure
- A full-page ad in the conference program/schedule
- Event Site Signage, group and exclusive
- Verbal recognition at the beginning of the program
- Your company's brochure or flyer distributed to participants



### Diamond - \$7,500

- Second-best location exhibit space
- 5 Registrations to event (includes all meals and breaks)
- Sponsor of 2 Scholarship Registrations (to be available to members of the public who might not otherwise have the resources to attend)
- Membership in VRHA (organizational membership) and VAPHA for one year
- Three minutes to address the audience at the beginning of one of the conference luncheons
- Recognition in the VAPHA and VRHA e-newsletters for 1 month, with your logo and a link to your web site
- Color logo and link on the conference web site
- Your name in the conference brochure
- A half-page ad in the conference program/schedule
- Event Site Signage, group and exclusive
- Verbal recognition at the beginning of the program
- Your company's brochure or flyer distributed to participants

### Gold - \$5,000

- Exhibit space
- 3 Registrations to event (includes all meals and breaks)
- Sponsor of 2 Scholarship Registrations (to be available to members of the public who might not otherwise have the resources to attend)
- Membership in VRHA (organizational membership) and VAPHA for one year
- Three minutes to address the audience at the beginning of one of the conference sessions
- Recognition in the VAPHA and VRHA e-newsletters for 1 month, with your logo and a link to your web site
- Color logo and link on the conference web site
- Your name in the conference brochure
- A quarter-page ad in the conference program/schedule
- Event Site Signage, group and exclusive
- Verbal recognition at the beginning of the program
- Your company's brochure or flyer distributed to participants



### **Silver - \$3,500**

- Exhibit space
- 3 Registrations to event (includes all meals and breaks)
- Sponsor of 2 Scholarship Registrations (to be available to members of the public who might not otherwise have the resources to attend)
- Membership in VRHA (organizational membership) and VAPHA for one year
- Color logo and link on the conference web site
- Your name in the conference brochure
- Text listing in the conference program/schedule
- Event Site Signage, group and exclusive
- Verbal recognition at the beginning of the program
- Your company's brochure or flyer distributed to participants



### **Bronze - \$2,000**

- Exhibit space
- 3 Registrations to event (includes all meals and breaks)
- Sponsor of 1 Scholarship Registration (to be available to members of the public who might not otherwise have the resources to attend)
- Membership in VRHA (organizational membership) and VAPHA for one year
- Color logo and link on the conference web site
- Text listing in the conference program/schedule
- Event Site Signage, group
- Verbal recognition at the beginning of the program

### **Friend of Rural Health - \$1,000**

- 1 Registration to event (includes all meals and breaks)
- Sponsor of 1 Scholarship Registration (to be available to members of the public who might not otherwise have the resources to attend)
- Individual Membership in VRHA and VAPHA for one year
- Color logo and link on the conference web site
- Text listing in the conference program/schedule
- Event Site Signage, group
- Verbal recognition at the beginning of the program

### **Exhibitor: \$500**

*(\$250 for Nonprofits or Governmental Entities)*

- Standard Exhibit space (one 6' table and 2 chairs)
- 1 Registration to event (includes all meals and breaks)

### **Bag Insert Only: \$125**

*(free for Nonprofits or Governmental Entities)*

- Your company's marketing or promotional piece (brochure, note pad, pen, etc.) distributed to participants (one piece only, must be provided no later than September 28<sup>th</sup>)

Conference exhibit space is limited. Space will be awarded on a first-come, first-served basis.





# 2012 Virginia Rural Health Action Conference



## Registration Form

\_\_\_ **Yes**, sign us up for the following sponsorship/exhibit opportunity:

\_\_\_ Platinum \$10,000  
\_\_\_ Diamond \$7,500  
\_\_\_ Gold, \$5,000  
\_\_\_ Silver, \$3,500  
\_\_\_ Bronze, \$2,000

\_\_\_ Friend of Rural Health \$1,000  
\_\_\_ Exhibitor \$500 (\$250 for nonprofits or governmental entities)  
\_\_\_ Bag Insert \$125 (free for nonprofits or governmental entities)

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Payment Information

Return this form with checks made payable to Virginia Public Health Association (or VAPHA) to 2415-B Westwood Avenue, Richmond, VA 23230, or complete the credit card payment information below and return by fax to 804-288-3551 or by e-mail to [mary.kidd@vapha.org](mailto:mary.kidd@vapha.org). A credit card receipt will be e-mailed to the address provided above. VAPHA accepts American Express, Discover, MasterCard and VISA.

Name on Card: \_\_\_\_\_

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

Expiration Date: \_\_\_\_\_ Customer Verification #: \_\_\_\_\_  
*(from back of card)*

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

### Questions?

For questions about Sponsor and Exhibit Opportunities please contact Mary Kidd, VAPHA Administrator, at 804-367-4860 or e-mail [mary.kidd@vapha.org](mailto:mary.kidd@vapha.org), or Beth O'Connor, VRHA Executive Director, at 540-231-7923 or e-mail to [boconnor@vcom.vt.edu](mailto:boconnor@vcom.vt.edu).

## About VAPHA and VRHA

**The Virginia Public Health Association** ([www.vapha.org](http://www.vapha.org)) is a 501(c)3 not for profit alliance of multi-disciplinary health professionals from the public and private sectors committed to improving the health of all Virginians. Founded in 1950, VAPHA represents the public's interest in the health of all Virginia residents and is an affiliate of the American Public Health Association. The mission of the association is to improve the public's health in Virginia by strengthening public health practice and promoting sound public health policy.

The Association is committed to actively forming new partnerships, ideas and initiatives and serving as a forum for all of the voices of public health in Virginia to be heard. VAPHA is an active partner in the Commonwealth Public Health Training Center and is responsible for planning and executing the conferences associated with the grant.

**The Virginia Rural Health Association** ([www.vrha.org](http://www.vrha.org)) is a 501(c)3 not for profit organization comprised of a diverse group of individuals from communities spread across Virginia: individuals that care about improving the health of Virginia's rural residents. Our mission is to improve the health of rural Virginians through education, advocacy and fostering cooperative partnerships.

VRHA members provide care, plan for the delivery of care, and are consumers of health care services. They are individuals and families who desire and need high quality health services close to home. VRHA brings into focus the rapid changes that are occurring within the health care system and their impact on rural Virginia and builds upon the traditional strengths of our rural communities, assisting them as they assume more responsibility for their health and health care needs.

## Terms and Conditions

All exhibitors will be assigned an exhibit space. All space will be awarded on a first come, first served basis. The Association retains the right to reject any exhibitor that is deemed inappropriate.

Hotel reservations and travel arrangements are the responsibility of the exhibitors. For information, please contact Mary Kidd.

Each exhibit space will have a six-foot table with table linens, and two chairs. An electric hook up (110 volts 20 amps) and wireless connections are available on request for an additional fee. An A/V Request Form will be sent to you in your confirmation letter.

No part of an exhibit and no signs or other materials may be pasted, nailed or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the exhibitor.

All Sponsors: Please provide your company's logo (JPG or GIF format) and other details required (such as correct use of the sponsor's name, trademarks, etc.) no later than September 15, 2012. Please email to Mary Kidd at [mary.kidd@vapha.org](mailto:mary.kidd@vapha.org).

Use of space: Exhibitors may not sublet or divide their display area or show items for any non-exhibitor. Displays may not be placed so that they interfere with other exhibits. VAPHA and VRHA reserve the right to alter exhibit locations/displays. Sound equipment may be used for demonstrations only, and only during actual breaks in the program.

The Associations will not be held liable for damage or loss to an exhibitor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the Omni Charlottesville Hotel, the Virginia Public Health Association and the Virginia Rural Health Association, agents, servants and employees from any and all such losses, damages and claims.