

# SCHOOL BASED PRACTITIONERS SUMMIT 2020

## *SPONSORSHIP AND EXHIBITOR OPPORTUNITIES*



August 3rd & 4th  
Columbus Hilton at Easton  
3900 Chagrin Drive  
Columbus, OH 43219

# SCHOOL BASED PRACTITIONERS SUMMIT

# INTRODUCTION

## WELCOME!

Thank you for your interest in the School Based Practitioners Summit (SBP)! The SBP Summit is looking forward to our 3rd year in Columbus, with another sensational year lined up as far as presenters, venue and attendees! We look forward to answering any questions you may have and finding the right opportunity for you and your company!

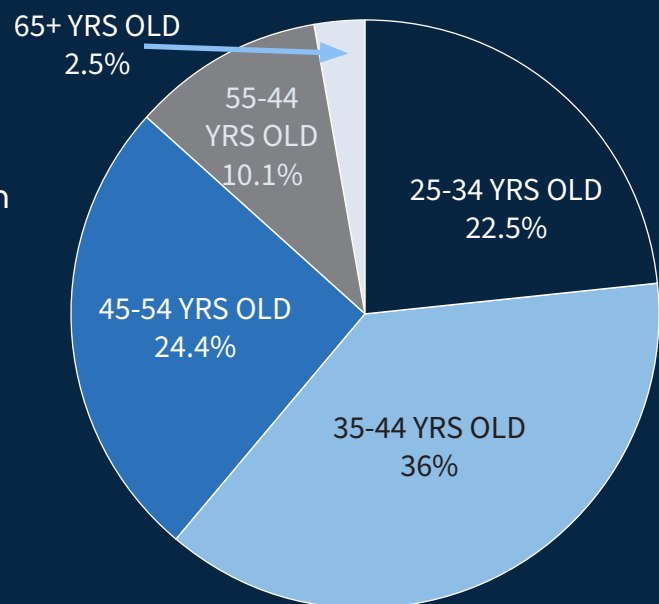
### Who We Are:

The SBP Summit is organized and produced by the Ohio School Health Services Association (OSHS). The OSHS is a non-profit group that is looking to help Ohio School districts with MSP processing and growth of school based health centers.

### The Event:

The SBP Summit draws school based practitioners from mainly the fields of Physical Therapy, Occupational Therapy, and Speech and Language Pathologists. The Summit works with the State of Ohio agencies in these fields which allows us to provide Continuing Education Credits (up to 12 hours) which can fulfill the amount need yearly for attendees. This draws attendees to the event from all over the state of Ohio as well as some from the surrounding states. The event sees around 600+ attendees every year ranging from directors and experienced professionals to young professionals who have recently gotten started in their career.

### DEMOGRAPHICS BY AGE



## NEW BRANDING OPPORTUNITIES FOR 2020:

The 2020 version of the Summit is proud to enter the digital age! This years conference will feature on-site badge printing featuring kiosks, a mobile app, and a brand new website with registration page. These new opportunities provide new ways to reach our attendees!

### **Mobile App:**

The mobile app sponsorship ensures all attendees see your branding when they log in and interact within the application. Added revenue opportunities include monetized push notifications and branded sessions.



### **Registration Screen:**

Ad placement above the fold ensures all website visitors gather a glimpse of the sponsor of your logo. The hosted registration page guarantees exposure with all online registrants.



### **Check-In Kiosk:**

Make the first onsite interaction with attendees count. Greet attendees with a branded check-in screen that provides your logo prime real estate. Can put multiple logos or one primetime logo on the screen.



### **Event Badges:**

Event Badge sponsorship ensures all attendees see your branding when they attend the conference and afterwards. Full color and double sided badge printing is available.



## SPONSORSHIP OPPORTUNITIES

The 2020 SBP Summit is pleased to offer multiple opportunities to sponsors at varying levels. We are excited to announce that the 2020 version of the Summit will also be partnering with ExpoPass, which allows for several new branding opportunities that had not been available in the past.

We are also happy to work for creative solutions for sponsorship opportunities that work with your company and their marketing goals.

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>Complimentary Booth Space (including priority placement of booth space)</b> Exhibit booth furnishings to be the responsibility of the exhibitor. Platinum and Gold will receive 2 x 6' tables and 4 chairs, Silver and Bronze will receive 1 x 6' table and 2 chairs	✓	✓	✓	✓
<b>Sponsor logo recognition on signage</b> (Placement and size of logo to be determined by sponsorship level)	✓	✓	✓	✓
<b>Mobile App Sponsor/Exhibitor Listing</b>	✓	✓	✓	✓
<b>Website Recognition</b> (potential for Bronze level, but not guaranteed)	✓	✓	✓	
<b>Ability to provide materials within the Summit Bag at Registration pickup</b>	✓	✓	✓	
<b>Advertising of company logo on Summit bags provided to each attendee</b>	✓	✓		
<b>Sponsor logo recognition on marketing and promotional materials</b> (The amount of times the logo will be placed on materials will be determined by level of sponsorship)	✓	✓		
<b>Sponsor recognition on program, stage mentions, and select documents</b>	✓	✓		
<b>Sponsorship Recognition on attendee email blasts</b>	✓	✓		
<b>Sponsor Recognition on Name Badges</b>	✓			
<b>Sponsor Recognition on CEU Certificates</b>	✓			
<b>Sponsor Recognition on digital session response forms</b>	✓			





## SPONSORSHIP OPPORTUNITIES

The 2020 SBP Summit is pleased to offer multiple opportunities to sponsors at varying levels. While these packages offer a lot on each level, we can also find sponsorship opportunities and package a plan that returns the maximum ROI to you and your company. We recognize that marketing budgets and ROI is an important factor in deciding where and with whom to spend valuable assets and thank you for your consideration!

### Bronze Package

- Complementary Booth Space
- Sponsor logo recognition on signage
- Mobile app sponsor listing
- Website name recognition

### Silver Package

#### ***Bronze Package Plus:***

- Website LOGO recognition
- Ability to provide materials within the Summit bag at registration pickup

### Gold Package

#### ***Silver Package Plus:***

- Logo recognition on Summit Bag
- Sponsor logo recognition on marketing and promotional materials
- Sponsor recognition on event program, stage mentions, and select documents
- Sponsorship recognition on attendee email blasts

### Platinum Sponsor

#### ***Gold Package Plus:***

- Sponsor recognition on attendee badges
- Sponsor Recognition on CEU Certificates
- Sponsor Recognition on digital session response forms

Other Options Available:

- Branded Options (previous page)
- Vendor/Exhibitor Sponsor
- Lunch Sponsor
- Session or Keynote Sponsor

## **EXHIBITOR OPTIONS**

The School-Based Practitioners Summit welcomes 600 school OT's, PT's, SLP's and school psychologists. They will approach this conference right before the new school year starts looking for ideas for their students, new technologies to incorporate, and materials to purchase. You do have the ability to sell items at the conference to these attendees.

### **LEAD RETRIVAL-NEW FOR 2020!**

#### **Purchase Lead Retrieval with Expo Pass**

At this year's event, SBP is offering a new service in conjunction with Expo Pass. Attendees and exhibitors will be able to access Convention and Trade Show information by downloading SBP's Expo Pass mobile event app.

As an exhibitor, you will have the ability to edit your exhibitor company profile on SBP's Expo Pass event app and purchase lead retrieval services that are integrated with the app. All exhibitors are encouraged to complete their company profile, as it will be viewable by Summit attendees and will aid them in making purchasing decisions. All exhibitors can assign up to 5 people to edit their company profile at no charge.

- Scan attendees' badges easily using a tablet or mobile device (no internet connection or additional hardware needed)
- Create custom qualifier questions in multiple formats, to gather more information about your sales leads
- At the touch of a button, leads are emailed instantly to the exhibitor's inbox
- Download all your leads and import them into your company's CRM system
- Lead retrieval is \$250/exhibitor and includes 5 users who can scan, edit, and download leads

Watch Lead Retrieval and hear from exhibitors:

<https://www.youtube.com/watch?v=q2iNmIGH6DU>

<https://www.youtube.com/watch?v=NjcckcZC2CY>

# EXHIBITOR PACKAGES

Exhibitor space typically contains space provided by 6 foot tables and two chairs. We also recognize that display space for products might need to have their own floor space. Please choose the package you need based off of tables, but when you register, you will have the option to not have tables and instead have display space instead. All registrations include:

- |                                      |                      |
|--------------------------------------|----------------------|
| • All tables come with skirting      | • Listing on Signage |
| • Inclusion in Event Program and App | • Free Event Wifi    |

## Non-Profit & Small Business Levels

### Small Business:

1-six foot table and two chairs (limited quantity) \$325

Non-Profit (proper documentation may be required):

1 six foot table and two chairs- \$325

2 six foot tables and 4 chairs- \$550

3 six foot tables and 6 chairs- \$825

1 Table (\$500)

1 six foot table, 2 chairs

2 Tables (\$850)

2 six foot tables, 4 chairs

3 Tables (\$1,150)

3 six foot tables, 6 chairs

### Extras:

Extras are available for purchase and are not included in the cost. These costs are provided by the Hilton, and are not priced by SBP. \*\*\*Please note that power is not included unless you choose the option\*\*\*

- Power (includes power strip)=\$35
- Extension Cord= \$10
- Extra Power Strip= \$15

