

ROME, ITALY  
DECEMBER 5-6

2011



SPONSORSHIP PROSPECTUS  
2011 International Health Promotion Awards

# 2011 International Health Promotion Awards

Significant health improvements by leading businesses of all sizes and local community organizations are making a difference every day by promoting healthful living around the world. URAC and the Care Continuum Alliance are looking for the best health promotion programs to share with the world at the 2011 International Health Promotion Awards (IHPA) Program and Symposium.

IHPA is a unique program, fostering synergistic approaches to health promotion and wellness, as exemplified by select workplace and community efforts that meet the health needs of local peoples. This is where advances in health care are truly realized and make the most difference. It is through the efforts of the IHPA program that we look to share these approaches and innovations with a world audience.

Be a sponsor of the event that will bring together delegates from internationally recognized health care organizations, governmental agencies, charitable foundations, non-governmental organizations (NGOs), health care associations and corporations. Together, we will gather in Rome, Italy, December 5-6, 2011, to celebrate and learn from the best of the best.

- **Take advantage of** global market exposure
- **Network** with health care leaders from around the world
- **Expand your reach** to an otherwise difficult market space
- **Affirm your dedication** to global health solutions



Awards will be given in two categories:

- **Community Awards** honoring community groups, NGOs, charitable foundations, nonprofits and government agencies.
- **Workplace Awards** honoring employers of all sizes, including for-profit companies, nonprofits, and government agencies.

Twelve finalists (six for each award), will be selected by an international group of esteemed judges, and will introduce and present these programs. Winners will be announced at the end of the event.

## ABOUT THE EVENT

### Program Overview (tentative)

#### Monday, December 5, 2011

- 08:00 – 09:00 Registration and Breakfast
- 09:00 – 09:30 Keynote
- 09:30 – 12:15 Award Finalist Presentations
- 12:15 – 13:30 Lunch
- 13:30 – 16:25 Award Finalist Presentations
- 16:25 – 16:30 Day 1 Wrap-up
- 18:00 – 19:30 Reception

#### Tuesday, December 6, 2011

- 09:00 – 09:15 Welcome
- 09:15 – 10:00 Keynote
- 10:00 – 10:30 General Session
- 10:30 – 10:45 Announcement of Award Winners
- 10:45 – 11:00 Closing Remarks
- 11:00 – 12:00 Celebration Reception

### Hotel Information

This **two-day event** will be held at the **Hotel Columbus, Rome, Italy**. The Hotel is close to Rome's historical center, nearby Vatican City and the Tiber River. Hotel Columbus is housed in the Palazzo della Rovere – a Roman palace built in the late 15th century by architect Baccio Pontelli and frescoed by Pinturicchio.

#### Hotel Columbus

Via della Conciliazione, 33 - 00193 Roma

tel: +39.06.6865435

fax: +39.06.6864874

[http://www.hotelcolumbus.net/index\\_en.php](http://www.hotelcolumbus.net/index_en.php)



# SPONSORSHIP OPPORTUNITIES

This year's program will provide sponsors with exceptional value and return on their investment. Sponsorships will provide unique speaking opportunities, brand promotion that extends for almost a full year and dynamic networking opportunities with invited guests, speakers, attendees and representatives from health care and multi-national companies from around the world.

## International Health Promotion Sponsor **\$35,000 USD**

Our premier sponsorship position, the International Health Promotion Sponsor, is available to only one organization. This prestigious sponsorship opportunity will be recognized in numerous ways and formats – before, during, and after the conference. Available to this sponsor will be:

- Opportunity to introduce Keynote speaker;
- Eight (8) complimentary event registrations;
- Live interview with corporate representative recorded and available for post conference web posting\*;
- Custom press release announcing your sponsorship commitment to the IHPA Symposium;
- Sponsorship recognition on all print collateral;
- Sponsor recognition on event website;
- Full-page, 4-color advertisement in awards program brochure;
- Logo on special conference travel case; and
- Recognition of sponsor at all live events.

## International Community Health Sponsor (3) **\$25,000 USD** International Workplace Health Sponsor (3) **\$25,000 USD**

International Community Health and International Workplace Health Sponsors will enjoy excellent value and recognition for their sponsorship investment. Sponsors of these two categories enjoy exceptional opportunities to be recognized for their support of the International Health Promotion Awards program and multiple opportunities to leverage their sponsorship position at our networking events. Available to these sponsors will be:

- Opportunity to present one of the finalist awards;
- Six (6) complimentary event registrations;
- Live interview with corporate representative recorded and available for post conference web posting\*;
- Press release announcing your sponsorship commitment to the IHPA Symposium;
- Sponsorship recognition on all print collateral (subject to deadlines);
- Sponsor recognition on event website;
- Half-page, 4-color advertisement in awards program brochure;
- Logo on special conference travel case;
- Recognition of sponsor at all live events; and
- Opportunity to introduce judges.
  - + Prior to event, via conference website.
  - + During the event, on stage.

## New Horizon Award Sponsor (1) **\$20,000 USD**

The sponsor of our Special Award Category will realize excellent value for their investment. As a special award winner, an organization will be recognized for its innovative approach to health promotion in a new program that was not able to show full results or meet all the criteria for a Workplace or Community award. The sponsor will have the opportunity to

introduce and present this special award to the winner and be recognized for supporting this special category. Available to this sponsor will be:

- Opportunity to present the Special Award to the finalist;
- Opportunity to introduce our panel of judges on stage at the event;
- Four (4) complimentary event registrations;
- Live interview with corporate representative recorded and available for post conference web posting\*;
- Recognition of sponsorship on all print collateral;
- Recognition of sponsorship on event website; and
- Recognition of sponsor at all live events.

## Additional Sponsorship Opportunities

### Celebration Luncheon **\$7,500 USD**

Sponsor the luncheon that immediately follows the announcement of IHPA winners and brings together everyone at the event for a final opportunity to network. This sponsorship allows your company to host the entire event audience as colleagues celebrate, share and discuss future activities. This sponsorship also will include:

- Two (2) complimentary event registrations;
- Prominent signage at event;
- Sponsorship recognition in conference guide; and
- Inclusion of sponsor logo on event website and announced during the event.

### Conference Program **\$7,500 USD**

At registration, each attendee receives a brochure that is used throughout the event. The brochure includes the conference agenda, speaker and finalist details and judge information. Kept on hand throughout the conference, this convenient tool exclusively features the sponsor on the front cover.

### Flash Drive Lanyards **\$5,000 USD**

These custom printed lanyards will be given to every attendee when they register. Not only is this a conference-long opportunity to display your logo proudly with every name badge, but each lanyard includes an affixed flash drive with your company's logo, pre-loaded with all event presentations and a company-related file of your choosing.

### Refreshment Break (3) **\$2,500 USD**

Be the sponsor of a themed event refreshment break, taking place during key intermissions in the program. Sponsor refreshment requests will be honored when possible. This sponsorship also will include:

- Two (2) complimentary event registrations;
- Corporate signage at event; and
- Inclusion of sponsor logo on event website and announced during the event.

### Shuttle Transportation **\$2,500 USD**

Sponsor transportation for all attendees to and from the event location. Includes signage at the hotel and in the shuttle buses, as available, as well as your logo on the event website and program and your sponsorship announced during the event.

\* Note: Sponsor representatives will be profiled on the IHPA website with title/credentials, photo and short biography. Also, if available, corporate-supplied welcome video highlighting sponsor's commitment to the sponsored category.



## // About the Partners

**URAC**, an independent, nonprofit organization, is well-known as a leader in promoting health care quality through its accreditation, education and measurement programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry. For more information, go to [www.urac.org](http://www.urac.org).

**Care Continuum Alliance** The Care Continuum Alliance represents more than 200 organizations and individuals and aligns all stakeholders along the continuum of care toward improving the health of populations. Through advocacy, research and education, The Care Continuum Alliance advances population-based strategies to improve care quality and value and to reduce preventable costs and improve quality of life for individuals with and at risk of chronic conditions. [Learn more at www.carecontinuum.org](http://www.carecontinuum.org).

For more information or to secure a sponsorship, please contact:

**John DeSoto - URAC**  
phone: + 1-202-962-8825  
email: [jdesoto@urac.org](mailto:jdesoto@urac.org)

**Cindy DeClark - Care Continuum Alliance**  
phone: + 1-202-737-5681  
email: [cdeclark@carecontinuum.org](mailto:cdeclark@carecontinuum.org)





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Please complete ALL information and print your company's name EXACTLY as you want it to appear on all listings and signs.

**YOUR INFORMATION**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ Country Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**PACKAGE OF INTEREST**

<p><b>SPONSORSHIP OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> International Health Promotion Sponsor - \$35,000 USD</li> <li><input type="checkbox"/> International Community Health Sponsor - \$25,000 USD</li> <li><input type="checkbox"/> International Workplace Health Sponsor - \$25,000 USD</li> <li><input type="checkbox"/> New Horizon Award Sponsor - \$20,000 USD</li> </ul>	<p><b>ADDITIONAL SPONSORSHIP OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Celebration Luncheon - \$7,500 USD</li> <li><input type="checkbox"/> Conference Program - \$7,500 USD</li> <li><input type="checkbox"/> Flash Drive Lanyards - \$5,000 USD</li> <li><input type="checkbox"/> Refreshment Break - \$2,500 USD</li> <li><input type="checkbox"/> Shuttle Transportation - \$2,500 USD</li> </ul>
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**CONTACT INFORMATION**

For more information on the International Health Promotions Awards (IHPA) program, please go to [www.aihpa.org](http://www.aihpa.org). To speak with a IHPA representative, please contact:

**IHPA REPRESENTATIVE:**

<p><b>John DeSoto</b> URAC phone: +1-202-962-8825 email: <a href="mailto:jdesoto@urac.org">jdesoto@urac.org</a></p>	<p><b>Cindy DeClark</b> Care Continuum Alliance phone: +1-202-737-5681 email: <a href="mailto:cdeclark@carecontinuum.org">cdeclark@carecontinuum.org</a></p>
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**VIA MAIL:**

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