

On The Road Again!

2009 Southern Obesity Summit



Highway to Health

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

We are pleased to invite exhibitors and sponsors to join the **3rd Annual Southern Obesity Summit**. Fifteen states will convene on October 4 - 6 in Austin, Texas to celebrate and publicize effective and emerging obesity prevention and reduction practices in the region and energize grass roots efforts in each state. Take note of the license plates above to see all of the participating states.

Summing up the success of the Inaugural 2007 Summit, Dr. Lavizzo-Mourey, President and CEO of The Robert Wood Johnson Foundation, said, "In 2013, when we have reversed the trend in childhood obesity, history will record that the effort began here in Little Rock, today with this Summit on Obesity attended by 14 Southern states".

During the 2009 Southern Obesity Summit more than 300 **health policy experts, practitioners, and other stakeholders** will share information about successful childhood obesity prevention and control efforts across the South. This stimulates action and sustains current evidence-based, regional intervention and advocacy strategies. **This is a unique opportunity for you to have an audience with 15 southern state teams dedicated to combating obesity and demonstrate your products and your work.** Sponsors from previous years have obtained substantial business from this dynamic group of individuals.

Exhibitor and Sponsorship forms follow this page. We would love to discuss this opportunity with you if you have any questions or need further information. Please call at 512.279.3915 or email me ldoerfler@texashealthinstitute.org. Thank you, in advance, for your consideration.

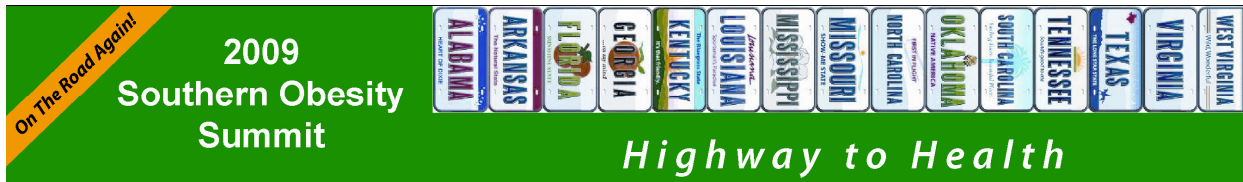
About Texas Health Institute (THI) and the Southern Obesity Summit

Texas Health Institute provides leadership in development of solutions to improve the health of Texans and their communities. A nonpartisan nonprofit, THI continues to be a neutral convener, facilitating balanced health policy dialogue and creating a vision of improved health in a number of states. Texas Health Institute is proud to be the host of the Southern Obesity Summit and join the **2009 Southern Obesity Summit Planning Partners:**

- Alabama Department of Public Health
- Arkansas Center for Health Improvement
- Association of State and Territorial Public Health Nutrition Directors
- Directors of Health Promotion and Education, Georgia Health Policy Center
- Michael & Susan Dell Center for Advancement of Healthy Living
- Mississippi State Dept of Health
- National Association of Chronic Disease Directors
- Shaping America's Health
- Southern Region Family and Consumer Sciences Extension Program Network
- Texas AgriLIFE Extension Service
- Texas A&M Health Science Center School of Rural Public Health
- University of Texas School of Public Health at Houston

Conference Venue

2009 Southern Obesity Summit will be held at the Sheraton Convention Complex in beautiful downtown Austin, Texas, "The Live Music Capital of Texas".



2009 Southern Obesity Summit Sponsorship Levels

Non-profit*/Government Sponsor (state and local) – \$500 *Please provide proof of non-profit status

- Placement of one exhibit booth
- Name billing on select conference materials and signage
- One complimentary, full conference registration
- Listing in the conference program book

Bronze Level – \$2,500

- Placement of one exhibit booth
- Name billing on select conference materials and signage
- One half-page advertisement in conference program book
- One complimentary, full conference registration
- Listing in the conference program book

Silver Sponsor – \$5,000

Includes all benefits of Bronze Sponsor Level plus:

- One page advertisement in conference program book
- One additional complimentary, full conference registrations (2 total)

Gold Star Sponsor – \$7,500

Includes all benefits of Silver Sponsor Level plus:

- Prime placement of an additional exhibit booth (1 large or 2 regular)
- Logo in addition to name billing on select conference materials and signage
- Prime placement of a full-page advertisement in conference program book
- One conference bag insert
- One additional complimentary, full conference registrations (3 total)

Diamond Sponsor – \$10,000

Includes all benefits of Silver Sponsor Level plus:

- Ability to select placement of exhibit booths (first come basis)
- Logo and name billing (30 percent larger than Gold Sponsor)
- An additional conference bag insert (2 total)
- One additional “full access” conference registrations (4 total)

Signature Sponsor – \$30,000

Includes all benefits of Diamond Sponsor Level plus:

- On-site seminar listed in the official conference program
- Host an on-site function (breakfast, lunch or dinner), where your company will have the sole event during that time period (cost of meal additional)
- Prime placement of an additional an exhibit booth (3 total in-line booth spaces)
- Logo and name billing on select conference materials and signage
- Advertisement placement includes two full page ads in the official conference program (first come basis)
- An additional conference bag insert (3 total)
- Two additional complimentary, full conference registrations (6 total)

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Additional Item and Event Sponsorship (upon availability)

- | | |
|--|--|
| <input type="checkbox"/> Opening Reception (3 avail.) - \$ 5,000 | <input type="checkbox"/> Conference Tote Bags - \$ 5,000 |
| <input type="checkbox"/> Lunch (2 avail.) - \$ 5,000 | <input type="checkbox"/> Name Badge Lanyards - \$ 1,500 |
| <input type="checkbox"/> Breakfast (2 avail.) - \$ 3,000 | <input type="checkbox"/> Intensive Workshops (4 avail.) - \$ 2,000 |
| <input type="checkbox"/> Refreshment Break (3 avail.) - \$ 2,000 | <input type="checkbox"/> Exercise Activity (2 avail.) - \$ 1,500 |

Name appears on sponsor list on web site, in conference handbook and on signage. Sponsor of any of the additional items above receives complimentary Summit registration. Sponsors noted on signage for event. Sponsors of reception and meals will be publically recognized prior to the event.

* Logo must be received by September 1, 2009 for sponsor benefits to apply. Logo files must be in both .jpg and .eps versions.

How to Apply

The Sponsor and Exhibitor Application/Contract follows on the next page. You may make application on line or print out application, complete and return the application with the appropriate payment or purchase order by **August 15, 2009** to:

Southern Obesity Summit
Attention: Texas Health Institute
8501 North MoPac Expressway, Suite 300
Austin, TX 78759

For additional information, contact Texas Health Institute Event Office by e-mail: aconway@texashealthinstitute.org or telephone: **(512) 279.3907**.

Hotel accommodations are available at the Sheraton Austin, featuring distinctively modern architecture and majestic views of downtown Austin and combining warm, friendly service with a prime location in the heart of Austin, Texas. The Sheraton is next door to the famed Capitol and just steps from the University of Texas, the allure of the Sixth Street/Warehouse District, and Austin's burgeoning business district.

For hotel reservations, please visit:

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0905086820&key=28A8B>

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SPONSORSHIP AND EXHIBITOR APPLICATION

Organization: _____
(Exactly as it is to be listed on all acknowledgments)

Contact Name: _____

Contact Title: _____ Phone: _____

Address: _____ City/State/Zip: _____

E-mail Address: _____

Website: _____

*Additional Team member: _____

Contact Title: _____ Phone: _____

Address: _____ City/State/Zip: _____

E-mail Address: _____

*Additional Team member: _____

Contact Title: _____ Phone: _____

Address: _____ City/State/Zip: _____

E-mail Address: _____

* Additional team members (after utilizing the complimentary registrations in your sponsor level) in the booth will only pay \$130.

Brief Description of Organization (3-5 sentences)

Exhibitor/Sponsorship level selected:

- Nonprofit - \$500 Bronze - \$2500 Silver - \$5,000
- Gold - \$7500 Diamond - \$10000 Signature - \$30000
- Particular Item/Event sponsorship as described on page 3 of this document

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Total of Selections

Sponsorship/Exhibitor Package \$ _____

Non-profit Participating Organization Package \$ _____

Item & Event Sponsorship(s) \$ _____

Meal Tickets (addtl booth mgrs - \$130 per person) \$ _____

(Please include payment for meals for exhibit team members who do not have a full registration)

TOTAL PAYMENT \$ _____

Payment Information: Check Enclosed Credit Card Send Invoice (30 days net)
(Make checks payable to: Texas Health Institute)

Credit Card Information:

Amount to be charged: \$ _____ Circle one: Visa MC

Credit Card Number: _____ Expiration Date: _____

I am an authorized representative of the company named above with full power and authority to sign this form and make this commitment.

(Please print name of individual)

(Please print title of individual)

(Authorized Signature)

(Date)

Please complete ALL appropriate sections of this application and return by mail or fax.

Sponsors and Exhibitors are a vital part of the success of the Southern Obesity Summit. If you have any questions or have a unique idea that would make this Summit even more interesting, please call. We welcome your ideas and want to hear from you. We look forward to working with you and we want to make your time at the 2009 Southern Obesity Summit extraordinary!

- The Texas Health Institute team

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Payment: Under the terms of this agreement, the exhibitor/sponsor agrees to pay the total of fee with this application or within 30 days of receipt of an invoice, but in no case later than September 30, 2009. It is understood that failure by the exhibitor/sponsor to remit balance due by said date shall render this agreement invalid.

Cancellation Policy: Any exhibitor, sponsor, or other participant who cancels all or part of purchased exhibit space or sponsorship prior to September 1, 2009 shall receive a full refund, less a \$100 administrative fee. Any exhibitor who cancels all or part of purchased exhibit space or sponsorship between September 2 and September 29, 2009 will receive a 50 percent refund. If cancellation in whole or part is made after September 30, 2009, the exhibitor / sponsor shall be liable to THI, as liquidated damages, for the unpaid balance of the total value of the exhibit or sponsorship cancelled. Cancellation requests must be submitted in writing to the below address.

Authorization: Exhibitor agrees to abide by the THI 2009 Exhibitor/Sponsor Rules and Regulations, as detailed on attached page of this application and made a part of this agreement by reference and fully incorporated herein. If this application and agreement has not been received, properly signed, and accompanied by payment in full by October 3, 2009, it may be declared null and void so that exhibit space or sponsor benefits may be reassigned. Acceptance of this agreement by THI constitutes a contract.

We understand this application becomes a contract when signed by us and accepted by THI. We have read and agree to abide by all rules and regulations, as outlined in the application form and the attached exhibitor/sponsor rules and regulations.

(Please print name of individual)

(Please print title of individual)

(Authorized Signature)

(Date)

Please complete this application and forward it with payment to:
aconway@texashealthinstitute.org
Attn: Amanda Conway, Event Director,
Texas Health Institute
8501 N. MoPac Expressway, Suite 300, Austin, Texas
Or FAX with credit card payment to Amanda Conway, THI at (512) 279.3911.

Questions? Contact THI at (512) 279-3915 or events@texashealthinstitute.org