

IHEA CONGRESS SPONSORSHIP OPPORTUNITIES

Sponsorship allows iHEA to provide new services, support educational workshops and keep member fees low to encourage active participation by students and researchers from developing countries. Sponsorship allows for more active participation in the World Congress by a wide range of new and returning members, government officials and industry experts. It is important to remember that while there are many opportunities for sponsorship, it is not possible to sponsor any scientific sessions at the congress. Please contact iHEA for details.

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GENERAL SPONSORSHIP

Many organizations prefer to be general sponsors of the Congress, offering funds without earmarking them for certain uses thereby allowing iHEA to focus the funds to the areas of most need. These sponsorships typically range from \$10,000 to \$100,000.

SPECIFIC SPONSORSHIP OPPORTUNITIES

Other organizations prefer to fund specific aspects of the Congress to match their particular marketing approaches or sponsorship requirements. There are many possibilities:

Opportunity	Suggested Support Level*
Pens/Note Pads	\$ 5000 - \$ 7500
Name Badges	\$ 5000 - \$ 7500
Badge Lanyards	\$ 5000 - \$ 7500
Conference Bags	\$ 10,000 - \$ 15,000
Attendee Gifts	\$ 15,000 - \$ 20,000
Staff T-Shirts	\$ 7500 - \$ 10,000
VIP Gift Baskets	\$ 7500 - \$ 10,000
Opening Reception	\$ 40,000 - \$ 50,000
Gala Dinner/Reception	\$ 50,000 - \$ 100,000
Special Receptions	\$ 20,000 - \$ 25,000
VIP Reception	\$ 30,000 - \$ 40,000
Closing Reception	\$ 20,000 - \$ 25,000
Refreshment Breaks (5) - each	\$ 10,000 - \$ 15,000
Luncheons (3) - each	\$ 20,000 - \$ 30,000
Cyber-Café	\$ 10,000 - \$ 15,000
Wireless Access	\$ 10,000 - \$ 15,000
Audio-Visual	\$ 10,000 - \$ 15,000
Plenary Speaker Expenses (3) - each	\$ 15,000 - \$ 20,000
10 Student Scholarships	\$ 7500 - \$ 10,000
1 Developing Region Scholarship	\$ 7500 - \$ 10,000
Pre-Congress Session	\$ 10,000 - \$ 50,000
Poster Award	\$ 15,000 - \$ 20,000
Student Award	\$ 25,000 - \$ 30,000

* Please note that the amounts listed are the conference sponsorship levels and do not reflect the actual cost of the opportunity

LONG-TERM SPONSORSHIP POSSIBILITIES

Beyond iHEA's traditional sources, a number of other potential sponsorship opportunities are available. Please contact iHEA directly to explore these options:

- Multi-Year Sponsorships
- Naming Opportunities (Awards, Archives and special recognition).
- Health Economics Network and International E-Journals



BENEFITS GUIDELINES FOR SPONSORS

	150K	125K	100K	50K	25K	15K	10K
Opportunity to Address Plenary	•	•	•				
Premium Program Ad	•	•	•				
Program Enclosure	•	•	•				
Mention on Podium				•	•		
Full Page Program Ad				•	•		
½ Page Program Ad						•	•
Premium Booth Space	•	•	•				
Table Space				•	•	•	•
Complementary Registrations	10	5	3	3	2	1	1
Invitations to VIP Reception	10	5	3	3	2	1	1
Logo on Conference Web Page	•	•	•	•			
Text Link on Conference Web Page					•	•	•
Logo on Program as Sponsor	•	•	•	•			
Name on Program as Sponsor					•	•	•
Logo on Banner	•	•	•	•			
Name on Signage					•	•	•
1 Year Institutional Membership	•	•	•	•	•	•	•