Become a Sponsor

Collective Impact: Developing a Shared Vision to Achieve Greater Success

June 29 – July 2

CONFEREECE HOSTS
California Department of Public Health • California Department of Education • University of California, Berkeley, Dr. Robert C. and Veronica Atkins Center for Weight and Health • The California Endowment • Kaiser Permanente

www.ChildhoodObesity2015.com #COC15
We are pleased to announce the 8th Childhood Obesity Conference scheduled for June 29 – July 2, 2015 at the Town and Country Resort and Convention Center in San Diego, California.

Now in its 8th year, the Biennial Childhood Obesity Conference is the nation’s largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015.

Your sponsorship allows diverse stakeholders to come together to share knowledge, leverage resources and identify solutions to reduce the nation’s childhood obesity rates – we could not do it without your generous support.

We look forward to your organization’s participation at the 2015 Childhood Obesity Conference in San Diego.

Become a sponsor today and make your commitment known. Together, we can make a difference!

OUR GOAL
To bring together a wide variety of partners to work together toward reducing the nation’s childhood obesity rates.

Maximize your visibility to decision makers and professionals from a variety of industries and disciplines.

To apply, visit our website
www.childhoodobesity2015.com

DEADLINE
February 6, 2015
CONFEREECE
AGENDA

Monday, June 29, 2015
Pre-Conference DAY

Day 1

Tuesday, June 30, 2015

Day 2

Wednesday, July 1, 2015

Day 3

Thursday, July 2, 2015

Pre-Conference Sessions
Registration
Continental Breakfast
Opening Plenary
Break
Workshop Session 1
Lunch
Workshop Session 2
Poster and Exhibit viewing and snack break
Workshop Session 3
Reception
Registration
Pre-Conference Sessions
Continental Breakfast
Opening plenary
Break
Workshop Session 1
Lunch
Workshop Session 2
Poster and Exhibit viewing and snack break
Workshop Session 3
Reception
Registration
Buffet Breakfast and Roundtables
Mini Plenary Session 3
Closing Plenary
PARTICIPANT FEEDBACK
From the 7th Biennial Childhood Obesity Conference

Success is in the numbers

- Overall satisfaction with the speakers/presenters: 97%
- Found the conference exhibits useful: 92%
- Compared to other conferences attended, felt this conference was similar, better, or much better: 98%
- Would recommend this conference to others: 95%
- Were first time attendees: 59%

CONFERENCE ATTENDEES
- Public Health/Health Care: 32%
- Community: 14%
- Research: 8%
- Business: 9%
- Education: 19%
- RD/Nutritionists: 20%

PARTICIPANT FEEDBACK
Success is in the numbers
"This Conference is always energizing and provides lots of new and exciting ideas to implement at the community level.”

-2013 Conference Participant
GENERAL INFORMATION

CONFERENCE GOALS
- Bring together diverse stakeholders to share knowledge, leverage partnerships and identify collective solutions to increase access to healthy foods and increase opportunities or children and their families to be physically active.
- Share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices.
- Elevate evidence and practice-based strategies that focus on reducing inequities in high-risk, low income communities.
- Using a collective impact approach, discover new cross-sector collaborations and strengthen existing partnerships to effectively and efficiently combat the socio-ecological factors that contribute to overweight/obesity in children and adolescents.
- Recognize opportunities to leverage State and Federal legislation to further policies and programs that aim to reduce overweight/obesity in children and adolescents (e.g. Child Nutrition and WIC Reauthorization Act, Farm Bill, Affordable Care Act, Covered California etc.).

WHO SHOULD ATTEND
- Academic researchers
- Community and business leaders
- Education community
- Early childhood and after school providers
- Food system professionals
- Health care professionals
- Parent and youth-based organizations
- Parks and recreation planners and providers
- Philanthropic leaders
- Local and State health department staff
- National public health entities and organizations
- Community-based organizations
- Policymakers
- Public health professionals
- Urban and rural planners
- Registered Dietitians
- Certified Health Education Specialists

HOTEL ACCOMMODATIONS
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Bronze SPONSOR</th>
<th>Silver SPONSOR</th>
<th>Gold SPONSOR</th>
<th>Platinum SPONSOR</th>
<th>Diamond SPONSOR</th>
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<tbody>
<tr>
<td><strong>$2,500</strong></td>
<td><strong>$6,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$20,000</strong></td>
<td><strong>$50,000+</strong></td>
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<tr>
<td>- Complimentary exhibit space (6’ table)</td>
<td>- Bronze Sponsor benefits PLUS</td>
<td>- Silver Sponsor benefits PLUS</td>
<td>- Gold Sponsor benefits PLUS</td>
<td>- Platinum Sponsor benefits PLUS</td>
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<tr>
<td>- Your company description in the Conference Program</td>
<td>- One additional complimentary registration (two total)</td>
<td>- One additional complimentary registration (three total)</td>
<td>- One additional complimentary registration (four total)</td>
<td>- A minimum of five additional complimentary registrations (nine total)</td>
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<td>- Recognition with company link on the Conference website</td>
<td>- Advertisement (1/4 page) in Conference Program</td>
<td>- Preferred exhibit location (6’ table)</td>
<td>- Prime exhibit location (6’ table)</td>
<td>- Additional exhibit space in prime location (up to two 6’ tables)</td>
</tr>
<tr>
<td>- Acknowledgment on promotional materials, including the registration brochure</td>
<td>- Name displayed on Conference signage</td>
<td>- Advertisement (1/2 page) in the Conference Program</td>
<td>- Advertisement (full page) in the Conference Program</td>
<td>- Opportunity to provide two premium inserts into the Conference tote bag</td>
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<tr>
<td>- One complimentary registration</td>
<td>- Logo included in plenary slide show</td>
<td>- Conference attendee mailing list</td>
<td>- Recognition as an official “Host” or “Co-Host” of the refreshment break (includes acknowledgment in Program Guide and at event)</td>
<td>- Opportunity to reserve table of ten for the breakfast</td>
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<td></td>
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<td>- Sponsor ribbons for all of the company’s attendees</td>
<td>- Podium recognition</td>
<td>- Opportunity for Welcome Remarks at Plenary</td>
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<td></td>
<td></td>
<td>- Banner advertisement in one Conference eblast to over 5,000 potential attendees</td>
<td>- Company banner displayed in the exhibit hall</td>
<td>- Opportunity to be involved in conference planning</td>
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<td></td>
<td>- Recognition as an Official “Host” or “Co-Host” of the reception or breakfast (includes acknowledgment in Conference Program and at event)</td>
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## Additional Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Conference Tote Bag</th>
<th>Wi-Fi Access</th>
<th>Cyber Cafe</th>
<th>Walking, Running, and Biking map</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$20,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$6,000</strong></td>
<td><strong>$5,000</strong></td>
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<tr>
<td>This recycled, reusable bag will feature your logo and will build a positive image in attendees’ minds.</td>
<td>Attendees will be delighted to receive internet access while attending sessions at the Town &amp; Country Resort &amp; Convention Center. Your organization will be prominently recognized for providing this free Wi-Fi access to attendees on conference signage, in the program guide and at the Town &amp; Country Resort &amp; Convention Center.</td>
<td>Attendees will be able to retrieve and send emails and download presentations while they are in the registration area of the Conference. Your company logo will be prominently displayed on each computer station screen with a link to your website and your company will be recognized in the program guide.</td>
<td>Place your company logo on the pocket-sized map of the trails, sights, and surrounding areas of the Town &amp; Country Resort &amp; Convention Center. Conference attendees will use their guide every day to get outside and enjoy the sights and weather. Your organization will also be recognized in the program guide and at the Town &amp; Country Resort &amp; Convention Center.</td>
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