

# 2022 Exhibitor & Sponsor Opportunities



# About our conference

Over the last **twenty years**, the Pre-Health Conference at UC Davis has **grown to be the largest** conference for future health professionals in the country. With approximately 6,000 pre-health students at UC Davis and thousands more across California, our goal is to support the nation's future health professionals as we celebrate our **return to an in-person event**.

California's universities and community colleges have the most diverse student body in the nation – close to 65% of those enrolled in our academic institutions are considered underrepresented in medicine (URM, as defined by AAMC). This group of culturally competent and academically strong students is suited to one day serve the diverse population of our nation.

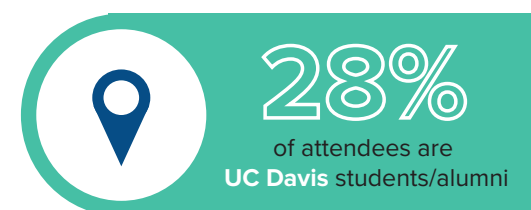
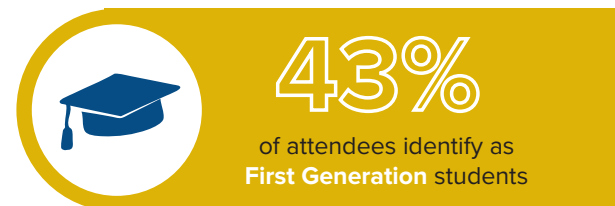
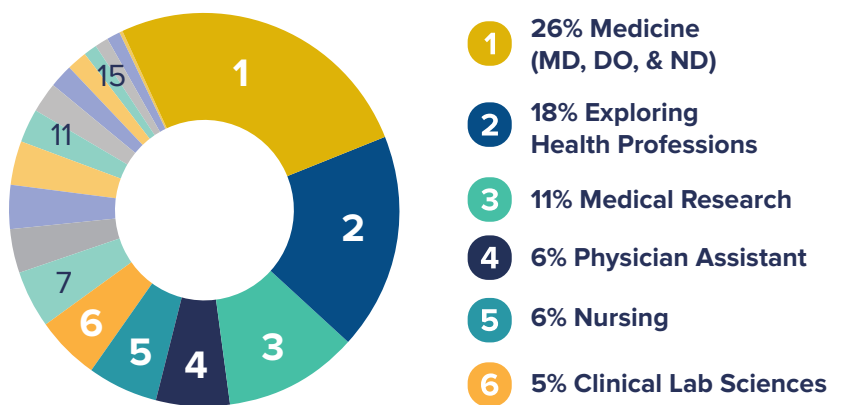
The Conference is self-supporting and does not receive financial support from UC Davis. Our students need your help to continue to provide this amazing conference for like minded pre-health students. Please consider investing in our pre-health students by joining the sponsor team for the 20th Annual Pre-Health Conference. We anticipate hosting **3,000+ attendees from across California**, including pre-health students and pre-health advisors.

## Questions?

Email us at [prehealthconference@ucdavis.edu](mailto:prehealthconference@ucdavis.edu)

Call us at 530-304-8293

## Attendee Breakdown by Health Profession\*



Data collected from 2019 - 2021 Conference attendee registrations. \*Based on 2019 Conference and students could select multiple health professions.

# Why should you exhibit or sponsor?

## 1. Expand your reach

Our strategic communications team has a multiplatform approach, including our website, social media accounts, and email, to reach thousands of pre-health students and hundreds of pre-health advisor across California.

## 2. Make connections

Through our multiplatform approach, sponsors will have the opportunity to connect in many ways with prospective attendees, particularly through social media. Sponsors will coordinate with our team to strategically highlight their unique aspects.

## 3. Have a lasting impact

Interact and meet with attendees in workshops or have your logo in giveaways distributed to all attendees. Attendees often keep giveaways, including attendee bag, program, t-shirt, and handouts, for years to come as they prepare for their journey and look back on memories. Packages vary.



### What our past sponsors had to say

“I enjoyed being able to make connections for follow-up with prospective applicants.”

“I love being at your conference in person because of the large groups of students [that] visit our booth! It is very personable.”

“I really liked the Program booklet, the follow-up communication and friendly assistance when I called or e-mailed the staff.”

## Our Audience and Reach

Anticipated **3,000+** attendees



**7,000+**  
Followers



**3,000+**  
Followers



**1,000+**  
Followers



**14,000+**  
Unique homepage visits  
May 2021 - Oct 2021



**5,000+**  
UC Davis subscribers

# 2022 Sponsorship Opportunities

Our team looks forward to working with sponsors to strategically highlight their unique attributes. Additionally our team will work with sponsors on schedule placement and to create exciting workshop topics to incorporate a variety of health fields and topics to meet attendees interests and needs.

	Bronze (\$1,000)	Silver (\$2,000)	Gold (\$5,000)	Diamond (\$15,000)	Platinum (\$20,000)
Sponsorships Available	Unlimited	15/15	10/10	3/3	SOLD
Exhibitor Table	Up to 1	Up to 1	Up to 2	Up to 4	Individual Tent
Number of vendors included	Up to 1	Up to 2	Up to 4	Up to 8	Up to 20
Placement on Website	Exhibitor Name Listing	Static Logo	Static Logo	Hyperlinked Logo on Homepage	Hyperlinked Logo on Homepage
Logo Display	Marketing	Marketing and Newsletter	Marketing, Attendee t-shirt, and Newsletter	Marketing, Intern T-Shirt, Photo Backdrop, and Newsletter	Marketing, Attendee Bag, Photo Backdrop, and Newsletter
Marketing: Twitter	Announcement Tweet	Announcement Tweet	Announcement Tweet	Announcement Tweet	Announcement Tweet
Marketing: Facebook	1 Story and 1 Weekly Round Up	1 Post and 1 Weekly Round Up	2 Posts and 1 Weekly Round Up	3 Posts and 1 Weekly Round Up	3 Posts and 1 Weekly Round Up
Marketing: Instagram	1 Story and 1 Weekly Round Up	1 Post and 1 Weekly Round Up Post	2 Posts and 1 Weekly Round Up Post	3 Posts and 1 Weekly Round Up	3 Posts and 1 Weekly Round Up
UC Davis HPA Email Newsletter*	-	1 feature	2 features	3 features	3 features
Workshop(s)	-	Invitation to host a workshop or participate on panel (Capacity: 50 attendees)	Invitation to host a workshop or participate on panel (Capacity: 100 attendees)	Reserved Workshop Space: 1 - 3 pm	Reserved Workshop Space: 1 - 3 pm
Validated Parking	-	-	✓	✓	✓
Golf Cart Signage	-	-	✓	✓	✓
Program Ad	-	-	Half-Page, black and white	Full-Page, black and white	Back Cover, full color
Post-Conference Attendee Email	-	-	Logo	Logo and message	Logo and message
Additional	-	-	-	Jumbotron Display	Jumbotron & Individual Tent

\*Limited to health professional schools/programs or test prep companies.

# 2022 Additional Marketing Opportunities

Sponsors at any level are eligible to market themselves through our additional opportunities. Opportunities are limited and on a first-come first-serve basis.

## Attendee Bag: Inserts

Available: 5/5 Sponsors

Please inquire for cost

Reach all attendees with a handout of your choice. The bag will be distributed to all attendees during check-in. Sponsors will coordinate with our team to send their 8.5"x11" insert.

## Attendee Reusable Water Bottle

Available: 2/2 Sponsors

Please inquire for cost

Have your logo reach all attendees on the reusable water bottle, which will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and two sponsors. We will coordinate all logistics for ordering.

## Attendee Entrance Wristband

Available: 1/1 Sponsor

Please inquire for cost

Have your logo reach all attendees on the wristband, which will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and one sponsor. We will coordinate all logistics for ordering.

## Attendee Face Mask

Available: 1/1 Sponsor

Please inquire for cost

Have your logo reach all attendees on the face mask, which will be handed out during check-in. The imprint area will include logos from the Pre-Health Conference and one sponsor. We will coordinate all logistics for ordering.

## Attendee Hand Sanitizer

Available: 1/1 Sponsor

Please inquire for cost

Have your logo reach all attendees on the hand sanitizer, which will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and one sponsor. We will coordinate all logistics for ordering.

## UCenter Table Tents

Available: 2/2 Sponsors

Please inquire for cost

After the morning check-in, attendees will enjoy a breakfast snack and the welcome session. Display your school on a double sided table tent. Sponsors will coordinate with our team to provide their materials. We will coordinate all logistics for ordering.

Pre-Health Conference at UC Davis reserves the right to determine the eligibility of any company or organization to serve as a sponsor, and further reserves the right to reject any sponsorship application. All marketing and promotional language and items must be approved by Pre-Health Conference at UC Davis.