MARKETING ENGAGEMENT PROSPECTUS

PREPAREDNESS SUMMIT

April 19-21, 2027
Atlanta

Preparing for What's Next:

Building Bridges for a More Connected Future



www.PreparednessSummit.org

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About the 2027 Conference Theme

Preparedness has evolved from a single program focus into a shared responsibility across public health, healthcare, emergency management, EMS, laboratories, academia, community organizations, private industry, critical infrastructure, and other partners. The conference theme, ***Preparing for What's Next: Building Bridges for a More Connected Future*****,** emphasizes stronger connections, coordination, data sharing, risk communication, community engagement, and cross-sector collaboration to build a more unified and resilient preparedness ecosystem.

The theme supports conversations around:

- evolving policies and priorities,
- improving operational collaboration,
- innovation in planning and exercises,
- advancing information sharing,
- emerging technology and data modernization,
- modern risk communications and public trust,
- supporting workforce development, and
- the need for partnerships to address increasingly complex threats ranging from infectious diseases to extreme weather and other high-consequence events.

Learning Objectives

After attending the 2027 Preparedness Summit, participants will be able to:

- Describe strategies for strengthening connections across public health, healthcare, emergency medical services, emergency management, laboratories, academia, private industry, and community partners to build a more coordinated and resilient preparedness ecosystem.
- Identify innovations in planning, exercises, data modernization, and emerging technology that improve operational readiness and cross-sector information sharing.
- Apply risk communication approaches that build and sustain public trust across diverse communities and during prolonged or high-consequence events.
- Analyze evolving policies, funding realities, and workforce strategies that shape the sustainability of foundational preparedness capabilities during a period of ongoing change.
- Evaluate cross-sector partnership models for preparing for and responding to increasingly complex and concurrent threats, from infectious disease to extreme weather.

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Abstract Track	Focus	Examples of Relevant Topics
1. Cross-Sector Coordination & Operational Collaboration	How organizations make and execute decisions together before and during incidents.	Incident command, EOC activation, unified coordination, healthcare coalitions, mutual aid, shared situational awareness, tribal/county/state/federal coordination.
2. Community Engagement, Access & Resilience	How preparedness partners build trust, share power, and work with communities before, during, and after incidents.	CBO/faith/grassroots partnerships, trusted messengers, access and functional needs, whole-community planning, sustained community relationships.
3. Recovery & Long-Term Community Health	The sustained phase of restoring community health and function after acute response.	Recovery planning, behavioral health recovery, measuring recovery progress, service reconstitution, recovery coalitions, long-term funding.
4. Risk Communication & Public Trust	Communication that informs, guides behavior, and sustains trust during uncertainty.	CERC, misinformation response, plain-language and multilingual messaging, spokesperson strategy, coordinated public messaging.
5. Data Modernization, Applied Epidemiology & Information Sharing	Systems, standards, and agreements that move data to the right people at the right time.	Interoperability, data sharing agreements, surveillance, situational awareness, lab/health-system data integration, data quality.
6. Emerging Technology & Innovation	New or experimental tools changing preparedness and response practice.	AI/ML, forecasting, automation, decision support, novel sensing, geospatial tools, private sector/academic pilots.
7. Planning, Exercises & Continuous Improvement	How organizations plan, test plans, and turn lessons into improvement.	Scenario planning, complex threats, exercise design/evaluation, after-action and corrective-action processes, COOP, readiness measurement.
8. Workforce Development & Leadership	Recruiting, developing, retaining, and leading the preparedness workforce.	Pipelines, surge staffing, MRC/volunteers, leadership development, succession planning, competencies, credentialing.
9. Safety and Security, Mental Health & Wellbeing	Protecting responders' physical safety, behavioral health, and wellbeing.	Responder safety, stress/trauma/burnout prevention, peer support, psychological first aid, workload and staffing practices.
10. Policy, Funding & Sustaining Foundational Capabilities	Policy, governance, and financial environment supporting readiness.	Funding models, governance, accreditation/quality improvement, Project Public Health Ready, foundational capabilities, preparedness value.

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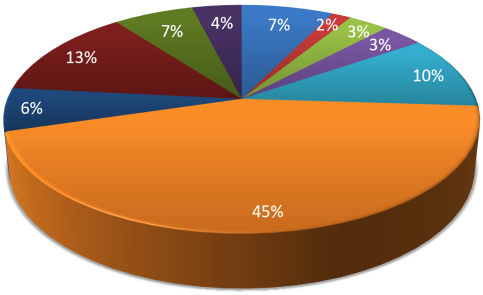
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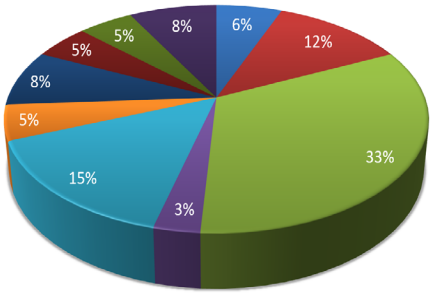
Demographic Information

ATTENDEE PROFILE



- Association/Non-Profit (7%)
- Federal Agency (2%)
- For Profit (3%)
- Hospital/Healthcare Provider (3%)
- Local Government (10%)
- Local Health Department (45%)
- State/Territorial Government (6%)
- State/territorial Health Department (13%)
- University/Academic Institution (7%)
- Other (4%)

EXHIBITOR PROFILE



- Communications and Warning Services and Systems (6%)
- Consulting Services (12%)
- Education, Universities, Nonprofit (33%)
- Decontamination Supplies (3%)
- Emergency Management Software and Data Analytics (15%)
- EMS Vehicles and Mobile Units (5%)
- EMS Medical Equipment, Devices, and Supplies (8%)
- Pharmaceuticals (5%)
- Rescue & Safety Equipment (5%)
- Other (8%)

Who You Will Reach

- Public health preparedness professionals and emergency response leaders
- Local, state, territorial, Tribal, and federal government representatives
- Emergency management, healthcare coalition, and volunteer organization partners
- Researchers, educators, policymakers, and preparedness innovators
- Industry and solution providers supporting readiness, resilience, response, recovery

Benefit	Why It Matters
Direct Access to Preparedness Decision-Makers	Engage leaders and practitioners across the preparedness and public health
Thought Leadership	Use sponsored learning sessions, workshops, focus groups, and roundtables for topic-driven engagement.
High-Visibility Branding	Build recognition: event signage, digital placements, attendee materials, and on-site experiences.
Face-to-face connection	Develop relationships through exhibits, networking events, meals, and interactive activations.

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WHY SPONSOR THE PUBLIC HEALTH NURSING SUMMIT?

Sponsors receive visibility before, during, and after the conference. A minimum eligible sponsorship investment of $6,000 is required for sponsor-level recognition. Exhibit booth and registration fees are not included in calculating sponsorship level.

Limited **Diamond Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $30,000+. Includes 5 Summit conference registrations.

Limited **Platinum Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $25,000-$29,999. Includes 4 Summit conference registrations.

Limited **Gold Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $15,000-$24,999. Includes 3 Summit conference registrations.

Silver Sponsorship opportunities are available for the Nursing Summit.
The qualifying spend is $10,000-$14,999. Includes 2 Summit conference registrations.

Bronze Sponsorship opportunities are available for the Nursing Summit.
The qualifying spend is $6,000-$9,999. Includes 1 Summit conference registration.

All Sponsor Levels

- Company name & logo on sponsor recognition signage, website and mobile app
- Sponsor ribbons for on-site representatives
- One or more complimentary registration(s)

Build your own level sponsorship package
Here's an example of what a gold level sponsorship:

- *60-minute Learning Session: $10,000*
- *Exhibit Hall Booth: $3,500*
- *Newsletter Banner Ad :$2,500*

TOTAL GOLD SPONSORSHIP: $16,000

Availability

Opportunities are limited and subject to agenda fit, production timelines, inventory availability, and final NACCHO approval. Final benefits, deliverables, deadlines, and recognition details will be confirmed in the final agreement.

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EXHIBIT OPPORTUNITIES

Choose the footprint and visibility level that fits your goals

Exhibit Options	Early 10/12/2026-11/30/2026	Regular 12/01/2026-04/21/2027	Included / Best For
10x10 Inline Booth	$3,500	$3,750	Core exhibit; includes two full conference registrations.
10x10 Nonprofit/ Government Booth	$2,500	$2,650	Reduced-rate access for public-sector and non-profit organizations, includes two full conference registrations.
10x10 Corner Booth	$4,000	$4,400	Enhanced placement and stronger visibility. Includes two full conference registrations
10x20 Premium Booth	$7,500	$8,000	Expanded footprint for displays and demos; includes two full conference registrations.

Exhibit Hall Engagement

Opportunity	Investment
Exhibit Hall – Branded Coffee Station	$25,000
Exhibit Hall – Branded Snack Shack	$50,000
Passport to Prizes - Standard	$1,000
Passport to Prizes - Plus	$750 + prize
Commercial Meeting Room	$5,000/day + applicable A/V
Nonprofit Meeting Room	$2,500/day + applicable A/V

Passport to Prizes encourages attendees to visit your booth to collect stamps or scans for prize eligibility.

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The Plus option includes a sponsor-contributed prize.

PRE-CONFERENCE WORKSHOPS

Extended learning and direct engagement

Position your organization as a trusted thought leader by hosting a workshop before the conference begins. Workshops may be educational, training-oriented, solution-focused, or skills-based; subject to NACCHO content review and approval.

Length	Up to 50 attendees	Each Additional 25	Includes
2 Hours	$12,000	+$2,000	Room, agenda listing, recognition, and standard A/V. Plus hot and cold beverages.
4 Hours	$17,500	+$3,000	

Suggested Preparedness Summit Topics

- All-hazards preparedness and response coordination
- Community resilience, recovery, and disaster behavioral health
- Data, technology, and situational awareness for preparedness
- Healthcare coalition, public health, and emergency management partnerships
- Preparedness workforce development, training, and exercises
- Risk communication, community engagement, and inclusive preparedness planning

Workshop Sponsor Benefits

- Official agenda, website, mobile app, and attendee communication recognition
- Opportunity to develop curriculum, learning objectives, tools, and resources
- Company logo on workshop signage and registration materials
- Approved educational material distribution and participant follow-up resources
- Extended direct engagement, facilitated discussion, Q&A, and hands-on activities

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EXCLUSIVE & EDUCATIONAL OPPORTUNITIES

Create a high-impact presence at the Preparedness Summit

NACCHO's Affiliate Business Partner (ABP) Program increases your organization's visibility and provides member engagement and networking opportunities for partners interested in public health. The new "Affiliate Organization" category enables organizations of all types to explore the ABP Program from the ground level. The following opportunities are exclusive to new or current ABP partners in good standing unless otherwise approved by NACCHO. **Learn more about the Affiliate Business Partner program here.**

Opportunity	Investment	Sponsor Value
Keynote Session	$25,000	High-profile session recognition and approved opening remarks.
Welcome Reception	$25,000	Brand presence at a major attendee networking experience.
Private VIP Event	$15,000	Invitation-only engagement with Preparedness VIPs.
90-Minute Learning Session	$15,000	Moderated, topic-driven engagement with preparedness stakeholders.
90-Minute Focus Group	$15,000	Direct feedback and discussion with a target attendee audience.

Educational Opportunities

Opportunity	Investment	Sponsor Value
60-Minute Learning Session	$10,000	Expanded educational visibility with Summit attendees.

Sponsored educational content, presenters, learning objectives, & session descriptions are subject to NACCHO review/approval. Scheduling is based on agenda & space availability.

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BRANDING & VISIBILITY

Keep your organization visible throughout the attendee journey

Opportunity	Investment
Exclusive Wi-Fi Sponsor	$25,000
Wi-Fi Co-Sponsor	$12,500
Hotel Key Cards	$15,000
Conference Tote Bags	$15,000
Lanyards	$10,000
Step & Repeat Backdrop	$15,000
Headshot Lounge	$15,000
Charging Station	$5,000
Directional Signage	$2,000
General Session Seat Drop	$3,500
Conference Bag Insert	$2,500
Column Wraps*	request quote
Escalator Clings*	request quote

*Printing and installation are not included. Venue approval and production specifications apply.

Examples of Sponsor Recognition

- Logo placement on selected event signage and materials
- Recognition in the conference website and mobile app
- Brand presence at the sponsored feature or attendee touchpoint
- Approved sponsor-provided creative, collateral, or giveaway placement if applicable

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WELLNESS & ATTENDEE EXPERIENCE

Support meaningful moments beyond the session rooms

Why Create a Wellness Experience?

- Create positive, high-touch brand associations
- Reach attendees during natural networking and transition periods
- Complement exhibit or educational sponsorship with another visible touchpoint
- Demonstrate support for attendee well-being and connection

Opportunity	Investment	Experience
Relaxation Lounge	$15,000	A high-traffic space designed for attendee rest and recharge.
Pet Therapy	$7,500	A memorable, interactive attendee wellness experience.
Relaxation and Quiet Room	$7,500	A low-stimulation space for rest, reading, and recovery.
Refreshment Break Sponsor	$10,000	Brand recognition alongside a scheduled attendee break.







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DIGITAL MARKETING

Extend visibility before, during, and after the conference

Opportunity	Investment	Placement
Sponsored E-Blast	$4,000	Dedicated sponsor message to the NACCHO360 audience.
Newsletter Banner Ad	$2,500	Banner placement in a NACCHO360 e-newsletter.
Mobile App Banner Ad	$3,500	Rotating banner placement in the mobile app.
Online Platform Banner Ad	$3,500	Rotating banner placement on the online platform.
Online Platform Tile Ad	$3,500	Tile placement on the online platform.
Push Notification	$1,500	Approved message delivered through the event app.
Mobile App Splash Screen	$10,000	Premium visibility when attendees open the app.

Digital Content Requirements

- All copy, images, links, and creative are subject to NACCHO review and approval
- Placement and distribution dates depend on inventory and production schedules
- Sponsors responsible for providing final creative in requested formats by deadlines

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HOW TO PARTICIPATE

Select the opportunities that best support your goals

1. Define Your Objectives

- Audience reach and relationship development
- Thought leadership and education
- Brand awareness and premium visibility
- Lead generation and exhibit engagement
- Attendee experience and wellness

2. Build Your Package

Combine eligible exhibit, sponsorship, educational, digital, branding, and attendee experience opportunities. NACCHO may tailor benefits based on sponsor goals, target audience, timing, and inventory availability.

3. Confirm Availability

Contact NACCHO to review available inventory, audience fit, deliverables, deadlines, and approval requirements. Opportunities are reserved after required agreements and payments are completed.

4. Call or Email

To learn more, please contact: Francine Garner, Event Sales and Services Manager:
Email: exhspon@naccho.org | Phone: (202) 753-6080

Important Notes

- All opportunities are subject to availability and final NACCHO approval and benefits may be adjusted based on agenda, venue, production, or inventory requirements
- Food and beverage, A/V, printing, installation, shipping, internet, electrical, and other direct costs are included only when specifically stated
- All benefits, deadlines, and specifications to be documented in the final agreement

LET'S BUILD YOUR 2027 PREPAREDNESS SUMMIT PRESENCE

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