



WHPRMS
Wisconsin Healthcare Public Relations & Marketing Society

2021 ANNUAL CONFERENCE

Bridging Healthcare Marketing: Then → Now

**Exhibitor and Sponsorship
Prospectus**

The 2021 WHPRMS Annual Conference Bridging Healthcare Marketing: Then → Now, will be held October 6-8, 2021, at the Milwaukee Marriott Downtown in Milwaukee, Wisconsin.

The conference will feature lively keynote speakers, workshops, networking opportunities, an exhibitor showcase, and a grand awards ceremony. We have an array of sponsorship options this year and are seeking your partnership to help create this dynamic conference experience. We encourage you to thoughtfully consider this opportunity to be part of our camaraderie and development, while investing in the future of healthcare marketing, public relations and business development.



Did you know?

85% of our members have worked in their field for more than six years

70% of members work in a health system or hospital

The WHPRMS conference attracts 100-150 attendees



CONFERENCE SCHEDULE

(schedule subject to change)

Wednesday, October 6

- 2:00-4:00 p.m. Exhibitor Setup
- 4:00-6:00 p.m. Registration
- 6:00-8:30 p.m. Welcome Reception

Thursday, October 7

- 7:30-8:30 a.m. Breakfast and Exhibitor Showcase
- 8:30-9:00 a.m. WHPRMS Annual Meeting
- 9:00-10:30 a.m. Keynote Speaker
- 10:30-11:00 a.m. Break and Exhibitor Showcase
- 11:00 a.m.-12:00 p.m. Breakout Sessions 1
- 12:00-1:00 p.m. Lunch and Exhibitor Showcase
- 1:00-2:00 p.m. Breakout Sessions 2
- 2:00-2:30 p.m. Break and Exhibitor Showcase
- 2:30-3:30 p.m. Breakout Sessions 3
- 3:30-4:00 p.m. Break and Exhibitor Showcase
- 4:00-5:00 p.m. Breakout Sessions 4
- 6:00-7:00 p.m. Cocktail Hors d'oeuvres Reception with Exhibitor Showcase
- 7:00-9:00 p.m. Dinner, Leadership Recognition and Awards
- 9:00 p.m. Networking Event

Friday, October 8

- 7:30-8:30 a.m. Breakfast
- 8:30-9:15 a.m. Wisconsin Hospital Association Update
- 9:15-11:15 a.m. Panel Discussion
- 11:15 a.m. Conference Concludes

Lodging

Rooms are available at the Milwaukee Marriott Downtown at a special group rate of \$174 for a standard guest room.

To make a reservation within the WHPRMS room block, visit this link: <https://book.passkey.com/go/WHPRMS>.

Reservation Deadline: September 15, 2021

Exhibit Setup and Dismantle

Setup: Wednesday, October 6, 2:00-4:00 p.m.

Dismantle: Thursday, October 7, 7:30 p.m.

Shipping Materials

If you have freight to be shipped, you may do so directly to the Milwaukee Marriott Downtown. Shipments should be clearly marked (example below). All packages are to be delivered to:

Milwaukee Marriott Downtown
Attn: Event Management Department
625 N Milwaukee St
Milwaukee, WI 53202

HOLD FOR: **Wisconsin Healthcare Public Relations and Marketing Society / Jessica Tripler**

October 6-8, 2021 / Total Number of Boxes (i.e. 1 of 4)

Shipments will not be accepted earlier than three working days prior to your arrival date. Handling fees may apply and are the responsibility of the exhibitor.

Additional Needs

If your display needs additional equipment or special assistance, please contact us at WHPRMS@badgerbay.co or 920-560-5621.

Cancellation Policy

Cancellations must be received on or before September 15, 2021. Please contact WHPRMS@badgerbay.co or 920-560-5621. All cancellations will be subjected to a \$50 cancellation fee. No refunds will be given after September 15, 2021.

EXHIBITOR OPPORTUNITIES

Exhibit Only

\$750 Member | \$1,250 Non-Member

Skirted exhibit table in exhibitor showcase.	●
One complimentary full conference registration - includes all programming and meals (Additional registrations are \$150 per person)	●
Roster of attendees distributed at conference arrival.	●
Company logo and hyperlink on event and society website for one year from conference date.	●
Recognition on event slideshow at registration.	●
Exhibitor ribbon recognition on individual name badge.	●
Incentive game for attendees, to encourage booth traffic.	●
Electricity available for an additional \$50.	●

SPONSORSHIP OPPORTUNITIES

	Wednesday Evening Social at Milwaukee Sail Loft & Light the Hoan Sponsor: \$2,500 (2 available)	Coffee Sponsor: \$2,500 (2 available)	Lanyard Sponsor: \$2,500 (1 available)	Thursday Keynote Sponsor: \$2,500 (1 available)
All "Exhibitor" level benefits included.	●	●	●	●
One additional complementary registration (2 total).	●	●	●	●
Logo included in sponsor slide show displayed during the conference.	●	●	●	●
Complimentary ad on WHPRMS website for a year.	●	●	●	●
Recognition in conference promotional materials.	●	●	●	●
Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference.	●			●
Drink named after your company.	●			
Recognition as one of the sponsors for the social and who helped light up the Hoan Bridge for the WHPRMS conference on Wednesday evening.	●			
Company name and logo placed at the bar and/or tables.	●			
Company name and logo placed on the coffee sleeves.		●		
Exclusive sponsorship of conference lanyards.			●	
Company logo placed on the lanyards.			●	
3-minute presentation opportunity to introduce your company before you introduce the Keynote Speaker (can include video, signage)				●
Exclusive sponsorship of Opening Keynote Speaker.				●

	Thursday Breakfast Sponsor: \$2,000 (1 available)	Thursday Lunch Sponsor: \$2,500 (1 available)	Thursday Reception Sponsor: \$2,500 (1 available)	Friday Breakfast Sponsor: \$1,500 (1 available)
All "Exhibitor" level benefits included.	●	●	●	
One additional complementary registration (2 total).	●	●	●	
Logo included in sponsor slide show displayed during the conference.	●	●	●	●
Complimentary ad on WHPRMS website for a year.	●	●	●	●
Recognition in conference promotional materials.	●	●	●	●
Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference.	●	●	●	●
Drink named after your company.			●	
3-minute presentation opportunity to introduce your company as breakfast is served (can include video, signage).	●			●
Exclusive sponsorship of Thursday breakfast.	●			
Company name and logo signage displayed at meal station.	●	●		●
May place promotional items at breakfast tables.	●			●
3-minute presentation opportunity to introduce your company as lunch is served (can include video, signage).		●		
Exclusive sponsorship of Thursday's lunch.		●		
May place promotional items at lunch tables.		●		
Exclusive sponsorship of Thursday reception.			●	
Exclusive sponsorship of Friday breakfast.				●

	Friday Closing Session Sponsor: \$1,500 (1 available)	Event App Sponsor: \$1,500 (1 available)	Break Sponsor: \$1,000 (3 available)
All "Exhibitor" level benefits included.		●	●
One additional complementary registration (2 total).		●	●
Logo included in sponsor slide show displayed during the conference.	●	●	●
Complimentary ad on WHPRMS website for a year.	●	●	●
Recognition in conference promotional materials.	●	●	●
Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference.	●		
Drink named after your company.			
Verbal recognition at closing session.	●		
3-minute presentation opportunity to introduce your company and the closing session speaker (can include video, signage).	●		
Company name and logo projected on keynote video screen.	●		
Exclusive sponsorship of Friday closing session.	●		
Company name and logo featured on home page.		●	
Push notification sent via app once a day for three days (Sponsor can customize message).		●	
Separate tab in app that includes only your company's information.		●	
Company name and app instruction flyer.		●	
Exclusive sponsorship of the event app.		●	
Exclusive sponsorship of one break.			●
Company name and logo signage displayed at meal station.			●

Conference Sponsor/Exhibitor Commitment Form

To register, complete this form and email it to whprms@badgerbay.co or visit whprms.org. Once your registration is received, we will contact you to confirm your sponsorship level and answer any questions. If you have questions in advance of registration, please email whprms@badgerbay.co or call 920-560-5621.

Select an Option Below:

Please note: Sponsor and Exhibitor opportunities are on a first-come, first-paid basis.

Wednesday Evening Social at Milwaukee Sail Loft & Light the Hoan	Thursday Keynote	Friday Breakfast
Coffee Breaks	Thursday Breakfast	Friday Closing Session
Lanyards	Thursday Lunch	Event App
General Breaks	Thursday Reception	

Organization: _____

Primary Contact: _____

Title: _____

Email: _____ Phone: _____

Address: _____ City/State/Zip: _____

Complimentary Attendee (Sponsors and Exhibitors):

Name: _____ Title: _____

Email: _____ Phone: _____

Dietary Needs: _____

Additional Attendee(s)

Name: _____ Title: _____

Email: _____ Phone: _____

Dietary Needs: _____

Name: _____ Title: _____

Email: _____ Phone: _____

Dietary Needs: _____

Social Events

How many people will be attending the Wednesday Evening Networking Event? _____

How many people will be attending the Thursday Evening Awards Dinner? _____

Payment Information

One staff member from the sponsoring or exhibiting company is admitted to the conference for free. Additional staff members may register as attendees at a reduced rate of \$150 per person.

Sponsorship Option \$ _____ **Exhibitor** \$ _____

Exhibit Only Electricity (\$50) \$ _____ **Additional Attendees (\$150 each)** \$ _____

Total \$ _____

Payment can be made out to:

WHPRMS
563 Carter Ct. Ste B, Kimberly, WI 54136

You may also register and pay by credit card online at whprms.org

Registration Deadline: Please register by Wednesday, September 15, 2021 if you would like to be recognized in printed materials. [REGISTER HERE!](#)