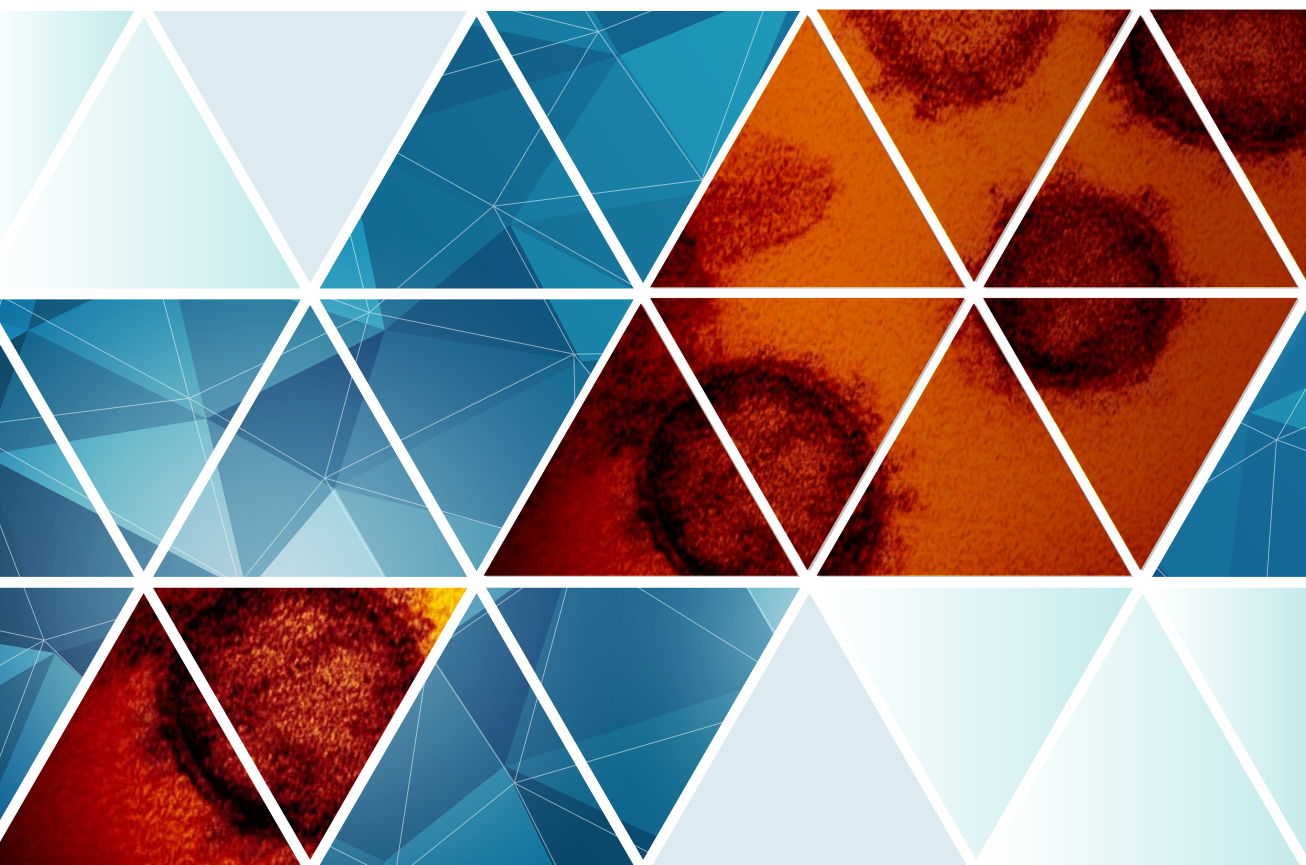




COVID-19 TechXpo

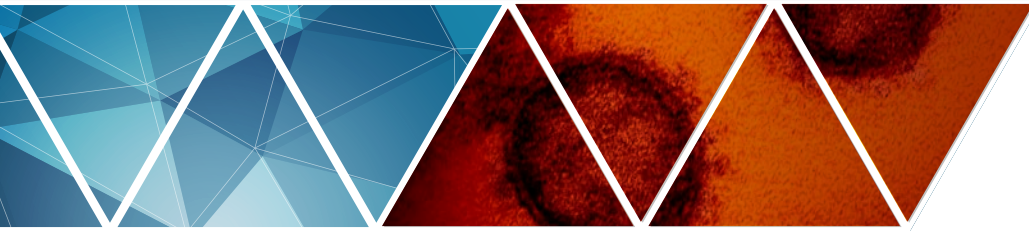
MARCH 31, 2021



PROSPECTUS

Thank you for your interest in ASTHO's 2021 COVID-19 TechXpo.

We offer a variety of sponsorship opportunities and look forward to working with you to customize an exhibit or sponsorship package to meet your budget and provide the greatest visibility for your organization and technology innovations.



About ASTHO

The **Association of State and Territorial Health Officials (ASTHO)** is the national nonprofit organization representing 59 state and territorial public health officials, as well as the more than 100,000 professionals they employ. ASTHO frequently convenes public health leaders and partners to discuss emergent issues in state and territorial public health, share best practices for creating optimal health, and offer important networking opportunities for ASTHO members, funders, key governmental partners, and other public health stakeholders.

Overview

The public health response to COVID-19 has spurred several technological innovations and adaptations in support of healthcare and public health systems. **Our goal is to share and connect public health professionals with new technologies to help them identify solutions to pressing problems and learn how technology has been deployed to enhance and improve public health activities with an eye toward sustainability and evolution.**

This completely virtual event will include a diverse audience of public health practitioners, decisionmakers, healthcare partners, and industry leaders.

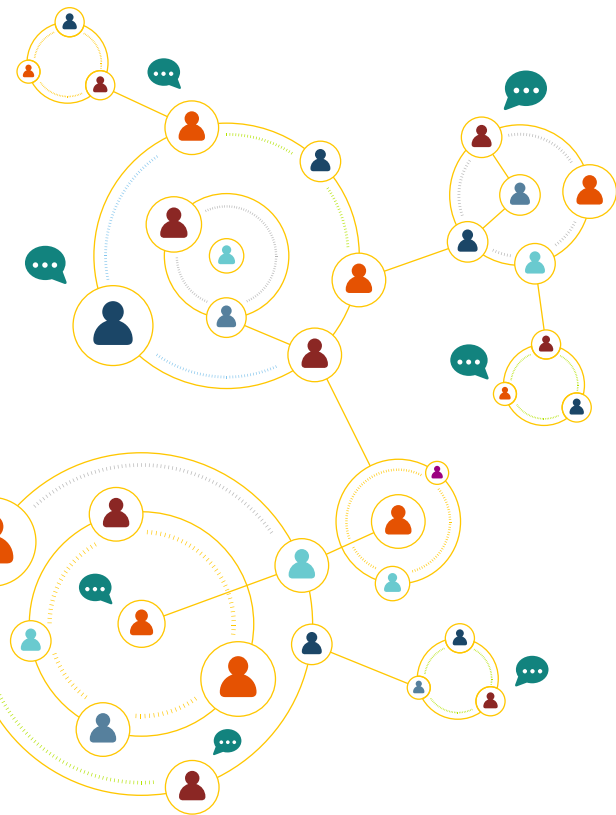


JOIN US FOR THE **FIRST-EVER** NATIONAL CONVENING ON COVID-19, PUBLIC HEALTH, AND TECH!

The **ASTHO COVID-19 TechXpo** is the *first* national convening of state and territorial health officials with local and federal partners focusing specifically on the use of technology to support the COVID-19 response. Plenary sessions will highlight thought leadership and practical tools developed to support case reporting and surveillance, laboratory testing and reporting, contact tracing and case investigation, and the various ways technology can support this historic national COVID-19 vaccination campaign.

Attendee Profile

The ASTHO COVID-19 TechXpo will convene public health leaders from federal, state, and local health agencies, healthcare facilities, private sector health industry executives, and national public health nonprofits, including state and territorial chief health strategists.



Draft Agenda

WEDNESDAY, MARCH 31, 2021

[All events will be virtual and are listed in ET.]

2-7 p.m.

Registered attendees will have access to all live events and recorded sessions.

2-2:45 p.m.

OPENING PLENARY

Join ASTHO leadership in welcoming participants to the TechXpo and attend the exciting keynote presentation to kick off the event.

3-4 p.m.

BREAKOUT SESSIONS

Breakout sessions will highlight technology and innovation in a number of areas, including exposure notification, contact tracing and case management, disease reporting and surveillance, vaccine distribution monitoring and reporting, and healthcare and public health linkages.

4-5 p.m.

VIRTUAL EXHIBIT HALL

Join TechXpo participants to learn from industry experts and thought leaders in the virtual exhibition hall. Attend exhibitor demonstrations and meet virtually with individuals and organizations at the forefront of developing innovative solutions and applications. There will be ongoing opportunities throughout the TechXpo for participants to chat and video message with exhibitors and other participants.

5-5:45 p.m.

CLOSING PLENARY

Attend an inspiring closing session where you will hear public health leaders and national experts discussing their thoughts on the opportunities and challenges COVID-19 presents to our shared future.

6-6:45 p.m.

ONLINE LIVE NETWORKING EVENT

Informally connect post-TechXpo with participants and attendees in virtual networking lounges.

VIRTUAL EXHIBIT HALL

See description above (4-5 p.m.)

CONTACT US to reserve your exhibit or sponsorship, or **CLICK HERE**.

Sponsorship Opportunities

The ASTHO 2021 COVID-19 TechXpo offers four sponsorship levels for individuals or organizations looking to support the event, including opportunities to participate in the virtual exhibition.

**PREMIER LEVEL
SPONSOR**
\$25,000

Premier sponsorships are available for organizations seeking marquis presence at the TechXpo. In addition to Gold sponsor benefits, Premier Level sponsors receive:

- Recognition (company name and logo) on ASTHO event web page and promotional materials.
- Inclusion in a post-event TechXpo podcast promoted on event website and distributed to all participants.
- Opportunity to provide introductory remarks at either the opening or closing plenary session.
- Sponsored video on the virtual platform landing page.
- Organization mention on ASTHO social media channels (Twitter and Facebook).

**GOLD LEVEL
SPONSOR**
\$9,999

- Premium customizable booth space in the virtual exhibit hall with ability to post documents, show video, and live chat with attendees.
- Seven complimentary TechXpo registrations.
- Recognition on the virtual platform landing page, including company logo and link to company's site.
- Recognition on welcome slides during opening plenary session.
- Gold Level sponsorship acknowledgement in TechXpo meeting materials.
- Opportunity to co-host the event Networking Lounge.
- Booth attendee and interaction report.

**SILVER LEVEL
SPONSOR**
\$4,999

- Booth space in the virtual exhibit hall with ability to post documents, show video, and chat online with attendees.
- Four complimentary TechXpo registrations.
- Recognition on the virtual platform landing page.
- Silver Level sponsorship acknowledgement in TechXpo meeting materials.
- Booth attendee and interaction report.

**BRONZE LEVEL
SPONSOR**
\$1,999

- Booth space in the virtual exhibit hall with ability to post information and chat online with attendees.
- Two complimentary TechXpo registrations.
- Bronze Level sponsorship acknowledgement in TechXpo meeting materials.
- Booth attendee and interaction report.

Join Us for the **ASTHO 2021 COVID-19 TechXpo** on March 31, 2021!

Three registration options are available to TechXpo participants:

1 Governmental public health, non-profit, military, and educational organizations: **No charge**

2 Consultant, for-profit, industry representatives, and other organizations: **\$99**

3 Press registration: **No charge**

Contact us at meetings@astho.org if you have questions about sponsorship.