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 TechXpo is an annual convening of public health leaders and experts across the technology, professional services, financial, workforce, and related sectors. Together, we tackle the toughest public health data and technology challenges facing our nation—challenges of today and the future.

This completely virtual event will feature a diverse audience of public health practitioners, technology pioneers, futurists, decisionmakers, healthcare leaders, investors, and industry experts.

The goals of this year’s Public Health TechXpo are to provide:

• A platform for technology and data vendors to engage public health agencies and partners, nonprofits, policymakers, and other sector leaders.
• A forum for public and private sector leaders to discuss the status of the COVID-19 pandemic and the role technology and data solutions play in the response.
• A space for public and private sector leaders to plot the course for modernizing the nation’s public health data and technology infrastructure.

Join us for the Public Health TechXpo on May 10-11, 2022!

Three registration options are available to TechXpo participants:

1. Governmental public health, non-profit, military, and educational organizations: Complimentary
2. Consultant, for-profit, industry representatives, and other organizations: $175
3. Media registration: Complimentary

QUESTIONS?
EMAIL ➤ techxpo@astho.org
DRAFT AGENDA

[ All events will be virtual and are listed in ET. ] As of March 2022, agenda subject to change.

**DAY 1: Tuesday, May 10  ▶ Solutions-Focused**
1-5 p.m. ET

1-2 p.m. ET
**Welcome and Opening Session**
Join ASTHO leadership in welcoming participants to the Public Health TechXpo for our opening session hosted by a premier level sponsor.

2:15-3:15 p.m. ET
**TechTalk Sessions**
Two 30-minute blocks of interactive concurrent sessions presented by gold level sponsors, focused on informing participants on how they have actively engaged the Public Health sector.
These sessions will be live, allowing for active speaker-participant interaction.

3:30-4 p.m. ET
**SolutionX Sessions**
Two 15-minute blocks of informative or solutions-focused concurrent sessions presented by silver level sponsors, showcasing specific products or services.
These sessions will be semi-live, incorporating succinct pre-recorded presentations and interactive chat rooms.

4:15-5 p.m. ET
**Premier Sponsor Panel Discussion**
This featured panel session will bring together leaders from our premier level sponsors, who will discuss the benefits, successful strategies, and the future for public-private partnerships strategies.

**DAY 2: Wednesday, May 11  ▶ Data Modernization**
11 a.m.-6 p.m. ET

11 a.m.-12 p.m. ET
**Welcome and Keynote Session**
Join ASTHO leadership in starting the second day of the Public Health TechXpo with this spotlight keynote session.

12:15-1:15 p.m. ET
**An Immersive Conversation**
This session will be a focused conversation among ASTHO leadership and partnering agencies.

1:30-2:30 p.m. ET
**Breakout Sessions**

2:45-3:45 p.m. ET
**Breakout Sessions**

4-4:45 p.m. ET
**Discussion Forum and Networking Lounge**
An opportunity for participants network and engage in topical discussions.

5-6 p.m. ET
**Closing Session**

QUESTIONS?
**EMAIL ▶ techxpo@astho.org**
SPONSORSHIP OPPORTUNITIES

The Public Health TechXpo offers four sponsorship levels for individuals or organizations looking to support the event, including opportunities to participate in our solutions-focused day one programming.

In addition to the benefits outlined below, all sponsors will receive:

- Recognition (company name and logo) on the virtual event platform.
- Organization mention on ASTHO social media channels at least four times across April and May (Twitter, LinkedIn, and Facebook).
- Inclusion in ASTHO’s flagship newsletter, Public Health Weekly, and The Pulse, ASTHO’s member-only newsletter.

**PREMIER LEVEL**

STARTING AT

$35,000

Premier sponsorships are available for organizations seeking marquis presence at the Public Health TechXpo. In addition to receiving all gold sponsor benefits, premier level sponsors may receive the following benefits based on confirmed sponsorship amount:

- Opportunity to participate in sponsor panel discussion or provide remarks during day one general session (selection to be agreed upon by ASTHO).
- Inclusion in a post-event TechXpo podcast promoted on event website and distributed to all participants.
- Sponsored video featured on virtual event platform.
- Four mentions on Public Health Review Morning Edition through April and May with links in show notes to webpage of choice.
- Mention in official event press release(s) (available if sponsorship is confirmed prior to dissemination date).
- Up to 10 complimentary TechXpo registrations.
- Opportunity to present a TechTalk breakout session on day one.
- Sponsorship acknowledgment on ASTHO event web page and promotional materials.
- Recognition during ASTHO welcome remarks.
- Two mentions on Public Health Review Morning Edition through April and May with links in show notes to webpage of choice.
- One interview to be used on Public Health Review Morning Edition newscast – date/TBD. Includes social media promotion before and after interview.
- Mention in press release(s) (available if sponsorship is confirmed prior to dissemination date).
- Seven complimentary TechXpo registrations.

**GOLD LEVEL**

$25,000

- Opportunity to present a TechTalk breakout session on day one.
- Sponsorship acknowledgment on ASTHO’s event web page and promotional materials.
- Recognition during ASTHO welcome remarks.
- Two mentions on Public Health Review Morning Edition newscast with a link in show notes to webpage of choice.
- Four complimentary TechXpo registrations.
- Opportunity to present a SolutionX breakout session on day one.
- Sponsorship acknowledgment on ASTHO’s event web page and promotional materials.
- Recognition during ASTHO welcome remarks.
- Mention on Public Health Review Morning Edition newscast with a link in show notes to webpage of choice.
- Four complimentary TechXpo registrations.

**SILVER LEVEL**

$10,000

- Sponsorship acknowledgment on ASTHO’s event web page and promotional materials.
- Recognition during ASTHO welcome remarks.
- Two complimentary TechXpo registrations.

**BRONZE LEVEL**

$5,000

- Sponsorship acknowledgment on ASTHO’s event web page and promotional materials.
- Recognition during ASTHO welcome remarks.
- Two complimentary TechXpo registrations.

Become a Sponsor  Partner with ASTHO  Support Public Health

Sponsorships confirmed by April 1, 2022 will ensure maximum coverage of sponsorship level benefits and incentives.