

# Consumer Experience & Digital Health Forum ONLINE



## Sponsor and Exhibit Opportunities



**DEC 7-9, 2020 | [www.ahip.org/CDF](http://www.ahip.org/CDF)**  
BusinessDevelopment@ahip.org  
866.707.AHIP (2447)



# More Experts. More Answers. More Reasons to Sponsor.

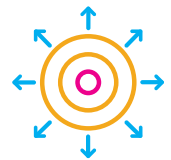
Health insurance providers continue to focus on better care experiences for consumers, even during the most challenging times. They're looking for solutions that will help them improve access, outcomes, and affordability.

Share your solution with marketing/communications/branding, digital, product development, innovation, business strategy, customer service, wellness, technology, and telehealth teams from around the country.

## Virtual Conferences Deliver Results

### Expanded Audience

- No travel time, no travel costs and lower registration fees means you'll reach even more health insurance providers and senior level executives.
- Recorded sessions and 24/7 access allows participants to attend more sessions and visit more booths than they can at a live event where they have to choose between so many engaging activities running simultaneously.



### Fewer Logistical Challenges

- No travel costs go right to your ROI and allows you to include more members of your team in discussions with health insurance providers.
- Respond faster to attendee questions. No need to wait to get back to the office to connect with other colleagues not at the live event. They'll be able to connect in real-time.



### Stronger Engagement with Participants

- Flexible options such as instant chat, video meetings, follow up emails, and instant downloads of assets will help personalize how you engage with participants.
- Enjoy more focused conversations with minimal background disruptions.



### Better Data, More Precise ROI Measurement

- Gain a more complete profile of who attended your virtual session, booth, or other sponsored space.
- You'll see what visitors downloaded, how long they stayed in a session or booth, and other important information you can use to develop stronger, more personalized follow up.
- Results will continue to evolve as participants are able to watch recorded sessions and visit booths and other sponsored areas for several months.





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## Beyond December

- The event platform will remain active for several months following the conference, providing an ongoing source of leads and even greater ROI in the months following the conference.



## Flexible Sponsorship Packages for All Budgets

- Thought Leadership sessions
- Virtual Booths—multiple options available
- Branding opportunities, including digital ads throughout the platform
- Broadcast messages



**Stay Connected to Health Insurance Providers.  
Secure Your Sponsorship Today.**

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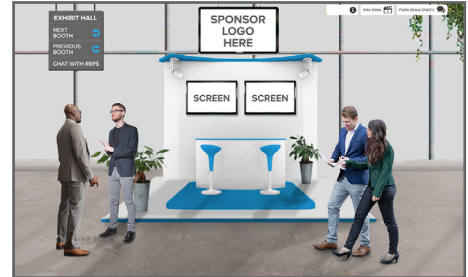




## Exhibit Packages

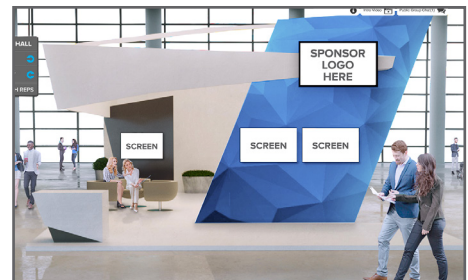
### Level 1

- Listing, by category, on exhibit hall page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Two (2) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees who visit your booth during the event and on-demand following the online event



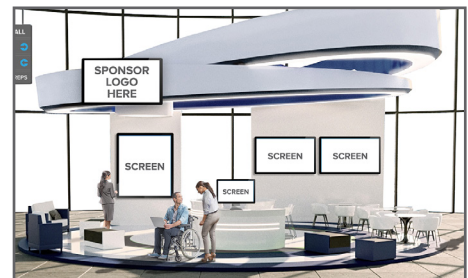
### Level 2

- Listing, by category, on exhibit hall page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Three (3) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees that visit your booth during the event and on-demand following the online event



### Level 3 and Select

- Listing of each Select prominently on main lobby page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Four (4) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees who visit your booth during the event and on-demand following the online event





## Concurrent Sessions

- Pre-recorded, 45-minute session
- Live chat Q/A with your speaker
- Logo placement on session listing screen
- List with contact information for all attendees that attend your speaking session or listen to it on-demand after the online event



## Branding Sponsorships

- ✓ Conference Website
- ✓ Registration
- ✓ Exhibit Hall Entrance
- ✓ Lobby Ad/Banner
- ✓ Log-in Page Banner
- ✓ Help Desk
- ✓ And more . . .

## Direct to Attendees

- **Broadcast Message** to drive someone to your booth, session, give-away
- **Pre-loaded Virtual Briefcase Item**



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