



HEALTHIER  
TEXAS  
**SUMMIT**

October 10-11, 2024

AT&T Hotel & Conference Center - Austin, TX

Exhibit & Sponsor  
[healthiertexas summit.com](http://healthiertexas summit.com)

A Collaboration Between

**IT'S TIME TEXAS**



The University of  
Texas System

**Healthier Texas Summit** is Texas' premier **two-day** health conference assembling more than **700** of Texas' most invested **health champions** and **thought leaders** to share ideas and build relationships that transform health and **health equity in Texas**. Healthier Texas Summit offers informative sessions, interactive workshops, continuing education credits, and **networking opportunities** focused on **best- and promising practices** that people can apply in their community, leading to a healthier, more equitable state.

## DIGITAL ENGAGEMENT

Constituents: **66,400** Individuals  
 Newsletter: **52,700** Subscribers

**24,000**  
followers



**4,000**  
followers



**3,650**  
followers



**3,600**  
followers



# 2023 HEALTHIER TEXAS SUMMIT RECAP

## Overview



**193**  
Speakers  
35% Year-over-year increase



**54**  
Sessions  
2% Year-over-year increase



**4**  
Content Tracks

## Attendees



**652**  
Attendees  
24% Year-over-year increase

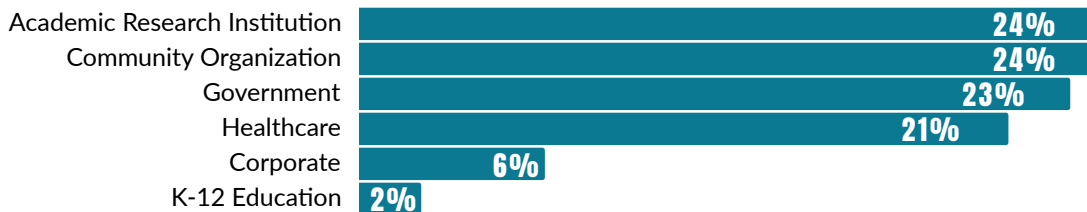


**95**  
Cities  
12% Year-over-year increase



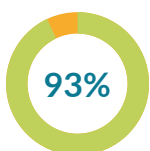
**10**  
States  
25% Year-over-year increase

## Summit Demographics

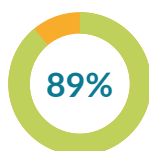


### Participants

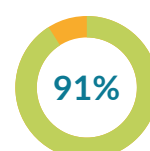
- 15% C-Suite/Executive
- 24% Senior Leadership
- 31% Management
- 24% Direct Service Staff
- 6% Other



Overall event satisfaction



Stated that they planned to implement the information received in their health efforts in their local communities



Stated that they planned to implement the information received in their health efforts at work



## ATTENDING ORGANIZATIONS IN 2023

Abbott  
 Active Living After Cancer  
 Aetna  
 Alzheimer's Association  
 American Cancer Society  
 American College of Education  
 American Diabetes Association  
 American Heart Association  
 Amerigroup  
 Ameriprise Financial  
 Andrews County Health Department  
 Austin Public Health  
 Austin Regional Clinic  
 Babson Diagnostics  
 BarbaraCares  
 BASTA  
 Baylor College of Medicine  
 Baylor Scott & White Health  
 BlueCross BlueShield  
 Bell County Public Health District  
 Benefits Data Trust  
 Black Heart Association  
 Black Men's Health Clinic  
 Boys & Girls Club - Brazos Valley  
 BRAVER Together  
 Brazos Valley Food Bank  
 Breast Cancer Resource Center  
 Brighter Bites  
 Brownsville ISD  
 Brownsville Public Health & Wellness  
 Brownsville Wellness Coalition  
 Buena Vida y Salud LLC  
 Buena Vista Foundation  
 Burke  
 C3HIE  
 Camp RISE  
 Cancer Research Institute of Texas  
 CATCH Global  
 Central Texas Food Bank  
 Central Texas Veterans Healthcare  
 Chamber's County Hospital District  
 Children at Risk  
 Christo Rey - Dallas  
 Christ's Kitchen  
 City Health  
 City of Austin  
 City of Brownsville  
 City of Laredo  
 City of Lubbock  
 City of Pharr  
 City of San Antonio  
 Clover Educational  
 Common Threads  
 Communities Foundation of Texas  
 CommUnityCare Health Centers  
 Conduent Healthy Communities Institute  
 Control Key Marketing, Inc.  
 Cook Children's Medical Center  
 Curative  
 Dell Medical School

Denton County Public Health  
 Department of Family and Protective Services  
 Department of State Health Services  
 DermResearch  
 Desk 138, LLC  
 East Aldine Management District  
 Employee Care of America (E.C.A.)  
 EnviroEye LLC  
 Episcopal Health Foundation  
 East Medical Texas Foundation  
 EXP Realty LLC  
 Factor Health  
 Family Service Association  
 Feeding Texas  
 FindHelp  
 Fit Houston  
 FleishmanHillard  
 Foundation Communities  
 Genentech  
 Gift of Life  
 Go Austin Vamos Austin  
 Greater Austin YMCA  
 Greater Houston Health Connect  
 Greater Longview Optimal Wellness  
 Haleon  
 Harris County Public Health  
 Harris Health System  
 Hays County Food Bank  
 Health & Human Services  
 Health Alliance for Austin Musicians  
 Healthy Futures of Texas  
 Hereford Regional Medical Center  
 Health Enhancement System  
 Hidow  
 Houston Food Bank  
 Houston Health Department  
 Houston Housing Collaborative  
 Humana  
 IDEA Public Schools  
 Independent Consultant  
 Integral Care  
 John Peter Smith Hospital  
 JPS Health Network  
 Julie Rogers Gift of Life  
 Kelsey Research Foundation  
 Kinder Institute for Urban Research  
 Knapp Community Care Foundation  
 Laredo Health Department  
 Latino Research Institute  
 Latinx Voces, LLC  
 Lee College  
 Limeade  
 Lone Star Circle of Care  
 Lone Star Family Health Center  
 MDAnderson Cancer Center  
 Meadows Mental Health Policy Institute  
 MEHOP  
 Methodist Health Care  
 Methodist Healthcare Ministries  
 Michael & Susan Dell Center  
 Nadia J. Siddiqui Consulting  
 NBHWC

NET Health  
 Norman MD  
 Novo Nordisk  
 Panhandle Community Services  
 Parkland Center for Clinical Innovations  
 Parkland Health  
 People's Community Clinic  
 PHIX Network  
 Physicians Committee for Responsible Medicine  
 Prairie View A&M University  
 Prime Health and Wellness  
 Prosper Waco  
 Region 13 - Education Service Center  
 Region 19 - Education Service Center  
 Rice University's Baker Institute for Public Policy  
 Rio Grande State Center  
 Robert Wood Johnson Foundation  
 SAFE Alliance  
 Sam Houston State University  
 San Antonio Food Bank  
 San Antonio ISD  
 San Antonio Mayor's Fitness Council  
 San Antonio Metropolitan Health District  
 San Patricio County  
 San Patricio County of Public Health  
 Shalom Austin  
 Simplifyance  
 Smithville Community Clinic  
 Society of St. Vincent de Paul  
 South Texas Veterans Health Care System  
 Southwest Key Programs  
 St. David's Foundation  
 St. Edward's University  
 St. Vincent de Paul Pharmacy  
 Steel Advertising  
 Stellarray  
 Stephen F. Austin State University  
 Sunrise Homeless Navigation Center  
 Sunwest Communications  
 Superior Healthplan  
 Sustainable Food Center  
 Texas Association of Community Health Centers  
 Tarleton State University  
 Texas Collaborative for Healthy Mothers & Babies  
 Texas Epidemic Public Health Institute  
 Texana Public Affairs  
 Texans Care for Children  
 Texas A&M AgriLife Extension  
 Texas A&M University  
 Texas Academy of Family Physicians  
 Texas Alliance of Child and Family Services  
 Texas Association of Regional Councils  
 Texas Board of Nursing

Texas Child Mental Health Care Consortium  
 Texas Children in Nature Network  
 Texas Council of Community Centers  
 Texas Department of Agriculture  
 Texas Doctors for Social Responsibility  
 Texas Health & Human Services Commission  
 Texas Health Resources  
 Texas Health Institute  
 Texas Health Service Authority  
 Texas Medical Association  
 Texas Mutual  
 Texas Nurses Association  
 Texas Oncology  
 Texas Pediatric Society  
 Texas Primary Care Consortium  
 Texas Tech University  
 Texas Woman's University  
 TexiCare  
 The Arc of San Antonio  
 The Harris Center  
 The Immunization Partnership  
 The Texas Heart Institute  
 Trinity Healthcare Texas  
 Truth Initiative  
 Unidos contra la diabetes  
 Unite Us  
 United Healthcare  
 United Way  
 University of Texas - Arlington  
 University of Texas - Austin  
 University of Texas - Dallas  
 University Health  
 University of Colorado  
 University of Houston  
 University of North Carolina  
 University of North Texas - Dallas  
 University of North Texas Health Science Center  
 University of Texas Health Science Center - Houston  
 University of Texas Health Science Center - San Antonio  
 University of Texas Medical Branch  
 University of Texas Rio Grande Valley  
 University of Texas Southwestern Medical Center  
 UT Southwestern | Moncrief Cancer Institute  
 University of Texas - Tyler  
 Valley Baptist Legacy Foundation  
 Value Institute for Health & Care  
 Vial  
 Veteran's Administration  
 Victoria County Public Health Department  
 Waco-McLennan County Public Health District  
 WE Communications  
 Wellcare  
 Wellington EMS

# SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are limited and preference will be given by date of executed agreement.

	Health Champion	Empower Partner	Equity Advocate	Wellness Warrior	Community Ally	Harmony Hero
<b>SPONSORSHIP BENEFITS</b>	<b>\$40,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
Co-Branding on all Summit collateral						
Opportunity to Address Attendees throughout Summit						
Curated Healthier Texas Summit Session						
Opening Session Acknowledgement & 30-second Video						
Co-branded Step & Repeat						
Choice of Sponsored Event or Exclusive Opportunity <small>*Not to exceed 70% of the value of sponsorship</small>						
Logo Placement in Slideshow Prior to Each Session						
Choice of Sponsored Area or Item <small>*Not to exceed 70% of the value of sponsorship</small>						
Attendee Mailing/E-mail List						
Logo Placement on Main Stage and General Signage						
Logo Placement in Program and Website	(XL)	(L)	(M)	(S)	(S)	
Logo in Virtual Conference App						
Complimentary Registrations	<b>10</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Promotional Item Included in Welcome Bag						
Complimentary Vendor Table	Premium	Premium	Premium	Standard	Standard	Standard
Inclusion in Event Social Media Posts	(XL) With Link	(L) With Link	(M) With Link	(S)	Name	Name (1 pre & 1 post)
Inclusion in Event Related Emails	(XL) With Link	(L) With Link	(M) With Link	(S)	Name	Name (1 pre & 1 post)
Discount on additional Summit all access registrations	<b>50% Discount</b>	<b>35% Discount</b>	<b>25% Discount</b>	<b>20% Discount</b>	<b>15% Discount</b>	<b>10% Discount</b>
Discount on Program Advertisements	Complimentary 1/2 page ad	Complimentary 1/4 page ad	<b>20% Discount</b>	<b>15% Discount</b>	<b>10% Discount</b>	<b>10% Discount</b>

**Customizable sponsorships are available to meet your company's needs.**

# SPONSORSHIP OPPORTUNITIES

*Sponsorship opportunities are limited and preference will be given by date of executed agreement.*

## SPONSORED EVENTS AND EXCLUSIVE OPPORTUNITIES

### Networking Mixer Sponsor **\$30,000**

Sponsor the most anticipated networking event of the Healthier Texas Summit on Thursday, October 10th. Premium signage, company table for marketing, and opportunity to provide remarks.

### VIP Happy Hour Sponsor **\$20,000**

Kick off the Healthier Texas Summit by sponsoring the off-site VIP Happy Hour on Wednesday, October 9th. Connect with sponsors, executives, and key event attendees. Premium signage, company table for marketing, and opportunity to provide remarks.

### Coffee & Conversations Sponsor **\$10,000**

Kick off the final day of the Healthier Texas Summit on Friday, October 11th by co-sponsoring the morning networking event. Prominent signage, company table for marketing, and opportunity to provide remarks.

### Keynote Speaker Sponsor (2 Available) **\$10,000**

Sponsor one of the highest-attended events, the Keynote address. Premium signage on the large screens and opportunity to show a 30-second video prior to the keynote address.

- Day One Keynote Address - *Available*
- Day Two Keynote Address - *Available*

### Lunch with Leaders Sponsor (2 Available) **\$10,000**

Be part of the conversation by sponsoring one Lunch with Leaders conversation. Connect with executives, community leaders, and health advocates through a lively and interactive discussion over lunch. Premium signage, recognition in printed program, company table for marketing, and opportunity to host small group in-depth conversation.

- Day One - *Available*
- Day Two - *Available*

## SPONSORED AREAS AND ITEMS

### Mobile App Sponsor **\$7,500**

Provide attendees with a digital experience and opportunity to connect with other attendees, speakers, sponsors and exhibitors by sponsoring the custom designed Healthier Texas Summit app. Prominent in-app banner placement, recognition on all mobile app collateral and instructional material.

### Refresh & Recharge Sponsor (3 Available) **\$7,500** - *New Opportunity!*

Offer a break from the action. Sponsoring one of these two lounges will give attendees the opportunity to recharge. Prominent signage in the program, outside the room and inside the room.

- Lounge One - Co-Working Room - *Available*
- Lounge Two - Mindfulness Room - *Available*
- Lounge Three - Mother's Room - *Available*

### Information Station Sponsor **\$5,000** - *New Opportunity!*

Ensure attendees know where to go throughout the conference by sponsoring the information station. Optimal signage at the information station.

### Professional Headshots Sponsor **\$5,000**

Provide attendees with a digital portrait by sponsoring the headshot station. The station will be placed in a high-traffic location, prominent signage, email list of those who participate in the station, email recognition in post-summit gallery email.

### Conference Bag Sponsor **\$4,000**

Go with attendees wherever they go during and after the conference by sponsoring the conference bags. Optimal signage on the co-branded bags.

### Lanyard Sponsor **\$4,000**

Travel across the conference and beyond by sponsoring the Healthier Texas Summit lanyards. Optimal signage on the co-branded conference lanyards.

### Water Bottle Sponsor **\$4,000**

Remain front and center throughout the conference and beyond by sponsoring the conference water bottle. Optimal signage on the reusable co-branded water bottle.

# SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are limited and preference will be given by date of executed agreement.

## SPONSORED AREAS AND ITEMS CONTINUED

### Scholarship Sponsor (Multiple Available) **\$3,500**

Help build the next generation of health champions by sponsoring 20 healthier Texas Summit scholarships. Optimal signage on the Healthier Texas Summit website, post-event social media post, and on attendee's badge that will include company branded ribbon.

### Track & CEU Sponsor (Multiple available) **\$3,000**

Help build the next generation of health champions by sponsoring one of the 5 2024 Healthier Texas Summit tracks.

### Button Sponsor **\$3,000** - *New Opportunity!*

Spark conversation and connection, by sponsoring the button station. You will give attendees the opportunity to share why they are health champions. Optimal signage at the station and on the co-branded buttons.

### Coffee or Snack Break Sponsor (4 Available) **\$2,500**

Refuel attendees by sponsoring the coffee and stack station. Optimal signage at the station location.

- Coffee Station: Day 1 (Morning) - *Available*
- Coffee Station: Day 2 (Morning) - *Available*
- Coffee or Snack Station: Day 1 (Afternoon) - *Available*
- Coffee or Snack Station: Day 2 (Afternoon) - *Available*

### Conference Challenge Sponsor (2 Available) **\$2,500**

Provide attendees with an immersive experience by sponsoring a photo booth. Attendees will be sure to stop by and take photos at your one-of-a-kind display. Photo booth placed in a prominent location, opportunity to design your own booth, co-branded social props for your booth, a co-branded hashtag for use in the conference app and across social channels.

- Photo Booth One - *Available*
- Photo Booth Two - *Available*

## EXHIBITORS *AV needs are handled separately and through the hotel*

### Premium Exhibitor **\$1,750**

- Premium Booth Placement
- One 6' skirted table
- Two exhibitor name badges
- Two Summit registration passes
- Two chairs
- Four lunch tickets
- Company listing in program
- Virtual exhibitor profile

Eight Premium Exhibitor booths available

### Standard Exhibitor **\$1,100**

- Standard Booth Placement
- One 6' skirted table
- Two exhibitor name badges
- One Summit registration pass
- Two chairs
- Four lunch tickets
- Company listing in program
- Virtual exhibitor profile

### Nonprofit Exhibitor **\$650**

- Standard Booth Placement
- One 6' skirted table
- One exhibitor name badge
- One Summit registration pass
- Two lunch tickets
- One chair
- Company listing in program
- Virtual exhibitor profile

*Available for nonprofits with an annual operating budget of less than \$2,500,000. \$800 for nonprofits with an operating budget of more than \$2,500,000.*

## ADDITIONAL ADD-ONS

### Swag bag collateral **\$500**

Your marketing collateral, such as a flyer, brochure or small promotional item, will be included in the event bag distributed to all 700 attendees. Limit is one item per organization. Materials must be mailed to the It's Time Texas office at the organization's expense by September 15, 2024.

### Program Book Ad

- Back Cover - 8.5x11 (**\$1,200**)
- Inside Front Cover/Inside Back Cover (**\$1,000**)
- Full Page, Non-cover (**\$800**)
- Half Page - 8.5x4.25 (**\$500**)
- Quarter Page - 3.75x4.75 (**\$300**)
- Business Card Size - 3.5x2 (**\$100**)

All attendees are provided a copy of the printed program for access to conference schedules, exhibitor and sponsor information, and details on special events. Place your ad\* in this resource that is a must-have both at Healthier Texas Summit and after.

*\*Must provide print-ready artwork with a bleed*

### Guest Blog **\$1,500**

Be featured as an expert in your industry through co-writing or guest-writing a blog. Article will be featured on It's Time Texas website and linked back to your website. Blog will be highlighted in our quarterly newsletter, and on all social media channels.

### Facebook Live **\$1,500**

Go live at Healthier Texas Summit! Highlight a mutually agreed upon health topic on It's Time Texas' Facebook page that reaches more than 23,000 individuals. Facebook live will be highlighted in our quarterly newsletter.

## IMPORTANT DATES

Call for Proposals Opens - Monday, March 25th (closes May 19th)

Summit Registration Opens - Tuesday, May 14th

Marketing Collateral Deadline - Friday, September 13th

## EXHIBIT HALL HOURS & IMPORTANT DATES

Submit exhibitor order form for AV needs - Friday, September 27th

Exhibitor Check-in and Booth Set-up - Wednesday, October 9th, 5:00 pm - 7:00 pm

Check-in and Booth Set-up - Thursday, October 10th, 7:00 am - 8:00 am

Exhibit Hall is Open - Thursday, October 10th, 8:00 am - 4:30 pm

Exhibit Hall is Open - Friday, October 11th, 8:00 am - 1:00 pm

Move-out - Friday, October 11th, 1:00 pm - 3:00 pm



SEE YOU IN  
AUSTIN

## Thank You, 2023 Sponsors!



## FOR MORE INFORMATION

Contact Nathaniel Aranda, Vice President of Development & Marketing

817.899.7084 | [nathaniel@itstimetexas.org](mailto:nathaniel@itstimetexas.org)

@ItsTimeTX



Updated 4/29/2024

[healthiertexassummit.com](http://healthiertexassummit.com)