Dear Colleague,

We are requesting your support for the 20th Anniversary Social Marketing in Public Health Conference, scheduled for June 11-14, 2010, in beautiful Clearwater Beach, Florida. You are also invited to exhibit at the conference. The Social Marketing in Public Health Conference is designed for public health professionals and health educators in a variety of settings, including CDC, state and local health departments, public health agencies, and non-profit organizations. Participants usually include CDC designees, program planners and administrators, health educators, health communication and health information specialists, researchers, academicians, and graduate students. The conference typically attracts approximately 300 attendees.

The overall goals of this conference are to:

- Critically comment on the current status of the application of social marketing practice nationally and internationally;
- Address the need for the development of a working knowledge of social marketing for practitioners new to this approach;
- Advance public health practice and knowledge;
- Develop new professional contacts that have the potential to collaborate on current or future projects, or assist with problem solving. (This goal is attained primarily through the formal and informal networking designed into this program); and
- Share program successes and challenges.

Designed to meet the needs of people at the introductory, intermediate, and advanced levels in social marketing, the conference is divided into two major parts:

**Main Conference:** The Main Conference, June 11-12, 2010, offers a combination of plenary presentations by internationally recognized social marketing experts on topics of interest to intermediate and advanced attendees. Concurrent sessions, both invited and selected from responses to the “Call for Abstracts,” round out the agenda with specific examples of how social marketing has been applied in public health settings. These sessions are balanced between introductory and more advanced audiences. The specific topics and speakers are selected to elaborate on key elements of the social marketing approach and to illustrate how social marketing can be applied to a wide variety of public health topics. The Main Conference moves into a second day with additional plenary sessions, followed by in-depth training workshops at the introductory and intermediate levels.
Training Academy: The Social Marketing Training Academy, June 13-14, 2010, gives participants an overview of the social marketing approach and basic principles and practices associated with audience segmentation and formative research, strategy development, and program development. Case studies are used to illustrate how social marketing can be applied to the development of public health interventions. Participants are provided time to review a systematic logic model that they can then apply to program planning.

All supporters and exhibitors will be recognized in the program syllabus. Additionally, support for a reception or food event will be recognized with a poster sign.

Please review the enclosed information regarding both support/sponsorship and exhibit opportunities and return the appropriate form to confirm your participation. See you at the conference!

Warm Regards,

Jim Lindenberger  
Center for Social Marketing  
College of Public Health  
University of South Florida

Contacts for Assistance:

Stephanie Makar, CE Coordinator  
USF Health  
Office of Continuing Professional Development  
12901 Bruce B. Downs Blvd., MDC 46  
Tampa, FL 33612  
Fax: (813) 974-3217, smakar@health.usf.edu

Jackie Melton, Program Assistant  
USF Health  
Office of Continuing Professional Development  
12901 Bruce B. Downs Blvd., MDC 46  
Tampa, FL 33612  
Fax: (813) 974-3217, jmelton1@health.usf.edu

ENCLOSURES:
Support/Sponsorship Information Form
Support/Sponsorship Confirmation Form
Exhibit Information Form
Exhibit Reservation Form
Exhibit Responsibilities & Guidelines
Support Opportunities

- An ‘all purpose’ unassigned grant for the conference, cost to be determined by the sponsoring organization, with acknowledgement in the program and announcement from the podium.

- Social events, morning continental breakfasts, or ‘health breaks’ can be sponsored with acknowledgment in the program to the sponsoring organization, announcement from the podium, and on-site signage during breaks or the respective social event.

- Underwriting printing, production, and packaging of the conference manual/program and/or tote bags/attendee gifts, with the acknowledgement of the sponsoring organization in the program and from the podium, and an imprint of the sponsoring organization logo on the respective sponsored items.

- Scholarships for selected/screened public health administrators with the previously described acknowledgements for the sponsoring organization.

Sponsorship Amounts for Specific Items

- **CATERING**
  - **Main Conference**
    - Continental Breakfast and Two Breaks (June 11) – $9,400
    - Poster Walk Reception (June 11) – $4,000
    - 20th Anniversary Banquet (June 11) – $19,000
    - Continental Breakfast and One Break (June 12) – $6,700
  - **Training Academy**
    - Morning Coffee Service & ‘Health Break’ (June 13) – $4,200
    - Continental Breakfast and Two Breaks (June 14) – $5,800

- **SUPPLIES**
  - Internet Access & Café – $2,500
  - Printing for Conference Folders/Programs – $2,000
  - Tote Bags – $2,000

- **SCHOLARSHIPS**
  - $1,550 per participant
  - Includes full conference registration, ground transportation, 4 days per diem meals, and 4 hotel nights
Company Name (as to appear on printed material)

Contact Person | Title
---|---
Address
City | State | Zip
Telephone | Fax | E-Mail

**LEVEL OF SUPPORT**

**GENERAL SUPPORT:**
- ‘All-purpose’/unassigned grant | $__________

**CATERING:**
- Continental Breakfast and Two Breaks (June 11) | $9,400
- Poster Walk Reception (June 11) | $4,000
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- Continental Breakfast and Two Breaks (June 14) | $5,800

**SUPPLIES:**
- Internet Access & Café | $2,500
- Printing for Conference Folders/Programs | $2,000
- Tote Bags | $2,000

**SCHOLARSHIPS:**
- Participant Scholarship(s) | $1,550 per participant x ______ = ____________

**PAYMENT METHOD**

- Check (payable to USF HPCC)  
  - Credit Card: □ Visa □ MC □ AMEX
  Card Number: ____________________________ Expiration Date: __________ $ ____________
  Name on Card: ____________________________ Signature:______________________________

**PLEASE RETURN CONFIRMATION FORM AND PAYMENT TO:**
USF Health – CPD Office • Jackie Melton • 12901 Bruce B. Downs Boulevard, MDC 46 • Tampa, FL 33612
Phone: 813-974-4456 • Fax: 813-974-3217 • E-Mail: melton1@health.usf.edu • Tax ID# 16-1765073
EXHIBIT INFORMATION FORM

Exhibit Location & Shipping Information
- Sheraton Sand Key Resort
  1160 Gulf Blvd.
  Clearwater Beach, FL 33767
  727-545-1611
- Packages should not arrive prior to June 9, 2010. Items must be pre-paid, packed, and labeled as follows:
  - Attn: 20th Annual Social Marketing Conference
  - Hold for: ________________________________
  - Company: _______________________________
  - Arrival Date: ___________________________

Exhibit Space Rental
- Tabletop display – $900
- Includes 6-foot skirted table with 2 chairs, all program materials, access to the education sessions, and meal functions for one person.

Exhibit Hours Schedule

| Exhibit Set-Up: | Friday, June 11 | 7:00 AM - 9:00 AM (sessions begin at 9:00 AM) |
|               |                | 11:00 AM – 11:30 AM |
|               |                | 12:30 PM – 1:45 PM |
|               |                | 2:45 PM – 3:15 PM |
| SATURDAY, JUNE 12 | 8:00 AM – 9:15 AM |
|               | 11:45 AM – 1:00 PM |
|               | 2:30 PM – 3:00 PM |
| SUNDAY, JUNE 13 | 9:00 AM – 10:10 AM |
|               | 12:15 PM – 1:15 PM |
|               | 2:45 PM – 3:15 PM |
| MONDAY, JUNE 14 | 8:00 AM – 9:00 AM |
|               | 10:30 AM – 11:00 AM |
|               | 12:15 PM – 1:15 PM |
|               | 2:30 PM – 3:00 PM |

Exhibit Tear-Down: After 4:45 PM

Exhibit tables will be set up in the lobby, which provides maximum exposure to the attendees.

This schedule is subject to change.
EXHIBIT RESERVATION FORM
June 11-14, 2010
Sheraton Sand Key • Clearwater Beach, Florida

Company Name (as to appear on printed material)

<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

Electrical Needs

Special Requests/Considerations

On-Site Company Representative

<table>
<thead>
<tr>
<th>Company Rep Name</th>
<th>Title</th>
<th>E-Mail</th>
<th>Phone</th>
</tr>
</thead>
</table>

Will you be shipping material to the Sheraton Sand Key? □ No □ Yes – Number of boxes: ______

Please follow shipping instructions on the Exhibit Information Form.

If you are unable to attend in person, we will display material for you at your table.

Will you ship material for us to display in your absence? □ No □ Yes – Number of boxes: ______

EXHIBIT SPACE RENTAL

- Tabletop Display ......................... $900
- Other opportunities – please contact our office

Includes 6’ skirted table, two chairs, all program materials, access to the educational sessions, and all meal functions for 1 person.

PAYMENT METHOD

- Check (payable to USF HPCC) □ Credit Card: □ Visa □ MC □ AMEX

Card Number: ____________________________ Expiration Date: ____________ $______________

Name on Card: ____________________________ Signature: ________________________________

PLEASE RETURN CONFIRMATION FORM AND PAYMENT TO:
USF Health – CPD Office • Jackie Melton • 12901 Bruce B. Downs Boulevard, MDC 46 • Tampa, FL 33612
Phone: 813-974-4456 • Fax: 813-974-3217 • E-Mail: jmelton1@health.usf.edu • Tax ID# 16-1765073

SM2010619/1180
**Exhibit Package Responsibilities**

**Liability:** The exhibitor shall be fully responsible to pay any and all damages to property owned by Sheraton Sand Key Resort on Clearwater Beach, its owners or managers which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the USF Health Continuing Professional Development Office, the Sheraton Sand Key Resort on Clearwater Beach, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, and all agents and employees thereof (hereafter collectively called “Indemnities”) from any damages or charges resulting from exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

**Insurance:** It is the exhibitor’s sole responsibility to obtain business interruption insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than $100,000.00 against all claims, which may be brought for personal injury or death of exhibitor’s employees. All such coverage is to include contractual liability. The USF Health Continuing Professional Development Office and the Sheraton Sand Key Resort on Clearwater Beach can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the exhibitors.

**Security:** No security will be provided during hours when the exhibit area is set but closed and unsupervised by conference personnel. It is the individual exhibitor’s responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. It is also the exhibitor’s responsibility to remove any dangerous materials from their displays when their staff is not there to supervise its use and to provide and use their own proper hazardous waste disposal system.

**Cancellation of Conference:** The USF Health Continuing Professional Development Office may cancel the conference or exhibition for any reason. The USF Health Continuing Professional Development Office, the conference facility and official service contractors (hereafter all referred to as “Conference Management”) shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

**Failure to Occupy:** Any space not occupied by June 14, 2010, will be forfeited by the Exhibitor and may be resold, reassigned, or used by the USF Health Continuing Professional Development Office without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by the USF Health Continuing Professional Development Office Conference Management.

**Special Restrictions:** (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (2) Exhibitors are prohibited from using amplifying equipment of any nature without permission from the USF Health Continuing Professional Development Office, and if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit area. (3) Nothing will be used within the exhibit area that will injure, mar or in any manner deface any surface of the area or any equipment contained herein. (4) It is the exhibitor’s sole responsibility to pay any royalties or license fees due to, but not limited to, BMI, ASCAP, or to the host city or state. No music may be played at an exhibitor’s booth without prior notice to and approval by the USF Health Continuing Professional Development Office.

**Nonflammable Materials:** All materials, including muslin, velvet, silkeen, or other cloth drape or banner used in the exhibit area MUST be nonflammable. The exhibitor agrees to accept full responsibility for the compliance with city regulation in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor’s responsibility to check with the Sheraton Sand Key convention services (Bonny Greenwood) to be certain their exhibit and accompanying equipment can be moved into the designated
exhibit area and conforms to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard is the responsibility of the exhibitor.

**Sales:** Direct over-the-counter cash sales will be permitted. All goods, advertised items and services must be those provided during the exhibitor’s regular course of business and be listed in the appropriate place on the application for space. Florida Department of Revenue requires the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

**Amendment:** Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by the USF Health Continuing Professional Development Office. The USF Health Continuing Professional Development Office will have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to exhibitor.

**Compliance:** Exhibitors will comply with these terms and conditions; rules and regulations of the Conference Management; city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA and the Exposition Service Contractors Association guidelines and regulations.

**Exhibitor Guidelines**

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the Sheraton Sand Key Resort on Clearwater Beach, and the Exhibitor Terms & Conditions and Responsibilities.

2. Space assignments are ordinarily made on a first-come, first-served basis. The Exhibit area will be small and competing companies may be next to each other.

3. Payment is due with your Exhibitor Registration. Refunds, minus $50 cancellation fee, will be made with written notification of 30 days or greater, i.e., by May 11, 2010. Notification is best sent by email to js sexton@health.usf.edu.

4. Exhibitors shall not assign, share or sublet any space without the written consent of USF Conference Management, nor may any portion of the display extend beyond the boundaries of their space or block the view of other exhibitors.

5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration Form. The Exhibit area is in the Lobby II and III at the Sheraton Sand Key Resort on Clearwater Beach, FL. The area has wireless internet access. If you need electric, please let Jackie Sexton know. Their may be a fee imposed by the hotel for the use of electricity.

6. There is no smoking in the Exhibit Area or in any meeting room.

**Exhibit Management Services**

Exhibit and Conference Management Services are provided by the USF Health Continuing Professional Development Office by arrangement. If you would like to inquire about similar meeting or trade show management, please contact Stephanie Makar at smakar@health.usf.edu.