

The Nation's Premier Conference on Childhood Obesity!

7TH BIENNIAL



Childhood Obesity Conference

Long Beach Convention Center, CA

Accelerating Progress

BECOME A SPONSOR TODAY!

JUNE 18-20
2013

CONFERENCE HOSTS

California Department of Public Health
• California Department of Education
• University of California, Berkeley,
Dr. Robert C. and Veronica Atkins Center
for Weight and Health • The California
Endowment • Kaiser Permanente

www.ChildhoodObesity2013.com





We are pleased to announce the 2013 Childhood Obesity Conference scheduled for June 18–20, at the Long Beach Convention Center in California.

Now in its seventh year, the biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to gather at the Conference, which showcases the latest research, evidence-based best practices, and policy/environmental change strategies.

Your sponsorship supports high-level speakers on diverse topics relating to childhood obesity. Topics will incorporate Health in All Policies through the built environment, transportation, and agriculture.

We look forward to your organization's participation and support at the 2013 Childhood Obesity Conference in Long Beach.

Become a sponsor today and make your commitment known. Together, we can make a difference!

OUR GOAL

To bring together a wide variety of partners to work together toward reducing the nation's childhood obesity rates.

Maximize your visibility to decision makers and professionals from a variety of industries and disciplines. Become a sponsor today.

DEADLINE
**February 1,
2013**

“This conference is a must for those working to develop, find or share innovative solutions for the prevention of childhood obesity. Together, we can make health happen in neighborhoods and schools across the country.”

ROBERT K. ROSS, M.D., President & CEO, The California Endowment

Agenda

OBESITY IN
CHILDREN AND
ADOLESCENTS
CARRIES SERIOUS
HEALTH AND SOCIAL
CONSEQUENCES,
AFFECTING FAMILIES,
COMMUNITIES,
SCHOOLS, AND
HEALTH CARE
PROVIDERS.

DAY 1

Tuesday
June 18, 2013

DAY 2

Wednesday
June 19, 2013

DAY 3

Thursday
June 20, 2013

Monday, June 17, 2013

1:00pm – 5:00pm	Exhibitor Set-Up
7:00am – 5:30pm	Registration
8:00am – 9:00am	Continental Breakfast
9:00am – 10:45am	Opening Plenary
10:45am – 11:00am	Break
11:00am – 12:15pm	Workshop Session 1
12:15pm – 1:45pm	Lunch on your own
1:45pm – 3:00pm	Workshop Session 2
3:00pm – 4:00pm	Poster and Exhibit Viewing and Snack Break
4:00pm – 5:15pm	Workshop Session 3
5:30pm – 7:00pm	Reception

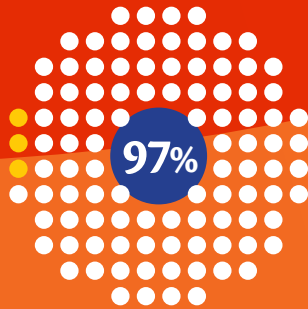
7:30am – 8:30am	Continental Breakfast
8:30am – 10:00am	Opening Plenary
10:00am – 10:30am	Poster and Exhibit Viewing and Break
10:30am – 12:00pm	Mini Plenary Session 1
12:00pm – 1:30pm	Lunch on your own
1:30pm – 2:45pm	Workshop Session 4
2:45pm – 3:30pm	Poster and Exhibit Viewing and Snack Break
3:30pm – 5:00pm	Mini Plenary Session 2
3:30pm – 5:00pm	Exhibitor Tear Down

8:00am – 9:30am	Buffet Breakfast and Roundtables
9:30am – 11:00am	Mini Plenary Session 3
11:00am – 11:15am	Break
11:15am – 12:30pm	Closing Plenary

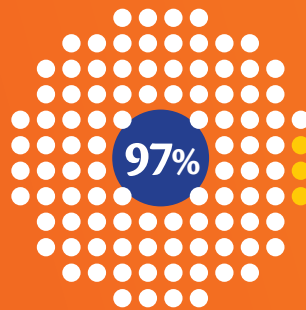
Participant Feedback

From the 6th Biennial Childhood Obesity Conference

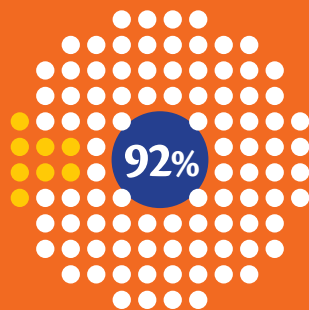
Overall satisfaction with the speakers/presenters



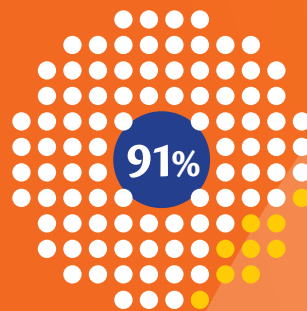
Would recommend this conference to others



Found the conference exhibits useful



Compared to other conferences attended, felt this conference was on par, better or much better

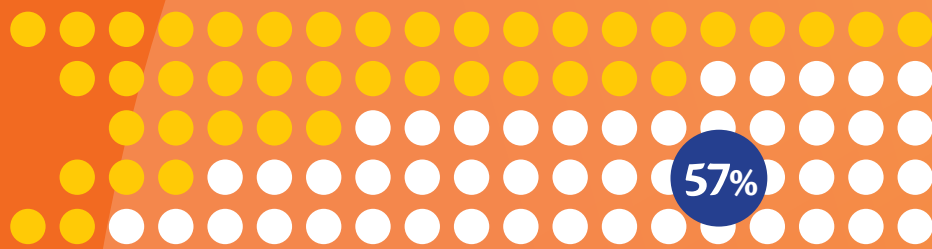


This conference is an excellent opportunity to network with other professionals in a variety of fields affording us a wider scope of view.

—Returning Attendee—

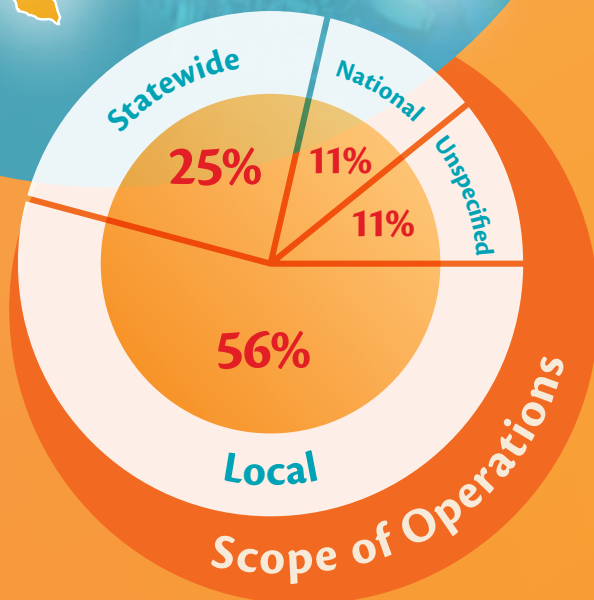
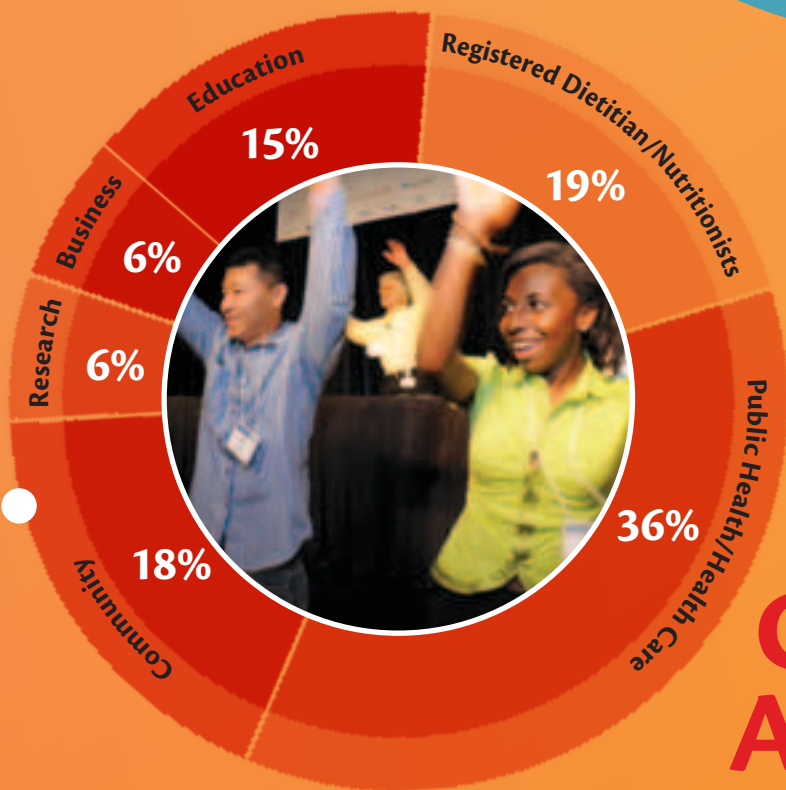
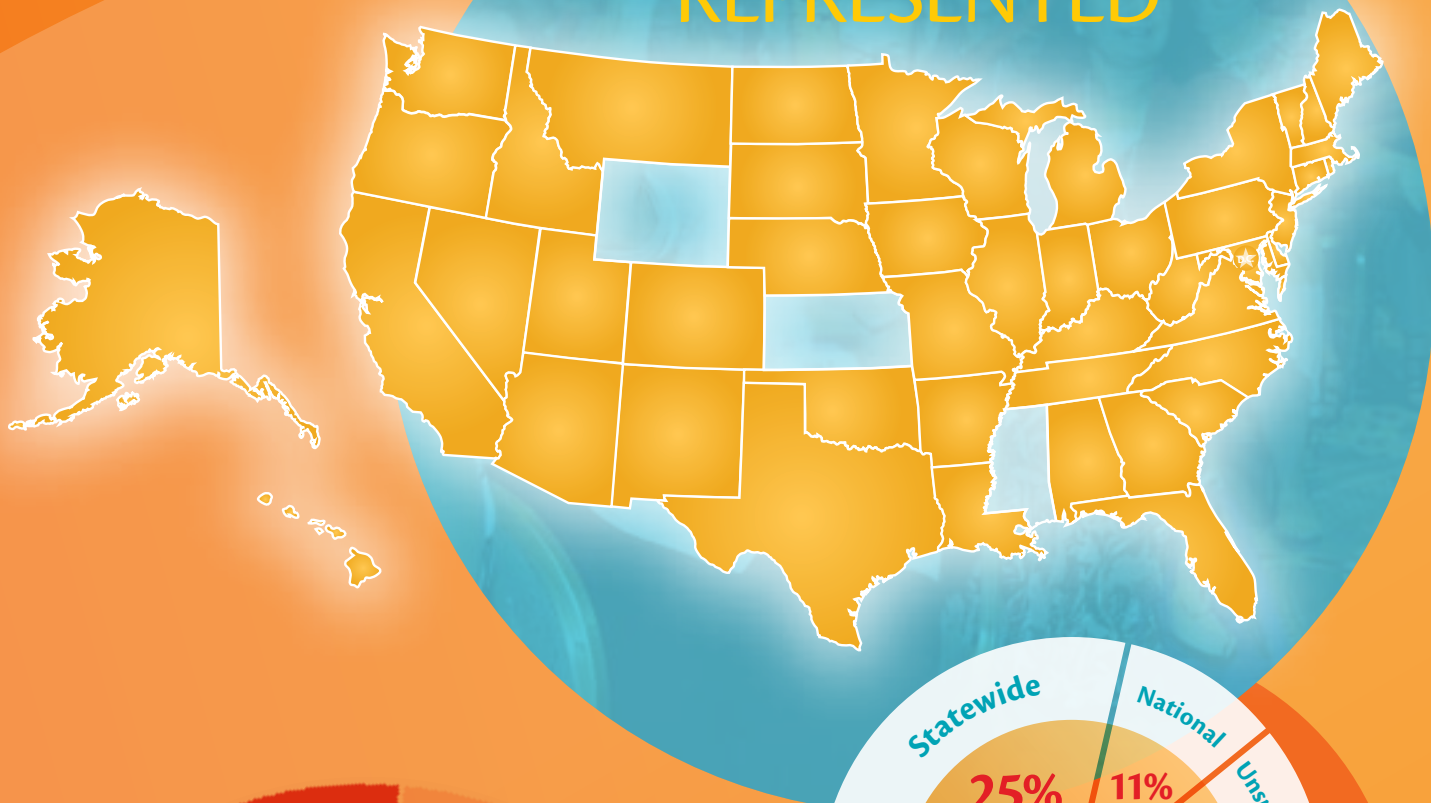
Were first time attendees

(a continual stream of new participants)



Success is in the numbers

47 STATES & THE DISTRICT OF COLUMBIA REPRESENTED



Conference Attendees

Categorized by Industry

General Information

CONFERENCE GOALS

- Engage diverse stakeholders to share knowledge, leverage partnerships and identify opportunities and solutions in providing all children access to a healthy diet and plentiful opportunities for physical activity.
- Discuss emerging research, exemplary community-based efforts, best practices and effective policy strategies to promote and sustain healthy eating and physical activity practices among children.
- Foster the acceleration of progress to change social norms and practices, so that healthy eating and physical activity become the easy choice for all children.
- Examine the causes and consequences of health disparities and continue to share and develop strategies to reduce inequities particularly in high-risk, low-income communities.

WHO SHOULD ATTEND

- Health Care Professionals
- Education Community
- Public Health Professionals
- Early Childhood & After School Providers
- Parent & Youth-Based Organizations
- Sustainable Agriculture & Food System Leaders
- Policy Makers
- Community & Business Leaders
- Parks & Recreation Planners & Providers
- Urban & Rural Planners
- Academic Researchers
- Philanthropic Organization Leaders
- Farmers

HOTEL ACCOMMODATIONS

Room blocks will be available at several local Long Beach hotels. More information regarding room blocks will be on our website www.ChildhoodObesity2013.com in Fall 2012.

Become a sponsor of the 2013 Childhood Obesity Conference.

No matter what your budget, we can partner with you to develop a sponsorship package to maximize your visibility to decision makers and professionals from a variety of industries and disciplines.



Sponsorship Opportunities

Bronze SPONSOR	Silver SPONSOR	Gold SPONSOR	Platinum SPONSOR	Diamond SPONSOR
\$2,500	\$6,000	\$10,000	\$20,000	\$50,000+
<ul style="list-style-type: none"> ○ Complimentary exhibit space (6' table) ○ Your company description in the Conference Program ○ Recognition with company link on the Conference website ○ Acknowledgment on promotional materials, including the registration brochure ○ One complimentary registration 	<p>Bronze Sponsor benefits PLUS</p> <ul style="list-style-type: none"> ○ One additional complimentary registration (two total) ○ Advertisement (1/4 page) in Conference Program ○ Name displayed on Conference signage ○ Logo included in plenary slide show 	<p>Silver Sponsor benefits PLUS</p> <ul style="list-style-type: none"> ○ One additional complimentary registration (three total) ○ Preferred exhibit location (6' table) ○ Advertisement (1/2 page) in the Conference Program ○ Conference attendee mailing list ○ Sponsor ribbons for all of the company's attendees ○ Banner advertisement in one Conference eblast to over 5,000 potential attendees 	<p>Gold Sponsor benefits PLUS</p> <ul style="list-style-type: none"> ○ One additional complimentary registration (four total) ○ Prime exhibit location (6' table) ○ Advertisement (full page) in the Conference Program ○ Recognition as an official "Host" or "Co-Host" of the refreshment break (includes acknowledgment in Program Guide and at event) ○ Podium recognition ○ Company banner displayed in the exhibit hall 	<p>Platinum Sponsor benefits PLUS</p> <ul style="list-style-type: none"> ○ A minimum of five additional complimentary registrations (nine total) ○ Additional exhibit space in prime location (up to two 6' tables) ○ Opportunity to provide two premium inserts into the Conference tote bag ○ Opportunity to reserve table of ten for the breakfast ○ Opportunity for Welcome Remarks at Plenary ○ Opportunity to be involved in conference planning ○ Recognition as an Official "Host" or "Co-Host" of the reception or breakfast (includes acknowledgment in Conference Program and at event)

Additional Sponsorship Opportunities

Conference Tote Bag	Wi-Fi Access	Water Stations	Cyber Cafe <i>The Hub of the Conference</i>	Walking, Running, and Biking Map	Hotel Room Key Sponsorship
\$20,000	\$12,000	\$7,000	\$5,000	\$5,000	\$4,000
<p>This recycled, reusable conference/grocery bag will feature your logo and will build a positive image in attendees' minds.</p>	<p>Attendees will be delighted to receive internet access while at the Convention Center. Your organization will be prominently recognized for providing this free Wi-Fi access to attendees on conference signage, in the program guide and at the Convention Center.</p>	<p>Send the message that your organization recognizes and supports the importance of water consumption. Your logo will be placed near the water stations provided for attendees throughout the Convention Center and in the program guide.</p>	<p>Attendees will be able to retrieve and send emails and download presentations while they are in the registration area of the Conference. Your company logo will be prominently displayed on each computer station screen with a link to your website and your company will be recognized in the program guide.</p>	<p>Place your company logo on the pocket-sized map of the trails, sights, and surrounding areas of the Long Beach Convention Center. Conference attendees will use their guide every day to get outside and enjoy the sights and weather. Your organization will also be recognized in the program guide and at the Convention Center.</p>	<p>Put your message directly in Conference hotel guest hands staying at the Renaissance or Queen Mary hotels. Guests look at their keycard an average of 10 times each day, and with your company logo on the keycard, you will gain extra exposure. Your organization will also be recognized in the program guide and at the Convention Center.</p>

Sponsorship Application

To complete the sponsorship process, either:

1

Visit us online at www.ChildhoodObesity2013.com

2

Call (916) 278-4827, fax (916) 278-4500, or mail in the completed sponsorship application form to:

Carragh Taylor-Hunt, Program Manager c/o College of Continuing Education
• California State University, Sacramento • 3000 State University Drive East •
Sacramento, CA 95819-6103 • taylorc@csus.edu

SPONSORSHIP LEVELS

(Select One)

- \$50,000 Diamond Sponsor
- \$20,000 Platinum Sponsor
- \$10,000 Gold Sponsor
- \$6,000 Silver Sponsor
- \$2,500 Bronze Sponsor

ADDITIONAL SPONSORSHIP

- \$20,000 Conference Tote Bag
- \$12,000 Wi-Fi Access
- \$7,000 Water Stations
- \$5,000 Cyber Cafe
- \$5,000 Walking, Running, and Biking Map
- \$4,000 Hotel Room Key

DEADLINE

**February 1,
2013**

(OR BASED ON
AVAILABILITY)

ORGANIZATION DESCRIPTION

Please provide a brief description (not to exceed 60 words) of your organization (products, services, etc.) to assist us with the application process. Upon review and approval of your application you will receive a notice from the event planner.

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Social Media Contact Person: _____ Phone: _____ Email: _____

Facebook Account: _____ Twitter Account: _____

Blog Address: _____

EXHIBIT SPACE

- YES**, I will need an exhibit space.
Please provide the following contact information for coordinating exhibit set-up:
First Name: _____
Last Name: _____
Email: _____
- NO**, I will not need an exhibit space.

ELECTRICAL ACCESS

- YES**, I will need electrical access
- NO**, I will not need electrical access

INTERNET ACCESS

- YES**, I will need internet access
- NO**, I will not need internet access

(additional charges may apply for both electrical and internet access)

PAYMENT METHOD

Check (Enclosed)

Amount: _____

Check/PO# _____

Please make checks payable to **Sac State/Obesity**

VISA **MasterCard** **Discover**

Cardholder's Name: _____

Card#: _____ Exp. Date: _____

Note: American Express not accepted • Charge on credit card will appear as "CSUS."