



# AGENTS OF CHANGE

SUMMIT 2016

FEBRUARY 8 - 9 2016 / SAN DIEGO, CA

SPONSORSHIP INFORMATION

[AOCsummit.org](http://AOCsummit.org)



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# AGENTS OF CHANGE

SUMMIT 2016

THE ART & SCIENCE OF BEHAVIOR CHANGE

FEBRUARY 8 - 9, 2016 / SAN DIEGO, CA

The Agents of Change Summit (AOCS) will bring together the practitioners, scientists and creatives in the field of behavior change to discuss the science and technology of changing health behaviors for good.

**350+**  
CHANGE AGENTS

**30+**  
CHANGE-FOCUSED  
SESSIONS

**1**

**VISION**

TO ESTABLISH THE  
FIELD OF BEHAVIOR  
CHANGE MARKETING  
AS A CATALYST FOR  
POSITIVE SOCIAL  
CHANGE.

**10+**

CHANGE TECHNOLOGY  
KEYNOTES

**5+**

CHANGE SCIENCE  
KEYNOTES

## VISION

To establish the field of behavior change marketing as a catalyst for positive social change.

## FORMAT

Keynote plenary speeches, breakout sessions to tackle real-world challenges, networking villages to operationalize learnings and panels of industry experts to share best practices.

## OPPORTUNITY TO PARTICIPATE

Join the Agents of Change Summit as a sponsor and claim your place as a leader in behavior change, capture an audience of decision-makers, and define what it means to be a Change Agent.

## AUDIENCE

350+ professionals from the private sector, public health agencies, non-profit organizations, foundations, and academic and research institutions.



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## SPONSORING THE SUMMIT

You are invited to join the Agents of Change Summit in promoting proven behavior change strategies. Becoming a Summit sponsor gives you the opportunity to claim your place as a leader in behavior change and share cutting-edge strategies that are causing real changes in health behaviors.

### Sponsorship Highlights Include:

- Access to decision-makers from government, foundation and private entities
- Logo inclusion on all Summit materials
- Personalized activation at the Summit
- Recognition leading up to, and throughout, the Summit via email, social media and promotional materials
- Increased brand exposure

CHECK OUT OUR SPEAKERS ROSTER AT [AOCSUMMIT.ORG/SPEAKERS](http://AOCSUMMIT.ORG/SPEAKERS)



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# SPONSORSHIP PACKAGES

## VISIONARY

\$50,000 1 REMAINING

This ultimate package provides a sponsor the opportunity to co-host the overall Summit experience with contributing content coupled with unique client activation.

### VISIONARY SPONSOR HIGHLIGHTS:

- Sponsored plenary keynote sessions
- Co-Host the Agents of Change Dinner
- Co-Sponsor the VIP Leaders Reception

### VISIONARY SPONSOR BENEFITS INCLUDE:

- Keynote speaking opportunity
- Breakout session speaking opportunity
- Main stage programming
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
  - Logo on the main stage
- VIP seating
- Complimentary Summit registration for five
- Inclusion on all Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Post-Summit Best Practices Publication
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases
  - Full page ad in the program book

## INNOVATION LEADER

\$25,000 6 REMAINING

Claim your place as a leader in the field of behavior change and engage with conference attendees throughout the Summit.

### INNOVATION LEADER SPONSOR HIGHLIGHTS:

- Lead a breakout session in one of the following categories:
  - Tobacco, Nutrition and Wellness, Drugs and Alcohol, Mental Health, Physical Activity or a Speaking Panel
- Co-Sponsor the Agents of Change Dinner OR the VIP Leaders Reception

### INNOVATION LEADER BENEFITS INCLUDE:

- Breakout session speaking opportunity
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
- Preferred seating
- Complimentary Summit registration for four
- Inclusion on Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases



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# SPONSORSHIP PACKAGES

## CHANGE MAKER

\$15,000 5 REMAINING

Weave your brand into the Summit fabric by sponsoring a key experience, and get your brand in front of every Summit attendee throughout the conference.

### CHANGE MAKER SPONSOR HIGHLIGHTS:

- Sponsor a key Summit experience. Opportunities include:
  - Wireless provider
  - Charging station provider
  - Mobile app provider
  - Live stream provider
  - Abstracts provider
  - Branded conference materials

### CHANGE MAKER BENEFITS INCLUDE:

- Company-branded activation experience
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
  - Logo on the main stage
- Preferred seating
- Complimentary Summit registration for three
- Inclusion on all Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Day-of Signage
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## THOUGHT LEADER

\$10,000 3 REMAINING

Bring Summit attendees together through participation-based sponsorship activation, and leave each person with a lasting memory of your brand.

### THOUGHT LEADER SPONSOR HIGHLIGHTS:

- Provide one of the following:
  - Summit snack and healthy break(s)
  - Morning physical activity
  - Other group activity at sponsor's suggestion
  - Lanyard sponsor

### THOUGHT LEADER BENEFITS INCLUDE:

- Company-branded activation experience
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
- Preferred seating
- Complimentary Summit registration for two
- Inclusion on all Summit marketing materials
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# SPONSORSHIP PACKAGES

## CONTRIBUTOR

\$5,000 **10 REMAINING**

Bring your brand to the Summit and be a part of the behavior change vision.

### CONTRIBUTOR HIGHLIGHTS:

- Opportunity to place item in gift bags
- Preferred seating
- Complimentary Summit registration for two
- Inclusion on all Summit marketing materials
  - Pre and post-Summit custom messages via email and social media
  - Day-of Signage
  - Company logo on AOCS website
  - Name inclusion on press releases

## BECOME A PART OF THE AGENTS OF CHANGE SUMMIT

Contact **Jinna** for more information on our sponsorship packages or to build your own custom experience.



**Jinna**@AgentsofChangeSummit.org  
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**AOCSummit.org**



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