

CLAIM YOUR PLACE AMONG HEALTH LEADERS & LUMINARIES



# AGENTS OF CHANGE

SUMMIT 2018

THE SCIENCE & TECHNOLOGY OF BEHAVIOR CHANGE

FEBRUARY 12 - 13, 2018 / SAN DIEGO, CA

## SPONSOR INFORMATION

YOU'RE INVITED TO A PUBLIC HEALTH GATHERING LIKE NO OTHER.

Join distinguished leaders in public health, government, non-profit, digital and social media, marketing and technology to change health behaviors for social good.

**Become a Summit sponsor and claim your place as a leader in behavior change today.**



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

#AOC18





In 2016 Agents of Change launched and successfully brought together more than 320 leaders and luminaries from 41 states, 8 countries, and 199 organizations to establish the field of behavior change marketing as a catalyst for positive social change.

The inaugural Agents of Change Summit 2016 brought together more than 320 #CHANGEAGENTS from 41 states, 8 countries, and 199 organizations including:

Action for Healthy Kids ACTIVE Network AdCouncil Alaska Native Tribal Health Consortium Alberta Health Services American Diabetes Association American Forest Foundation American Heart Association American Institute for Research American Lung Association Arkansas Department of Health Asian & Pacific Islander American Health Forum Blue Cross Blue Shield of Minnesota BOKS - Build Our Kids' Success California Department of Public Health California Tobacco Control Program	Campaign for Tobacco-Free Kids Center for Disease Control Cincinnati Children's Hospital City of Houston City of Portland Transportation ClearWay Minnesota Code for America Colorado Department of Public Health CommonHealth ACTION Community Anti-Drug Coalitions of America (CADCA) Conrad N. Hilton Foundation County of San Diego - Health and Human Services Agency CT Department of Public Health Facebook Fast Company Flip the Clinic Florida Department of Health	Food and Drug Administration Google Houston Health Department Idaho Department of Health and Welfare Idaho Diabetes, Heart Disease and Stroke Programs IDEO Imperfect Produce Indiana Prevention Resource Center Jawbone Johns Hopkins Bloomberg School of Public Health Los Angeles County Department of Public Health Louisiana Public Health Institute Lung Cancer Alliance Minnesota Department of Health Montana Department of Health and Human Services	Movember Foundation National Association of Chronic Disease Directors (NACCD) ND Center for Tobacco Prevention and Control Policy New Zealand Drug Foundation NORC at the University of Chicago Oklahoma City Area Inter-Tribal Board Omada Health Partnership for Drug-Free Kids Portland Bureau of Transportation Prevention Management Organization of Wyoming Quantified Self Labs Quebec Council on Tobacco and Health QUT Business School Rhode Island Department of Health Robert Wood	Johnson Foundation Shatterproof South Dakota Department of Health Southern Nevada Health District The National Campaign to Prevent Teen and Unplanned Pregnancy Tobacco Free Florida Truth Initiative Tumblr Twitter Utah Department of Health Vermont Department of Health Virginia Foundation for Healthy Youth Wisconsin Department of Health Services Wisconsin Division of Public Health YouTube
--	--	---	--	---

## #AOCs16 ATTENDEES SAID

"All star lineup of speakers and it was awesome to hear the perspectives of private companies."

"This was a great conference and a welcome change from the typical public health conferences."

"Loved the format, the caliber of speakers, the new and different content."

"One of the best conferences I've attended in years in terms of takeaways and feeling inspired with new ideas."

# CONNECT WITH HEALTH INNOVATORS

Over 2 days, hundreds of industry-leading practitioners, scientists and creatives in behavior change will be exploring new tools and forging new partnerships. Become part of the Agents of Change experience and showcase your products, brand, and thought leadership with health communicators, program managers, social marketers, to technology and media innovators looking to increase the impact of their programs. Becoming a Summit sponsor gives you the opportunity to claim your place as a leader in behavior change and share cutting-edge strategies with a uniquely targeted audience.

## SPONSORSHIP HIGHLIGHTS INCLUDE:

- Access to decision-makers from government, foundation and private entities
- Logo inclusion on 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

## AUDIENCE

Public health practitioners, health communicators, program managers, and social marketers in these fields:



HEALTH EDUCATION



POLICY CHANGE



NORM/CULTURE CHANGE



SOCIAL ENTERPRISE



BEHAVIORAL ECONOMICS



DIGITAL MEDIA



SOCIAL MEDIA



MOBILE & DEVICES



BIG DATA



WEARABLES



OBESITY PREVENTION



TOBACCO PREVENTION  
& CESSATION



SUBSTANCE ABUSE



SEXUAL HEALTH

Change agents working to tackle our most pressing public health issues including:

# SPONSORSHIP PACKAGES

## VISIONARY

\$50,000 **SOLD OUT**

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

### 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 **1 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
- Co-Host the Agents of Change Dinner

### 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

# SPONSORSHIP PACKAGES

## CHANGE MAKER

\$15,000 **2 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:

- Sponsored plenary keynote sessions  
Opportunities include:
  - Wireless provider
  - Charging station provider
  - Mobile app provider
  - Live stream provider
  - Abstracts provider
  - Branded conference materials

### CHANGE MAKER SPONSOR BENEFITS INCLUDE:

- Company-branded activation experience
- Day-of Activation for your brand
  - Unique branded experiences
  - Activation space
- 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
  - Company logo on AOCS website
  - Name inclusion on press releases

## SPONSORED BREAKOUT PRESENTATION

\$3,000 **8 REMAINING**

Get an opportunity to present one of your unique behavior change programs to the AOCS audience during a concurrent breakout session.

### CONTRIBUTOR HIGHLIGHTS:

- One breakout session presentation
- One complimentary Summit registration

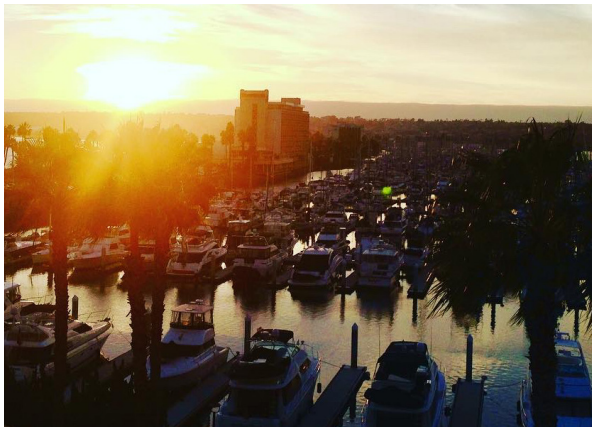
### SPONSORED BREAKOUT SESSION RULES:

- Breakout presentations are 20 minutes long and are scheduled by the conference
- Sponsor must speak about a program that aligns with the AOCS themes
- Sponsor must follow the **Abstract Submission Guidelines** and focus on a behavior change program that improves one of the following four public health topics: obesity prevention, substance abuse & misuse, sexual health, tobacco prevention & cessation
- An abstract must be provided for review and approved prior to confirmation
- Speakers must focus on sharing knowledge and lessons learned from one of their programs and may not provide a sales-type presentation



DON'T MISS THE EVENT OF THE YEAR,  
CLAIM YOUR PLACE AS A LEADER IN BEHAVIOR CHANGE.

## LOCATION



The 2018 Agents of Change Summit will be held at the Sheraton Marina Tower with views of the marina and harbor. It is a 5-minute ride from the airport and 10 minutes from downtown San Diego. And while it will be winter in San Diego, our winters are very mild with average February temperatures ranging from 50° to 65°.

**Sheraton San Diego Hotel and Marina**

Marina Tower

1380 Harbor Island Dr, San Diego, CA 92101

The 2016 Summit featured speakers including public health and technology leaders from:



## BECOME AN AGENT OF CHANGE

Contact [Carrie@AgentsofChangeSummit.org](mailto:Carrie@AgentsofChangeSummit.org) with questions or ideas on how your brand will contribute to the Summit.

**Custom sponsorship and brand engagement opportunities available.**

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

#AOCs18

