



AMCHP 2025



EXHIBITOR & SPONSORSHIP PROSPECTUS

Partnering for Impact | March 15 - 18 | Washington, DC | amchp.org



AMCHP
ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

Who is AMCHP?

The Association of Maternal & Child Health Programs (AMCHP) is a national resource, partner, and advocate for state public health leaders who support state maternal and child health programs and others working to improve the health of women, children, youth, families, and communities. AMCHP’s mission is to advance the health of women, children, youth, families, and communities by strengthening governmental public health and deepening community partnerships through a health equity lens.

AMCHP’s members come from the highest levels of state government and include directors of maternal and child health programs, directors of programs for children with special health care needs and other public health leaders who work with and support state maternal and child health programs. Our members directly serve all women and children nationwide and strive to improve the health of all women, infants, children, and adolescents, including those with special health care needs, by administering critical public health education and screening services, and coordinating preventive, primary and specialty care. Our membership also includes academic, advocacy, and community-based family health professionals, as well as families themselves.

AMCHP builds successful programs by disseminating best practices; advocating on our members’ behalf in Washington; providing technical assistance; convening leaders to share experiences and ideas; and advising states about involving partners to reach our common goal of healthy children, healthy families, and healthy communities.

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Who Attends the AMCHP Annual Conference?

Leaders from nearly every state, territory, and jurisdiction in the United States in the Maternal & Child Health community will meet at AMCHP 2025. As an exhibitor you'll have a direct connection with influential health officials responsible for programs in the fields of:

- Infant mortality reduction
- Reproductive health
- Adolescent health
- Children and youth with special health care needs
- Early childhood services
- Birth defects/genetics
- Women's health
- Surveillance
- Global Health
- A range of other programs that serve women, children, and families.

Why Exhibit?

As an exhibitor, you will see that now, more than ever, state public health leaders and directors of maternal and child health programs need to know how your company/organization's solutions will help them excel and thrive in a changing and challenging public health environment.

AMCHP 2025 provides state public health leaders and others with an opportunity to come together once again to engage, learn, and network with their peers.

AMCHP 2025 is uniquely positioned to provide you with a dynamic environment where you will connect with the country's highest levels of leaders caring for the needs of women, children, youth, and families.



2025 Exhibit Booth Pricing

Traffic-Generating Features

AMCHP offers opportunities and reasons for attendees to visit your exhibit booth!

- Poster sessions are located within the exhibit hall.
- Break times are scheduled in the exhibit hall.
- Saturday evening exhibition kick off reception.
- Scavenger hunt
- Lead retrieval *(at an additional cost)*

| | Early Bird (until December 15) | Standard (starting December 16) |
|------------|--------------------------------|---------------------------------|
| Commercial | \$1,575 | \$1,725 |
| Non-Profit | \$1,200 | \$1,250 |

Included with the Exhibit Space

- 6 ft. skirted table, two chairs, wastebasket
- Exhibitor identification sign
- 1 full conference registration (includes access to educational sessions; Sunday exhibitor reception; breakfast, lunch, and coffee breaks)
- Post-conference attendee list (distributed approximately two weeks prior to the conference. Includes mailing addresses only)
- Exhibitor listing in the AMCHP Conference mobile app
- Exhibitor resource listing on the AMCHP Conference website
- Participation in the scavenger hunt



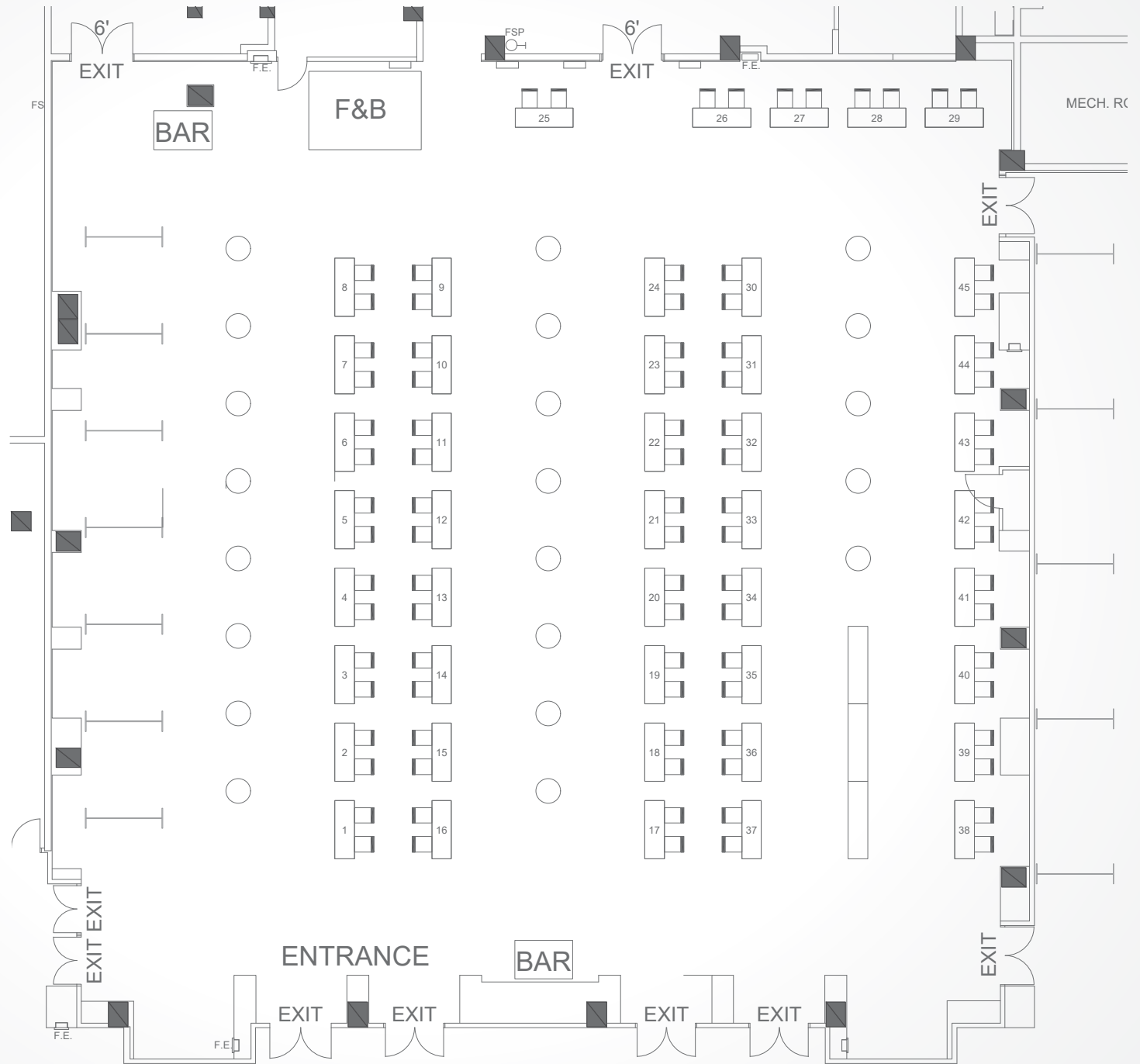
AMCHP 2025 Exhibit Hall Floorplan

[View the 2025 exhibit hall floorplan here!](#)

All contracts must be accompanied by full payment. Exhibit space will not be confirmed until payment is received. All fees must be paid in full before the exhibiting organization will be permitted to occupy exhibit space.

Interested in Exhibiting and Sponsoring?

Contact amchpexhibits@conferencemanagers.com.



Mobile App

All sponsor and exhibitor listings will be accessible through the conference mobile app. The app will be available to attendees before, during, and after the conference providing additional exposure to your company information, right in the palm of their hand.

Enhance your listing with logos and hyperlinks, placed alongside a short description of your organization. Increase exposure by sending alerts to attendees to promote products and services as they make their personal schedules.

All exhibitors will receive a listing with company contact information including email and website, SM links, 150-word description and logo.

Exhibit Hall Dates & Times*

**Hours indicated are tentative and subject to change. All exhibitors will be notified in writing of any changes to the schedule.*

Saturday, March 15

| | |
|--------------------|---------------------|
| 12:00 pm – 5:00 pm | Exhibitor Set-Up |
| 5:30 pm – 6:30 pm | Expo Hall Reception |

Sunday, March 16

| | |
|---------------------|--|
| 8:30 am – 9:00 am | Continental Breakfast in Expo Hall |
| 11:00 am – 11:30 am | Break |
| 12:30 pm – 2:00 pm | Lunch on Own/Hall Open |
| 3:30 pm – 4:30 pm | Expo Hall Dessert/Poster Presentations |

Monday, March 17

| | |
|---------------------|--|
| 7:30 am – 8:30 am | Continental Breakfast in Expo Hall |
| 10:00 am – 10:30 am | Break |
| 3:00 pm – 4:00 pm | Expo Hall Dessert/Poster Presentations |





Hotel Information

AMCHP 2025 will be held at
The Westin Washington, DC Downtown
999 9th Street NW
Washington, DC 20001

Please reserve your room using [this link](#) or call reservations at 202-898-9000 today!

The AMCHP group rate is \$319.

Health and Safety Information

AMCHP urges all participants to be mindful of their health and the health of others. If, prior to the meeting, a participant feels unwell, is informed that they have been exposed to COVID-19 in the prior five days, has been asked to quarantine or isolate, or tests positive for COVID-19, the participant should not travel and should not attend the meeting.

Year-Round Marketing

Partnership for Impact Package

\$125,000

Enriched, year-long deep AMCHP member and staff engagement

- **Membership**

- Full AMCHP Annual Membership (x5)
- Full AMCHP Conference Registration (x5)

- **Marketing Engagement**

- Featured recognition on AMCHP.org
- Featured recognition on AMCHP Conference Platform
- Education / Promotional Email Blasts (x3)

- **Meetings & Events**

- CEO Townhall at AMCHP Conference
- Electronic ad at AMCHP Conference (giant message board welcoming attendees to the conference space (x1)
- Inclusion in signage at AMCHP Conference
- Special recognition and VIP reception invite (x5)
- Invitation to meet with AMCHP Leadership – Executive Leadership Team and AMCHP Board Members
- Virtual Focus Group with conference attendees (x1)

- **Social Media / Virtual Engagement**

- Topical LinkedIn conversation (x3)
- Topical virtual townhall discussion (x3)
- MCH Bridges Podcast Episode (x1)
- Webinars with AMCHP members (x3)



SPONSORSHIP OPPORTUNITIES

AMCHP 2025 Sponsorship Benefits

Sponsorship is an effective way to enhance product/service recognition and make a lasting impression with conference attendees. Sponsorship provides premier visibility imperative to remaining competitive. Each sponsorship package can be customized to meet your budget and marketing strategy needs. Let us know what you're looking for!

| Sponsorship Benefit | Diamond \$25,000 and above | Platinum \$15,000 - \$24,999 | Gold \$10,000- \$14,999 | Silver \$7,500- \$9,999 | Bronze \$5,500- \$7,499 |
|--|---|---|--------------------------------------|--------------------------------------|--------------------------------------|
| Branding Your logo featured on the conference home page, mobile app, walk-in slides, and signage | ● | ● | ● | ● | ● |
| Acknowledgement Sponsor ribbons for all company representatives | ● | ● | ● | ● | ● |
| Marketing One-time use of pre- and post-conference attendee lists (mailing addresses only) | ● | ● | ● | ● | ● |
| Exhibit Space One tabletop exhibit space | ● | ● | ● | ● | ● |
| Complimentary Full Conference Registrations | 4 | 3 | 3 | 2 | 1 |
| Promotional Flyer | 2 | 1 | 1 | | |
| Alerts in Conference App | 3 | 2 | 2 | | |



What Sponsorships Are Available at Each Level?

AMCHP makes it easy to stand out as an AMCHP 2025 sponsor with an extensive list of events and items, many of them new and some including a tabletop exhibit space!

| Diamond \$25,000 and above | Platinum \$15,000-\$24,999 | Gold \$10,000-\$14,999 | Silver \$7,500-\$9,999 | Bronze \$5,500-\$7,499 |
|--------------------------------------|--------------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| Product Theater | Special CEO Townhall | Exhibit Hall Opening Reception | Headshot Photographer | Reusable Water Bottles |
| Social Event | Partnership Reception | General Session | You Are Here Locator Board | Plenary Breakfast |
| Attendee Engagement Room | Mobile App | | | Wellness Moments |
| | Childcare | | | |

Plus many contributing-level sponsor opportunities, which may be combined to reach a higher level of sponsor recognition:

Exhibitor Presented Session • Breakout Sessions • Exhibitor Led Focus Group • Youth Leadership Symposium • AMCHP Voices for Impact Conference Scholarships • Photo Booth • Refreshment Breaks • Lanyards • Plenary Session Video • Notebooks • Pens • Parent Room • Table Tents/Keynote Seat Drop • Souvenir Item • Directional Signs • Promotional Flyer • Mobile App Alert • Badge Confirmation Sponsor • Registration Confirmation Sponsor • Conference Website Featured Video • Tile Ad • Rotating Banner Ad • Sub-Page Header Banner • Sponsored E-Blast • Yoga with AMCHP CEO and Staff



High-Visibility Attendee Engagement Opportunities

limited
opportunity



DIAMOND
LEVEL

Product Theater

\$35,000

Quantity: 6

- One-hour presentation of products or services and tabletop in the exhibit hall.
- Will include light breakfast or boxed lunch depending on timeslot. AMCHP will assist with logistics..
- Time slots are available on a first come, first served basis.
- For further details, please contact Alison at amchpexhibits@conferencemanagers.com.



DIAMOND
LEVEL

Social Event

\$35,000

Quantity: 3

- Co-design a social event not to be missed. Options include entertainment, refreshments, service activities, photo booths, networking opportunities, and more.



limited
opportunity

High-Visibility Attendee Engagement Opportunities *continued*



Attendee Engagement Room

\$25,000

Quantity: **Multiple**

- Can include a room that includes puppies; arts/coloring; games like giant Jenga, checkers, bingo; candle/jewelry making, massage



Special CEO Townhall

\$15,000

Quantity: **EXCLUSIVE (1)**

Sunday, March 16 or Monday, March 17

- One-hour sit-down with AMCHP's CEO, Terrance E. Moore, MA, as he lifts the latest issues facing maternal and child health and looks for solutions within the community.
- This unique session will generate a memorable and productive conversation.
- As the sponsor, your CEO will join Mr. Moore on stage to facilitate the discussion.



Yoga with the AMCHP CEO and Staff

\$1,500

Quantity: **3 (Sunday, Monday, Tuesday)**

- Treat attendees to an invigorating wellness session by sponsoring yoga!
- Special opportunities to include your logo on event-affiliated products.
- Yoga mats and studio provided by hotel.

Education/Content Opportunities



General Session / Plenary Sponsor **\$10,000**

Quantity: **3**

- Introduce the speaker(s) and give a 2–3-minute talk about your company’s services.
- Your logo will appear on the conference website promoting the session.
- Provide a 60-second or less promo video to play during the walk-in video.



Exhibitor Presented Session **\$5,000**

Quantity: **6**

- 60-minute educational session – a helpful discussion of your programs or services solutions to a public health issue involving participation by your clients.
- Your session description will be listed in the online program and conference website.

*NOTE: Sponsor agrees to provide title, description, and list of presenters to the volunteer planning committee for review and approval. Must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective.



Exhibitor Led Focus Group **\$5,000**

Quantity: **3**

- 60-minute focus group to speak with your target audience and hear what they have to say about the current healthcare issues.
- Focus group cannot conflict with scheduled conference events.
- AMCHP will provide the conference registration list of those who opted to share information, so you may market to attendees.



Education/Content Opportunities *continued*

CONTRIBUTING
LEVEL

Youth Leadership Symposium

\$3,500

Quantity: **Exclusive (1)**

- Your support will allow time and space for youth and young adults to convene and share their perspectives on health issues affecting their families and communities, as well as how to respond to these needs collectively.
- Includes an e-blast to attendees to promote the symposium, sent by AMCHP with content supplied by the sponsor.

CONTRIBUTING
LEVEL

Breakout Session Sponsor

\$2,500

Quantity: **5**

- Select the breakout to sponsor.
- Your logo will appear on the conference website and program schedule.
- Provide handouts to be distributed.
- Sponsors are invited to partner with AMCHP staff to help facilitate.





Scholarship Sponsorships

AMCHP's Voices for Impact Conference Scholarship

Quantity: **Exclusive (1)** at the **\$3,500** level; multiple available at the **\$3,000** and **\$1,500** levels

Your support will allow time and space for youth and young adult leaders (including students), family leaders, community-based organizations (CBOs), community-rooted partners, Indigenous People and Indigenous-led organizations, and Tribal Governments involved with your Maternal and Child Health (MCH) efforts to convene and share their perspectives on health issues affecting their families and communities, as well as how to respond to these needs collectively.

- **Exclusive! Your \$3,500 sponsorship** supports a lunch gathering.
 - You are invited to attend along with welcome guests.
 - AMCHP will promote this event with an e-blast, sent by AMCHP with content supplied by you, the sponsor.
- **Your \$3,000 sponsorship** will cover registration and travel for one person.
- **Your \$1,500 sponsorship** will cover 2-3 registrations.



Event Opportunities

DIAMOND
LEVEL

Exhibit Hall Opening Reception

\$40,000

Quantity: **Exclusive (1) or 4 at \$10,000 each**

- This reception is the first official event in the Exhibit Hall and features casual fare and a cash bar.
- Your logo will appear on recyclable, biodegradable napkins, and event signage.
- A member of AMCHP Leadership will thank you during the welcome remarks and will share your name and exhibitor table number.

PLATINUM
LEVEL

Partnership Reception

\$15,000

Sunday, March 16 or Monday, March 17

Quantity: **Exclusive (1)**

- As the sponsor, your company will be thanked at the start of the reception.
- Table-top tents will be placed on each table to share your logo, website, and a short description of your organization.
- Sponsor may distribute promotional materials on tables.

PLATINUM
LEVEL

Childcare

\$15,000

Quantity: **Exclusive (1)**

- Provide an enriching and comfortable space for babies and children where parents know their child/children are safe.
- Provide literature about your company in the room for parents to take with them.

SILVER
LEVEL

Headshot Photographer

\$8,000

Quantity: **Exclusive (1)**

- Enhance your conference experience by providing attendees with the opportunity to receive professional headshots, a valuable addition to their personal branding and professional profiles. Your headshot booth will be strategically placed in a high-traffic area, ensuring maximum visibility for your brand.



Event Opportunities *continued*

**BRONZE
LEVEL**

Wellness Moments

\$5,500

Quantity: **3**

- Treat attendees to an invigorating wellness session by sponsoring yoga, meditation, Zumba, etc.!
- Special opportunities to include your logo on yoga mats, or event-affiliated product.

**CONTRIBUTING
LEVEL**

Photo Booth

\$5,000

Quantity: **Exclusive (1)**

- Includes digital booth, props, backdrop, step and repeat, branding or custom photo border with sponsor graphics.

**CONTRIBUTING
LEVEL**

Refreshment Break

\$2,500

Quantity: **4**

- Sponsor a morning and/or an afternoon break.
- Be recognized with signs at the entrance to the refreshment area.
- Provide literature about your company for attendees to take with them.

**CONTRIBUTING
LEVEL**

MCH Around the World Film Night

\$1,500

Quantity: **4**

Attendees look forward to AMCHP's movie night and they'll be more excited this year knowing they can snack on tasty treats while they enjoy a heartfelt film. Sponsorship includes your logo on signage and napkins as well as being acknowledged before the movie starts. This sponsorship is a cost effective, high visibility opportunity to attach your brand to an evening attendees will remember long after the movie ends.



Onsite Marketing Opportunities

PLATINUM
LEVEL

Mobile App

\$15,000

Quantity: **Exclusive (1)**

- Full sponsorship of the AMCHP 2025 Conference Mobile App entitles you to have your logo on the splash screen and in the main banner.

BRONZE
LEVEL

Reusable Water Bottles

\$6,000

Quantity: **Exclusive (1)**

- Align your company with sustainability by sponsoring reusable water bottles provided to attendees who will be reminded of your brand each time they reuse them during the conference and at home.

CONTRIBUTING
LEVEL

Lanyards

\$5,000

Quantity: **Exclusive (1)**

- Your logo will be co-branded with the AMCHP logo and worn around every attendee's neck for the duration of the conference.

CONTRIBUTING
LEVEL

Plenary Session Video

\$3,500

Quantity: **4**

- Capture attendees' attention with your 60-second promotional video that will play prior to each plenary session.



Onsite Marketing Opportunities *continued*

CONTRIBUTING
LEVEL

Notebooks

\$3,000

Quantity: **Exclusive (1)**

- Attendees will see your logo when they take notes during the conference and beyond!
- Made from recycled materials, these notebooks are ever present during the conference.

CONTRIBUTING
LEVEL

Pens

\$3,000

Quantity: **Exclusive (1)**

- Attendees will see your logo when they take notes during the conference and beyond!

CONTRIBUTING
LEVEL

Parent Room

\$2,500

Quantity: **2**

- Show your support for breastfeeding parents attending the Annual Conference.
- Provide information about your company in the room for parents to pick up and take with them.

CONTRIBUTING
LEVEL

Table Tents/Keynote Seat Drop

\$1,000

Quantity: **3**

- Place your materials in the hands of every attendee when you sponsor a General Session Seat Drop!
- Choose one of the three General Sessions to sponsor. Sponsor provides printed material and AMCHP will distribute it for you.

Onsite Marketing Opportunities *continued*

CONTRIBUTING
LEVEL

Souvenir Item

Quantity: 4

**\$750 if sponsor provides
\$6,000 if AMCHP orders item**

- Provide a functional gift item such as branded USB chargers, etc. (No paper gifts, please.)
- Sponsor provides finished product and is responsible for production, shipping, and material handling costs. Advanced approval is required.

CONTRIBUTING
LEVEL

Directional Signs

Quantity: Multiple

\$750

- The sponsored directional meter board features your company graphics and sales message on one entire side of the board.

CONTRIBUTING
LEVEL

Promotional Flyer

Quantity: 5

\$550

- One single page flyer (may be two-sided) not to exceed 8.5" x 11".
- Sponsor provides printed material and is responsible for all production, shipping, and material handling costs. Advance approval is required.

CONTRIBUTING
LEVEL

Mobile App Alert

Quantity: 10

**\$275 for 1 alert;
\$415 for 2 alerts**

- Promote your products and services to all the attendees and drive them to your exhibit booth.

Advertising/Branding Opportunities

SILVER
LEVEL

You Are Here Locator Board

\$7,500

Quantity: **Exclusive (1)**

- This ad will follow attendees as they navigate their way around the meeting website and can link to a webpage of your choosing.



CONTRIBUTING
LEVEL

Badge Confirmation Sponsor

\$3,500

Quantity: **Exclusive (1)**

- This email includes the QR code for attendees to scan and print their badge at registration. A highly-anticipated and widely-read communication!

CONTRIBUTING
LEVEL

Registration Confirmation Sponsor

\$3,000

Quantity: **Exclusive (1)**

- Exclusive sponsorship and one of the most referenced conference pieces of information.
- The 2024 confirmation was sent to 1,300 attendees!
- Book by December 1st for maximum exposure!

CONTRIBUTING
LEVEL

Conference Website Featured Video

\$2,500

Quantity: **4**

- Engage attendees immediately with your video on the main page of the AMCHP Conference website!

CONTRIBUTING
LEVEL

Tile Ad

\$2,500

Quantity: **Exclusive (1)**

- Place a custom banner ad on the homepage of the conference website.
- Your ad is placed among the tiles that direct attendees to important information.
- This branded ad can link to a webpage of your choosing.

Advertising/Branding Opportunities *continued*

CONTRIBUTING
LEVEL

Rotating Banner Ads

\$1,500

Quantity: 3

- Place a custom ad on the right-hand column of the AMCHP Conference website.
- This branded ad can link to a webpage of your choosing.

CONTRIBUTING
LEVEL

Sub-Page Header Banner

\$1,500

Quantity: 3

- Place a custom ad on one of several subpages of the AMCHP Conference website for attendees to see as they visit a specific page.
- This branded ad can link to a webpage of your choosing.

CONTRIBUTING
LEVEL

Sponsored E-Blast

\$1,000

Quantity: 6

- Sponsor to provide graphics and text. E-blast sent from AMCHP's communications to all registered attendees. Deadline of February 15, 2025 to provide AMCHP with content.

Customized Branding Opportunities

Multiple branding opportunities are available throughout high-volume conference areas. Contact us to discuss pricing and the best option for your organization. We will work with your budget to find the best fit.



AMCHP 2025

MARCH 15-18
WASHINGTON, DC

**Interested in sponsoring or exhibiting
at AMCHP 2025? Please contact:**

AMCHPexhibits@conferencemanagers.com