



6TH BIENNIAL CHILDHOOD OBESITY CONFERENCE

Celebrating Success and Moving Toward Health in All Policies



Photo by Tim Wagner for HEAC

Sponsor Packet

JUNE 28 – JULY 1, 2011 | SAN DIEGO, CALIFORNIA

The Nation's Premier Conference on Childhood Obesity!

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

Sponsorship Opportunities

“This is truly a wonderful conference. It’s where people at the cutting edge of obesity prevention come to connect, share strategies, and get reenergized for the work ahead.”

– *Loel Solomon, Vice President, Community Health
Kaiser Permanente*

The California Department of Public Health, the University of California, Berkeley, Dr. Robert C. and Veronica Atkins Center for Weight and Health, The California Endowment, and Kaiser Permanente are pleased to announce the 2011 Childhood Obesity Conference scheduled for June 28–July 1, at the Manchester Grand Hyatt in San Diego, California.

Now in its 6th 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 attend in 2011. The Conference will showcase the latest research, evidence-based best practices, and policy/environmental change strategies. Topics will incorporate Health in All Policies through the built environment, transportation, and agriculture.

Obesity in children and adolescents carries serious health and social consequences and has become a concerning and costly epidemic for families, communities, schools, and health care providers. Over the past three decades, the proportion of overweight children in the United States has almost tripled. According to the Centers for Disease

Control and Prevention, the cost attributable to obesity in the United States could be as high as \$147 billion in 2008, up from \$78.5 billion in 1998.

Some of the most prominent experts on childhood obesity attend and present at the Conference. Your sponsorship will help support the highest level speakers and diversity of topics on the subject of childhood obesity.

We look forward to the opportunity to work with your organization at the 2011 Childhood Obesity Conference in San Diego. Your generous support is a key component in achieving the Conference goals of bringing together a wide variety of partners working together toward the common goal of reducing the nation’s childhood obesity rates.

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

**Become a Sponsor Today
and Start Receiving Visibility
in Conference Promotions!**

DEADLINE:
February 1, 2011

Conference Agenda



Photo by Tim Wagner for HEAC

Tuesday, June 28, 2011

7:30 – 5:00 p.m.	Conference Registration Opens
9:00 – 12:00 p.m.	Pre-Conference Sessions
9:00 – 12:00 p.m.	Exhibit Set-up
12:00 – 1:00 p.m.	Luncheon
1:00 – 1:30 p.m.	Welcome and Introductions
1:30 – 2:45 p.m.	Plenary Session with Keynote
2:45 – 3:00 p.m.	Physical Activity Session
3:00 – 3:30 p.m.	Refreshment Break/Exhibit Viewing
3:30 – 5:00 p.m.	Workshop Session One
5:00 – 6:00 p.m.	Poster Session One Set-up

Wednesday, June 29, 2011

7:00 – 5:30 p.m.	Registration
7:00 – 8:00 a.m.	Continental Breakfast
7:00 – 5:00 p.m.	Exhibit and Poster Viewing
8:00 – 9:30 a.m.	Plenary Session with Keynote
9:30 – 9:45 a.m.	Physical Activity Session
9:45 – 10:15 a.m.	Break/Exhibit and Poster Viewing
10:15 – 11:45 a.m.	Workshop Session Two
11:45 – 1:00 p.m.	Lunch Break (lunch on your own)
1:00 – 2:30 p.m.	Workshop Session Three
2:30 – 3:00 p.m.	Refreshment Break/Exhibit and Poster Viewing
3:00 – 5:00 p.m.	Mini-Plenary Session One
5:30 – 7:00 p.m.	Reception
6:00 – 7:00 p.m.	Poster Session Two Set-up

Thursday, June 30, 2011

7:00 – 5:00 p.m.	Registration
7:00 – 8:00 a.m.	Continental Breakfast
7:00 – 3:30 p.m.	Exhibit and Poster Viewing
8:00 – 9:30 a.m.	Workshop Session Four
9:30 – 9:45 a.m.	Break
9:45 – 11:45 a.m.	Mini-Plenary Session Two
11:45 – 1:00 p.m.	Lunch Break (lunch on your own)
1:00 – 3:00 p.m.	Mini-Plenary Session Three
3:00 – 3:30 p.m.	Refreshment Break/Exhibit and Poster Viewing
3:30 – 5:00 p.m.	Closing Plenary with Keynote
3:30 – 5:00 p.m.	Exhibit and Poster Breakdown

Friday, July 1, 2011

8:00 – 9:00 a.m.	Post-Conference Session Registration
9:00 – 12:00 p.m.	Post-Conference Sessions

Local attractions:

Seaport Village	Adjacent to the hotel
Gaslamp Quarter	1/2 mile
Petco Park	1 mile
San Diego Zoo	3 1/2 miles
Balboa Park	3 1/2 miles
Bazaar del Mundo	4 miles
SeaWorld	7 miles
Belmont Park	8 miles
Birch Aquarium	15 miles
Legoland	33 miles
Wild Animal Park	33 miles

Feedback from the 5th Biennial Childhood Obesity Conference Participants

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



Felt the materials provided at the conference were useful



Overall satisfaction with the speakers/presenters



Would recommend this conference to others



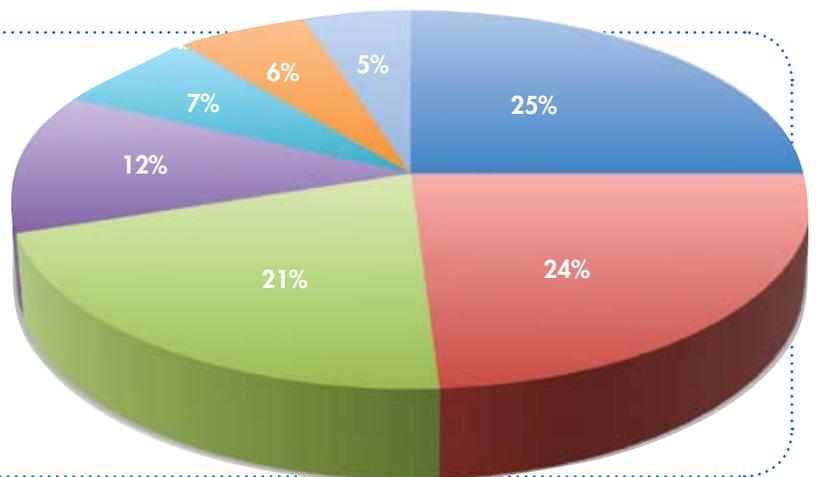
Were first time attendees (a continual stream of new participants)



CONFERENCE ATTENDEES

CATEGORIZED BY INDUSTRY

- EDUCATION 25%
- REGISTERED DIETICIANS 24%
- PUBLIC HEALTH 21%
- HEALTH CARE 12%
- COMMUNITY 7%
- RESEARCH 6%
- BUSINESS 5%

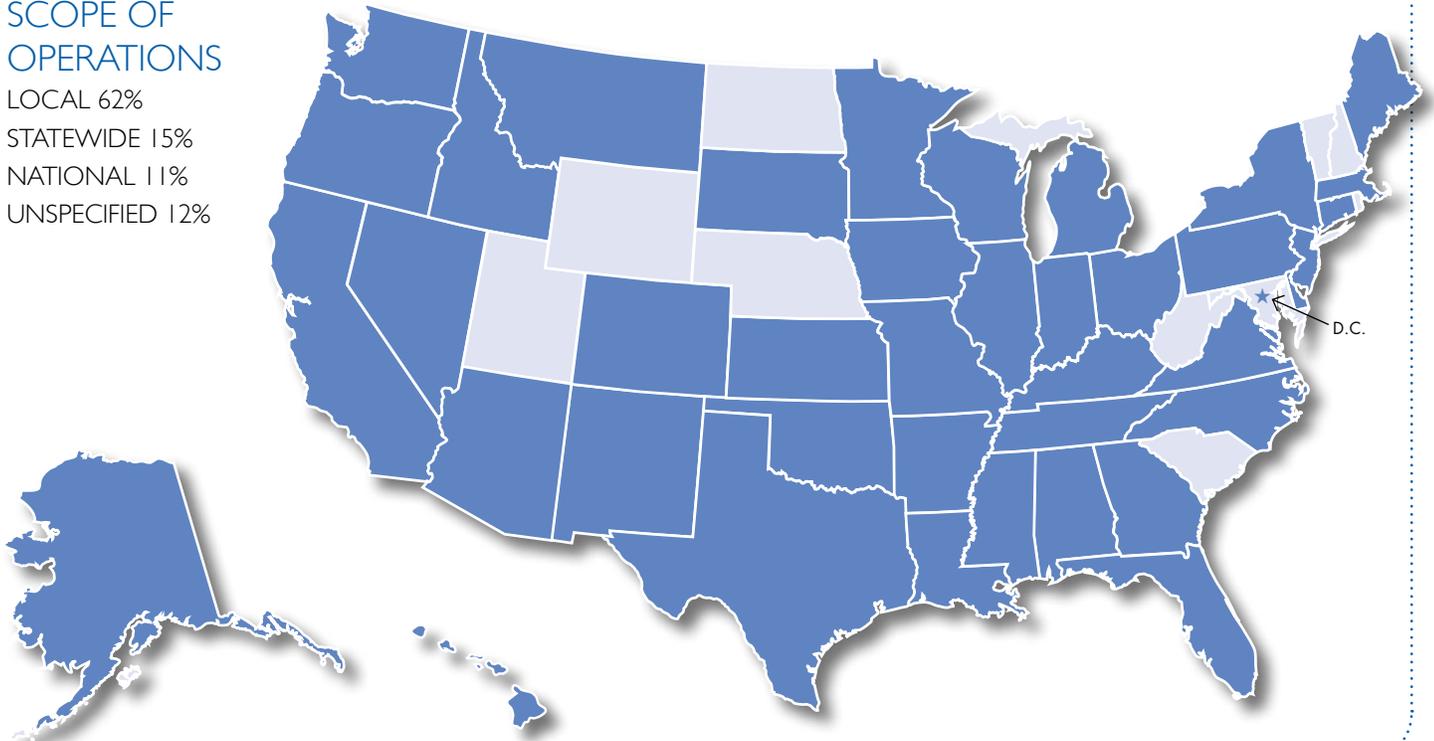


Feedback from the 5th Biennial Childhood Obesity Conference Participants

41 STATES REPRESENTED

SCOPE OF OPERATIONS

LOCAL 62%
STATEWIDE 15%
NATIONAL 11%
UNSPECIFIED 12%



TESTIMONIALS

"I would welcome the chance to again present at the Childhood Obesity Conference. The presentation that I gave was enthusiastically received. The Conference was very well organized. The whole experience was terrific. Yes, I would come back in heartbeat!"

Diane Croft, Professor, State University of New York, College at Cortland

"We had many people stop by our booth and they were quite excited about what we were offering in our program. We hope to connect after the Conference!"

Exhibitor

General Information

CONFERENCE GOALS

- Convene diverse stakeholders to share knowledge, build partnerships, strategize, and promote best practices in providing all children access to a healthy diet and plentiful opportunities for physical activity.
- Share and celebrate successes in beginning to reduce overweight and obesity among children and recognize leaders for their contributions.
- Continue to build the movement of scientists, practitioners, elected officials, residents, parents, youth, and other stakeholders to embrace the concept of Health in All Policies in order to change social norms and practices so that healthy eating and physical activity become easy choices for all children.
- Examine the causes and consequences of ongoing health disparities and continue to share and develop cutting-edge strategies to understand and reduce inequities, particularly in high-risk, low-income communities.
- Discuss and develop emerging research, exemplary community-based efforts, effective policy strategies, and other efforts to promote and sustain healthy eating and physical activity practices among children.

WHO SHOULD ATTEND

- Public health professionals
- Health care professionals
- Education community
- Early childhood and after school providers
- Parent and youth-based organizations
- Policymakers
- Community and business leaders
- Food system professionals
- Parks and recreation planners and providers
- Urban and rural planners
- Academic researchers
- Philanthropic organization leaders
- Registered dietitians

HOTEL ACCOMMODATIONS

The site of the 2011 Conference is the Manchester Grand Hyatt in San Diego, California. This Conference has obtained a special group rate of \$110 plus tax for single or double occupancy. To book your accommodations, call the Hyatt directly at (619) 232-1234 and mention the 2011 Childhood Obesity Conference. After June 13, 2011, overnight accommodations are based on availability at the prevailing rate.



Sponsorship Levels

Thank you for sponsoring the 2011 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.

BRONZE SPONSOR..... \$2,500

- 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

SILVER SPONSOR \$6,000

- Bronze Sponsor benefits PLUS
- One additional complimentary registration (two total)
- Advertisement (1/4 page) in Conference Program
- Name displayed on Conference signage
- Logo included in plenary slide show

GOLD SPONSOR..... \$10,000

- Silver Sponsor benefits PLUS
- 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

PLATINUM SPONSOR..... \$20,000

- Gold Sponsor benefits PLUS
- 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)
- Featured article in one Conference eblast to over 5,000 potential attendees
- Podium recognition
- Company banner displayed in the exhibit hall

DIAMOND SPONSOR.....\$50,000+

- Platinum Award Sponsor benefits PLUS
- 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 eight for the plenary sessions
- 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 lunch (includes acknowledgment in Conference Program and at event)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Tote Bag:..... \$20,000

This recycled, reusable conference/grocery bag will feature your logo and will build a positive image in attendees' minds.

Cyber Cafe - The Hub of the Conference:... \$7,000

Attendees will be able to retrieve and send emails and download presentations while they are on the exhibit floor or poster session hall of the Conference. Your company logo will be prominently displayed on each computer station screen with a link to your website.

Hotel Room Key Sponsorship:.....\$7,000

Put your message directly in Conference hotel guest hands. 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.

Walking, Running, and Biking Map: \$5,000

Place a panel advertisement on the pocket-sized map of the trails, sights, and farmer's market surrounding the Manchester Grand Hyatt hotel. Conference attendees will use their guide every day to get outside and enjoy the sights and weather.

Dark Channel:.....\$4,000 (per day)

When a guest "channel surfs" in their room, make sure they see your company advertisement! This can include a promotion with your company logo and exhibit booth location or a commercial that could loop throughout the day.

Splash Page:\$3,000 (per day)

Place your company advertisement on the hotel reader boards stationed in multiple locations throughout the hotel. These boards assist meeting guests with directions and meeting times/locations and are viewed repeatedly throughout the day.

Sponsorship Application

To complete the sponsorship process visit us online at www.childhood-obesity.net.
If you prefer, you may call, fax, or mail in the completed sponsorship application form to:

Heather Williams, Senior Conference Planner

c/o College of Continuing Education, California State University, Sacramento

3000 State University Drive East • Sacramento, CA 95819-6103

Phone: (916) 278-5983 • Fax: (916) 278-4500 • williamsh@csus.edu

DEADLINE: February 1, 2011 (or based on availability)

SPONSORSHIP LEVELS (PLEASE SELECT ONE)

\$50,000

Diamond Sponsor

\$20,000

Platinum Sponsor

\$10,000

Gold Sponsor

\$6,000

Silver Sponsor

\$2,500

Bronze Sponsor

ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$20,000

Conference Tote Bag

\$7,000

Cyber Cafe

\$7,000

Hotel Room Key

\$5,000

Conference Map

\$4,000

Dark Channel (per day)

\$3,000

Splash Page (per day)

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: _____ Fax: _____

Email: _____ Facebook Account: _____

Twitter Account: _____ Blog Address: _____

EXHIBIT SPACE

Yes, I will need an exhibit space

If you selected yes, please provide the following information:

Contact for coordinating exhibit set-up:

First Name: _____

Last Name: _____

Email: _____

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 (payable to CSUS/Obesity) Amount: _____ Check/Purchase Order # _____

Charge to: VISA MasterCard Discover (**Note: American Express not accepted**) Charge on credit card will appear as "CSUS."

Cardholder's Name: _____

Card#: _____ Exp. Date: _____