

The Nation's Premier Conference on Childhood Obesity!

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

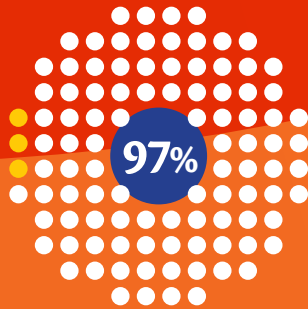
7:30am – 8:30am	<b>Continental Breakfast</b>
8:30am – 10:00am	<b>Opening Plenary</b>
10:00am – 10:30am	<b>Poster and Exhibit Viewing and Break</b>
10:30am – 12:00pm	<b>Mini Plenary Session 1</b>
12:00pm – 1:30pm	<b>Lunch on your own</b>
1:30pm – 2:45pm	<b>Workshop Session 4</b>
2:45pm – 3:30pm	<b>Poster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

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

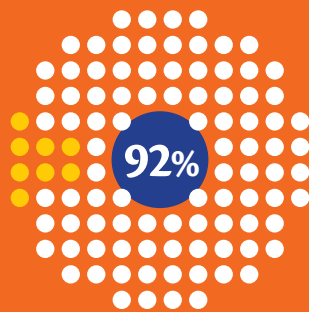
# Participant Feedback

From the 6th Biennial Childhood Obesity Conference

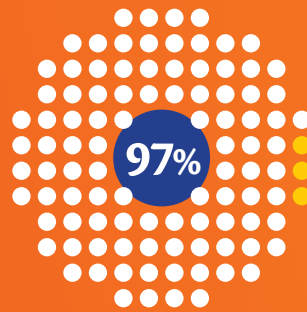
**Overall satisfaction with the speakers/presenters**



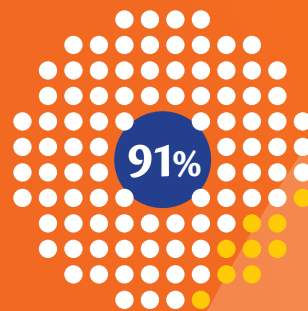
**Found the conference exhibits useful**



**Would recommend this conference to others**



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

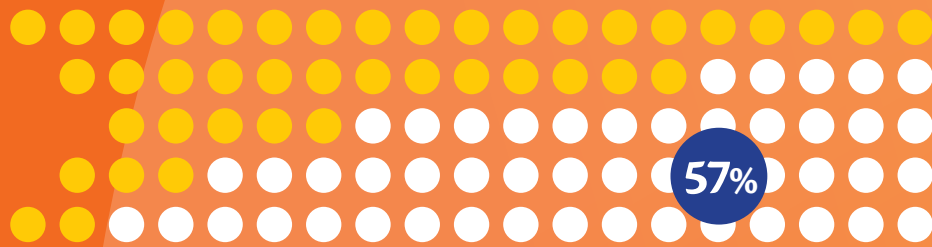


*This conference is an excellent opportunity to network with other professionals in a variety of fields affording us a wider scope of view.*

—Returning Attendee—

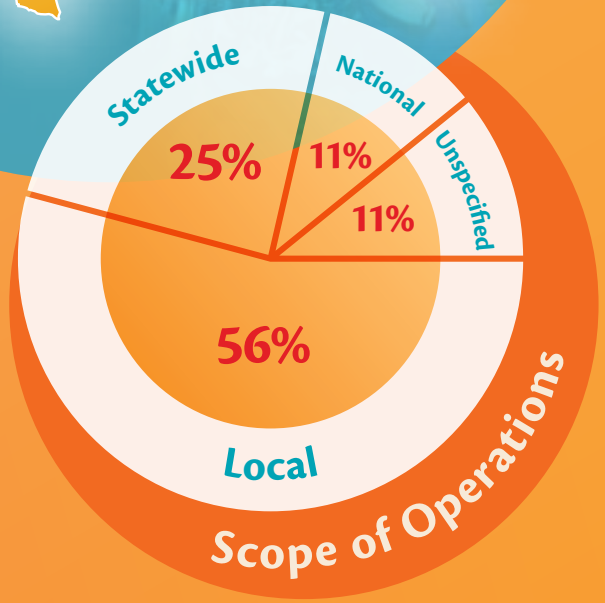
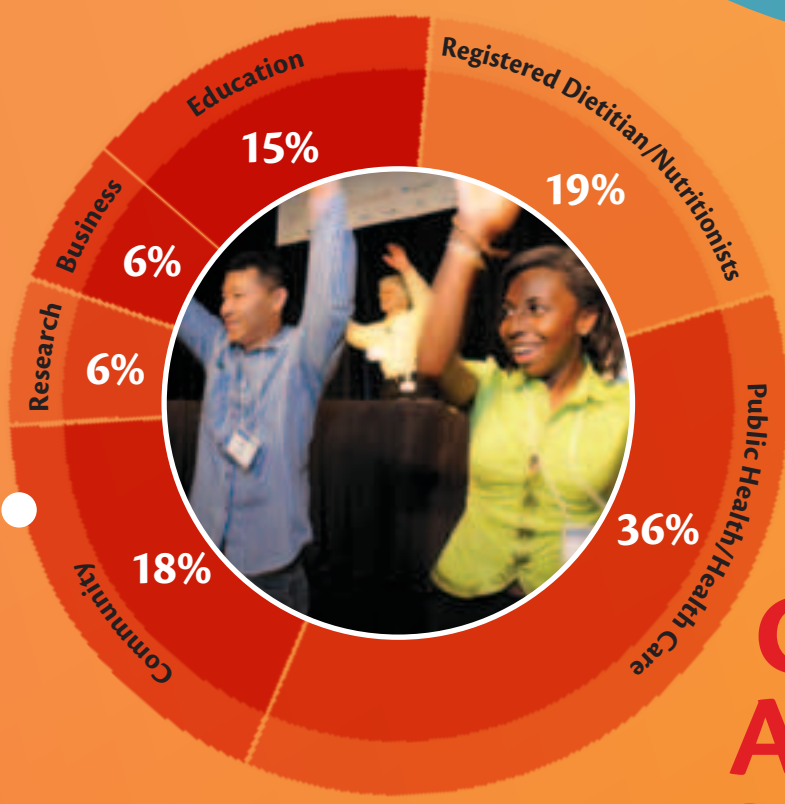
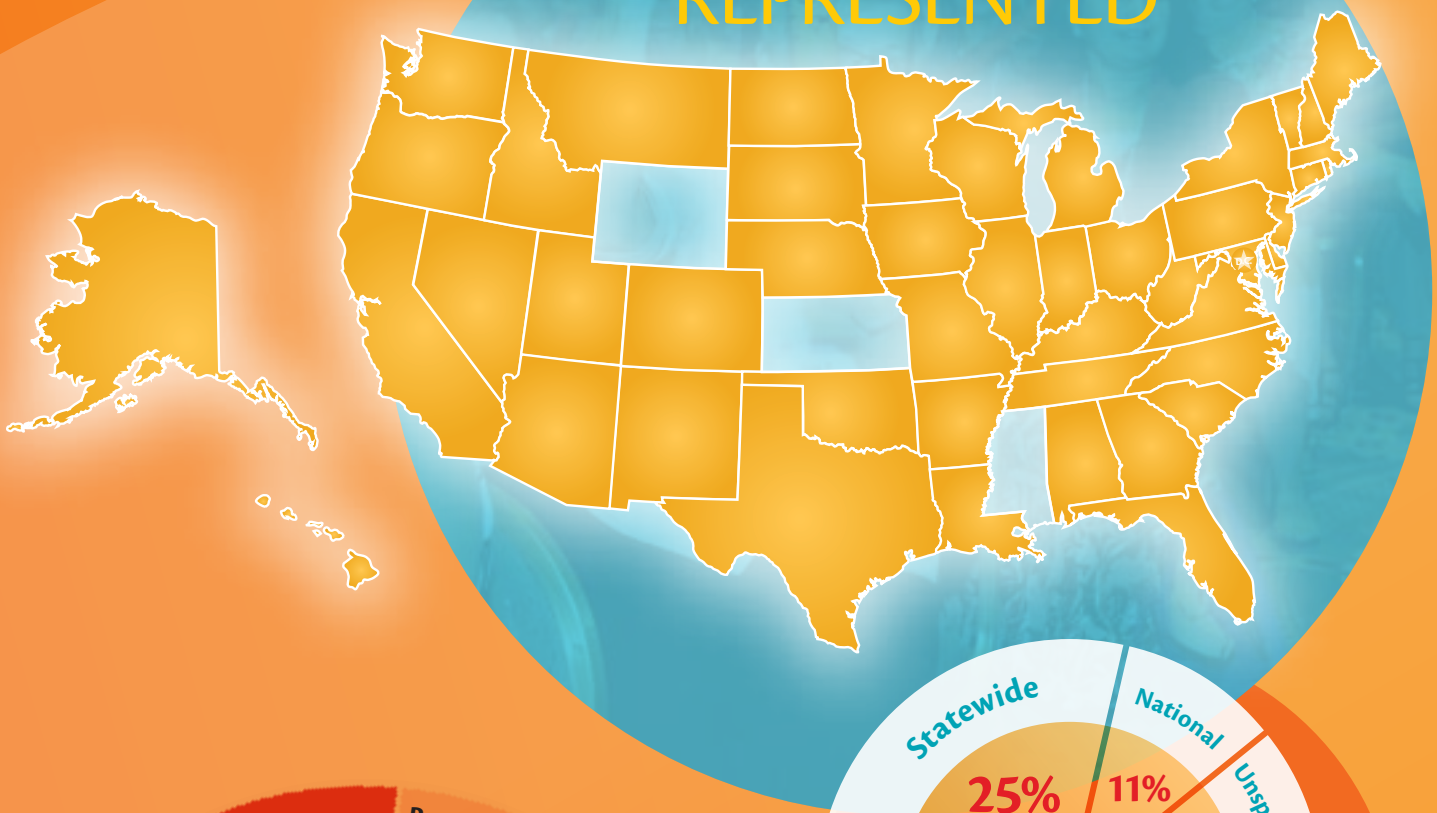
**Were first time attendees**

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

## 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
<b>\$20,000</b>	<b>\$12,000</b>	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$4,000</b>
<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](http://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](mailto: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.

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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."