

2023 Exhibitor Opportunities



About our conference

Over the last **twenty-one years**, the Pre-Health Conference at UC Davis has **grown to be the largest pre-health conference in the nation** for future health professionals. With approximately 6,000 pre-health students at UC Davis and thousands more across California, our goal is to support the nation's future health professionals as we continue our **in-person event**.

California's universities and community colleges have the most diverse student body in the nation – close to 65% of those enrolled in our academic institutions are considered underrepresented in medicine (URM, as defined by AAMC). This group of culturally competent and academically strong students is suited to one day serve the diverse population of our nation.

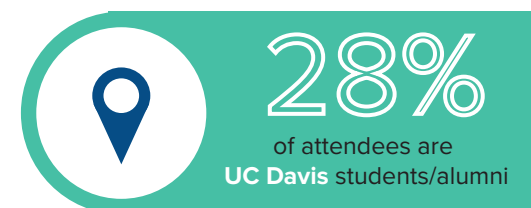
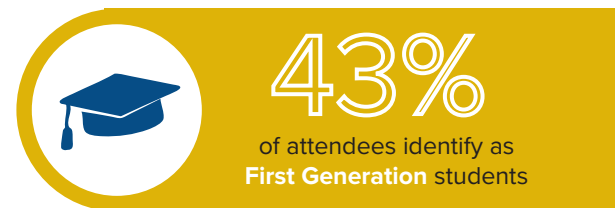
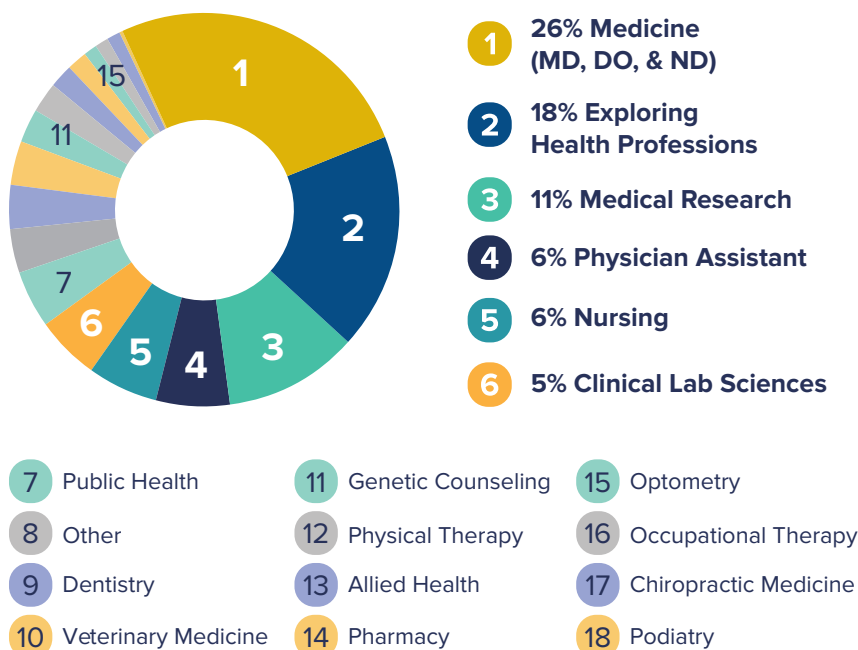
The Conference is self-supporting and does not receive financial support from UC Davis. Our students need your help to continue to provide this amazing conference for like minded pre-health students. Please consider investing in our pre-health students by joining as an exhibitor for the 21st Annual Pre-Health Conference. We anticipate hosting up to **3,000 attendees from across the nation**, including pre-health students and pre-health advisors.

Questions?

Email us at prehealthconference@ucdavis.edu

Call us at 530-304-8293

Attendee Breakdown by Health Profession*



Data collected from 2019 - 2021 Conference attendee registrations. *Based on 2019 Conference and students could select multiple health professions.

Why should you exhibit?

1. Expand your reach

Our strategic communications team has a multiplatform approach, including our website, social media accounts, and email, to reach thousands of pre-health students and hundreds of pre-health advisor across California.

2. Make connections

Through our multiplatform approach, exhibitors will have the opportunity to connect in many ways with prospective attendees, particularly through social media. exhibitors will coordinate with our team to strategically highlight their unique aspects.

3. Have a lasting impact

Interact and meet with attendees in workshops or have your logo in giveaways distributed to all attendees. Attendees often keep giveaways, including attendee bag, program, t-shirt, and handouts, for years to come as they prepare for their journey and look back on memories. Packages vary.



What our past exhibitors had to say

“I enjoyed being able to make connections for follow-up with prospective applicants.”

“I love being at your conference in person because of the large groups of students [that] visit our booth! It is very personable.”

“I really liked the Program booklet, the follow-up communication and friendly assistance when I called or e-mailed the staff.”

Our Audience and Reach

Anticipated **3,000+** attendees



7,000+
Followers



3,500+
Followers



1,000
Followers



24,000+
Unique homepage visits
May 2022 - Oct 2022



6,600+
UC Davis subscribers

2023 Opportunities

Our team looks forward to working with exhibitors to strategically highlight their unique attributes. Additionally our team will work with exhibitors on schedule placement and to create exciting workshop topics to incorporate a variety of health fields and topics to meet attendees interests and needs.

Please note Exhibitor opportunities are available on a **first-come first-serve basis**. We cannot add on additional registrants, tables, or chairs. **Please purchase the package that best fits your organization's needs**. Additionally, **when you register, influences placement on field and order on the website**, within reason. We are unable to accept any assets past the deadline below.

***For up-to-date availability visit tinyurl.com/PHCExhibitor. Updated 9/12**

	Standard Exhibitor \$1000	Bronze \$2000	Silver \$5000	Gold \$10,000	Diamond \$15,000	Platinum \$20,000
Deadline	Sept. 20th	Aug. 23rd	Aug. 23rd	Aug. 23rd	Aug. 23rd	Aug. 23rd
Packages Available*	24	Sold out!	Sold out!	Sold out!	Sold out!	1 Sold out!
Table	1 table/2 chairs	1 table/3chairs	1 table/5 chairs	2 tables/10 chairs	4 tables/15 chairs	6 tables/20 chairs
Registrations	2 registration	3 registration	5 registration	10 registration	15 registrations	20 registrations
Individual tent	10X10 Pop Up Tent	10X10 Pop Up Tent	10X10 Festival Pop Up Tent	2 10X10 Festival Pop Up Tent	20X20 Festival Pop Up Tent	30X30 Festival Pop Up Tent
Placement on website	hyperlink exhibitor name listing	static logo, hyperlink exhibitor name listing	static logo, hyperlink exhibitor name listing	hyperlink logo on home page	hyperlink logo on home page	hyperlink logo on home page
Logo display	marketing	marketing, newsletter	marketing, moderator tshirt, newsletter	marketing, attendee tshirt, photo backdrop, newsletter	marketing, ambassador tshirt, photo backdrop, newsletter	marketing, attendee bag, photo backdrop, newsletter
marketing: twitter	Up to 1 announcement tweet	Up to 1 announcement tweet	Up to 1 announcement tweet	Up to 1 announcement tweet	Up to 1 announcement tweet	Up to 1 announcement tweet
marketing: facebook and instagram	Up to 1 story and 1 roundup	Up to 1 post and 1 roundup	Up to 1 post and 1 roundup	Up to 2 posts and 1 roundup	Up to 3 posts and 1 roundup	Up to 3 posts and 1 roundup
UCD HPA Email Newsletter**	-	1 feature	1 feature	2 features	3 features	3 features
Workshops	-	Invitation to host a workshop or participate on panel (Capacity: 50 attendees)	Invitation to host a workshop or participate on panel (Capacity: 100 attendees)	Reserved Workshop Space: 2 - 3 pm, (Capacity: 200 attendees)	Reserved Workshop Space: 1 - 3 pm	Reserved Workshop Space: 1 - 3 pm
Program Ad	-	-	Half-Page, black and white	Full-Page, black and white	Full-Page, black and white with priority placement	Back Cover, full color
Post Conference Attendee Email	-	-	-	Logo and message	Logo and message	Logo and message
Parking Passes	-	-	Up to 2	Up to 5	Up to 7	Up to 10
Golf Cart Signage	-	-	-	✓	✓	✓
Additional	-	-	-	Jumbotron Display	Jumbotron Display	Jumbotron Display & Allotted Welcome and Closing Time

** Limited to health professional schools/programs or test prep companies.

Pre-Health Conference at UC Davis reserves the right to determine the eligibility of any company or organization to serve as an exhibitor, and further reserves the right to reject any exhibitor or additional marketing application. All marketing and promotional language and items must be approved by Pre-Health Conference at UC Davis based on current university and department policies.

2023 Opportunities Definitions

Roundup: Pre-Health Conference generated content based on logo. Collage of logos of exhibitors. Format of story or post is based on level. Exhibitor must provide logo by assigned deadline in order to be featured,

Story: Exhibitor provided content. The photo will disappear after 24 hours and won't appear on our feed. Available via our profile image and at the top of the user's feed.

Announcement tweet: With your provided logo, your organization will be featured on our twitter feed with our announcement template.

Email Newsletter: The UC Davis Health Professions Advising office emails our pre-health students and alumni up to twice a week during the school year on our events, opportunities, and updates. As of May 2023, we have 6,600+ on our mailing list.

Pre-Conference Attendee Email: Logo included in email sent to attendees, alongside other designated exhibitors.

2022 Roundup Examples Pre-Health Conference Generated Content



2022 Exhibitor's Story Examples Exhibitor Provided Content



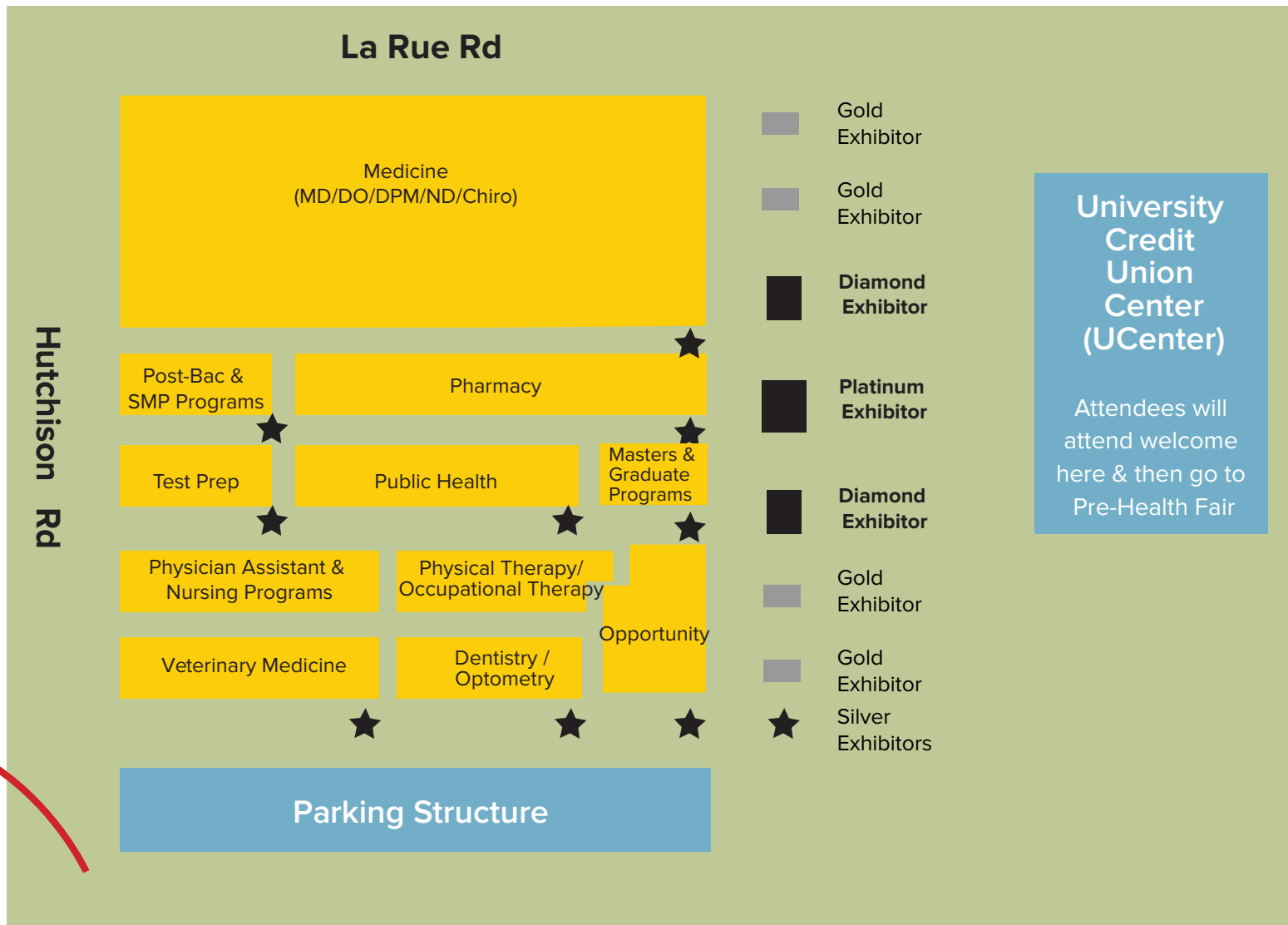
Exhibitor Fair Map

Last year, we had 200+ exhibitors and 2800+ registered attendees. Take a look at the exhibitor experience and the overall map below. Go to the next page for a closer look at the Pre-Health Fair layout based on health professional category.



Exhibitor Fair Map

Day-of field layout may vary slightly based on number of exhibitors per category. Please note when you register, influences placement on field, within reason. The standard exhibitor level cannot choose their exact placement on the field.



2023 Additional Marketing Opportunities

Exhibitors at any level are eligible to market themselves through our additional opportunities. Opportunities are limited and on a first-come first-serve basis. **Please note, last year, these opportunities sold out the fastest which is why we have added additional opportunities.**

For the most up-to-date availability please visit tinyurl.com/PHCExhibitor.

Flyer Handout

Up to 5 exhibitors Cost: \$500

Have your marketing reach every attendee, whether they visit your booth or not. Handout will be included in the attendee bag to be distributed to all attendees during check-in. Exhibitors will coordinate with our team to send their printed 8.5"x11" flyer.

Attendee Reusable Water Bottle

Up to 3 exhibitors Cost: Please inquire

Have your logo reach all attendees on the reusable water bottle, which will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and up to 4 exhibitors.

Attendee Notebook

Up to 3 Exhibitors. Cost: Please inquire

Pricing conditional on number of exhibitors. Have your logo on a notebook, will be distributed during check-in.

Attendee Highlighter

Up to 2 Exhibitors. Cost: Please inquire

Pricing conditional on number of exhibitors. Have your logo on a 3 sided highlighter, which will be distributed during check-in.

Attendee Lip Balm

Up to 1 exhibitor Cost: \$1,100

Have your logo reach all attendees on a lip balm, which will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and up to 1 exhibitor.

Attendee Stress Ball

Up to 1 exhibitor Cost: \$600

The first 500 attendees, will receive a stress ball! Item will be distributed during check-in. The imprint area will include logos from the Pre-Health Conference and up to 1 exhibitor.