

# 2024 Exhibitor Opportunities



# About our conference

Over the last **twenty-two years**, the Pre-Health Conference at UC Davis has **continued 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 with 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 will 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 22nd Annual Pre-Health Conference. We anticipate hosting up to **3,000 attendees from across the nation**, including pre-health students and pre-health advisors.

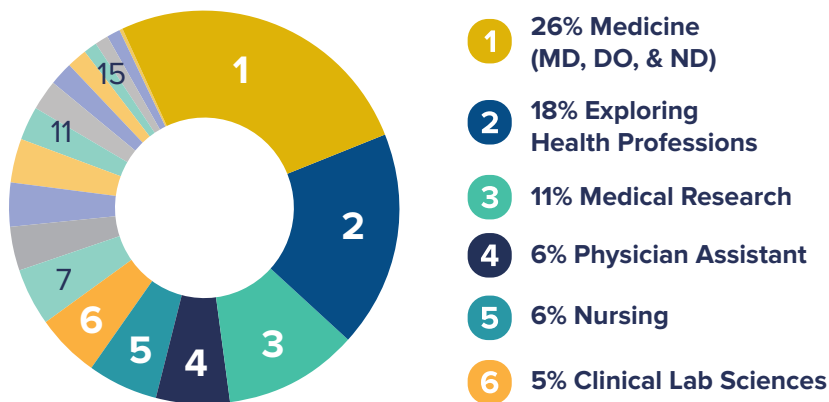
## Questions?

Email us at [prehealthconference@ucdavis.edu](mailto:prehealthconference@ucdavis.edu)

Call us at 530-304-8293

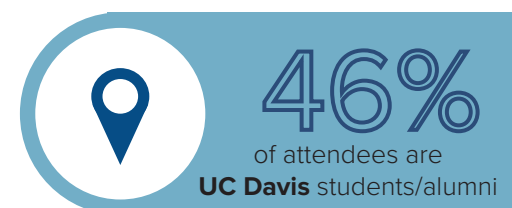
## Get to Know Our Attendees

### What professions are they pursuing?\*



- |                        |                       |                          |
|------------------------|-----------------------|--------------------------|
| 7 Public Health        | 11 Genetic Counseling | 15 Optometry             |
| 8 Other                | 12 Physical Therapy   | 16 Occupational Therapy  |
| 9 Dentistry            | 13 Allied Health      | 17 Chiropractic Medicine |
| 10 Veterinary Medicine | 14 Pharmacy           | 18 Podiatry              |

### What are their pathways like?\*\*\*



\*Based on 2019 Conference registration; attendees could select multiple fields. \*\*Based on 2023 Conference attendee registration; self-reported.

# 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.



### 2023 Exhibitor Testimonials

“Student numbers and engagement were great - thank you! Volunteer/UC Davis staff were super hospitable and helpful.”

“I loved getting to interact with so many different kinds of pre-health students at various points in their schooling (first-years, later years, community college, four-year college, etc.).”

“As an exhibitor, I really appreciated the organization of the fair!”

## Our Audience and Reach

Anticipated **3,000+** attendees



**6,900+**  
Followers



**4,100+**  
Followers



**8,000+**  
UC Davis subscribers

# 2024 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 <https://tinyurl.com/PHCExhibitor>. Updated 4/4/2024

	Standard Exhibitor	Bronze	Silver	Gold	Diamond	Platinum
Total	\$1000	\$2000	\$5000	\$10,000	\$15,000	\$20,000
Deadline to register	Sept. 27th	Sept. 13th	Sept. 13th	Sept. 13th	Sept. 13th	Sept. 13th
Max Packages Available*	175	14	10	2	2	1

## Exhibitor Registration Logistics & Workshop(s)

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 registrations	3 registrations	5 registrations	10 registrations	15 registrations	20 registrations
Individual tent	10X10 Pop Up Tent	10X10 Pop Up Tent	10X10 Pop Up Tent	2 10X10 Pop Up Tent	20X20 Pop Up Tent	30X30 Pop Up Tent
Parking Passes	-	-	Up to 2	Up to 5	Up to 7	Up to 10
Workshop(s)	-	Invitation to host a workshop or participate on a panel	Invitation to host a workshop or participate on a panel	Reserved Workshop Space: 2 - 3 pm	Reserved Workshop Space: 1 - 3 pm	Reserved Workshop Space: 1 - 3 pm
Workshop capacity up to	-	50 attendees	100 attendees	200 attendees	400 attendees	500 attendees

## Branding and Marketing Opportunities\*\*\*

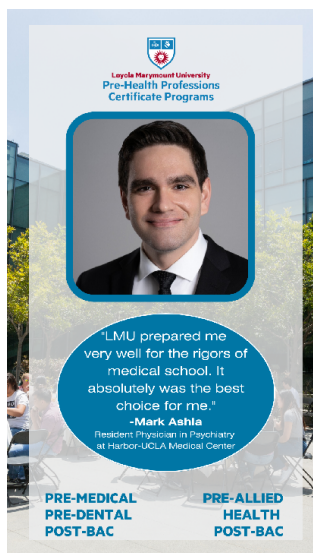
Deadline to submit marketing assets	<b>Sept. 27th</b>	Sept. 13th	Sept. 13th	Sept. 13th	Sept. 13th	Sept. 13th
Placement on website	hyperlink exhibitor name listing in order of registration	static logo, hyperlink exhibitor name listing in order of registration	static logo, hyperlink exhibitor name listing in order of registration	hyperlinked logo on home page	hyperlinked logo on home page	hyperlinked logo on home page
Logo display	Facebook/IG Round Up	Facebook/IG Round Up, newsletter	Facebook/IG Round Up, moderator tshirt, newsletter	Facebook/IG Round Up, attendee tshirt, photo backdrop, newsletter	Facebook/IG Round Up, ambassador tshirt, photo backdrop, newsletter	Facebook/IG Round Up, attendee bag, photo backdrop, newsletter
Instagram & Facebook	Up to 1 Story and 1 Round Up	Up to 1 Story and 1 Round Up	Up to 1 Post and 1 Round Up	Up to 1 Post and 1 Round Up	Up to 2 posts and 1 Round Up	Up to 3 posts and 1 Round Up
UCD HPA Email Newsletter**	-	1 feature	1 feature	2 features	3 features	3 features
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	-	-	-	✓	✓	✓
Golf Cart Signage	-	-	-	✓	✓	✓
Additional	-	-	-	Jumbotron Display	Jumbotron Display	Jumbotron Display & Allotted Welcome and Closing Time

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.

# 2024 Definitions & Details

**Story: Exhibitor provided content.** The photo will disappear after 24 hours and will not appear on our feed. Available via our profile image and at the top of the user's feed. Timing of posting may be impacted by when it was submitted. Additional examples and guidance will be provided after registration.

## 2023 Exhibitor's Story Examples Exhibitor Provided Content



**Round Up:** Pre-Health Conference generated content using logo submission. Collage of logos of exhibitors which will be added to our story leading up to Conference Day. Format of story is influenced by exhibitor level. Exhibitor must provide logo by assigned deadline in order to be featured. Timing of posting may be impacted by when it was submitted. Additional examples and guidance will be provided after registration.

## 2023 Roundup Examples Pre-Health Conference Generated Content



**UCD HPA Email Newsletter\*\*:** The UC Davis Health Professions Advising office emails our pre-health students and alumni up to twice a week throughout the year on on- and off-campus events, opportunities, and updates. As of February 2024, we have 8,000+ on our mailing list. This marketing opportunity is limited to health professional schools/programs.

**Post-Conference Attendee Email:** Be included in the email sent to all registered attendees, alongside other designated exhibitors. Guidance will be provided after registration.

**Jumbotron Display:** Designated exhibitors will have the opportunity to be included in the Jumbotron Display. This slideshow will be conducted from 6 - 8 am, while attendees join the UCUC before the Welcome Session.

**Program Ad:** Every registered attendee will receive a printed program. Many attendees keep their program as a memento of the day and to help prepare to apply.

**Parking:** The University charges parking, however, the Pre-Health Conference does not receive any of these funds.

### \*\*\*Important Note: Marketing Opportunities

In an effort to send materials to production and our work flow in a timely manner, Pre-Health Conference at UC Davis can only move forward with marketing materials submitted by the deadline. If needed materials are not submitted by the deadline, PHC at UC Davis will proceed without the affected marketing opportunities for your organization. We highly encourage sending materials early to ensure correct materials are sent. Questions are always welcome.

# 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 Layout Guide

Field Layout is generally filled on a first-come, first-registration basis, within reason. Please note, the day-of field layout varies year-to-year based on number of registered exhibitors per category. The standard exhibitor level cannot choose their exact field position.

## 2023 Field Layout

