

Student
Assembly



AMERICAN PUBLIC HEALTH ASSOCIATION STUDENT
ASSEMBLY

c/o American Public Health Association
Attn: Frances Atkinson
800 I Street NW
Washington, DC 20001-3710

March 1, 2006

Re: Marketing Opportunity with APHA-SA

The American Public Health Association- Student Assembly (APHA-SA) [501c(3) - designated] invites you to consider unique and targeted opportunities to reach our 4,500 members at the national level. The APHA-SA is a student-led organization within the APHA representing students of public health and other related disciplines. We are dedicated to enhancing students' professional development by providing resources, fostering diversity, and promoting opportunities.

APHA-SA members represent a broad spectrum of next generation working professionals who are studying in diverse disciplines including health promotion and education, environmental and occupational health, maternal and child health, epidemiology, biostatistics, health behavior, social work, nutrition and dietetics, international health, health administration, and public health nursing. These student members will go on to be employed in various settings including worksites, hospitals, managed care organizations, schools, universities and colleges, voluntary organizations, federal/state/local health departments, and international organizations.

The enclosed flyer lists many of the advertising and sponsorship opportunities will be available through APHA-SA this year. Please keep APHA-SA in mind as you prepare your marketing campaigns and related budgets.

APHA convenes one **large** educational event every year: Annual Meeting and Exposition. This year, the 134th APHA Annual Meeting and Exposition will be held in Boston, Massachusetts November 4-8, 2006. The meeting theme is "Public Health & Human Rights". Approximately 14,000 public health decision-makers are expected to attend; of which several thousand will be student members.

There are a variety of sponsorship prospects for the **Student Assembly at the** Annual Meeting and Exposition including, but not limited to:

- Speaker Sponsors, suggested contribution starting at \$1,000
- Printing of Meeting Supplement, starting at \$250
- Support for conference promotional items, starting at \$750
- Give-a-ways (pens, pads, highlighters, stress relievers, etc.), starting at \$400

We look forward to strengthening our relationship with your organization. Please contact Programming Co-Chairs, Mariza Luna or Kristy Siegel, today with any questions or to take advantage of this terrific marketing opportunity.

Sincerely,
Mariza Luna
505-280-5669
mluna@salud.unm.edu

Kristy A. Siegel, MPH, CHES
305-498-1940
ksiegelapha@hotmail.com

Enc: APHA-SA Marketing Opportunities Flyer

APHA-SA Vision

"To improve the future of public health by promoting excellence and the professional development of students in public health and related disciplines."

APHA- Student Assembly Marketing Opportunities



INVITED SPEAKERS

During two APHA-SA-organized sessions, nationally renowned speakers will offer valuable information to students and new professionals about different fields of public health and how they can prepare for and identify a successful career in public health. Sponsorship will be used to offset any travel expenses incurred by the invited speakers. Sponsors are acknowledged by signage and screen projection. \$1,000-\$2,500

NEW MEMBER/FIRST-TIME ATTENDEE WELCOME/ORIENTATION

Held the first full-day of the APHA Annual Meeting and Exposition (November 6), this event gives new members, first-time attendees, and student/new professionals an opportunity to connect with APHA-SA board executives, network with peers, and meet other APHA members and leaders, while enjoying a relaxed atmosphere and light refreshments. Sponsors are acknowledged by signage and screen projection. \$1000

NOTEBOOK PADS/PADFOLIO

APHA-SA will provide a notebook/writing pad to each student attendee during the invited speaker sessions which provides you an excellent opportunity for your organization's name to be seen. \$3,000

LANYARD/BADGE HOLDERS

Don't miss this opportunity to put your organization's name directly in the hands of attendees; your support will be recognized on the lanyards worn by conference student attendees. \$1,000

CONFERENCE GIVEAWAYS

Make a lasting impression with this unique opportunity to put your organization name and logo on the front or back of the various giveaways distributed at the APHA-SA booth during the Exposition (November 4-8). Your support will be recognized by ALL conference attendees. Range: \$400-\$5,000

AMERICAN PUBLIC HEALTH ASSOCIATION STUDENT ASSEMBLY

c/o American Public Health Association

Attn: Frances Atkinson

800 I Street NW

Washington, DC 20001-3710

APHA-SA Vision

"To improve the future of public health by promoting excellence and the professional development of students in public health and related disciplines."