



SYNChronicity

THE **TENTH ANNUAL NATIONAL CONFERENCE** FOR

HIV • HCV • STIs • HARM REDUCTION • LGBTQ HEALTH

MAY 29 – 31, 2024 • WASHINGTON, DC

RENAISSANCE ARLINGTON CAPITAL VIEW HOTEL

SPONSORSHIP PROSPECTUS

Health
HIV

Health
HCV

National
Coalition for
LGBTQ
Health

SYNC2024.org

SYNCHRONICITY: A ONE OF A KIND EXPERIENCE

The **Tenth Annual SYNChronicity Conference** will be held May 29–31 in Washington, DC.

Organized by HealthHIV, HealthHCV, and the National Coalition for LGBTQ Health, this one-of-a-kind national conference connects dynamic healthcare and public health audiences to effectively address HIV, hepatitis C (HCV), sexually transmitted infections (STIs), LGBTQ+ health, harm reduction, and health equity.

Our programming is designed to encourage participants to “SYNC” systems, data, programs, models, interventions, and policies by creating targeted solutions within a dynamic healthcare environment. The experience includes dynamic plenary sessions, multi-disciplinary institutes and track sessions, motivational videos, opportunities to network with thousands of health care colleagues, sharing lessons learned and successful strategies. The conference also offers free continuing education to all participants.

SYNC 2024 will take place at the Renaissance Arlington Capital View Hotel, situated on the west bank of the Potomac River.



A STATE OF THE ART CONFERENCE

Through its cutting-edge website virtual conference platform, and compelling videos and graphics, SYNC sets the standard for innovative engagement with stakeholders from around the world. These platforms and strategies allow sponsors and participants to stay SYNCed year round with audiences and allow for SYNC to deliver the latest on the state of science, research, and programming. With the SYNC online presence, sponsors can place ads, links to resources, and other promotional assets which would be disseminated among the thousands of participants and broadly to all past, current, and potential SYNChronizers.

SYNCING THROUGHOUT THE YEAR

Through in-person and virtual engagement, SYNC provides a year-round conference experience that gives sponsors and exhibitors opportunities to dialogue with the healthcare community throughout the year. In addition to the robust live SYNC offerings, all SYNC content is enduring and accessible to SYNC registrants in perpetuity, and SYNCing to End the Syndemics webinars are hosted for year-round engagement.

“HealthHIV, HealthHCV and the National Coalition for LGBTQ Health have **set a new standard** for motivational videos and virtual conferences.”



A HIGHLY RATED CONFERENCE WITH A DIVERSE AND EXPANSIVE AUDIENCE

SYNChronicity provides a unique opportunity to connect and build relationships with a diverse range of medical providers, health care workers, government officials, faith and community-based organizations, advocates, healthcare consumers and others addressing HIV, HCV, STI and LGBTQ health across North America and around the world.

“*SYNC was impressive! The technology was **easy to navigate** and the speakers and topics were **top-notch**.*”

92%

said their knowledge and skills increased as a result of attending SYNC

94%

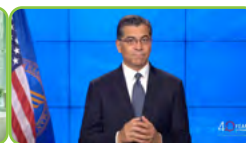
believe SYNC delivered on its overall objectives

Strong programming and useful content

cited as #1 reason for attending SYNC

97%

would recommend the SYNChronicity conference to colleagues



SYNC means compelling content, riveting videos and multimedia, compelling speakers, and engaging community spirit.

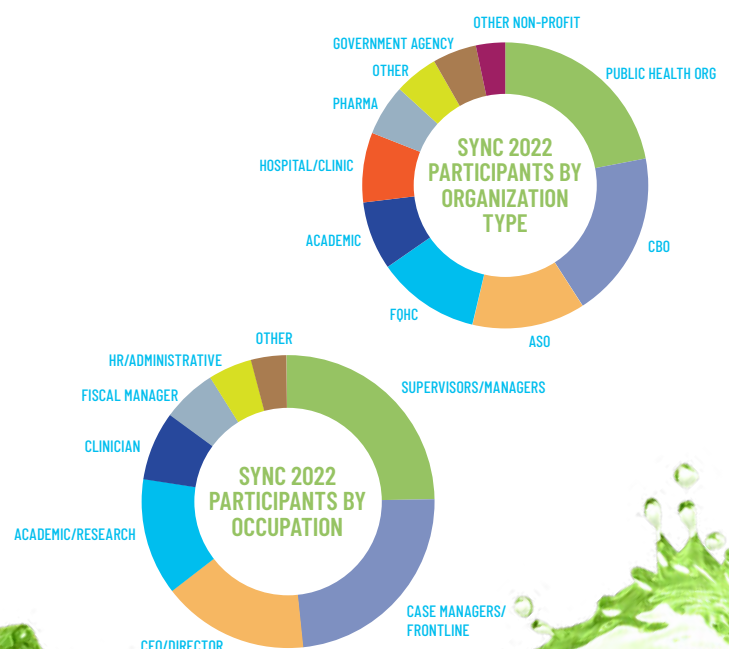
THE SYNC DECADE

In only a single decade, SYNChronicity has become the must-attend conference for communities focused on HIV, HCV, STI, harm reduction, and LGBTQ health. More than 1,500 participants are expected to participate in the upcoming SYNC Conferences.

2012 320 ATTENDEES

2022 1,100 ATTENDEES

SYNC 2022 PARTICIPANTS



SYNC SPONSORSHIP OPPORTUNITIES

SYNC Sponsors have a unique/customized opportunity to engage our diverse audience through:

- **Plenary Session Sponsorship**

Certain sponsorship levels will allow a company to sponsor a plenary session, guiding the content and speakers of the session with brand visibility throughout.

- **Institute or Track Session(s) Sponsorship**

Certain sponsorship levels will allow a company to sponsor an Institute, a full Track or a Track Session, guiding the content and speakers of the session with brand visibility throughout.

- **Networking/Social Event Sponsorship**

Certain sponsorship levels have the opportunity for a company to sponsor a networking/social event for in-person participants, allowing for a product theatre, presentation, film screening, etc. combined with time for socializing and networking with food and drink.

- **SYNC Series Webinars**

Throughout the year, sponsors will be able to reach participants before, during, and after the conference through the SYNC Webinar series. Sponsors will be highlighted at the start and end of each webinar, and their logo(s) prominently displayed throughout the webinar. Webinars garner between 800-1,500 participants, which are recorded according to Section 508 compliance standards, and disseminated through the agency's e-newsletter, social media networks, and website.

- **Pre-Recorded Video Message to Participants**

Sponsors will have an opportunity to pre-record a video message for participants to be viewed pre, during or post conference.

- **Branding Visibility**

Sponsors will have the option of having signage and/or hyperlinked logos for their organization and/or featured programs or resources in at least one location at the in-person venue and on the virtual conference platform.

- **Exhibits (On-Site)**

Sponsors will be given the opportunity to have at least one on-site exhibit booth depending on the level of sponsorship. The on-site exhibit area enables sponsors to engage directly with participants and provide them with one-on-one information about their organization's programs, resources and services.

- **Branding on HealthHIV's Websites**

Sponsors will have the option of placing hyperlinked logos for their organization and/or featured programs on HealthHIV's websites, including HealthHIV.org, HealthHCV.org, HealthLGBT.org and PozitivelyHealthy.org. These websites collectively receive 100,000 unique page views each quarter.

- **Branding via SYNC Promotions**

Sponsors will be featured in SYNC e-newsletters and social media posts before during and after the conference. Each message will reach nearly 50,000 people. Sponsor logos and advertisements will be featured in the SYNC collateral, which will be published online. These include SYNC advertisements, the conference program, signage, and conference/session welcome signs/screens.

- **Conference Registrations**

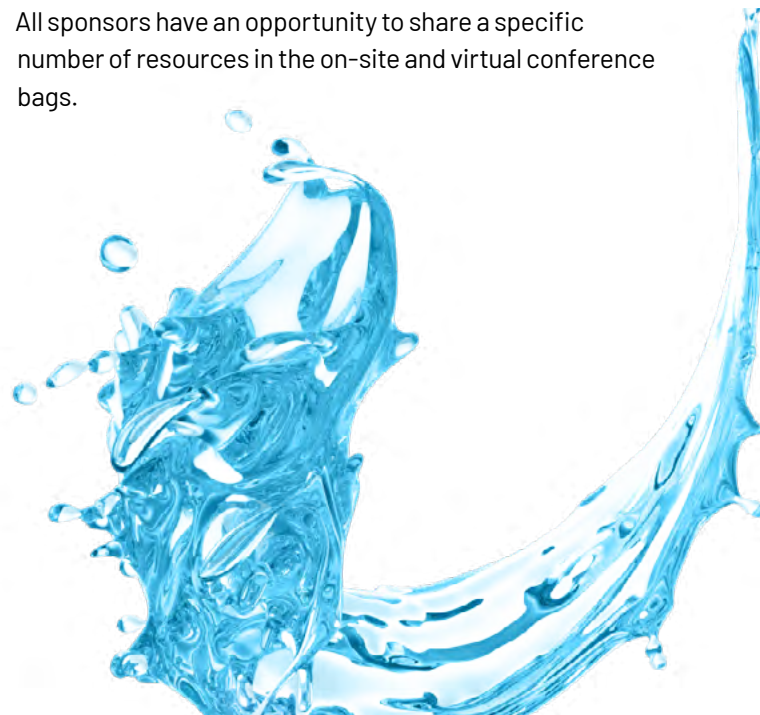
All sponsors receive a certain number of complimentary registrations for full access to the conference, determined by the sponsorship level. Registration includes access to all live and on-demand sessions as well as all other features of the virtual conference platform. Sponsors have the opportunity to support registration-only scholarships for emerging leaders to attend SYNC.

- **Ads in the Conference Program**

All sponsors will have an opportunity to place a full or half-page ad(s) in the conference program. The number of ads permitted is dependent upon the sponsorship level.

- **Sponsor Resource Distribution**

All sponsors have an opportunity to share a specific number of resources in the on-site and virtual conference bags.



SPONSORSHIP PACKAGE LEVELS

SYNChronicity offers a variety of sponsorship levels to meet the needs and budgets of our partners. Any level selected can be further customized to best meet the sponsor's expectations.

	SYNCHRONIZER \$125,000 OR MORE	OPTIMIZER \$100,000	COLLABORATOR \$50,000	HARMONIZER \$25,000	CONNECTOR \$5,000
Sponsorship of a Plenary Session	●	—	—	—	—
Sponsorship of a Networking/Social Event	●	—	—	—	—
Sponsorship of an Institute/Track	●	●	●	—	—
Sponsorship of an Educational Webinar	2	1	—	—	—
Company Video or Customized Message to Participants	90 sec	60 sec	45 sec	30 sec	—
On-Site Exhibit Booths	3	2	1	1	1
Post-Conference Data	●	●	●	●	●
Banner Ads on Websites	8	6	4	3	1
Ads in the Conference Program	8	6	4	3	1
Complimentary In-Person Registrations	10	8	5	3	1
Complimentary Virtual Registrations	8	6	4	3	1
Resource Distribution	6	5	4	3	1
Prominent Brand Promotion and Visibility on the following Conference Assets:					
Virtual Conference Platform	●	●	●	●	●
SYNC Series Webinars in 2024-2025	●	●	●	●	●
HealthHIV Websites	●	●	●	●	●
HealthHIV and SYNC Social Media	●	●	●	●	●
Conference Promotions and Collateral	●	●	●	●	●
Electronic Conference Program	●	●	●	●	●

CUSTOMIZED SPONSORSHIP PACKAGES AVAILABLE

Contact us for more information at SYNCinfo@HealthHIV.org

CUSTOMIZED BRANDING OPPORTUNITIES

Maximize your sponsorship experience with these exclusive add-on options. Increase your visibility, grab attendee interest, drive booth traffic, and expand your reach by taking advantage of these additional opportunities.

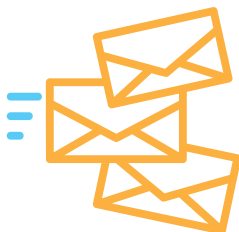


Conference Bag Naming

Place your logo/branding on the conference bags for everyone to see.

One Exclusive Sponsorship Available

\$5000



Email Blast to Conference Attendee Mailing List

HealthHIV will disseminate an email on your behalf to all attendees of the conference and opt in during the timing of your choice.

One Time Use

\$1500



Elevator Branding

Your company branding will be prominently placed in all hotel elevators.

One Exclusive Sponsorship Available

\$5000



Conference Bag Insert

Have the resource or give-away of your choice placed in every conference bag.

\$1500



Mobile Device Charging Station

Have your company branding custom wrapped on a mobile device charging station with your choice of video playing. Your brand will be front and center when attendees stop to recharge.

One Exclusive Sponsorship Available

\$5000



Hand Sanitizer Station

Increase your exposure by sponsoring hand sanitizer around the educational rooms, exhibit hall, and registration area. Signage will be placed with each station recognizing your sponsorship.

Two per sponsorship

\$1500



Lanyards

You can't be much more visible than when your branding is being worn by every attendee.

One Exclusive Sponsorship Available

\$5000



Hotel Key Cards

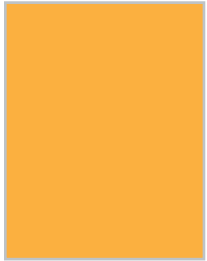
Co-branded with the SYNC Conference logo and will include sponsor logo and booth number, key cards will be provided to overnight guests at hotel check-in.

One Exclusive Sponsorship Available

\$1500

ADVERTISING OPPORTUNITIES

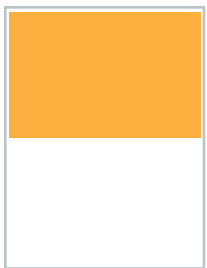
Non-sponsoring organizations and businesses may purchase advertisement space on the virtual platform, in the conference program, on websites, and through online outlets.



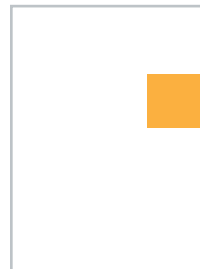
Full Page Ad
in the Conference Program
\$750



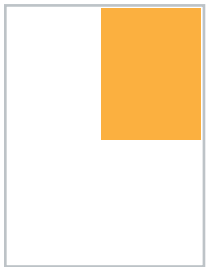
Social Media Integration
Organization hashtag or social media handle is included in select SYNC social media presence
\$350



Half Page Ad
in the Conference Program
\$500



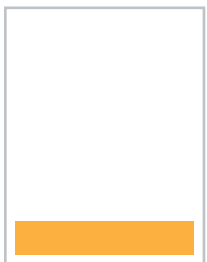
Logo Placement on SYNC Website
Organization logo placement on the conference website, hyperlinked to a preferred site
\$250



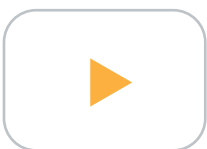
Quarter Page Ad
in the Conference Program
\$250



Email Blast Ad
Logo placement and ad in select SYNC email blasts
\$1,000



Leaderboard Ad
on the SYNC website
\$350



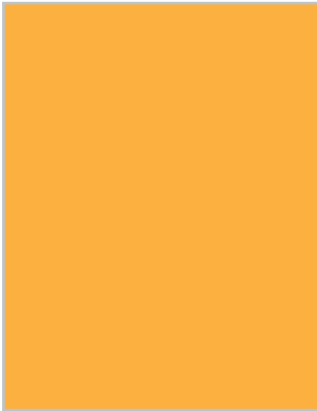
Video Ad
A short video message that plays in a selected area of the virtual conference platform
\$450



SYNC 2024 ADVERTISING SPECIFICATIONS

Electronic Conference Program

The 2024 program book will be a printed book as well as an interactive eBook.
Please include a web URL to be triggered when the reader clicks your ad.



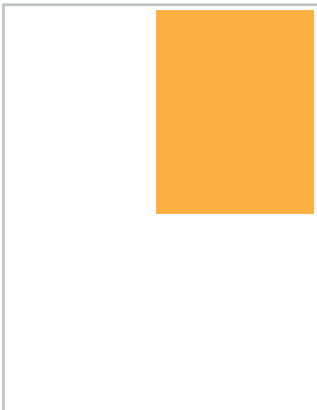
FULL PAGE

Resolution: 8.5×11 inches / 2550×3300 pixels @ 150dpi
For full bleed images, add .125 inches
File Format: PDF, AI (preferred), PNG, JPG, EPS
Notes: Include all used font files for PDF, AI, or EPS.,
Include a URL to access when clicked.



HALF PAGE

Resolution: 8.5×5.5 inches / 2550×1650 pixels @ 150dpi
File Format: PDF, AI (preferred), PNG, JPG, EPS
Notes: Include all used font files for PDF, AI, or EPS.
Include a URL to access when clicked.



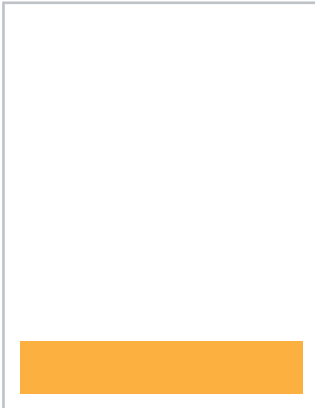
QUARTER PAGE

Resolution: 4.5×5.5 inches / 1275×1650 pixels @ 150dpi
File Format: PDF, AI (preferred), PNG, JPG, EPS
Notes: Include all used font files for PDF, AI, or EPS.
Include a URL to access when clicked.

SYNC 2024 ADVERTISING SPECIFICATIONS

Website Banners

Ads will appear in rotation on the conference website at SYNC2024.org as well as HealthHIV.org, HealthHCV.org, and HealthLGBT.org. Please provide a web URL to receive clicks.

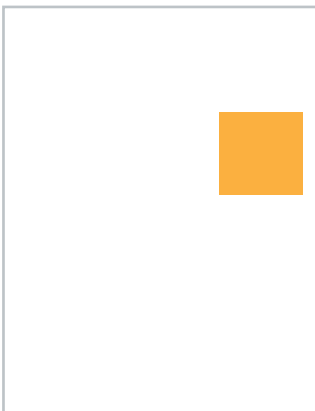


WEBSITE LEADERBOARD

Resolution: 1517×188 pixels @ 72dpi. Image will be presented at 728×90 pixels to accommodate high-DPI screens.

File Format: PNG (preferred), JPG, GIF, SVG

Notes: Animated GIFs must be no longer than 10 seconds.
Include a URL to access when clicked.



WEBSITE SIDEBAR

Resolution: 600×500 pixels @ 72dpi. Image will be presented at 300×250 pixels to accommodate high-DPI screens.

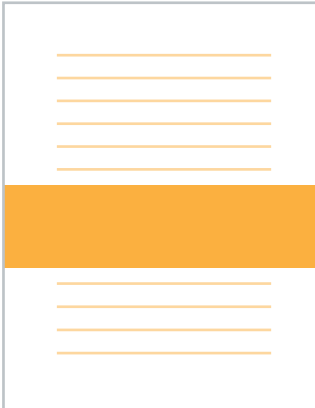
File Format: PNG (preferred), JPG, GIF, SVG

Notes: Animated GIFs must be no longer than 10 seconds.
Include a URL to access when clicked.



SYNC 2024 ADVERTISING SPECIFICATIONS

Email Blasts and Social Media

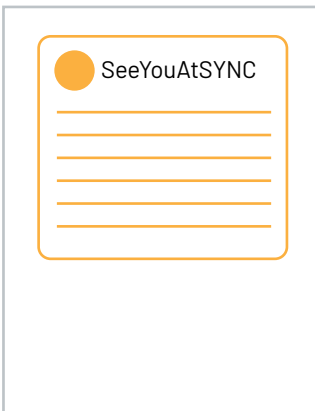


EMAIL BANNER AD

Size: 1517×188 pixels @ 72dpi. Image will be presented at 728×90 pixels to accommodate high-DPI screens

File Format: PNG (preferred), JPG

Notes: Animated GIFs are not available in email blasts. Include a URL to access when clicked.



SOCIAL MEDIA POST

Hashtag and/or Handle integrated into SYNC 2024 messaging.

SYNChronicity 2024 to feature @SpeakerName during #PlenaryName. @SponsorName
@SpeakerOrg #HIV #HCV #LGBTQ #SYNChronicity
#SponsorHashtag



EXHIBITING OPPORTUNITIES

HealthHIV, HealthHCV, and the National Coalition for LGBTQ Health invite all HIV, HCV, STI, LGBTQ, harm reduction and/or minority health service organizations, government agencies, faith-based organizations, other allied groups and corporate and pharmaceutical companies to exhibit at SYNC 2024.

SYNC 2024 will take place at the Renaissance Arlington Capital View Hotel, situated on the west bank of the Potomac River.

SYNC 2024 Exhibitor Rates	ON-SITE BOOTH
Corporate Exhibitor (Non-Sponsor)	\$3,500
Federal Government Exhibitor	2,000
Non-Profit Exhibitor	1,500
Partner Exhibitor	1,000
Sponsor Exhibitor	0

All Exhibitors receive:

- One complimentary registration
- One 6' x 30" draped and skirted table
- Two chairs
- Promotion on the conference website, social media and promotions
- Access to all conference sessions

**For more details on Exhibits
and Advertising, please visit
[SYNCConference.org](https://syncconference.org)
or contact Michele McDermott at
SYNCinfo@healthhiv.org.**



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1630 Connecticut Avenue NW, Suite 500 • Washington, DC 20009 • 202-232-6749

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