



CONSUMER  
HEALTHCARE  
PRODUCTS  
ASSOCIATION

# 2023

## Sponsorship Opportunities



# Table of Contents

<b>Events Calendar</b> .....	<b>3</b>
<b>About the Consumer Healthcare Products Association</b> .....	<b>4</b>
<b>Join CHPA</b> .....	<b>5</b>
<b>Annual Self-Care Leadership Summit (SLS)</b>	
<b>Overview &amp; 2022 At-a-Glance</b> .....	<b>7</b>
<b>2023 Opportunities</b> .....	<b>8-9</b>
<b>CHPA Academy</b>	
<b>e-Learning Platform</b> .....	<b>10-11</b>
<b>Consumer Healthcare 101</b> .....	<b>12</b>
<b>Our Board of Directors, Executive Committee, and NextGen Forums</b> .....	<b>13</b>
<b>Regulatory, Scientific &amp; Quality Conference (RSQ)</b> .....	<b>14</b>
<b>CHPA Educational Foundation Gala &amp; U.S. Self-Care Marketing Awards</b> .....	<b>15</b>
<b>Marketing Forum &amp; Webinar Series</b> .....	<b>16</b>

# 2023 CHPA Education and Networking Events Calendar



DATE	EVENT	LOCATION
Ongoing	CHPA Academy Educational Opportunities	Virtual
March 19-21	Annual Self-Care Leadership Summit (SLS)	Waldorf Astoria Orlando Orlando, FL
April 11-12	Consumer Healthcare 101 (CH101)	Hotel DuPont Washington, DC & Virtual
September 18-20	Regulatory, Scientific & Quality Conference (RSQ)	Marriott Bethesda North Bethesda, MD & Virtual
November 15	CHPA Educational Foundation Gala & U.S. Self-Care Marketing Awards	The Bellevue Hotel Philadelphia, PA
November 15	Marketing Forum	The Bellevue Hotel Philadelphia, PA



*\*CALENDAR OF EVENTS IS SUBJECT TO CHANGE. VISIT [CHPA.ORG/EVENTS-EDUCATION/MEETINGS-AND-EDUCATION-CALENDAR](https://chpa.org/events-education/meetings-and-education-calendar) FOR THE MOST UP-TO-DATE CALENDAR.*

*\*\*THIS CALENDAR REFLECTS CHPA EVENTS THROUGH WHICH MEMBERS CAN ENGAGE. ADDITIONAL MEETINGS WITH SPONSORSHIP OPPORTUNITIES ARE LISTED THROUGHOUT THIS DOCUMENT.*



# Let our 142 years of experience take your business to the next level.

Consumer Medical Devices

Dietary Supplements

OTC Medicines

CHPA is the home for responsible consumer healthcare product companies, from industry leaders to ambitious newcomers.

Whether we are helping regulators interpret cutting-edge science, partnering with lawmakers to craft sensible policy, or educating consumers to safely choose and use personal healthcare products, we are driven by a single goal: *helping people pursue happier, healthier lives through responsible self-care.*

## CHPA Impact in 2022



**35**



**8**

**New Members**

**Manufacturers and Associates**

*Representing OTC Medicines, Dietary Supplements, and Consumer Medical Devices*

**27**

*Including CMOs, Consultants, Marketers, Specialized Service Companies, Suppliers, and more!*



**Record**

**4.7 / 5.0**

**Satisfaction rating** at our first in-person Self-Care Leadership Summit (SLS) in three years



**2,750+**

**Webinar Attendances through CHPA Academy**

*"... highly relevant in today's marketplace. The content was insightful and thought provoking."*



# Membership at CHPA<sup>®</sup>

With over 200 Associate and Manufacturer members, CHPA is the most reputable, full-service trade association leading the way to increase and maintain consumers' access to products in the self-care aisle.

*“The largest CHPA benefit is connectivity.”*



## Why Join?

### **ENGAGE** with the right people

As a CHPA member you gain access to the industry and thought leaders throughout the year at in-person or virtual events, and through a variety of working groups and committees.

### **SHARE** your voice

You will have seats at the tables where the consumer healthcare industry is being shaped, and your company will be heard.

### **EXPLORE** industry trends and challenges

CHPA membership means receiving timely, business-critical communications, including the Daily Federal Register summaries, weekly newsletters and updates from industry leaders.

### **BUILD** your knowledge to grow your business

From marketing and supply chain, to the C-suite, CHPA programs and events offer opportunities for your personnel to learn and connect throughout the year.

*“If you are a key player in the consumer healthcare space, taking advantage of being in an environment where competitors come together as collaborators is imperative.”*



## LEARN MORE

CHPA Membership is corporate - access to benefits extend to all company representatives.

Connect with us at [membership@chpa.org](mailto:membership@chpa.org) to begin your engagement with the CHPA community!



# 2023

## Opportunities



Contact [Allegra Bartscherer](#) to secure your sponsorships.

# Annual Self-Care Leadership Summit

The CHPA Self-Care Leadership Summit is an intimate, exclusive, annual gathering of the leaders of the consumer healthcare industry. It is where the business of self-care happens. Content is designed for high-level executives, and time is intentionally scheduled for both formal and informal business interaction.

**March 19-21, 2023**

Waldorf Astoria Orlando

## 2022 Sponsors



## **Audience**

CHPA member company senior-level executives

## **Last Year's Attendees**

Over **300** Executives, including leadership from **35** manufacturer members



# Annual Self-Care Leadership Summit

## SPONSORSHIP OPPORTUNITIES & OUTLINE OF BENEFITS

### Sponsor Recognition:

- » Company name and/or logo listed on all CHPA promotional materials & emails, pre- and post-meeting.
- » Linkable logo listed on various CHPA event webpages including Sponsor Thank You page.
- » Right to use CHPA 2023 SLS Sponsor graphic (*sponsor-designed promotional materials subject to final approval from CHPA*)
- » Opportunity to provide a product for the beloved CHPA attendee favor box, mailed to all attendees post-meeting. *Must submit [participation form](#) by 2/3/2022.*

Contact [abartscherer@chpa.org](mailto:abartscherer@chpa.org) for examples of past sponsor visibility.



**PREMIER LEVEL | \$35,000+ RECOGNITION**  
Includes invitation for 2 to Board Lunch

**PLATINUM LEVEL | \$20,000 - \$34,999 RECOGNITION**  
Includes Invitation for 1 to Board Lunch

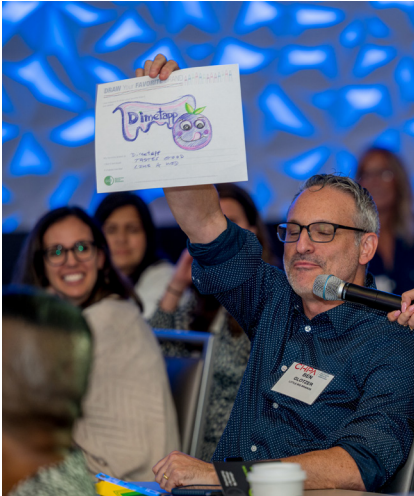
DON'T SEE WHAT YOU'RE LOOKING FOR? CONTACT [ALLEGRA BARTSCHERER](#) TO EXPLORE SPONSORSHIP OPPORTUNITIES & BENEFITS IN DETAIL.

OPPORTUNITY	COST
Board Dinner	\$35,000 <b>SOLD</b>
CCTV Hotel TV	\$28,000
Board Luncheon	\$25,000 <b>SOLD</b>
Board Reception	\$25,000
Leadership Session	\$25,000
Opening Night Reception and Dinner	\$25,000 <b>SOLD</b>
Hospitality Lounge/Suite	\$20,000



OPPORTUNITY	COST
Charging Stations	\$15,000
Golf Tournament	\$15,000 <b>SOLD</b>
Keynote Session (2 1)	\$15,000 each
Lunch (2)	\$15,000 each
Breakfast (2 1)	\$10,000 each
Marketing Clings/Decals	\$10,000
Post-Event Thank You Email	\$10,000
President's Forum	\$10,000 <b>SOLD</b>
Self-Care Welcome Bag	\$10,000
WLF Event	\$10,000 <b>SOLD</b>
Learning Labs (7 5)	\$8,000 each
Mobile App	\$8,000 <b>SOLD</b>
Refreshment Break (2)	\$8,000 each
Registration	\$8,000
Reusable Water Bottles	\$8,000 <b>SOLD</b>
Session (other)	\$8,000
Virtual Livestream Branding	\$8,000
Wi-Fi	\$8,000 <b>SOLD</b>
After-Hours Event	\$5,000 <b>SOLD</b>
Door Hangers	\$5,000 <b>SOLD</b>
Floral Arrangements	\$5,000
Golf Balls/Prizes	\$5,000 <b>SOLD</b>
Hotel Coffee Outlet	\$5,000 <b>SOLD</b>
Instagram Backdrop	\$5,000
Karaoke at After Hours Event	\$5,000 <b>SOLD</b>
Meal - Virtual Participants	\$5,000
Opening Party Activity & Food Station	\$5,000
Orientation & Welcome Webinar	\$5,000 <b>SOLD</b>
Polling Questions	\$5,000
Room Drops	\$5,000
Signature Cocktail at Board Reception	\$5,000 <b>SOLD</b>
Transportation/Valet	\$5,000
Custom Turn Down Service	\$5,000

# CHPA® | ACADEMY



Academy Mission:

**To deliver convenient, high-quality industry education using a variety of media that will help CHPA members solve their toughest issues with optimal efficiency.**

CHPA Academy is the leading resource for consumer healthcare industry education. Through a variety of learning formats — e-learning, seminars, and workshops — find the latest insights on industry trends, challenges, and opportunities.

**“... highly relevant in today’s marketplace. The content was insightful and thought provoking.”**



**2,750+**  
Live Interactions  
in 2022 with CHPA  
Academy Webinars

**4,500+**  
Academy-specific  
Website Visits  
so far in 2022



**CHPA Thanks our Founding Educational Partners (FEP) for their support in successfully launching our e-Learning platform in 2020.**

Read on to learn how you can help sustain and represent this platform in the coming years!

**CATALINA®** **Google** **GREY**

  
**IRi**  
Growth delivered.

**PatientPoint**   
**wiley**

**Contact Charlynn Driscoll** to discuss the opportunity to position your company as a thought leader in the Self-Care Industry.

**Browse the 2022 Course Catalog** and Envision Your Webinar on display!

SPONSORSHIP	COST
<p><b>CHPA ACADEMY PARTNER (CAP)</b> 3-YEAR OPPORTUNITY, 2023-2025</p>	<p><b>\$15,000</b> (one time)</p>
<ul style="list-style-type: none"> <li>» 1 free webinar/year</li> <li>» Linked logo &amp; 50 word description on CHPA Academy webpage</li> <li>» CAP recognition on all webinar pre- &amp; post-emails and slide decks</li> <li>» Usage of CAP logo</li> <li>» All Webinar benefits (as listed below)</li> </ul>	
<p><b>WEBINAR</b> 1-TIME, 45-75 MINUTES</p>	<p><b>\$6,000 each</b> (up to 4/year)</p>
<ul style="list-style-type: none"> <li>» Linked logo on webpage, all pre- &amp; post-emails &amp; social media posts</li> <li>» Post-webinar survey data</li> <li>» Company slide decks including member contact information, with 1st &amp; last slides co-CHPA-branded</li> <li>» Archival of webinar for minimum of 1 year (subject to approval)</li> </ul>	
<p><b>CHPA-SUPPLIED CONTENT WEBINAR</b> 1-TIME, 45-75 MINUTES</p>	<p><b>\$3,000 each</b></p>
<ul style="list-style-type: none"> <li>» Potential for multiple sponsors</li> <li>» Linked logo on webpage, all pre- &amp; post-emails &amp; social media posts</li> <li>» Slide deck to feature sponsor slide with contact information</li> <li>» Archival of webinar for minimum of 1 year (subject to approval)</li> </ul>	

*All proposed webinar content will be reviewed by CHPA staff for consideration. CHPA cannot guarantee that a speaker or topic will be chosen for a webinar.*



# Consumer Healthcare 101



**April 11-12, 2023** Washington, DC & Virtual

**Amplify your voice at the Consumer Healthcare professional development opportunity of the year, attended by professionals across all industry job functions.**

Whether you are brand new to the industry or interested in going “back to basics,” **CHPA’s Consumer Healthcare 101 (CH101) will equip you with the facts and tools you need** to better understand the Consumer Healthcare industry in order to succeed.

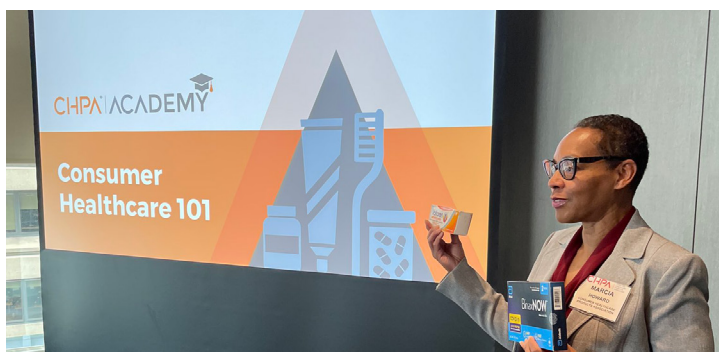
**100%**

of 2022 attendees would recommend CH101 to a friend or colleague

[Check out last year’s session topics >>>](#)



OPPORTUNITY	COST
Networking Reception	\$8,000
Lunch	\$8,000
Breakfast	\$5,000
Wall Clings	\$5,000
Reusable Water Bottles	\$4,000
Wi-Fi	\$4,000



All CH101 Sponsors will receive broad recognition across CHPA Academy platforms.

**Contact Charlynn Driscoll** for thought leadership and CHPA Academy Sponsorship Opportunities.



## SPONSORSHIP OPPORTUNITIES

# CHPA Board Of Directors & Leadership Forums

Selecting a sponsorship opportunity to position your company in front of our Board, Executive Committee, [Presidents' Forum](#) and/or [Women's Leadership Forum \(WLF\)](#) delivers unprecedented access to decision-makers at CHPA member companies. CHPA's leadership supports the vision of *Happier, healthier lives through responsible self-care* - and can help to ensure the success of your company's voice within the self-care industry.

CHPA's leadership meets throughout the year, providing exclusive opportunities for sponsor engagement.

*Gain Visibility and Foster Key Relationships with Industry Leaders*

OPPORTUNITY	COST
<b>Board Dinner (3)</b>	<b>\$20,000 each</b>
<b>Cocktail Reception (3)</b>	<b>\$12,000 each</b>
<b>Presidents' Forum Meeting</b>	<b>\$10,000</b>
<b>WLF Reception</b>	<b>\$10,000</b>



➤ To explore these or additional opportunities to connect directly with CHPA leadership, [contact Beth Allgaier.](#)

# SAVE THE DATE

## September 18 - 20, 2023

Marriott Bethesda North  
Bethesda, MD

# Regulatory, Scientific & Quality Conference

## Audience

CHPA members, regulators, and non-members in the scientific, regulatory, and quality arenas



## 2022 Attendees

**308** attendees from **47** member companies & **18** non-members, including **62** FDA participants



CHPA's Regulatory & Scientific Conference (RSQ) brings together leaders from industry, regulatory authorities, and academia across the consumer healthcare landscape to focus on the self-care space. As a sponsor, **gain exposure to CHPA's member and non-member audiences**, and take advantage of exclusive opportunities to interact with leaders and influencers from across the industry.

**Interested in sponsorship opportunities?**  
**Contact [Mary McDonald](#) for details.**



Join us for the eighth annual CHPA Educational Foundation Gala where we will be in person at the Plaza in New York City on **Wednesday, November 15<sup>th</sup>, 2023.**

*Featuring the 2023 U.S. Self-Care Marketing Awards, which recognizes the strategic innovation and marketing expertise of CHPA member companies in both the over-the-counter (OTC) medicine and dietary supplement industries.*

More than **300** attendees from **75+** CHPA member companies and healthcare organizations attend the gala to celebrate the foundation's important work and gather together for the industry's "night out" on the town.

**For all CHPAEF Gala Tables and Sponsorship Opportunities, [Contact Mary Leonard.](#)**



**CHPA EDUCATIONAL FOUNDATION**

# Marketing Forum



## Marketing Forum | November 15<sup>th</sup>, 2023

The Bellevue Hotel, Philadelphia, PA  
(1/2 day program)

CHPA strives to deliver timely educational topics while offering impactful networking opportunities for marketing professionals and brand teams. The 2023 Marketing Forum will provide a unique 2-in-1 for marketers as it coincides with 2023 CHPAEF Gala & U.S. Self-Care Marketing Awards.

**As a sponsor, gain visibility among the manufacturers in our industry and establish a network that extends beyond this year of programming.**

### Sponsor Recognition:

- » Company name and/or logo listed on all CHPA promotional materials & emails, pre- and post-forum.
- » Linkable logo listed on various CHPA event webpages including Sponsor Thank You page.
- » Right to use CHPA 2023 Marketing Forum Sponsor graphic (*sponsor-designed promotional materials subject to final approval from CHPA*)



OPPORTUNITY	COST
<b>Keynote Session</b>	<b>\$12,000</b>
<b>Networking Break</b>	<b>\$6,000</b>
<b>Wall Clings</b>	<b>\$5,000</b>
<b>Wi-Fi</b>	<b>\$4,000</b>

Don't see what you're looking for?  
[Contact Allegra Bartscherer](#) to discuss opportunities in front of CHPA company marketers in 2023.



# CHPA<sup>®</sup>

CONSUMER  
HEALTHCARE  
PRODUCTS  
ASSOCIATION

Taking healthcare personally.

**Thank you for supporting CHPA's mission :**

*Empower self-care by preserving and expanding choice and  
availability of consumer healthcare products*

**For additional Sponsorship Opportunities and Packages,  
please [Contact Allegra Bartscherer.](#)**