

2024 Sponsorship Opportunities







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2024 CHPA Education and Networking Events Calendar

DATE	EVENT	LOCATION
Ongoing	CHPA Academy Educational Opportunities	Virtual
January 10-11	Delegation at the Consumer Electronics Show (CES)	Las Vegas, NV
March 18-20	Annual Self-Care Leadership Summit (SLS)	Ritz-Carlton Amelia Island Amelia Island, FL
April 9-10	Consumer Healthcare 101 (CH101)	CHPA Offices Washington, DC
September 17-18	Regulatory, Scientific & Quality Conference (RSQ)	Marriott Bethesda North Bethesda, MD
November 13	Health in Hand Gala & U.S. Self-Care Marketing Awards	The Bellevue Hotel Philadelphia, PA
November 14	Marketing Forum	The Bellevue Hotel Philadelphia, PA





*CALENDAR OF EVENTS IS SUBJECT TO CHANGE. VISIT 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.



2024 CHPA Events Registration Rates



EVENT & DATE	REGISTRATION RATES	VENUE
Delegation at CES January 10-11	\$595 / Manufacturer Member	Las Vegas Convention Center
		Las Vegas, NV
Annual Self-Care Leadership Summit (SLS) March 18-20	\$3,275 / Early-Bird Member \$3,775 / Member \$4,595 / Non-Member \$300 / Guest	Ritz-Carlton Amelia Island Amelia Island, FL
Consumer Healthcare 101 (CH101) April 9-10	\$1,095 / Member	CHPA Office Washington, DC
Regulatory, Scientific & Quality Conference (RSQ) September 17-18	\$1,095 / Early-Bird Member \$1,395 / Member \$3,295 / Non-Member \$895 / Non-Profit Attendee \$395 / Government Attendee	Marriott Bethesda North Bethesda, MD
Health in Hand Gala & U.S. Self-Care Marketing Awards November 13	\$1,000 / Ticket	The Bellevue Hotel Philadelphia, PA
Marketing Forum November 14	\$895 / Member \$1,795 / Non-Member	The Bellevue Hotel Philadelphia, PA

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Let our 142 years of experience Consumer Medical Devices take your business to the Dietary Supplements next level.

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 2023



34 > 9



New Members Manufacturers and Associates

Representing OTC Medicines, Dietary Supplements, and Consumer Medical Devices

Including CMOs, CROs, Consultants, Marketers. Retailers, Suppliers, and more!

OTC Medicines



4.3 / 5.0

Combined satisfaction rating at all of our in-person 2023 annual events



Webinar Attendances through CHPA Academy "There is an incredible amount of data involved... with lots of insights available through studying that data."

Membership at CI+PA®

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
to begin your engagement with the CHPA community!



2024 Opportunities



March 18-20, 2024

Ritz-Carlton Amelia Island

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 selfcare happens. Content is designed for high-level executives. and time is intentionally scheduled for both formal and informal business interaction.

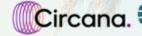


SLS Sponsors gain business-critical visibility... Hear from first-time sponsor Alex Gelbert!

2023 Sponsors









































Last Year's Attendees >>>

Over **325** Executives, including leadership from 44 manufacturers

Take advantage of the opportunity to leverage your presence and participation! We aim for maximum collaboration to ensure that your brand and capabilities shine.





Annual Self-Care Leadership Summit

SPONSORSHIP OPPORTNUITIES & 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 2024 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 2/2/2024.

Contact **cstillwagon@chpa.org** for examples of past sponsor visibility.



PREMIER LEVEL | \$40,000
RECOGNITION

Includes invitation for 2 to Board Dinner

PLATINUM LEVEL | \$25,000 - RECOGNITION \$39,999

Includes invitation for 1 to Board Dinner

DON'T SEE WHAT YOU'RE LOOKING FOR? CONTACT

CARLA STILLWAGON TO EXPLORE SPONSORSHIP OPPORTUNITIES

& BENEFITS IN DETAIL.

OPPORTUNITY	COST
Board of Directors Dinner	\$40,000 SOLD
Opening Night Reception and Dinner	\$40,000 SOLD
Board of Directors Reception	\$30,000
CCTV Hotel TV	\$25,000
Hospitality Lounge/Suite (3)	\$25,000 each
Leadership Session	\$25,000 SOLD
Keynote Session (2)	\$20,000 each 50LD

OPPORTUNITY	COST
Golf Tournament	\$20,000 SOLD
Wine Tasting or Self-Care Spa Experience	\$20,000
Lunch (2)	\$18,000 each
Breakfast (21)	\$15,000 each
Charging Stations	\$15,000
Opening Reception Activity Station (3)	\$15,000 each
Elevator Clings	\$12,000
After-Hours Event	\$10,000
Hotel or Fun Run Coffee Outlet (3)	\$10,000 each
Hotel Key Cards	\$10,000
Learning Lab (5·1)	\$10,000 each
Mobile App	\$10,000
Opening Reception Entertainment	\$10,000
President's Forum	\$10,000 SOLD
Refreshment Break (2)	\$10,000 each
Registration	\$10,000
Room Drop	\$10,000
Session (other) (2-1)	\$10,000
Sunscreen at Fun Run	\$10,000
Wi-Fi	\$10,000 SOLD
Women's Leadership Forum (WLF) Event	\$10,000 SOLD
Branded Writing Pads	\$8,000 SOLD
Custom Turn Down Service	\$8,000
Door Hangers	\$8,000
Golf Balls/Prizes	\$8,000 SOLD
Signature Cocktail at Opening Reception	\$8,000 SOLD
Instagram Backdrop	\$6,000
Karaoke at After Hours Event	\$6,000 SOLD
Snacks at After Hours Event	\$6,000
Orientation & Welcome Webinar	\$5,000 SOLD
Afternoon Pick-me-up Sponsor	\$5,000 SOLD
Floral Arrangements	\$5,000
Fun Run Sand Logo/Structure or T-shirts	\$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."

3,350+

Live Interactions
YTD with CHPA
Academy Webinars

6,800+

Academy-specific
Website Visits
in 2023



(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

RICCONSUMER HEALTH

Consumer Healt

<u>Contact Carla Stillwagon</u> to discuss the opportunity to position your company as a thought leader in the Self-Care Industry.

Browse the 2023 Course Catalog and Envision Your Webinar on display!

SPONSORSHIP	соѕт
CHPA ACADEMY PARTNER (CAP) 3-YEAR OPPORTUNITY, 2023-2025	\$15,000 (one time)

- » 1 free webinar/year
- » Linked logo & 50 word description on CHPA Academy webpage
- » CAP recognition on all webinar pre- & post-emails and slide decks
- » Usage of CAP logo
- » All Webinar benefits (as listed below)

» All Weblilai beliefits (as listed below)	
WEBINAR	\$6,000 each (up to 4/year)
1-TIME, 45-75 MINUTES	

- » Linked logo on webpage, all pre- & post-emails & social media posts
- » Post-webinar survey data
- » Company slide decks including member contact information, with 1st & last slides co-CHPA-branded
- » Archival of webinar for minimum of 1 year (subject to approval)

CHPA-SUPPLIED CONTENT WEBINAR	\$3,000 each
1-TIME, 45-75 MINUTES	

- » Potential for multiple sponsors
- » Linked logo on webpage, all pre- & post-emails & social media posts
- » Slide deck to feature sponsor slide with contact information
- » Archival of webinar for minimum of 1 year (subject to approval)

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 9-10, 2024 Washington, DC

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 2023 attendees would recommend CH101 to a friend or colleague





Check out this 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 Carla Stillwagon 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, <u>Presidents' Forum</u> and/or <u>Women's Leadership Forum (WLF)</u> 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
Board Dinner (2)	\$20,000 each
Cocktail Reception (2)	\$12,000 each
Presidents' Forum Meeting	\$10,000
WLF Reception	\$10,000



To explore these or additional opportunities to connect directly with CHPA leadership, contact Beth Allgaier.

2024

September 17-18

Marriott Bethesda North

REGULATORY SCIENTIFIC & QUALITY CONFERENCE



2023 Attendees

323 attendees from **59** member companies, including a record **86** FDA participants



RSQ brings together leaders from industry, regulatory authorities, and academia to focus on the self-care space.

As a sponsor, gain exposure to FDA, FTC, USP, and CHPA member audiences, and take advantage of exclusive opportunities to interact with leaders & influencers from across the industry.

GENERAL SPONSORSHIP LEVELS			
PLATINUM	GOLD	SILVER	BRONZE \$2,000
\$10,000	\$7,500	\$5,000	









OPPORTUNITY	COST
Networking Lunch (2)	\$21,000 each
Networking Reception	\$20,000
Keynote Session	\$20,000
Networking Breakfast (2)	\$12,500 each
Early-Arrivers Reception	\$10,000
Networking Break (3)	\$7,500 each
Hotel Keycards	\$5,000
Mobile App	\$5,000
Wi-Fi	\$5,000
Photo Gallery & Branding	\$3,000

Full & Partial sponsorships available!

<u>Contact Mary McDonald</u> for details.









Join us for the Annual Health in Hand Foundation Gala at The Bellevue Hotel in Philadelphia on Wednesday, November 13th, 2024.

Featuring the 2024 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 350 attendees from 90 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 Gala Sponsor Benefits, Tables and Additional Opportunities, Contact Mary Leonard.



OPPORTUNITY	COST
Diamond Table	\$25,000
Platinum Table	\$15,000
Gold + Table	\$12,000
Gold Table	\$10,000
Silver + Table	\$7,500
Silver Table	\$5,000
Bronze Table	\$3,000
Table Gifts	\$10,000
Attendee Gifts	\$7,500
Award Category	\$5,000

Marketing Forum





November 14th, 2024 The Bellevue Hotel | Philadelphia, PA

Marketing Forum provides a robust combination of business-critical education and networking. Coinciding with the 2024 HIH Gala & U.S. Self-Care Marketing Awards, it's a one-stop-shop for self-care marketers and brand teams!

As a sponsor, nurture new & existing relationships 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 2024 Marketing Forum Sponsor graphic (sponsor-designed promotional materials subject to final approval from CHPA)



OPPORTUNITY	COST
Keynote Session	\$12,000
Networking Lunch	\$10,000
Networking Reception	\$8,000
Networking Break	\$6,000
Wi-Fi	\$4,000
Ideation Table	\$2,500

Don't see what you're looking for?

<u>Contact Carla</u>

<u>Stillwagon</u> to discuss opportunities in front of CHPA company marketers in 2024.



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 <u>Contact Carla Stillwagon</u>.