



National Healthy Start Association  
18th Annual Spring Conference  
April 3-5, 2017  
Hyatt Regency Washington on Capitol Hill  
Washington, DC

### **Championing Equity in Our Communities...25 Years & Counting**

The National Healthy Start Association (NHSA) invites you to join us for our 18th Annual Spring Conference on **April 3-5, 2017** at the Hyatt Regency Washington on Capitol Hill in Washington, DC.

For more than 25 years, Healthy Start projects across the nation have worked to provide tools for their communities that ensure all families have the best chance at a healthy life. Healthy Start works in urban, rural, tribal, border and Appalachian communities where infant mortality is at least 1.5 times higher than the national average and helps families reduce adverse birth outcomes to below the national average. This year's theme, Championing Equity in Our Communities...25 years and Counting is a reflection of the history of the Healthy Start program and a declaration of our commitment to continue its success by telling our story, engaging others in our community-based work, and building the capacity of our workforce.

Healthy Start has always worked to ensure babies and their families have access to the best possible care so they may realize their full health potential. Our work is not only about celebrating the babies who reach and thrive beyond their first birthday, but also empowering mothers and fathers to make positive health choices for their self and ensuring culturally reflective services are available in our communities.

The 2017 conference will feature exciting speakers whom will provide important information to Healthy Start staff, families, and other public health professionals engaged in community-based work supporting optimal birth outcomes. Conference speakers will discuss the alarming increase in maternal mortality in the United States, examine statistics and disparities in maternal mortality, and offer promising solutions for improving the lives of women across America. The conference will also discuss implicit bias and how inequity, redlining and housing contribute to poor birth outcomes, with a specific focus on how Healthy Start sites are combating these challenges.

Conference sessions will offer tools for engaging consumers in collective impact, providing grief counseling to children, teens and adults who have experienced loss, using FIMR to promote community action to address poor birth outcomes, and working towards inclusiveness in the workplace and community. Also offered will be new research exploring the impact of community violence on women's health, depression, and pregnancy outcomes.

***You do not want to miss this opportunity to be a part of this educational event!***

## **Come visit the Nation's Capital!**

Join us in Washington, DC at the Hyatt Regency Washington on Capitol Hill. Located in the heart of the city, the Hyatt Regency offers its guests convenient access to Washington, DC with the US Capitol, White House, and Smithsonian and museums minutes away. The hotel also offers its guests trolley and walking tours, a StayFit Health Club, an indoor heated pool, and wireless internet services. For more information visit the website at <http://washingtonregency.hyatt.com>.

## **Make your hotel reservations TODAY!**

To make sure you get a hotel room at the conference host site, please make your hotel reservations early with Hyatt Regency Washington on Capitol Hill. You can reserve your room online at <https://aws.passkey.com/go/NatlAssnHealthyStart2017>

The room rate does not include taxes or fees.

## **GUEST ROOM RATES**

Single Occupancy:	\$ 309.00 + tax
Double Occupancy:	\$ 309.00 + tax
Triple Occupancy:	\$ 334.00 + tax
Quadruple Occupancy:	\$ 334.00 + tax

Room rates are quoted exclusive of applicable state and local taxes (which are currently **14.5%**).

**The above quoted rates are the rates within our block- until March 24<sup>th</sup> when our block closes.**

## EXHIBITOR OPPORTUNITIES

<b>Exhibitor - Non-Profit &amp; Government</b>	<b>Exhibitor - For Profit &amp; Corporate</b>
\$700.00	\$900.00
Table, 2 chairs	Table, 2 chairs
Acknowledgement in full conference program	Acknowledgement in full conference program
Meals	Meals
Access to hundreds of conference attendees	Access to hundreds of conference attendees
1 Exhibit Only Registration	1 Exhibit Only Registration
1 Full Conference Registration	1 Full Conference Registration

### **Exhibit Hall Schedule**

#### **Sunday, April 2, 2017**

4:30 p.m. to 8:30 p.m. – Set up all exhibits

#### **Monday, April 3, 2017**

7:30 a.m. to 8:30 a.m. – Breakfast

7:30 a.m. to 5:30 p.m. – Exhibition Room Viewing

10:15 to 10:30 a.m. – Morning Break

12:00 p.m. to 1:30 p.m. – Luncheon (Exhibitor Option #2 only)

3:00 p.m. to 3:15 p.m. – Afternoon Break

#### **Tuesday, April 4, 2017**

7:30 a.m. to 8:30 a.m. – Breakfast

7:30 a.m. to 5:00 p.m. – Exhibition Room Viewing

10:15 to 10:30 a.m. – Morning Break

12:00 p.m. to 2:00 p.m. – Luncheon (Exhibitor Option #2 only)

2:00 p.m. to 3:00 p.m. – Dessert with Exhibitors

5:00 p.m. to 9:00 p.m. – Dismantle exhibits and clean up

*Please note: The hours indicated are tentative and subject to change. All exhibitors will be notified in writing of any changes to the exhibit hall schedule.*

**Register for your exhibitor opportunity with the below link, dates and pricing may be inconsistent throughout the webpage please do not be alarmed, for additional information and questions please contact Laura Ross-White at [lrwhite@csctulsa.org](mailto:lrwhite@csctulsa.org)**

<https://ww2.eventrebels.com/er/Registration/StepRegInfo.jsp?ActivityID=20161&StepNumber=1>

\*Should outlined costs be prohibitive to your attendance, please contact Laura Ross-White at [lrwhite@csctulsa.org](mailto:lrwhite@csctulsa.org) for exhibitor scholarships or reduced rates.

## **SPONSORSHIP OPPORTUNITIES**

NHSA's 2017 Conference will provide access to a national group prominent in the field of Public Health Professionals. Your sponsorship is a great way to promote your program, organization, or institution to a large number of MCH professionals while supporting the continued development of The National Healthy Start Association. We have several sponsorship opportunities for those who wish to contribute to this year's conference.

### **PLATINUM SPONSOR - \$10,000 or more**

- All Gold level sponsor benefits
- Added visibility with your company's name and logo included conference signage
- Acknowledgement and recognition in NHSA newsletter
- Three additional full conference registrations--That's 4 registrations!
- Exhibit space
- Reserved table for meals

### **GOLD SPONSOR - \$5,000**

- All Silver level sponsor benefits
- Inclusion of promotional items in conference attendee bags
- Company name and logo displayed during luncheon video
- Two additional full conference registrations -- That's 3 registrations!
- Exhibit space

### **SILVER SPONSOR - \$2,500**

- All Bronze- level sponsor benefits
- Company name and logo displayed during luncheon video
- One additional full conference registrations

### **BRONZE SPONSOR - \$1,000**

- One Full Conference Registration that entitles you to workshops and meals
- Recognition in the NHSA Newsletter
- Pre- and post- conference recognition on the conference Web page or NHSA website

### **Friend of Healthy Start - \$\$\$ Any Amount**

- A gift in the stated amount of \$\_\_\_\_\_ is enclosed to fund the Healthy Start mission. I understand the gift is a 100% tax-deductible donation, there are no associated sponsor benefits with a Friends of Healthy Start general contribution/

## **EXHIBIT/SPONSORSHIP RULES & REGULATIONS**

The following rules and regulations are part of the National Healthy Start Association Exhibit Space and Sponsorship Application. Please read carefully before signing the application and agreeing to the terms. After completing the Application, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth, or creation of your advertisement or sponsorship materials.

1. Codes and Agreements: The Sponsor/Exhibitor hereby agrees to be bound by the “Rules and Regulations” set forth in this document.
2. Exhibit Space Assignments: All space will be assigned and awarded on a first-come, first-served basis. Every effort will be made to accommodate requests. NHSA reserves the right to make changes to the exhibit hall floor plan as necessary.
3. Selection of Exhibitors/Sponsors: Only companies and organizations whose services and products are appropriately related to the purpose of NHSA will be permitted as sponsors, advertisers, or exhibitors. NHSA reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate. This reservation is all-inclusive to persons, printed materials, products, and conduct.
4. Prior Approval Required for All Materials: Sponsors, advertisers, and exhibitors must submit to NHSA a sample of each advertisement, packet promotional item, and printed/recorded item to be displayed.
5. Exhibitor On-site Registration: Exhibitors must register at the registration desk on Sunday, April 2, 2017 between 4:30p.m. and 8:30p.m. Exhibitors will be given badges that must be worn at all times. No one will be admitted to the exhibit space without a badge.
6. Liability: Meeting Space: The security department is responsible for all public areas of the hotel; however, officers do not monitor meeting rooms. It is the sole responsibility of each exhibitor to safeguard their property. The exhibition room will be locked at the end of the day, but is not securable. The Hyatt Regency Washington and NHSA are not responsible for any losses. In addition, the Hyatt Regency Washington cannot be responsible for the safekeeping of equipment, supplies, written materials or any other valuable items left in meeting rooms. Package Shipping: All shipping and handling will be paid for solely by the exhibitor. The Hyatt Regency Washington is not responsible for the safe or timely arrival of any packages sent to the hotel. It is the exhibitor’s responsibility to check on the arrival of any packages and to check to ensure that the contents are intact. The Hyatt Regency Washington accepts no liability for lost, stolen or damaged goods.
7. Safety Regulations: All meeting requirements must meet the guidelines of existing fire codes and ordinances for the District of Columbia.
8. Cancellations/Refunds: If the conference or exhibit is cancelled due to circumstances beyond the control of NHSA, NHSA will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the tabletop space. No refunds will be made for space that is not in use. Cancellations must be directed in writing to NHSA, 1325 G Street, NW, Suite 500, Washington DC 20005
9. Early Dismantling of Booths: Exhibits should remain set up until 5:00 p.m. on April 4, 2017, unless otherwise notified by NHSA.
10. Security: The Hyatt Regency Washington has a full-time security staff. All guest rooms contain Safety Tips Brochures and emergency procedures located on the back of the door. All guests are encouraged to read this at their convenience.
11. Payment and Use of Space: Exhibit space assignment will not be made until payment is received in full. Exhibitors shall not assign, share, or sublet the tabletop exhibit space without written consent to and approval from NHSA. Care must be taken that no display extends beyond the dimensions of the booth space, or interfere with the view of other exhibitors. If an exhibit space is not occupied by 10 a.m. on Monday, April 3, 2017, an exhibitor will forfeit their assignment. The space may be resold, reassigned or used by the exhibit management.
13. Application Process: Applications will not be complete until full payment is received. Exhibit space will not be confirmed until payment is received. Please click here to register  
<https://ww2.eventrebels.com/er/Registration/StepRegInfo.jsp?ActivityID=20161&StepNumber=1>