



2014 South Carolina Birth Outcomes Initiative Symposium

Thursday, November 6th | 9am – 4pm

Columbia Marriott Hotel | 1200 Hampton Street | Columbia, SC 29201

The 3rd Annual South Carolina Birth Outcomes Initiative (SCBOI) Symposium will take place on Thursday, November 6 from 9 am - 4 pm. This one-day event will feature keynote speakers, workshop sessions and updates on the South Carolina Birth Outcomes Initiative (SCBOI). Featuring the theme, “Building on Success: Collaborating to Improve the Health of South Carolina Moms and Babies,” keynote speakers Dr. David Lagrew, Jr., Chief Integration and Accountability Officer for MemorialCare and an active member of the California Maternal Quality Care Collaborative, and Dr. Sarah Taylor, Associate Professor in the Department of Pediatrics and Director of the Mothers Milk Bank at the Medical University of South Carolina, will lead discussions on supporting vaginal births and the development of the South Carolina Donor Human Milk Bank. In addition, workshop discussion topics will include long-acting reversible contraceptives (LARCs), maternal behavioral health issues and Centering-Pregnancy.

SCBOI is an effort by the South Carolina Department of Health and Human Services, South Carolina Hospital Association, March of Dimes, Blue Cross Blue Shield of South Carolina and more than 100 other stakeholders to improve the health outcomes for moms and babies throughout the state.

Your support during this important and influential event is crucial. Sponsorship means health care providers, hospital administrators and community leaders can better learn about and implement innovative strategies used by national and state experts.

To become a sponsor, please contact BZ Giese, Director of Birth Outcomes Initiative for SCDHHS, at GieseM@scdhhs.gov or call **803-898-2472**.



2014 South Carolina Birth Outcomes Initiatives Symposium

Sponsorship Opportunities:

Title Sponsor— \$5,000 and up

- Logo on registration brochure
- Logo on invitation
- Recognition on website
- 2 paid registrations
- Sign on tables if classroom style set-up
- Display at parking validation table
- Exhibition table
- Recognition on program
- Verbal recognition during symposium
- Recognition on screen between sessions
- Sign at registration table/lobby sign
- Opportunity to provide pens/post it notes/writing pads for attendees (approx. 300)

Premier- \$2,500 and up

- Logo on registration brochure
- Logo on invitation
- Recognition on website
- 2 paid registrations
- Sign on tables if classroom style set-up
- Recognition on program
- Verbal recognition during symposium
- Recognition on screen between sessions
- Sign at registration table/lobby sign
- Exhibition table

Supporter- \$1,000 and up

- Logo on registration brochure
- Logo on invitation
- Recognition on website
- 2 paid registrations
- Recognition on program
- Verbal recognition during symposium
- Recognition on screen between sessions
- Sign at registration table/lobby sign

Contributor Tier Options:

Breakfast – two \$2,500 sponsorships (or one \$5,000 sponsor, will not share recognition)

- Shared sign with name or logo at food table
- Verbal recognition during conference
- 2 paid registrations
- Shared recognition as breakfast sponsor on program (name only)
- Exhibition table
- Shared recognition as breakfast sponsor on registration form (name only)

Snacks – two \$1500 sponsorships (or one \$3,000 sponsor, will not share recognition)

- Shared sign with name or logo at food table
- Verbal recognition during conference
- Shared recognition as snack sponsor on registration (name only)
- Shared recognition as snack sponsor on program (name only)
- 2 paid registrations

Lunch – two \$4,500 sponsorships (or one \$9,000 sponsor, will not share recognition)

- Shared sign with name or logo at half the lunch tables
- Shared recognition as lunch sponsor on registration (name only)
- Exhibition table
- Shared recognition as lunch sponsor on program (name only)
- Verbal recognition during conference
- Opportunity to place materials/giveaways at lunch tables
- 2 paid registrations

Speaker Sponsorship – amount depending on speaker cost (3 presenting speakers and 8 breakout speakers)

- Verbal recognition during conference
- Sign listing your company/organization as presenting sponsor of speaker near podium or room entrance
- Sign listing your company/organization as presenting sponsor of speaker on podium
- Recognition as presenting sponsor of speaker during conference
- Recognition on screen as presenting sponsor before sponsored speaker session
- If speaker sponsorship is \$1,000 or more, will receive 2 paid registrations
- If speaker sponsorship is \$2,500 or more, will receive 1 exhibition table