



# Sponsor & Exhibitor Prospectus



## A Message from Executive Director David C. Harvey

After three years of leading our communities through the COVID-19 pandemic, I am thrilled to announce the return of our signature in-person conference, STD Engage 2023: Coming Back Stronger. I am inviting you to sponsor or exhibit with us in New Orleans on May 15-19 for what promises to be our most vibrant and exciting conference yet.



STD Engage has long held an important place in the hearts of professionals working to end the nation's epidemics of sexually transmitted infections (STIs). It's the signature event where they gather to network and discuss the latest research and best practices in STI prevention and sexual health promotion. What's more, the National Coalition of STD Directors (NCSD) successfully secured more than a billion dollars during the COVID-19 pandemic to help grow the STI workforce nationwide. We expect more than 800 conference participants - ranging from first-timers to our most seasoned professionals - to arrive ready to connect with each other, industry representatives, national thought leaders, and local program experts.

This Sponsor and Exhibitor Prospectus details the range of opportunities to connect with STI professionals and other public health leaders at STD Engage 2023. Sponsorship and exhibitor opportunities are available on a first come, first serve basis and prime opportunities must be secured quickly. [Kathleen Jeanty](#) can help you select the package you need and get you ready to go.

Participants are already discussing STD Engage 2023 as a can't-miss opportunity – and we can't miss having you be a part of it. I look forward to seeing you in New Orleans in May for the biggest event for the STI field in years. Are you ready to laissez les bon temps rouler?





## CONNECT

National Public Health Leadership

State Program Directors

Clinicians & Clinic Staff

Program Managers

Researchers

Budget and Contract Managers

Disease Intervention Specialists

End Product Users

## Who You'll Meet at STD Engage 2023

Among the more than 800 STD Engage 2023 participants, you'll rub elbows with state and national public health leaders, clinicians, researchers, program managers from state and local health departments, Disease Intervention Specialists (DIS), and other professionals who are working to combat the nation's epidemics of sexually transmitted infections (STIs) and respond to emerging outbreaks big and small, like COVID-19 or mpox.

The National Coalition of STD Directors (NCSD) is the nation's membership organization for STI professionals. Our full members include each federally funded state or territorial STD program director. These high-level public health managers oversee their states' programs, budgets, and contracts to perform a core public health function: combating infections like syphilis, gonorrhea, chlamydia, and other infections diseases. We also count among our ranks nearly 5,000 affiliate members: clinicians, researchers, DIS, program managers, and other public health personnel.



# Coming Back Stronger

## A Conference to Meet the Moment



Together, we have carried each other and our communities through the COVID-19 pandemic and the mpox outbreak, all while continuing to lead our communities through the burgeoning epidemic of STIs in the U.S. Our collective sense of innovation and service to the community has helped us get to this point, and they will carry us forward into the future.

Whether you think of yourself as an STD professional or not, we see you as an essential part of our field. Day-in and day-out, our members rely on our industry partners' technology, tools, treatments, testing solutions, products and more. You are a part of their success.

Our members trust us to provide them with world-class training, information, and connections – and they have come to recognize STD Engage as an event with unmatched networking opportunities and thoughtfully curated industry partnerships. That's why we need you there.

As a sponsor or exhibitor, you are a core part of our team as we come together for the highly-anticipated return of STD Engage 2023 in New Orleans.



# What to Expect at STD Engage 2023

*Laignappe (n.) - New Orleans slang that means "a little bit extra"*

STD Engage is known as the place for STI professionals to hear from national leaders – government officials, researchers, clinicians – as well as their own peers, all with New Orleans' famous laignappe: top-notch production, game-changing content, and a lot of fun.

STD Engage 2023 attendees will spend nearly a week at the Sheraton New Orleans for a highly interactive program packed with must-see plenary sessions, targeted meetings, New Orleans-themed signature events, and key updates from federal public health officials. Participants will move freely between exhibit spaces, events, and sessions highlighting information on:

Adolescent Sexual Health

Clinical Sexual Health

DIS and Outbreak Response

Health Communications, Technology, and Innovations

Healthy Equity and Social Justice

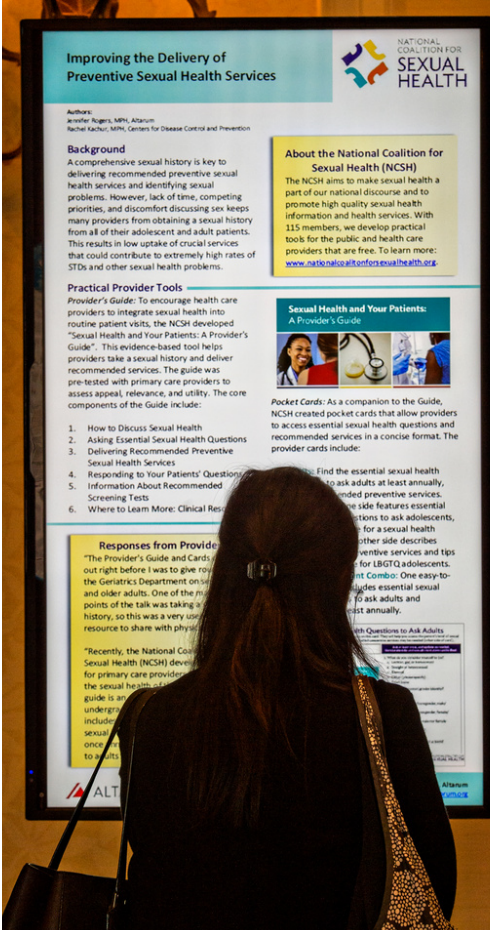
Outreach, Education, and Prevention Intervention

Partnership and Program Integration

Policy

Program Management, Leadership, Workforce Development, and Training

Self-Care, Wellness, and Sex Positivity



## Improving the Delivery of Preventive Sexual Health Services



NATIONAL COALITION FOR  
SEXUAL HEALTH

Authors:  
Jennifer Higgins, MPH, Atlanta  
Rachel Kachur, MPH, Centers for Disease Control and Prevention

### Background

A comprehensive sexual history is key to delivering recommended preventive sexual health services and identifying sexual health problems. However, lack of time, competing priorities, and discomfort discussing sex keeps many providers from obtaining a sexual history from all of their adolescent and adult patients. This results in low uptake of crucial services that could contribute to extremely high rates of STDs and other sexual health problems.

### Practical Provider Tools

**Provider's Guide:** To encourage health care providers to integrate sexual health into routine patient visits, the NCSH developed "Sexual Health and Your Patients: A Provider's Guide". This evidence-based tool helps providers take a sexual history and deliver recommended services. The guide was pre-tested with primary care providers to assess appeal, relevance, and utility. The core components of the Guide include:

1. How to Discuss Sexual Health
2. Asking Essential Sexual Health Questions
3. Delivering Recommended Preventive Sexual Health Services
4. Responding to Your Patients' Questions
5. Information About Recommended Screening Tests
6. Where to Learn More: Clinical Resources

### Responses from Providers

"The Provider's Guide and Cards came out right before I was to give a presentation to the Geriatrics Department on sexual health and older adults. One of the main points of the talk was taking a sexual history, so this was a very useful resource to share with physicians."

"Recently, the National Coalition for Sexual Health (NCSH) developed a guide for primary care providers on how to take a sexual history. The guide is an easy-to-use, evidence-based tool that includes essential sexual health questions to ask adults and adolescents."

### About the National Coalition for Sexual Health (NCSH)

The NCSH aims to make sexual health a part of our national discourse and to promote high quality sexual health information and health services. With 115 members, we develop practical tools for the public and health care providers that are free. To learn more: [www.naticncoalitionforsexualhealth.org](http://www.naticncoalitionforsexualhealth.org)

### Sexual Health and Your Patients: A Provider's Guide



**Pocket Cards:** As a companion to the Guide, NCSH created pocket cards that allow providers to access essential sexual health questions and recommended services in a concise format. The provider cards include:

• Find the essential sexual health questions to ask adults at least annually, and recommended preventive services.  
• The Provider's Guide includes essential sexual health questions to ask adolescents, and recommended preventive services and tips for LGBTQ adolescents.  
• The Provider's Guide includes essential sexual health questions to ask adults and adolescents.

**Health Questions to Ask Adults**

1. How to Discuss Sexual Health
2. Asking Essential Sexual Health Questions
3. Delivering Recommended Preventive Sexual Health Services
4. Responding to Your Patients' Questions
5. Information About Recommended Screening Tests
6. Where to Learn More: Clinical Resources





# Sponsorship at STD Engage 2023

Sponsorship puts you front and center at STD Engage 2023. Get ready to:



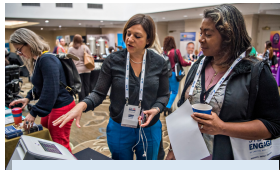
Create new customer relationships



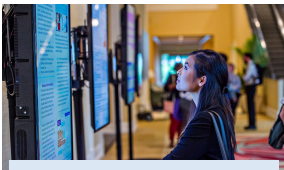
See your customers in person



Increase product and company visibility



Provide demos and get instant feedback



Highlight your impact on the STI field



Meet purchasing decision makers



Reach your prime market segments



# Sponsorship Levels

All sponsors receive full conference registration, recognition throughout the conference, branded sponsorship signage, and recognition in conference promotions.

ENGAGED INNOVATOR	\$75,000	One sponsorship available
✦ Welcome participants to STD Engage 2023 by speaking at the opening plenary		
✦ Sponsorship of VIP reception and opening night Masquerade		
✦ Prominent branded sponsorship placement in STD Engage 2023 mobile app		
✦ Largest exhibit area - 4x larger than the regular exhibit area		
✦ Exclusive opportunity to brand the STD Engage 2023 lanyard		
✦ Your own private meeting room to host guests or let your team recharge		
✦ Use of the VIP Hospitality Lounge during STD Engage 2023		
✦ 5 push notifications delivered via the STD Engage 2023 mobile app		
✦ 5 items in the STD Engage 2023 participant bags		
✦ 10 conference registrations		





<b>ENGAGED ADVOCATE</b>	<b>\$60,000</b>	One sponsorship available
✦ Sponsorship of Wednesday's lunch plenary session with speaking opportunity		
✦ Sponsorship of the Wednesday night Karaoke event		
✦ Recognition in STD Engage 2023 mobile app		
✦ Your own private meeting room to host guests and let your team recharge		
✦ Second largest exhibit area - 3x larger than the regular exhibit area		
✦ Use of the VIP Hospitality Lounge during STD Engage 2023		
✦ 4 push notifications delivered via the STD Engage 2023 mobile app		
✦ 4 items in the STD Engage 2023 participant bags		
✦ 7 conference registrations		



<b>ENGAGED PARTNER</b>	<b>\$50,000</b>	<b>One sponsorship available</b>
<ul style="list-style-type: none"> <li>Speaking opportunity to welcome guests at the closing plenary session</li> </ul>		
<ul style="list-style-type: none"> <li>Sponsorship of the Thursday night Riverboat Cruise event</li> </ul>		
<ul style="list-style-type: none"> <li>Recognition in STD Engage 2023 mobile app</li> </ul>		
<ul style="list-style-type: none"> <li>Third largest exhibit area - 2x larger than the regular exhibit area</li> </ul>		
<ul style="list-style-type: none"> <li>Use of the VIP Hospitality Lounge during STD Engage 2023</li> </ul>		
<ul style="list-style-type: none"> <li>3 push notifications delivered via the STD Engage 2023 mobile app</li> </ul>		
<ul style="list-style-type: none"> <li>3 items in the STD Engage 2023 participant bags</li> </ul>		
<ul style="list-style-type: none"> <li>5 conference registrations</li> </ul>		

<b>ENGAGED SUPPORTER</b>	<b>\$30,000</b>	<b>Two sponsorships available</b>
<ul style="list-style-type: none"> <li>Co-sponsorship of Smackdown plenary event with speaking opportunity</li> </ul>		
<ul style="list-style-type: none"> <li>Recognition in STD Engage 2023 mobile app</li> </ul>		
<ul style="list-style-type: none"> <li>One exhibitor table</li> </ul>		
<ul style="list-style-type: none"> <li>Use of the VIP Hospitality Lounge during STD Engage 2023</li> </ul>		
<ul style="list-style-type: none"> <li>2 push notifications delivered via the STD Engage 2023 mobile app</li> </ul>		
<ul style="list-style-type: none"> <li>2 items in the STD Engage 2023 participant bags</li> </ul>		
<ul style="list-style-type: none"> <li>4 conference registrations</li> </ul>		

<b>ENGAGED ALLY</b>	<b>\$20,000</b>	Two sponsorships available
 Co-sponsorship of Smackdown plenary event with speaking opportunity		
 Recognition in STD Engage 2023 mobile app		
 One exhibitor table		
 Use of the VIP Hospitality Lounge during STD Engage 2023		
 One push notifications delivered via the STD Engage 2023 mobile app		
 One items in the STD Engage 2023 participant bags		
 3 conference registrations		

## Other Promotional Opportunities

<b>Includes exhibit booth and two registrations</b>	<b>Wi-Fi Sponsor.....</b>	<b>\$12,500</b>
	<b>Educational Site Visit Sponsor.....</b>	<b>\$10,000</b>
	<b>360 Photo Booth &amp; Professional Headshots.....</b>	<b>\$10,000</b>
	<b>STD Engage 2023 Mobile App Sponsor.....</b>	<b>\$8,500</b>
	<b>Lactation Room.....</b>	<b>\$7,500</b>
	<b>Wellness Room.....</b>	<b>\$7,500</b>
<b>Includes one registration</b>	<b>Phone Charging Station.....</b>	<b>\$8,500</b>
	<b>STD Engage 2023 Bag Sponsor.....</b>	<b>\$7,500</b>



Standalone bag inserts may be purchased for \$1,500 per insert.



# Exhibiting at STD Engage 2023

Enjoy premium face time in a prime location during STD Engage 2023! This year's exhibit space is located in a high-traffic area, adjacent to registration and immediately outside the plenary room. Exhibits will be open May 16-18 to provide plenty of time to network with as many attendees as possible. To assure your exhibit gets maximum exposure, some conference meals and desserts, and all morning and afternoon snack breaks will be served in the exhibit space. Your conference registration also gives you an all-access pass to connect with participants during plenaries, sessions, and social events.

## ALL EXHIBITORS WILL ENJOY:

- ✿ 8' x 10' booth space with 6' draped table
- ✿ One full registration to STD Engage 2023
- ✿ Listing on ncsddc.org and in STD Engage 2023 Conference Program
- ✿ Listing in the STD Engage 2023 mobile app
- ✿ Conference participant list

Exhibitors can have items placed in STD Engage 2023 conference bags at a discounted cost of \$1,000 each, with a maximum of two inserts per exhibitor.

## Exhibitor Packages

	<b>Early Bird</b> (payment due 3/1/23)	<b>Regular</b> (payment between 3/1/23 and 5/1/23)	<b>Late</b> (payment after 5/1/23)
<b>Business/Corporate</b>	<b>\$3,500</b>	<b>\$4,000</b>	<b>\$4,500</b>
<b>Nonprofit/Government</b>	<b>\$2,500</b>	<b>\$3,000</b>	<b>\$3,500</b>



# Time to Make the Connection

Ready to satisfy your craving for in-person networking again? So are we. In addition to exhibit times, you have full access to attendees during sessions and social events – plus select meals and all coffee and snack breaks will be hosted in the exhibit space.

SET UP	DEDICATED EXHIBITOR NETWORKING TIMES	BREAK DOWN
<p><b>May 15, 2023</b> 8:00 AM - 5:00 PM</p>	<p><b>May 16, 2023</b> 11:45 AM - 12:30 PM 5:00 PM - 6:00 PM</p>	<p><b>May 18, 2023</b> 2:30 PM - 5:00 PM</p>
<p><b>May 16, 2023</b> 8:00 AM - 5:00 PM</p>	<p><b>May 17, 2023</b> 1:15 PM - 1:45 PM 5:15 PM - 6:15 PM</p>	<p><b>May 19, 2023</b> 9:00 AM - 12:00 PM</p>
	<p><b>May 18, 2023</b> 8:00 AM - 9:00 AM 2:00 PM - 2:30 PM</p> <p>The exhibit hall will be open for the duration of the conference with these dedicated times to enhance interaction.</p>	



*"Laissez les bon temps rouler!"*

*It's the quintessential New Orleans phrase:  
"Let the good times roll!"*

## Ready to roll?

Get started by contacting Kathleen Jeanty at (617) 610-5424 or [kjeanty@ncsddc.org](mailto:kjeanty@ncsddc.org). Kathleen will help you sign up for the STD Engage 2023 presence you need.

### Key Dates to Remember

#### MARCH

- ✦ Exhibitor Early Bird Payment Due: March 1

#### APRIL

- ✦ Full Payment Due for All Sponsors: April 17
- ✦ Exhibitors Must Complete Attendee Registration: April 17
- ✦ Sponsors Must Complete Attendee Registration(s): April 17
- ✦ STD Engage 2023 Mobile App Advertisements Due: April 28

#### MAY

- ✦ Last Day to Receive Regular Exhibitor Pricing: May 1
- ✦ Exhibit Move-In/Set-Up: May 15-16
- ✦ Exhibit Hall Open: May 16-18
- ✦ Exhibit Tear-Down/Move-Out: May 18-19

