



# National Women's Health Week Celebration

## Tuesday, May 12, 2015



Lectures

Workshops

Exhibits

Research Posters

We invite your company or service to participate!

Prentice Women's Hospital — 3<sup>rd</sup> Floor

9:30 a.m. — 3:00 p.m.

250 E. Superior St. Chicago, IL 60611

## Overview



*Science to Care*

The Women's Health Research Institute at Northwestern University annually hosts a special event to celebrate National Women's Health Week during the month of May. This annual conference and expo features a keynote international speaker on a women's health issue, panel discussions led by experts in women's health from multiple health disciplines, exhibits on health services and community resources for women, and scientific posters on the latest research projects in women's health. Last year over 300 women attended, and this year our expanded event should draw 400-500 community and professional women.

**Tuesday, May 12, 2015 from 9am-3pm**

**Prentice Women's Hospital in Chicago, 3<sup>rd</sup> Floor Conference Center**

## About the Event

The Women's Health Research Institute (WHRI) has been a national leader in the movement to ensure researchers and clinicians recognize sex differences so that women and men receive the best health care. The WHRI is teaming up with Northwestern Medicine's clinical partners including the Women's Skin Health Program, the Clinical Research Center in Rheumatology, the Integrated Pelvic Health Program, the Women's Neurology Center, Gastrointestinal Behavioral Medicine, the Women's HIV Program, the Asher Center for the Study and Treatment of Mood and Depression, and the Center for Women's Cardiovascular Health. Exhibits featuring community services, businesses, and Northwestern resources for keeping women healthy will be on display. Posters on the latest research in women's health will also be featured.



## Audience

- Staff and providers (nurses, physical therapists, physicians, etc.) from Northwestern Medicine, the Rehabilitation Institute of Chicago, and Lurie Children's Hospital
- Faculty, students, researchers and staff from Northwestern University
- Residents living in Streeterville and surrounding areas
- Consumers using Northwestern Medicine, Cadence, and Lake Forest Hospital
- Social workers, dietitians, health professionals, and community members interested in women's health

## Event Highlights

This is our 7<sup>th</sup> year of celebrating National Women's Health Week, and it gets bigger every year! This is the first year we will be offering sponsorship opportunities so that we can offer this FREE program to more women and their families.

Featured Topics and Clinics	Time
Check-in and time to visit exhibits & posters	9:00am
Welcome—Teresa K. Woodruff, PhD "Setting the Stage: Why Sex Differences Matter in Clinical Care"	10:00am
Morning Panel Session Presentations by experts in neurology, cardiology, dermatology, and rheumatology; Q&A	10:15am
Visit exhibits and posters	11:45am
Keynote address—Jayne Danska, PhD "How Normal Flora Influences Women's Health"	12:30pm
Afternoon Panel Session Presentations by experts in pelvic health, gastroenterology, infectious disease, and mental health; Q&A	1:30pm
Closing reception and final opportunity to visit exhibits and posters	3:00pm



➤ Table top exhibits (many staffed by health providers) will be on display throughout the day for women to visit and learn what resources are available in the neighborhood.

➤ The Keynote Address by Jayne Danska, PhD, University of Toronto, will discuss the effects microbial exposures and sex hormones have on women's health.

## Sponsor and Exhibitor Benefits

- Have access to one of the most sought-after demographics for health and lifestyle events: women 18-80, women working in the health care industry, highly educated consumers, and women who value healthy lifestyle choices.
- Reach a large female audience with repeated impressions. Your company name/logo will appear on event promotional materials and social media resources of the Women's Health Research Institute. You can build your brand and service line awareness and attract new clients.
- A unique opportunity to engage with the Northwestern Community. The event attendees are a captive, receptive audience interested in the opportunity to connect with community resources professionally and personally.
- Develop new business contacts in the female and health arenas. Participants are interested in networking with like-minded individuals.
- Demonstrate, sample, or market test your services/products. Receive instant responses about your products and/or services from the attendees.
- Emphasize your commitment to the well being of women and the advancement of research in women's health.



## Promotional Marketing

The Women's Health Research Institute will utilize all its marketing and social media tools, including:

- General interest mailing list of 10,000 Illinois health consumers and health providers
- WHRI blog, reaching an international audience of over 5,000 users a month
- Monthly healthy lifestyle e-Newsletter, which will feature this event in three editions prior to May
- Posting on the WHRI website and homepage

In addition, the WHRI is partnering with Northwestern Medicine, who is in the process of launching the Prentice Women's Health Community—a social media platform that focuses specifically on topics of interest to women: health and fitness, parenting, beauty, healthy lifestyles, etc.

## Sponsor and Exhibitor Packages

Premiere Sponsor	\$5,000	<ul style="list-style-type: none"><li>• Organizational representative introduced during event and will have an opportunity to speak to the audience</li><li>• Logo/name and text recognition in printed program and revolving slides in conference room</li><li>• Logo/name on conference promotional flyers</li><li>• Logo/name on WHRI website front page promotion of event with live link to organization (5,000 hits/month)</li><li>• Logo with live link in three editions of the monthly e-Newsletter sent to 10,000 professional and lay individuals</li><li>• Name with live link on WHRI blog promotions</li><li>• One six-foot display/exhibit table and two chairs located in a high traffic area</li></ul>
Elite Sponsor	\$2,500	<ul style="list-style-type: none"><li>• Verbal recognition of sponsor at the welcome and lunch sessions</li><li>• Logo/name and text listing in printed program</li><li>• Logo/name on conference marketing materials</li><li>• Logo/name on WHRI website front page promotion of event (5,000 hits/month)</li><li>• Logo/name in two editions of the monthly e-Newsletter sent to 10,000 professionals and lay individuals</li><li>• Name on WHRI blogs promoting event</li><li>• One six-foot display/exhibit table and two chairs located in high traffic area</li></ul>
Signature Sponsor	\$1,000	<ul style="list-style-type: none"><li>• Verbal recognition of sponsor at welcome and lunch sessions</li><li>• Logo/name listing in printed program</li><li>• Organization logo/name on conference marketing materials</li><li>• Name listing on WHRI website front page promotion for event (5,000 hits/month)</li><li>• One six-foot display/exhibit table and two chairs</li></ul>
Exhibitor	\$250	<ul style="list-style-type: none"><li>• One six-foot skirted display table and two chairs to display wares</li><li>• Organization listing in printed program</li></ul>

*Note: Northwestern Medicine services and non-profit organizations should contact the Event Coordinator for special discounted rates. Some sponsor offerings are subject to publication deadline dates.*

- **If you are interested in either sponsoring our event or exhibiting your material, please contact our Event Coordinator, Megan Castle, at 312-503-0904 or e-mail at: [megan.castle@northwestern.edu](mailto:megan.castle@northwestern.edu).**