

13TH NATIONAL

HARM REDUCTION CONFERENCE

OCT 13-16, 2022
SAN JUAN, PUERTO RICO

LA 13.^a
**CONFERENCIA
NACIONAL DE
REDUCCIÓN
DE DAÑOS**

SPONSORSHIP OPPORTUNITIES

Oportunidades de patrocinio



CONFERENCE.HARMREDUCTION.ORG
#HARMRED22

Welcome to #HARMRED22!

The National Harm Reduction Conference is the world's largest event dedicated to uplifting the voices and experiences of people who use drugs. Every two years, over a thousand leaders, decision makers, frontline service providers, and community activists come to learn and build together. After postponing the conference in 2020, we're looking forward to this October, when we anticipate more than 2,000 community activists, service providers, researchers, clinicians, and policy-makers will join us in San Juan, Puerto Rico. They'll gather to discuss challenges facing people who use drugs and their communities, and leave with innovative strategies that embody the principles of harm reduction and address complex issues like fatal overdose, infectious disease transmission, and drug-related stigma. Harm reduction is trending, with more than 100,000 lives lost in 2020, the Federal government has finally released funding that is specifically dedicated to supporting syringe service programs across the country. #HARMRED22 will be a critical opportunity for community dialogue focused on bringing harm reduction to scale.

This is a pivotal moment in history and we want you to be there to help shape the future of harm reduction!

Sponsoring the National Harm Reduction Conference is a unique opportunity to get your brand and product in front of thousands of people committed to improving the health and wellbeing of vulnerable communities. To learn more about our exciting selection of sponsorship packages please contact Conference Director Dr. Orisha Bowers at bowers@harmreduction.org.

For information on sponsorship opportunities, including in-kind donations, please contact development@harmreduction.org.

In Solidarity,

Dr. Anthony Salandy
Interim Executive Director



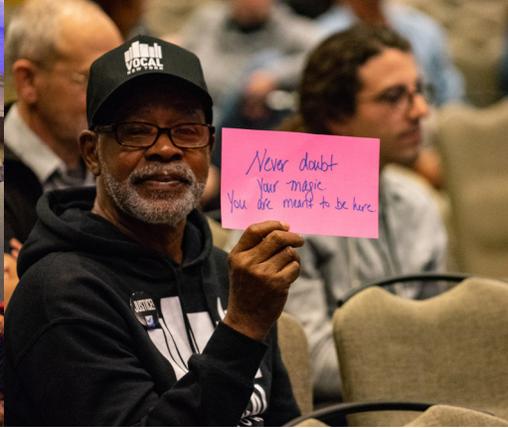
Why Support the Conference?

The 2022 National Harm Reduction Conference comes at a time when harm reduction, health care, and drug policy reform have entered a dynamic and critical phase.

The prescription opioid and heroin overdose epidemic has captured national attention, with renewed focus on transmission of HIV and viral hepatitis among people who use drugs. These trends are reshaping the policy and public health landscapes, making harm reduction more urgent and relevant than ever before. As a result, we anticipate a significant increase in attendance at the upcoming conference.

Sponsoring the National Harm Reduction Conference is the single most effective way to connect with people who use drugs and those that serve them. The conference provides unique access to harm reduction service providers, advocates, researchers, clinicians, and health departments, who return to their communities invigorated to share best practices, new strategies and innovations. Reach thousands of people impacted by drug use and community leaders who are passionate about harm reduction.

For information on sponsorship opportunities, including in-kind donations, please contact the Development team at development@harmreduction.org



The National Harm Reduction Conference At a Glance

The conference offers a variety of opportunities to reach attendees.

We have sponsorship packages that can reach all conference attendees or specific groups using different strategies.

In 2018, our conference hosted:

255 Sessions

29 Exhibitors

44 Poster Presentations

300 Scholarships

← Advocates take it to the streets to highlight harm reduction issues.



National Harm Reduction Coalition is global!

In 2018, conference attendees came from:

50 States

plus Puerto Rico and Washington DC

13 Countries

across four continents

Our audience is dedicated.

The 2018 conference continued our trend of strong attendance.



↑ from left: The conference fashion show is one of the social highlights; Carl Stubbs of VOCAL-NY sends a message that this space is for everyone; Board Chair Susan Sherman introduces board members of National Harm Reduction Coalition; Conference attendees across the country reunite.

Sponsorship Levels

There are many ways to support our conference. Sponsorships allow you to **reach every attendee**.

Please note that only four Visionary Sponsorships are available, and are **first come, first serve**.

Signature	Visionary	Innovator	Advocate	Leader	Ally	Partner
Your name on all printed and electronic media and signage	Your name on all printed and electronic media and signage	Your name on all printed and electronic media and signage	Your name on all printed and electronic media and signage	Your name on all printed and electronic media and signage	Your name on all printed and electronic media and signage	Your name in the conference program
Exhibit booth	Exhibit booth	Exhibit booth	Exhibit booth			
Eight delegate registrations	Six delegate registrations	Four delegate registrations	Three delegate registrations	Two delegate registrations	Two delegate registrations	One delegate registration
Opening and Closing Session Recognition						
Full-page ad in program	Full-page ad in program	Full-page ad in program	Half-page ad in program	Half-page ad in program	Quarter-page ad in program	Quarter-page ad in program
Four pieces of collateral in attendee bag	Three pieces of collateral in attendee bag	Two pieces of collateral in attendee bag	Two pieces of collateral in attendee bag	One piece of collateral in attendee bag		
Six VIP passes to Meet the Speakers Hour	Five VIP passes to Meet the Speakers Hour	Four VIP passes to Meet the Speakers Hour	Three VIP passes to Meet the Speakers Hour	Two VIP passes to Meet the Speakers Hour	One VIP pass to Meet the Speakers Hour	
Registered Organizations List	Registered Organizations List	Registered Organizations List	Registered Organizations List			
One Special Item of your choice*	One Special Item of your choice*					
\$50,000	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000

* *Special Items: Choose from one of the following: 1) Branded conference bag, 2) Branded conference water bottle, or 3) Sponsored refreshment break (2 available).*

Meet the Speakers Hour is an exciting opportunity to engage with speakers, National Harm Reduction Coalition staff and Board of Directors, and other organizations investing in the future of harm reduction. Join us for this celebratory networking event.

Virtual Opportunities

Virtual Exhibitor

\$3,000

With pre-recorded or live video, branded content, special offers and custom calls to action, vendors can build virtual booths that get attendees' attention. Virtual exhibit booths have the advantage of being on a static page that will allow attendees more opportunities and time to view the exhibit. Link to products, advertising, documents, videos, slideshows, staff pictures, and contact information.

Virtual Product Demo

\$2,500

This is an opportunity for you to record a product demo and for us to include it on the virtual platform. We will assist with placing the recording of your demo that will be placed in the exhibit hall or we can make it a stand alone page. If it is a stand alone page it will be \$4,000.

Customized Waiting Rooms for Sessions

\$2,000

Sponsors can customize what attendees will see as they sit in the waiting room for the session to begin. There will be a countdown clock but everything else in this room can be customized (i.e., a slideshow, a video, or links to resources and documents). This allows for additional brand exposure and recognition throughout the conference.

Virtual Happy Hour

\$2,000

Help attendees unwind by hosting a virtual happy hour with conference attendees that is focused on a topic of your choice and branded with your organization's logo.

Attendee Conference Bag Items

\$1,000

Virtual gift bag items are a cool way to market your company and give conference attendees swag without having to ship out items. This may look like a digital gift card, ebook, video message, and so much more. There are tons of ways to get creative with a virtual bag item.



Have another idea for partnering with the 2022 National Harm Reduction Conference?

Standard sponsorship packages are available. However, we will work with all of our prospective advertisers, sponsors, exhibitors, and community partners to create a package that highlights your needs and benefits.

Email development@harmreduction.org to discuss your options.



Clockwise from left: Conference attendees connect to commemorate those we have lost; Advocates host working meetings to strategize on national harm reduction initiatives; Conference opening focused on the intention to open our hearts and minds.

National Harm Reduction Coalition creates spaces for dialogue and action that help heal the harms caused by racialized drug policies.

A La Carte Sponsorship Opportunities

A la carte sponsorships allow you to reach specific conference audiences through more targeted outreach. Each A la Carte Sponsor will be recognized in the conference program and phone app. Please note limited availability for every A La Carte opportunity.

Conference Mobile App Sponsor

\$15,000

The sole sponsor of the conference mobile app which hosts conference program and speaker information. Sponsor branding throughout app and through push notifications.

(1 available)

Mobile Charging Station Sponsor

\$10,000

Exclusive opportunity to have your company logo on a high traffic charging station.

(1 available)

Wi-Fi Sponsor

\$10,000

Help conference attendees stay connected! This exclusive sponsorship will create a custom password using your organization's name for the conference Wi-Fi network.

(1 available)

Attendee Lanyard Sponsor

\$10,000

Receive high-level visibility at HARMRED22 with this exclusive sponsorship. Your organization's name on every attendee lanyard.

(1 available)

Sponsor Key Cards

\$10,000

Hotel keycards with your branded logo for conference attendees staying at the hotel.

(1 available)

Sponsor Push Notifications

\$2,000

Push Notifications will allow sponsors to promote one event or session they are facilitating at our conference through the app.

(8 available)

Special Event and Experience Sponsorship Opportunities

Build brand awareness while nurturing attendee experience with meaningful opportunities for connection and engagement with attendees through special sponsorship options.

The Pitch Challenge Sponsor

\$5,000

Support the first-ever program pitch competition where harm reduction organizations will compete for funding during an exciting and fun event. Each sponsor will have an opportunity to present a check to the winning organizations. Sponsors will be recognized in all publicity materials.

(5 available)

Meet the Experts Sponsor

\$5,000

A unique opportunity to sponsor a breakfast or lunch event and discussion with recognized harm reduction leaders. Sponsors recognized through conference signage.

(2 available. The first group to sponsor this option can select their preference for either the breakfast or lunch session).

Healing Sanctuary Sponsor

\$5,000

Support attendee health services by sponsoring the Healing Sanctuary. Sponsors will have prominent branding throughout this conference space.

(3 available)

Annual Conference Party Sponsor

\$5,000

A conference favorite! Have your sponsorship remembered as one of the most memorable nights of the conference. Sponsorship signage featured at the party location.

(1 available)

Annual Fashion Show Sponsor

\$5,000

Sponsor a fashion show like no other. Customized sponsor branding throughout the show.

(1 available)

Medical Center Sponsor

\$5,000

Support attendee well-being. Sponsors will have prominent branding throughout this conference space.

(3 available)

Conference Program Ad Opportunities

Publish an ad in the conference program to reach every attendee. Note that limited availability ads are **first come, first serve**.

Business Card

- 3.5" w x 2" h
- \$100

Quarter Page

- 3.75" w x 5" h
- \$150

Half Page Horizontal

- 7.5" w x 5" h
- \$250

Half Page Vertical

- 3.75" w x 10" h
- \$250

AD SPECIFICATIONS

- Logo and advertisement must be received by **9/1/2022** in order for items to be in print, on website, other electronic materials, or placed on signs on location.
- Acceptable file formats for logos and advertisements include EPS high-resolution PDF, JPG or TIF.
- Photos/images must be saved in the original application/file format, in which they were created, with no bleeds.
- Photos/images should be high-resolution and received in the file size you wish to have it printed; i.e., 600 dpi or higher for black and white, 300 dpi or higher for color/grayscale.
- Please do not send logos/photos/images from word processing software, presentation software or websites.

Full Page

- 7.5" w x 10" h
- \$350

Inside Back Cover

- 7.5" w x 10" h
- \$400

Inside Front Cover

- 7.5" w x 10" h
- \$500

Back Cover

- 7.5" w x 10" h
- \$800

SPONSOR APPLICATION FORM

Please Print

Organization

Contact (First Name, Last Name, Title)

Street Address

City State Zip Country (if not US)

Phone (Day) Phone (Evening) Fax

E-mail Website Social Media Handles (Twitter, Facebook, Instagram)

Permission to use logo/name: (yes or no) Contact for logo acquisition (if different from above)

Sponsorship Request

SPONSORSHIP OFFERING	COST EACH	QUANTITY	SUBTOTAL
Example: Quarter page ad	\$150	2	\$ 300
			\$
			\$
			\$
Total Enclosed:			\$

Applications are accepted on a rolling basis. Only sponsors who secure payment by **September 1, 2022** will be promoted in the program booklet. Please note that limited sponsorships are available on a first come first serve basis. Once we receive full payment your spot will be secured.

Payment Method *Choose a payment method below:*

Check or money order. Payable to: National Harm Reduction Coalition, 243 Fifth Avenue, Box 529, New York, NY 10016

Credit card: VISA MasterCard American Express

Cardholder's Name Signature

Card Number CVC Exp. Date

Submit Form

Please email completed forms to development@harmreduction.org.

Or mail to National Harm Reduction Coalition, 243 Fifth Avenue, Box 529, New York, NY 10016

Cut out and mail

NATIONAL
HARM REDUCTION
COALITION

The National Harm Reduction Conference is brought to you
by National Harm Reduction Coalition.

More information online:

Conference.HarmReduction.org

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DESIGN BY IMAGINARY OFFICE