



American  
Association for  
**Health Education**

1900 Association Drive, Reston, VA 20191  
(703) 476-3437 • (800) 213-7193 • FAX (703) 476-6638  
Internet: aahe@aahperd.org • <http://www.aahperd.org/aahe>

## **AAHE Sponsorship Opportunities 2011**

**AAHPERD National Convention and Exposition, San Diego, California,  
March 29-April 2, 2011**

*Please call Mal Goldsmith for pricing: 703.476.3437*

### **1. AAHE General Session Keynote Speaker**

- About 150 attendees, including leaders in the profession
- Speaker: David L. Katz, MD, MPH, FACPM, FACP, Director of Yale University Prevention Research Center and Integrative Medicine Center at Griffin Hospital.
- General Topic: Nutrition, weight management and prevention of chronic disease
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 75 minute session
- Fee: \$500
- First right of refusal of same sponsorship for the following year

### **2. AAHE Assembly of Members and Scholar Presentation**

- About 400 attendees, including leaders in the profession
- Speaker: David K. Lohrmann, Indiana University, AAHE Scholar 2010
- Presentation Title:
- Official business meeting for all members follows the AAHE Scholar presentation
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Logo and recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 2 hour session
- Fee: \$1,000
- First right of refusal of same sponsorship for the following year

### **3. AAHE Outstanding Undergraduate Health Education Majors of the Year Awards**

- The American Association for Health Education (AAHE) Outstanding Undergraduate Health Education Majors of the Year Award program recognizes one outstanding

- undergraduate student majoring in health education from each degree track of the colleges or universities with professional preparation degree programs in health education/promotion.
- About 200 attendees
  - Attendees: Student award recipients, professional preparation faculty, parents = current and potential customers
  - Sponsor exposure before and during the event, opportunities to distribute material samples and opportunity for a brief five minute presentation during the ceremony
  - Logo and recognition in program book (November 30, 2010 Deadline Applies)
  - Acknowledgement on website
  - Valuable face-to-face time with attendees
  - Fee: Dependent upon level of support
  - First right of refusal of same sponsorship for the following year

#### **4. AAHE Awards Luncheon**

- Attendance Limited to 120 of the leading health educators in the country
- A chance to share in the recognition of outstanding health educators receiving national awards for teaching, leadership, service and scholarship.
- A chance to share in the recognition of national scholarship and fellowship recipients, including the Will Rogers Institute Fellowship.
- Sponsor exposure before and during the event, opportunities to distribute material samples and opportunity for a brief five minute presentation during the ceremony
- Logo and recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 2 hour luncheon
- Fee: \$2,500
- First right of refusal of same sponsorship for the following year

#### **5. HEDIR Technology Seminar**

- Over 100 attendees
- The HEDIR Technology Seminar is a round-table presentation. Presenters are assigned a location, and participants of the conference can move from table to table, at their discretion, discussing technology issues of interest. Consider this similar to an 'electronic poster session'. It has been enormously popular in the past years. Individuals can talk one-on-one with presenters about issues related to their presentation. 19 presentations will be available for participants.
- Speakers: from major health education professional preparation programs around the country
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 75 minute session

- Fee: \$500
- First right of refusal of same sponsorship for the following year

#### **6. Distracted Driving: Research and Practice**

- About 100 attendees
- Crashes Don't Happen by Accident
- Speaker: Lauren Hauser
- Inconsistent Distracted Driving Attitudes and Behaviors among College Students
- Speakers: Theresa Enyeart Smith and Maria Wessel
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 75 minute session
- Fee: \$500
- First right of refusal of same sponsorship for the following year

#### **7. School Health Programs and Activities Roundtable 1**

- About 100 or more attendees
- Participants will select 4 thirty minute roundtable sessions covering school health activities or programs.
  - Sense in the Sun in Schools
  - What is on Your Health Menu?
  - Cultivating "A" Healthy Body Image: Promoting Change through Active Learning
  - Teaching Tolerance One Lesson at a Time
  - Flavors of Smoke: Tobacco Advertisement and Youth
  - An Effective Unit Design for Providing Health Education Instruction
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Logo and recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 2 hour session
- Fee: \$1,000
- First right of refusal of same sponsorship for the following year

#### **8. School Health Programs and Activities Roundtable 2**

- About 100 or more attendees
- Participants will select 4 thirty minute roundtable sessions covering school health activities or programs.
  - Availability of Health Literature in Elementary Schools and Teaching Implications Implementing Skills-Based Health Education in the Prek-12 Classroom

- Do They Get It? An Immediate Feedback Assessment Technique
- Classroom Activities That Address the Six Risk Behaviors of Youth
- Not Your Everyday Jeopardy
- Elementary Classroom Health Education- A Model Program
- Understanding Tobacco Harm Reduction
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Logo and recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- 2 hour session
- Fee: \$1,000
- First right of refusal of same sponsorship for the following year

## **9. Technology Use in Health Education Package**

- A number of AAHE programs for the 2011 San Diego Convention are technology based:
  - Entertainment + Education = Edutainment in the Health Classroom
  - HEDIR Technology Seminar
  - Marketing Health Education and Promotion Messages
  - Navigating the Sexual Terrain among an Imaged-Based Youth Culture
  - New Interactive and Engaging Nutrition Education Resources: A Must See!
  - Promoting Health Literacy: Tools for Health Professionals
  - Supplementing a Health Curriculum with Web-Based Interventions
  - Teaching Online Health Education in a High School
  - Techno SAVVY Health: Bridging the Digital Divide
  - Technology Tricks for STD Prevention
- Sponsor exposure before and during the event, opportunities to distribute material samples
- Logo and recognition in program book (November 30, 2010 Deadline Applies)
- Acknowledgement on website
- Valuable face-to-face time with attendees
- Fee: \$5,000
- First right of refusal of same sponsorship for the following year