



FORDHAM UNIVERSITY – POPE LECTURE HALL, LINCOLN CENTER CAMPUS

The Federal Center for Disease Control and Prevention (CDC) recently classified sleep deprivation as an epidemic that threatens the health and safety of the nation. The National Sleep Foundation indicates that over 70% of United States citizens suffer from some form of sleep disorder. Despite the severity of this issue across the nation, no central organization exists to educate the general public on how to improve personal sleep habits or analyze how government agencies and the private sector are addressing sleep needs. To meet this need, we founded Sleep School.

Sleep School will provide a content-rich website, newsletter, and conferences and classes to highlight the serious issues of sleep deprivation for policy and decision makers, while also offering the general public a place to find information, products, services and experts to help them to sleep better.

The new platform is spearheaded by the founders of City & State NY, LLC, which is the parent company of City & State NY – the premier multimedia firm covering government and policy news throughout New York, and New York Nonprofit Media – the only multimedia publication covering all things nonprofit in New York. Built on this strong and established foundation, Sleep School will convene sleep industry leaders in policy, business and advocacy to foster a community of learning and change.

THE CONFERENCE

The “State of Sleep” conference, in partnership with City & State NY, will bring together key leaders and experts to provide insight into a wide range of sleep-related conditions through a series of panel discussions. The conference will also feature Sleep School Exhibition Booths, showcasing the newest products in sleep from over 15 industry leaders and offer attendees the opportunity to subscribe to receive information on Sleep School Training Course events offered throughout 2016.

THE AUDIENCE

Our audience will include policy makers, sleep physicians, general practitioners, psychiatrists, psychologists, sleep technicians, nurses, new parents, educators, government officials, students and industry leaders – along with members of the general public who are struggling for answers to their sleep disorders.

GET INVOLVED

The “State of Sleep” conference offers a unique opportunity to reach a targeted audience of health-conscious individuals who focus on sleep issues and actively seek sleep improvement information. Partner with Sleep School to be a featured panel expert, host an exhibit booth, and sponsor the event to ensure your brand reaches conference attendees. See additional information on page 2

AGENDA

- 8:30am** Registration & Networking Breakfast
- 9:00am** Welcome to Sleep School by Charles Platkin & Tom Allon- Founders
- 9:15am** Opening Keynote
- 9:30am** PANEL 1: Setting Sleep as a Public Policy – Can and Should It Be Done
- 10:30am** PANEL 2: The Toll of Sleep Loss on Public Health, Productivity & Safety
- 11:30am** Panel 3: What Sleep Research is Revealing/How We Are Responding
- 12:30pm** Lunch/Exhibitors

AFTERNOON SESSION: PRIVATE SECTOR SOLUTIONS TO A PUBLIC HEALTH PROBLEM

- 1:30pm** PANEL 4: The New Science of Bedding
- 2:30pm** Panel 5: Sleep Solutions, Sleep Tech and Other Products
- 3:30pm** PANEL 6: Advances in Sleep Medication and OTC Products
- 4:30pm** Closing Keynote

TICKETING OPTIONS:

- Government/Student/Non-Profit - \$20.00
- Early Bird Special - \$15.00 (tickets purchased before November 20th)
- General Ticket Price - \$25.00 (after November 20th)



GENERAL SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP [CATEGORY EXCLUSIVITY] - \$15,000

- Speaking Opportunity- Sponsoring organization has the opportunity to lead a panel discussion at the conference. (4 Event Passes)
- Exhibit Booth- 10' exhibit booth equipped with 6' table, 2 chairs and access to electricity and wifi
- Journal Advertising- Two full page ads in program journal distributed to each attendee
- Digital Advertising- Hyperlinked logo inclusion on Sleep School website, logo inclusion in promotional e-blasts and sponsored messaging in digital newsletters
- Branding- Logo inclusion conference signage on-site
- Attendee Mailing List- Full access to attendee list with contact info and addresses



GOLD SPONSORSHIP - \$10,000

- Speaking Opportunity- Sponsoring organization has the opportunity to participate in panel discussion at the conference. (3 Event Passes)
- Exhibit Booth- 8' exhibit booth equipped with 6' table, 2 chairs and access to electricity and wifi
- Journal Advertising- Full page ad in program journal distributed to each attendee
- Digital Advertising- Hyperlinked logo inclusion on Sleep School website, logo inclusion in promotional e-blasts and sponsored messaging in digital newsletters
- Branding- Logo inclusion conference signage on-site
- Attendee Mailing List- Access to attendee list with mailing addresses

SILVER SPONSORSHIP - \$6,500

- Exhibit Booth- 8' exhibit booth equipped with 6' table, 2 chairs, access to electricity and wifi (2 Event Passes)
- Journal Advertising- Full page ad in program journal distributed to each attendee
- Digital Advertising- Hyperlinked logo inclusion on Sleep School website, logo inclusion in promotional e-blasts and sponsored messaging in digital newsletters
- Branding- Logo inclusion conference signage on-site
- Attendee Mailing List- Access to attendee list with mailing addresses

EXHIBIT BOOTH [10' x 10']- \$5,000

- Exhibit Booth- 6' exhibit booth equipped with 6' table, 2 chairs and access to electricity and wifi
- Journal Advertising- Full page ad in program journal distributed to each attendee
- Digital Advertising- Exhibitor listing on Sleep School website and mention in promotional e-blasts
- 2 Event Passes

BRONZE SPONSORSHIP - \$3,500

- Journal Advertising- Full page ad in program journal distributed to each attendee
- Digital Advertising- Hyperlinked logo inclusion on Sleep School website and logo inclusion in promotional e-blasts
- Branding- Logo inclusion conference signage on-site
- 1 Event Pass



EXCLUSIVE SPONSORSHIP OPPORTUNITIES



CAFÉ - \$10,000

- Corporate name and logo branded on café signage where attendees will enjoy refreshments throughout the conference.



LANYARD - \$5,000

- At registration, each attendee receives a name badge accompanied by a highly visible lanyard with your corporate name and logo alongside the Sleep School logo.



TOTE BAG - \$5,000

- At registration, each attendee receives a tote bag with your corporate name and logo alongside the Sleep School logo



ADVERTISING OPPORTUNITIES EVENT PROGRAM



EXCLUSIVE OPPORTUNITIES:

- Center Spread- \$7000
- Back Cover- \$4000
- Inside Front Cover (Page 2)- \$3500
- Inside Back Cover- \$3000

RUN-OF-BOOK:

- Full Page- \$2500
- Half Page- \$1500

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