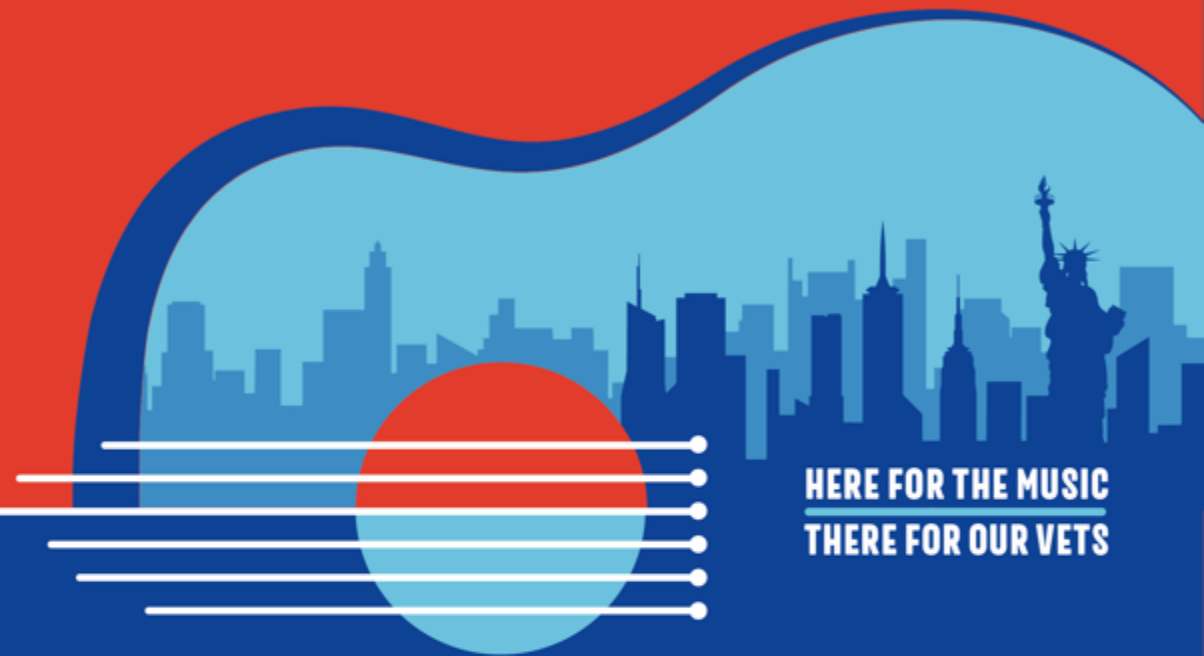


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SIDE
BY **SIDE** 20
19

**A CELEBRATION
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 **Northwell Health**



**HERE FOR THE MUSIC
THERE FOR OUR VETS**

Northwell Health tent

Activation B



The Northwell Health tent focuses on three military pillars:

1. Innovation – The Fin - The Fin display and media
2. Setting new standards in health care - Depth and breadth of service
3. Life after service – offerings of Military and Veterans Liaison Services

Tent will be staffed by

- Anish Varghese – The Fin SME
- members of the Military and Veterans Liaison Services
- HR reps
- Marketing team

The Fin display will be the focal point of the activation tent. Monitor will cycle through The Fin Commercial and Northwell military/veterans facts.



2-sided 4x9 card detailing Northwell Health's dedication to the military, veterans and their families



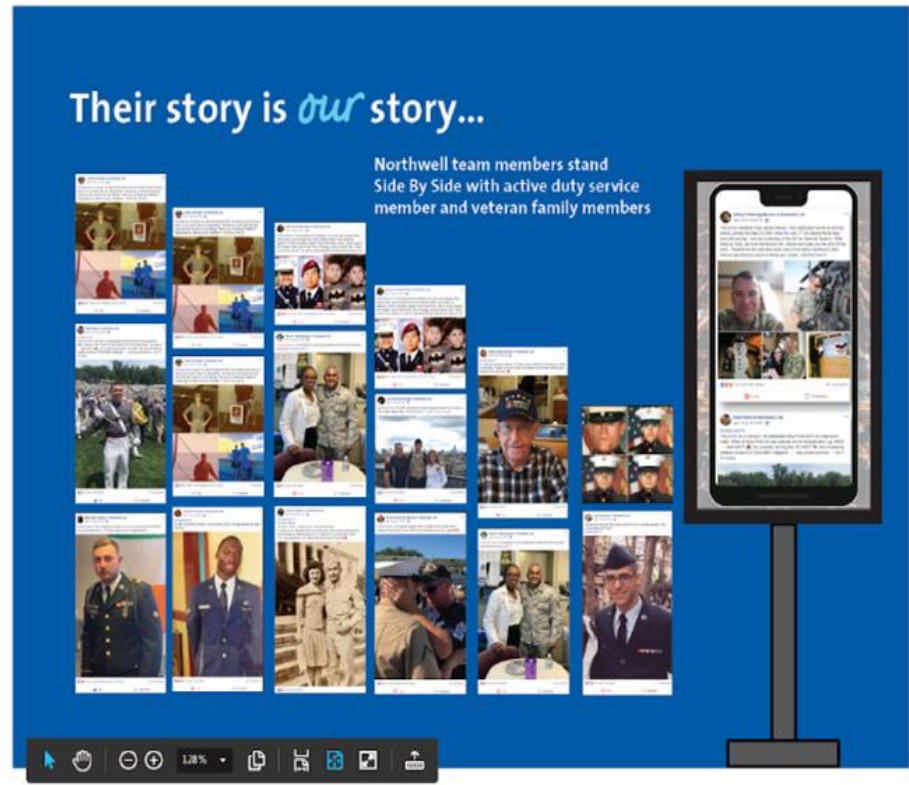


Northwell Life display

Activation B

Left interior wall of the Northwell Health tent will include full panel display of Northwell Life Facebook posts

- Full panel will include enlarged Northwell Life postings printed on vinyl side of tent
- Right side of display panel includes a scrolling monitor (on stand), scrolling through 100+ Northwell Life curated posts



Their story is *our* story...

Northwell team members stand Side By Side with active duty service member and veteran family members

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