

# IPBC 2021

22ND INTERNATIONAL PERINATAL BEREAVEMENT CONFERENCE



Join us in Chicago: Uniting Relational Aspects of  
Perinatal Bereavement Care and Clinical Research

## Invitation to Sponsor

Chicago, IL | The Drake  
May 12, 2021 - May 15, 2021



## JOIN US AT THE DRAKE CHICAGO! SEPTEMBER 30 - OCTOBER 03, 2020

*The Purpose of the International Perinatal Bereavement Conference is to provide educational and networking opportunities designed for those who support bereaved families.*

## PLIDA'S MISSION

PLIDA (Pregnancy Loss and Infant Death Alliance) is the only perinatal bereavement membership organization in the United States. PLIDA serves as a leader in perinatal and neonatal bereavement care.

We do this through education, advocacy and networking for health care providers and parent advocates. We promote the highest quality of consistent evidence-based care for all families.

We express our mission through professional continuing education; the establishment of position statements and practice guidelines; unified responses to issues in the media or legislation; and by creating a network for professionals to share questions, resources, insight, and support.

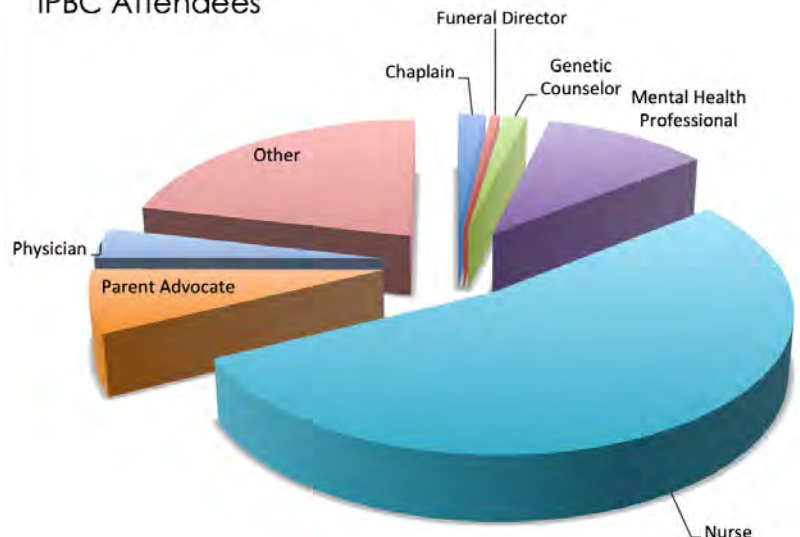
## ABOUT THE CONFERENCE

- Explore relational aspects of perinatal bereavement care.
- Describe innovative clinical and advocacy implications in caring for families when their baby dies.
- Develop skills for working within an interprofessional team when providing care for bereaved families.
- Describe principles and practice of self-care.
- Discuss transformation and other concepts related to processes of grieving.
- Provide opportunities for relationship building among parent advocates, caregivers, and researchers.
- Discuss ways of translating research findings into clinical practice.
- Explore ways of increasing inclusivity and encouraging diverse populations and experiences among perinatal bereavement patients and care providers.

## WHO ATTENDS?

IPBC 2020 will appeal to any professional who provides care to families experiencing a perinatal death or who engages in research in the field including obstetricians, maternal fetal medicine physicians, neonatologists, palliative care physicians, advanced practice nurses, midwives, physician assistants, nurses, social workers, genetic counselors, ultrasonographers, chaplains, funeral directors, childlife specialists, lactation consultants, psychologists, childbirth educators, policy makers, program administrators, researchers, professors, and parent advocates, among many others. In addition, bereaved parents, themselves, participate in the conference in the role of parent advocates who may work in advocacy, lay support, or who may hold a dual role as both patient and researcher or practitioner.

IPBC Attendees



# WELCOME!

It is with great honor that we invite you to consider sponsoring at the 22nd International Perinatal Bereavement Conference, "Join us in Chicago: Uniting Relational Aspects of Perinatal Bereavement Care and Clinical Research." This conference is sponsored by Pregnancy Loss and Infant Death Alliance (PLIDA) and is being held at The Drake in Chicago, IL on September 30 - October 3, 2020.

This conference brings together leading international experts to share the latest updates on key clinical research and best practices. Historically, PLIDA attracts an audience of three to four hundred people each conference and affords the potential sponsor an unprecedented opportunity to showcase their business. We are anticipating an audience of 400+ will attend in 2020. This program is taking shape under the guidance of an education committee comprised of leading practitioners, researchers, program administrators, and parent advocates.

If you and your organization are committed to supporting the estimated one million families in the United States affected by pregnancy loss and infant death each year, then sponsoring the PLIDA Conference is one of the best investments you can make in emphasizing quality care and organizational reputation.

As an IPBC 2020 Sponsor you will immediately identify yourself as a leader at the world's largest perinatal bereavement event and will be recognized in PLIDA's Convention marketing campaign. As an IPBC 2020 sponsor your company's name, logo, and message will be highly visible to all attendees and will be included in conference marketing for many months leading up to the conference.

Thank you for your consideration!

Erin Lammert  
PLIDA Marketing Coordinator  
erin.lammert@plida.org | 513-545-9414

## The Drake Chicago

The Drake is situated in the prestigious Gold Coast neighborhood, which welcomes the start of the Magnificent Mile. The iconic Chicago hotel is footsteps from Oak Street Beach and Lake Michigan. No other Chicago hotel has inspired more legendary acclaim on par with The Drake, a Hilton Hotel. This timeless property affords guests easy access to the city's most exclusive shopping, nightlife and dining.

Originally built in 1920, we are honored to host our conference during its Centennial year. The hotel's legendary bar serves classic comfort fare accompanied by live jazz, the seafood restaurant offers fresh fish and the hotel's afternoon high tea is an international tradition.



The Drake is located only 20 miles southeast of O'Hare International Airport and 14 miles northeast of Midway International Airport, and accessible via a quick ride share, taxi, or train ride. The Chicago Blue Line provides service from both airports into downtown Chicago. While at IPBC 2020, take some time to explore and relax around the Chicago area! Plenty of shopping is nearby at the Magnificent Mile, along with a quick four-minute walk north to Oak Street Beach along Lake Michigan, and plenty of evening entertainment within walking distance. Three minutes south is John Hancock Observatory's open-air sky deck. And let's not forget about the Chicago cuisine... so many restaurants within walking distance!



# SPONSORSHIP OPPORTUNITIES

## Core Benefits for sponsorships of \$1,000 or more:

In addition to the benefits listed with each individual opportunity, each sponsorship below includes

- Opportunity to include a brochure, flyer or small promotional item in IPBC 2020 attendee welcome bags (all inserts must be pre-approved by PLIDA and must arrive at the hotel by September 28, 2020)
- Organization's logo will be included in the electronic version of the full conference brochure
- Featured Sponsorship listing on the PLIDA website with the company description, logo, and link to website
- Custom conference sponsorship logo for use on your website and social media
- Onsite Sponsorship badges for your organization's representatives

### Grand Skyline Sponsor

\$10,000

- Five complimentary registrations for IPBC 2020 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Grand Skyline Sponsor on signage displayed in the exhibit hall
- Recognition from the podium at the beginning of morning Plenary Session on October 1st and afternoon Plenary Session on October 2nd
- Organization's informational video with logo displayed prior to plenary session on October 1st
- One full color advertisement in the online electronic version of the conference brochure
- Organization's logo included in mobile app with recognition as Grand Skyline Sponsor
- Full color banner ad on the homepage of the conference mobile app with link to your website
- Logo included in email blasts to conference attendees
- Premium corner booth placement in the Exhibit Hall with TWO 6' x 30" exhibit tables

### Magnificent Mile Sponsor

\$7,500

- Four complimentary registrations for IPBC 2020 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Magnificent Mile Sponsor on signage displayed in the exhibit hall
- Recognition from the podium at the beginning of morning Plenary Session on October 2nd and afternoon Plenary Session on October 3rd
- Organization's informational video with logo displayed prior to plenary session on October 2nd
- Organization's logo included in mobile app with recognition as Magnificent Mile Sponsor
- Logo included in email blasts to conference attendees
- Premium corner booth placement in the Exhibit Hall with TWO 6' x 30" exhibit tables

### Millennium Park Sponsor

\$5,000

- Three complimentary registrations for IPBC 2020 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Millennium Park Sponsor on signage displayed in the exhibit hall
- Recognition from the podium at the beginning of Plenary Session on October 3rd
- Logo included in mobile app with recognition as Millennium Park Sponsor
- Reserved placement in the Exhibit Hall with TWO 6' x 30" exhibit tables

## Contact Information

Erin Lammert  
erin.lammert@plida.org  
513-545-9414

## Michigan Avenue Sponsor

\$2,500

- Two complimentary registrations for IPBC 2020 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan)
- Recognition as Michigan Avenue Sponsor on signage displayed in the exhibit hall
- Logo in the online electronic version of the conference brochure
- Logo included in mobile app with recognition as Michigan Avenue Sponsor
- Logo included in email blasts to conference attendees
- Reserved placement in the Exhibit Hall with one 6' x 30" exhibit table

## Riverwalk Sponsor

\$1,000

- Recognition as a Riverwalk Sponsor on signage displayed in Exhibit Hall
- Two complimentary welcome reception tickets
- Logo in the online electronic version of conference brochure
- Logo included in mobile app with recognition as Riverwalk Sponsor
- Logo included in email blasts to all attendees
- Reserved placement in the Exhibit Hall with one 6'x30' exhibit table

## EXCLUSIVE SPECIAL EVENT SPONSORSHIP OPPORTUNITIES – NEW!

Your presence and support will not go unnoticed as a sponsor of one of these exciting events. Gain valuable visibility with one of the following exclusive sponsorship opportunities.

### AV Sponsor

\$15,000

Your company will not go unnoticed with this exclusive branding opportunity. Your logo will be prominently displayed on all monitors and will even be visible to all guests to enter the The Drake hotel lobby, as your logo will be displayed on the information screen. Sponsorship includes *Only 1 Available*

- Exclusive recognition with your logo visible on all monitors throughout the convention
- Organization's logo displayed as the AV Sponsors on table tents in all break out rooms
- Organization's logo displayed on all charging stations located in the Exhibit Hall
- Recognition from the podium before morning plenary sessions
- Organization's informational video displayed prior to plenary session on October 2nd
- Organization's logo included in the mobile app with recognition as the AV Sponsor
- Six complimentary tickets to Welcome Reception

### Welcome Reception Sponsor

\$10,000

*Only 1 Available*

Highlight your support of IPBC 2020 as the official sponsor of the Welcome Reception where conference attendees, PLIDA leadership and sponsors will gather to kick off the conference with an evening of socializing and networking. Sponsorship includes

- Exclusive recognition with your logo on signage placed at Welcome Reception entrance
- Corporate display table with your materials at the entrance of Reception
- Organization's informational video featured in Welcome Reception announcement, distributed via email blast and social media as part of preconference marketing
- Recognition from the podium at the beginning of preconference Plenary on Sept 30th and Plenary on Oct 1st
- Organization's logo included in mobile app with recognition as the Welcome Reception Sponsor
- Featured Sponsorship listing on the PLIDA website with your logo, company description informational video, and link to your website
- Logo recognition on conference registration page
- Six complimentary tickets to Welcome Reception

## President's Reception Sponsor

\$5,000

*Only 1 Available*

Show your appreciation and support of this special invitation only event; a unique event designed to provide a time and space to honor perinatal bereavement pioneers and influential stakeholders. A limited number of conference attendees will be selected at random to attend this intimate gathering to provide a time to honor and mingle with those who came before us. Sponsorship includes

- Exclusive recognition with your logo on signage placed at entrance to President's Reception
- Organization's logo included in mobile app with recognition as the President's Reception Sponsor
- Featured Sponsorship listing on the PLIDA website with your logo, company description, informational video, and link to your website
- Two complimentary tickets to attend President's Reception

## Book Signing Reception Sponsor

\$3,500

*Only 1 Available*

Exclusive sponsorship helps support this special event where attendees will enjoy hors d'oeuvres and cash bar while interfacing with distinguished authors and have their books personally signed. Sponsorship includes

- Exclusive recognition with your logo on signage placed at entrance to Book Signing Reception
- Corporate display table with your materials at the entrance of Reception
- Organization's logo included in mobile app with recognition as the Book Signing Sponsor
- Featured Sponsorship listing on the PLIDA website with your logo, company description, informational video, and link to your website
- Logo recognition on the conference registration page

## Registration Desk Sponsor

\$1,500

*Only 1 Available*

Exclusive Sponsorship of Registration Desk provides an opportunity to make a strong first impression on IPBC attendees. Recognition on signs placed in the registration area will prominently display your logo as attendees arrive at the conference and receive their badges. Sponsorship includes

- Exclusive recognition with your logo on signage placed in the registration area
- Two (2) complimentary tickets to the Welcome Reception
- Reserved space in Exhibit Hall including one 6' x 30" exhibit table
- Logo recognition on registration page

## Reflection Room Sponsor

\$1,000

*Only 1 Available*

Exclusive sponsorship helps support a lounge area that is designated as a quiet space for reflection, grieving or simply being. The Reflection Room is intended to provide participants with an opportunity for self-reflection and self-care when they need it during the conference. Sponsorship includes

- Exclusive recognition with your logo on signage placed at the entrance of Reflection Room
- Two (2) complimentary tickets to the Welcome Reception
- Reserved space in Exhibit Hall including one 6' x 30" exhibit table
- Logo included on promotional video featuring the reflection room that will be featured in social media and email blasts as part of pre-conference marketing campaign.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

A donation to any of the below levels will receive name recognition in the conference brochure and conference app.

### Raffle Sponsorship

\$100 recommended, but all levels of support are welcomed and treasured! Donate an item, gift card or monetary gift to support the raffle table. Please contact [erin\\_lammert@plida.org](mailto:erin_lammert@plida.org) to make donation arrangements.

### Centerpiece Sponsorship

\$35/each

Your sponsorship funds will be used by the conference planners to purchase table centerpieces for the dining area.

# Exhibit Hall Information

Subject to change.

## MOVE-IN

Wednesday, September 30, 2020

Setup: 1PM - 4PM

## MOVE-OUT

Friday, October 2, 2020

Tear Down: Begins at 7:00PM

*Exhibitors are not permitted to dismantle before 7:00PM on Friday, October 2, 2020. Doing so may result in exclusion of your organization exhibiting at future IPBC conferences.*

## EXHIBIT HALL HOURS

Wednesday, September 30, 2020

Opening of Exhibit Hall: 5PM - 9PM

Thursday, October 1, 2020

Display: 7:30AM - 7:00PM

Friday, October 2, 2020

Display: 7:30AM - 7:00PM

### Shipping and Handling

- o Items should be shipped to arrive at the hotel on or after September 28, 2020.
- o Items should be addressed to name of person picking up the package and marked "Hold for International Perinatal Bereavement Conference on September 30 - October 2, 2020." Include booth number if known.
- o The shipping address is: The Drake, 140 East Walton Place, Chicago, IL 60611 (Mark boxes 1 of 10, 2 of 10, etc.)
- o There are no hotel handling fees.
- o At the conclusion of the conference, vendors are responsible for the removal of exhibits and exhibit materials. They are responsible for arranging pick up at the hotel no later than Monday, October 5, 2020.

### Electrical and Internet Service

- o To order specific AV and Internet Services, contact Erin Lammert, erin.lammert@plida.org or 513-545-9414.

### Protection of Property

- o No items can be nailed, tacked, screwed, or glued to columns, walls, floors, or other parts of the building furniture. Violators will be financially responsible to repair any such damage they may cause.

### Cancellation

- o Assigned and confirmed exhibit space cancelled before September 2, 2020, will be refunded the amount paid less a \$100.00 cancellation fee. After this day, no refunds will be given. Exhibit space cannot be transferred to another exhibitor. Should the conference be cancelled due to circumstances beyond the control of the Pregnancy Loss and Infant Death Alliance or The Drake, exhibitors will receive a full refund.

### Liability

- o The International Perinatal Bereavement Conference will not be responsible for loss or damage resulting from any cause connected with transfer, installation, maintenance, storage, removal of exhibits, or management of the exposition.

The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor's display or caused to the exhibitor, exhibitor's agents, representatives, or employees. Copyrights and trademarks related to music and other materials regarding materials are the sole financial responsibility of the exhibitor and should meet all state and federal laws.

### Reminders

- o Exhibitors shall not attend all or part of conference education sessions for which we offer continuing education credit unless the exhibitor is registered for the conference and is wearing a name badge (preconference, plenaries, concurrents, and evening reception)
- o Exhibitors are responsible for their own food. The exhibitor fee does not include meals. Helping oneself to hors d'oeuvres, break food, or any meals or parts thereof is not permissible if the exhibitor did not pay the full registration fee.  
Note: The hotel has its own restaurants or you can bring your own food into the hotel, if desired.
- o Under no circumstances should exhibitors bring materials from their exhibit space to another area of the conference (e.g., into an education session). Continuing education providers have strict guidelines on separation of education and advertising or sales. Violations of this rule place CE providers at risk. Conference planners and organizers will be monitoring sessions to assure that this rule is followed.
- o Acceptance of exhibit and sponsorship applications is at the discretion of the conference planning committee. Conference organizers reserve the right to decline any exhibit or sponsorship application.

## Contact Information

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