

IPBC 2022

22ND INTERNATIONAL PERINATAL BEREAVEMENT CONFERENCE



Join Us in Denver!



Uniting Relational Aspects of Perinatal Bereavement Care and Clinical Research

Invitation to Sponsor

Denver, CO
Sheraton Denver Downtown
October 12 - 15, 2022

JOIN US IN DENVER, COLORADO

THE MILE HIGH CITY

OCTOBER 12 - 15, 2022

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

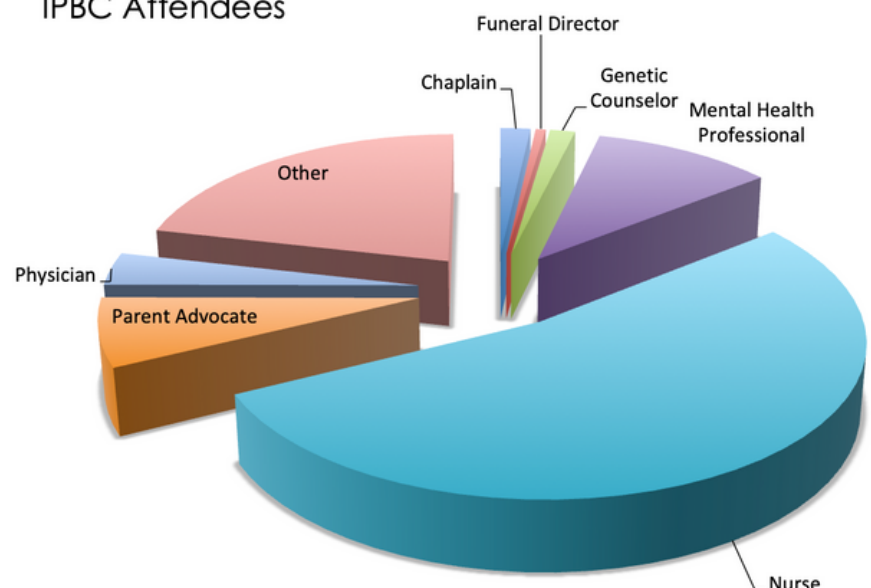
- Explore ways of increasing inclusivity and encouraging diverse populations and experiences among perinatal bereavement patients and care providers.
- Describe innovative clinical and advocacy implications in caring for families when their baby dies.
- Develop skills for working within an interprofessional 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.

WHO ATTENDS?

This multidisciplinary conference will appeal to any professional who provides care to families experiencing a perinatal loss or who engages in research in the field. Past participants have included:

- Nurses
- Midwives
- Obstetricians
- Maternal Fetal Medicine Physicians
- Neonatologists
- Social Workers
- Genetic Counselors
- Chaplains
- Funeral Directors
- Mental Health Professionals
- Child Life Specialists
- Lactation Consultants
- Program Administrators
- Parent Advocates
- And various others

IPBC Attendees



WELCOME!

It is with great honor that we invite you to sponsor at the 22nd International Perinatal Bereavement Conference (IPBC 2022) in the mile high city, Denver, Colorado! IPBC is the only international conference devoted solely to the understanding of perinatal bereavement, meaning the death of a baby during pregnancy, at birth or in the first months of life. In addition, this year we are addressing the alarming rise in maternal death, maternal mental health, and racial and cultural disparities. IPBC is committed to the model of evidence-based care that includes research, personal experience, and bereaved family narratives.

As a sponsor, you will have unprecedented opportunities to highlight your support for those experiencing a perinatal loss and the professionals who care for them. This conference brings together leading international experts to share the latest updates on key clinical research and best practices. IPBC is well known for high quality speakers, cutting edge topics, and a time for professionals and parent advocates to revitalize and network in a relaxed and communal setting. As an exhibitor, you will have a direct touch on a community that is passionate about supporting families affected by pregnancy loss, stillbirth and infant death.

Historically, IPBC attracts an audience of 300-400 attendees, and we anticipate high attendance in Denver. For additional networking, exhibitors are invited to purchase tickets to attend the Welcome Reception the evening of Wednesday, October 12th. We look forward to welcoming you at the beautiful Sheraton Denver Downtown on October 12 -15, 2022!

Don't hesitate to contact me with any questions about the conference or for help reserving sponsorship space.

Thank you for your consideration.

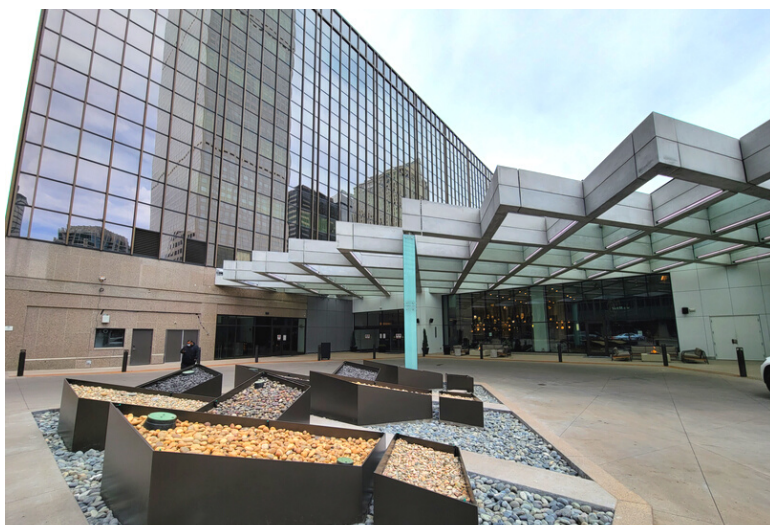
Best regards,
Meghan McMenamy
Marketing Manager
meghan.mcmenamy@plida.org

Sheraton Denver Downtown

Located on 16th Street Pedestrian Mall, Sheraton Denver Downtown Hotel is minutes from shopping, dining & entertainment. The Light Rail is close by, making for an easy arrival from the Denver International Airport. With Sheraton Denver Downtown Hotel as your home base, the city is yours to explore. Nearby attractions include the Denver Art Museum, Denver Zoo, Union Station Denver, and Coors Field.

Sheraton Denver Downtown offers ample amenities including redesigned guest rooms, a heated outdoor rooftop pool, 5,000-square-foot Fitness Center and multiple dining options.

With 300 days of sunshine a year, the friendly, laid-back city of Denver invites you to come out and explore. Embrace the arts and sustainable food scene, tour local breweries and distilleries, or discover endless bike trails. Denver is the entertainment and cultural capital of the western Rocky Mountains.



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 your company literature or promotional item in IPBC 2022 attendee welcome bags (all inserts must be pre-approved by PLIDA and must arrive at the hotel by October 10, 2022).
- Logo 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 your company website.
- Custom conference sponsorship logo for use on your website and social media.
- Onsite Sponsorship badges for your organization's representatives.

Mile High Sponsor: \$ 10,000

- Five complimentary registrations for IPBC 2022 (includes Welcome Reception, preconference and conference sessions, and meals for the registered individuals per conference meal plan).
- Prominent recognition as a Mile High Sponsor on signage displayed in the exhibit hall.
- Recognition from the podium before the opening plenary session.
- Organization's informational video with logo displayed prior to afternoon plenary session.
- One full color ad in the online electronic conference brochure.
- Organization's logo included in the mobile app with recognition as a Mile High Sponsor.
- Full color banner ad on the homepage of the conference mobile app with link to company website.
- Premium corner booth space in the Exhibit Hall with TWO 6' x 30" exhibit tables.

Rocky Mountain Sponsor: \$ 7,500

- Four complimentary registrations for IPBC 2022 (includes Welcome Reception, preconference and conference sessions, and meals for the registered individuals per conference meal plan).
- Prominent recognition as a Rocky Mountain Sponsor on signage displayed in the exhibit hall.
- Recognition from the podium before the Friday afternoon plenary session.
- Organization's logo included in mobile app with recognition as a Rocky Mountain Sponsor.
- Logo included in email blasts to conference attendees.
- Premium corner booth placement in the Exhibit Hall with TWO 6' x 30" exhibit tables.

Pikes Peak Sponsor: \$ 5,000

- Three complimentary registrations for IPBC 2022 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan).
- Prominent recognition as a Pikes Peak Sponsor on signage displayed in the exhibit hall.
- Recognition from the podium at the beginning of the plenary session.
- Logo included in email blasts to conference attendees.
- Logo included in mobile app with recognition as a Pikes Peak Sponsor.
- Reserved placement in the Exhibit Hall with TWO 6' x 30" exhibit tables.

Red Rocks Sponsor: \$ 2,500

- Two complimentary registrations for IPBC 2022 (includes preconference and conference sessions, and meals for the registered individuals per conference meal plan).
- Recognition as a Red Rocks Sponsor on signage displayed in the exhibit hall.
- Logo included in mobile app with recognition as a Red Rocks Sponsor.
- Logo included in email blasts to conference attendees.
- Reserved placement in the Exhibit Hall with one 6' x 30" exhibit table.

Sponsorship Opportunities

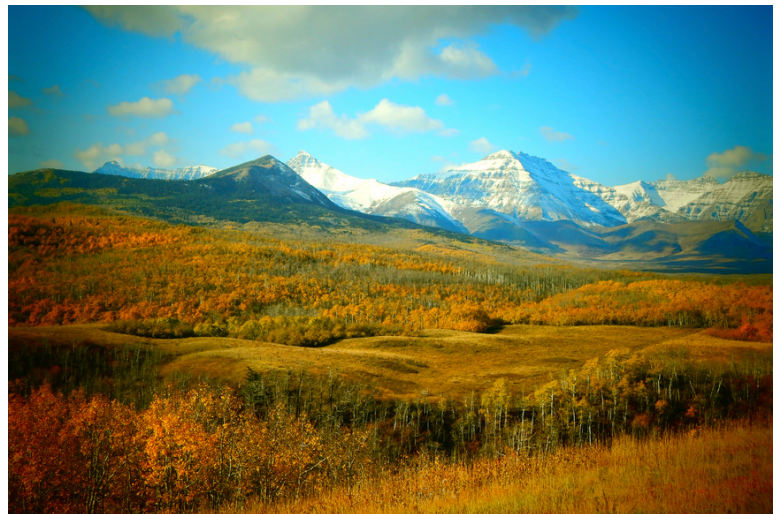
Core Benefits for sponsorships of \$1,000 or more:

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

- Opportunity to include your company literature or promotional item in IPBC 2022 attendee welcome bags (all inserts must be pre-approved by PLIDA and must arrive at the hotel by October 10, 2022).
- Logo 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 your company website.
- Custom conference sponsorship logo for use on your website and social media.
- Onsite Sponsorship badges for your organization's representatives.

Gold Rush Sponsor: \$ 1,000

- Recognition as a Gold Rush Sponsor on signage displayed in exhibit hall.
- Two complimentary Welcome Reception tickets.
- Logo included in mobile app with recognition as a Gold Rush Sponsor.
- Logo included in email blasts to all attendees.
- Reserved placement in the Exhibit Hall with one 6'x30' exhibit table.



New and Exclusive!

Special Event Sponsorship Opportunities

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.

Welcome Reception Sponsor: \$ 10,000 (Only 1 Available)

Highlight your support of IPBC 2022 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 the preconference plenary session.
- 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.

Special Event Sponsorship Opportunities (cont)

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 retrieve their badges. Sponsorship includes

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

A raffle donation will receive name recognition in the conference brochure and on the conference app.

Raffle Sponsor: \$ 100

\$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 meghan.mcmenamy@plida.org to make donation arrangements.

Exhibition Information

Shipping and Handling

- Items should be shipped to arrive at the hotel on or after October 10, 2022.
 - Items should be addressed to name of person picking up the package and marked "Hold for International Perinatal Bereavement Conference on October 12 - 15, 2022." Include booth number if known.
 - The shipping address is: Sheraton Denver Downtown Hotel 1550 Court Place, Denver, Colorado 80202 (Mark boxes 1 of 10, 2 of 10, etc.)
 - There are no hotel handling fees.
 - 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 17, 2022.
- *Shipping and handling may be subject to change.*

Electrical and Internet Service

- To order specific AV and Internet Services for your exhibit booth, contact Meghan McMenamy at meghan.mcmenamy@plida.org.

Protection of Property

- 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

- Full payment is required to confirm sponsorship. Sponsorship fees are non-refundable. Should a sponsor be unable to attend the conference, sponsor is entitled to receive the full benefit, according to their confirmed sponsorship level. Sponsorship is nontransferable. Should the conference be cancelled due to circumstances beyond the control of the Pregnancy Loss and Infant Death Alliance or The Sheraton Denver Downtown, sponsors will be issued a full refund. If the conference is postponed due to circumstances beyond the control of the Pregnancy Loss and Infant Death Alliance, the sponsorship remains in place and will be applied to the revised conference date.

Liability

- 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 anyway 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

- Conference registration is required to attend conference education sessions for which we offer continuing education credit. Exhibit staff MUST be preregistered for the conference and wearing a name badge in order to attend any part of preconference, plenary, or concurrent sessions.
- Three (3) exhibitor badges will be issued for exhibit space. Unless registered for the conference, exhibitor staff are responsible for their own food. Unless complimentary conference registration is included in the sponsorship level, exhibitor fees does not include meals.
**Note: The hotel has its own restaurants and exhibit staff can bring their own food into the hotel, if desired.*
- Under no circumstances should exhibitors bring materials from their exhibit space to another area of the conference (e.g., into an education session or the reflection room). 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.
- 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.
- All materials/promotional items to be included in the conference welcome bags must be approved by PLIDA prior to the conference. Please note that it is the sponsoring company's responsibility to make sure their materials have been pre-approved.