

# IPBC 2021

22ND INTERNATIONAL PERINATAL BEREAVEMENT CONFERENCE



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

## Invitation to Exhibit

Chicago, IL | The Drake

**May 12 - 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.*



### 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 and who may hold a dual role as both patient and researcher or practitioner.

### PLIDA'S MISSION

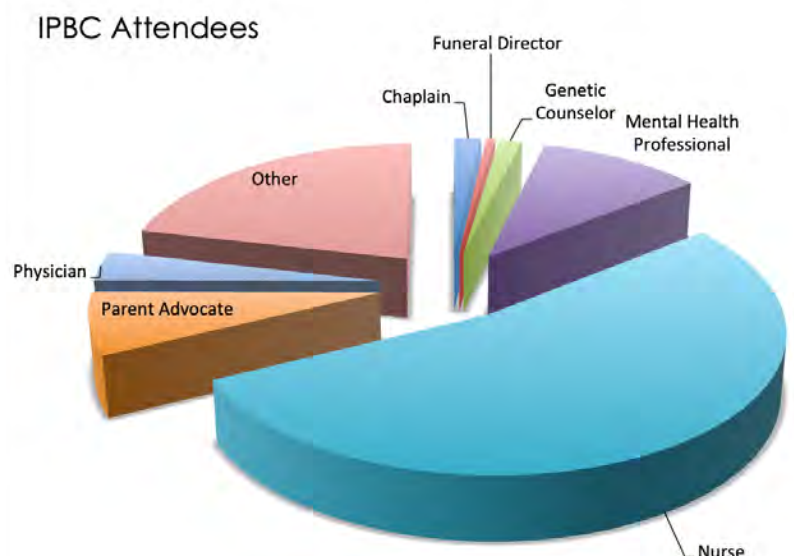
PLIDA (Pregnancy Loss and Infant Death Alliance) is the only perinatal bereavement membership organization in the United States. PLIDA serves as a leader in perinatal and neonatal bereavement care.

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.



# WELCOME!

It is with great honor that we invite you to exhibit 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 will be 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 exhibitor 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 or 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 exhibiting at IPBC 2020 is one of the best investments you can make in your business today.

As an exhibitor, you will have unprecedented opportunities to highlight your support for those experiencing a perinatal loss and promote not only your products and services, but be face-to-face with care givers and decision-makers.

You will have a direct touch on a community of families and professionals that are passionate about supporting populations affected by pregnancy loss, infant death and exploring state-of-the-art approaches to bereavement. This year we are inviting the exhibitors to attend the Welcome Reception with the purchase of a ticket. This is a wonderful networking opportunity. Please reach out with any questions and to reserve your booth!

Thank you for your consideration.

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

For greater visibility and exposure sponsorship opportunities are also available! IPBC's comprehensive sponsorship program offers many benefits and opportunities at every budget level. For more information, contact Erin Lammert, erin.lammert@plida.org.

## 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, the Drake has 535 rooms on ten floors, perfect for a serene and cozy location for IPBC 2020. 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 a worldwide tradition.

The Drake is located only 20 miles southeast of O'Hare International Airport and 14 miles northeast of Midway International Airport, the hotel is accessible within a quick Uber, 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!



# Exhibit at IPBC 2020

The exhibits at IPBC 2020 will run in conjunction with the conference and will be prominently displayed within a high traffic area. The open layout has allowed each exhibit to gain prime exposure and access to attendees.

The conference will involve preconference workshops, plenary and concurrent sessions, and research posters. International experts will present state-of-the-art lectures providing a unique educational and networking forum. IPBC 2020 will be a special opportunity for organizations to exhibit and promote their interests to professional delegates from all over the world.

## Exhibit Initiatives

Exhibitors have the opportunity to build relationships with leading professionals and representatives from hospitals, clinics, community agencies, and parent advocates eager to learn and expand their programs. Past attendees of this conference have traveled from almost every continent to attend IPBC for the most up-to-date education and training available on pregnancy loss, stillbirth, and newborn death.

## Exhibit Hall Hours

*Subject to change.*

### MOVE-IN

Wednesday, September 30, 2020  
Setup: 1PM - 4PM

### 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

### 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.*

*Limited exhibitor spaces are available and will be assigned as payment is received.*

## Contact Information

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

## Not a bereavement organization?

That is fine! We invite non-bereavement businesses as well. In the past we have welcomed clothing and accessory retailers, jewelry designers, specialty gift boutiques and shops specializing in local apparel.

If you have any questions about whether or not your product or company would be a good fit, please reach out to PLIDAs Marketing Coordinator, Erin Lammert at [erin.lammert@plida.org](mailto:erin.lammert@plida.org) or 513-545-9414.



# Exhibit Opportunities

Reservations for IPBC 2020 are now being accepted. Reserving your booth space early will ensure high visibility of your products and services. Exhibit space is assigned on a first-come, first-served basis, with every effort being made to accommodate your booth preference. This conference will be offering an Exhibitor Passport Add-On, which encourages attendees to visit your booth to get their card stamped to enter into a prize drawing. This is a great way to drive traffic to your booth!

Exhibitors who reserve space by June 1, 2020 will be listed in the official Conference App and Conference Program, as well as on the PLIDA website.

*After June 1, 2020, exhibitor requests received will be accepted as space allows and may not be listed in the official Conference App and Conference Program. An exhibit space is intended for one company only; the space cannot be shared.*

## Exhibit Packages Include

- One 6' x 30" exhibit table (Includes cloth, skirt, and two chairs)
- 3 Exhibitor Passes per booth  
*These passes enable personnel to work at their booth but do not permit access to the conference sessions.*
- Key exhibition times are during the morning and afternoon breaks as well as following the lunches
- To maximize your exposure, exhibitors are requested to donate one door prize to be given away during the conference
- All fees must accompany your exhibit proposal

## Exhibition Fee Options

The exhibit fees are valid for IPBC 2020 only.

### NON-PROFIT

\$275 FOR FIRST TABLE

\$ 75 FOR ADDITIONAL TABLES

### FOR PROFIT

\$400 FOR FIRST TABLE

\$100 FOR ADDITIONAL TABLES

### PREMIER CORNER BOOTH

\$600

*Includes two tables - limited availability*

### EXHIBITOR PASSPORT ADD-ON

\$75

*Limited to 20 exhibitors*

### WELCOME RECEPTION

\$60/TICKET

*Includes hors d'oeuvres  
Cash bar available.*



## Reserve Your Booth

Exhibit booths will be assigned in order of receipt of application forms.

### To secure your space in the Exhibit Hall:

(1) Complete the online registration form and credit card payment online.

OR

(2) Print the enclosed registration form and mail in payment to:

PLIDA

P.O Box 826

Castle Rock, CO 80104

Full payment must accompany exhibitor applications in order to be considered for placement in the exhibit hall.

Please note, all booth representatives will receive a nametag and exhibitor ribbon required for entrance into the Exhibit Hall. On exhibit days, exhibitors may enter the Exhibit Hall 1 hour before opening and exhibitors must display their badge to gain entry.

Book early as space is limited and the exhibit hall fills up quickly!

## Contact Information

Erin Lammert

[erin.lammert@plida.org](mailto:erin.lammert@plida.org)

513-545-9414

# Exhibit Information

## 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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