

Prospectus

October 1-2, 2021 — Virtual



Key dates

June 29, 2021

Registration opens

August 23, 2021

Sponsors invited into the platform

August 27, 2021

Final payment due

September 1, 2021

Last day to submit sponsorship contract

September 8, 2021

Artwork and/or virtual swag bag insert due

September 14, 2021

Registration closes

September 17, 2021

Platform opens to attendees

September 20, 2021

Educational pre-conference events begin

September 27, 2021

Virtual Poster Hall opens

Community networking pre-conference events begin

October 1, 2021

Livestream day 1

October 2, 2021

Livestream day 2

Schedule subject to change

The Society of Family Planning Research Fund is the source for science on abortion and contraception. We are an inclusive, multidisciplinary, and highly-skilled community of family planning scholars, clinicians, partners, and leaders. We are passionately united by a shared interest to advance science that will lead to more just and equitable abortion and contraception.

Due to our professional networks and expertise, we are well-positioned to influence academia and health care and to elevate the status of family planning by aligning policy and practice with the best available evidence.

We come together every year at our Annual Meeting to address timely family planning topics, share new and applied research findings, develop concrete solutions to common difficulties with delivering care, strategize to overcome challenges in conducting research, generate ideas for reducing disparities, support career development, and — collectively — move the field of family planning forward.

Our sponsors are integral members of the Society of Family Planning community. It is only through your support that we can achieve these goals and persist in our efforts to achieve our vision. We hope you will join us this year for #SFP2021 to foster your relationships with the more than 1,200 expected attendees.

Areas of expertise



56%
Provide essential healthcare



44%
Conduct cutting edge research



9%
Change the world through law and advocacy

- OB/GYN
- Nursing professionals
- Physicians assistant

- Family medicine
- Internal medicine
- Sexual/reproductive health

- Pharmacy
- Endocrinology
- Pediatrics

22% are current/graduated fellows in **Complex Family Planning**

Represent

483

unique organizations

Attendee snapshot



First-time attendees

36% of registrants

Content and access

Poster Hall presenting sponsor—\$12,000

Capture the attention of conference attendees before, during, and after the meeting as the Poster Hall presenting sponsor. With over 80 expected posters available on display for up to one year, attendees will view your logo and messaging on a dedicated rotating banner ad each time they view the posters. This is an exclusive sponsorship, available to one sponsor.

Benefits:

- Prominent branding on all poster pages on conference platform
- Recognition as presenting sponsor on promotional email and marketing materials
- Customizable sponsor page with lead capture
- Five conference badges
- 20% discount on booth purchase for the 2022 Annual Meeting

Swag box presenting sponsor—\$25,000

Ensure your logo and messaging reaches conference attendees where they are by sponsoring the “watch from home” swag boxes. Enjoy prominent branding and buzz in advance of the meeting with this fun sponsorship that is popular with attendees. Sponsor would choose and provide up to two items for the box.

Benefits:

- Recognition on conference platform and marketing materials
- Exclusive branding on swag boxes delivered to the homes and offices of attendees
- Customizable sponsor page with lead capture
- Four conference badges
- 20% discount on booth purchase for the 2022 Annual Meeting

Awards presentation sponsor—\$5,000

Held during the livestream, the awards presentation honors the contributions of individuals or teams in the family planning community. This highly attended event allows sponsors to showcase their commitment to the work and values of the Society community and offers increased visibility for their company brand.

Benefits:

- Recognition on conference platform and marketing materials
- 60-second commercial shown during awards presentation
- Logo placement in lower third recording
- Customizable sponsor page with lead capture
- Three conference badges

Society community supporter—\$800*

Introduce your offerings to a highly targeted audience of decision-makers in the field of family planning.

Benefits:

- Recognition on promotional email and marketing materials
- Customizable sponsor page with lead capture
- Two conference badges

*\$500 non-profit or government agency

SOLD

Spotlight Symposium—\$10,000

Engage attendees with 40 minutes of live non-competing time during live show hours where sponsors can design their own non-accredited robust conference session. Sponsors are encouraged to use this time to present hands-on demonstrations for new technology and products, round table discussions, or industry hot topic debates. Symposiums can be recorded upon request with original video made available in the platform for up to one year.

Benefits:

- Listing on agenda and prominently featured on a sponsored content landing page on the conference platform
- Lead capture with attendee contact list (must be secured in advance of registration opening to receive complete list)
- Recognition on conference platform and marketing materials
- Support services with promotion and marketing of the session
- Customizable sponsor page with lead capture
- Five conference badges
- 15% discount on booth purchase for the 2022 Annual Meeting

On-demand Showcase—\$3,000

Showcase your research, products, or marketplace advancements to conference attendees with a sponsor provided pre-recorded video or presentation up to 15 minutes in length.

Benefits:

- Listing on agenda and on a sponsored content landing page on the conference platform
- Marketing of the presentation, both before and during the conference
- Customizable sponsor page with lead capture
- Three conference badges

Community partnerships

Poster reception—\$5,000*

Benefit from increased brand exposure by supporting the kick-off of the popular scientific poster reception. Network with attendees and key leadership during live guided poster tours.

Benefits:

- Recognition on conference platform and marketing materials
- Organization representative encouraged to host a tour segment
- 60-second commercial shown during the reception
- Customizable sponsor page with lead capture
- Three conference badges

*Discount available if bundled with Poster Hall presenting sponsor

Branded scholarships—\$3,000

Demonstrate your commitment to the field by empowering 15 attendees to attend the conference. Sponsors can choose to support a particular demographic such as students, residents, or fellows, a particular specialty, or a general open scholarship.

Benefits:

- Promotion of your scholarship on conference platform and marketing materials
- Customizable sponsor page with lead capture
- Sponsorship managed by the Society including collecting applications and selection

Enhancements

Banner ad—\$1,500 limited availability

Place your logo and custom messaging on the main sponsor landing page

Watch from home swag box item—\$1,500

Standard sized item

Virtual swag bag insert—\$300

Visual advertising spots*

Pre-conference | 30-second commercial — \$1,000 60-second commercial — \$1,500

Livestream | 30-second commercial — \$1,500 60-second commercial — \$2,000

SOLD

SOLD

If you do not see exactly what you want, please allow us to customize a package for you.

*Unaccredited sessions

Disclosure of financial relationships with any commercial interest:

Society of Family Planning Continuing Education asks all individuals, and their spouses/partners, involved in the development and presentation of Continuing Medical Education (CME) and Continuing Nursing Education (CNE) activities to disclose all relevant financial relationships with commercial interests. This information is disclosed to CME/CNE activity participants prior to the start of the educational activity and all potential conflicts of interest. In addition, faculty members are asked to disclose when any unapproved use of pharmaceuticals and devices is being discussed.

The screenshot shows a virtual meeting interface. At the top, there is a navigation bar with links: Home, Sessions, People, Posters, Fellow posters, Sponsors, Event, Conversations, and Account. The main content area features a video player displaying a presentation slide titled "Society of Family Planning Clinical Practice Recommendations: 2020 Update". The slide lists four speakers: Adam Bonnington, MD (University of California San Francisco); Justin Diedrich, MD, MSCI (University of California Riverside); Jessica Lee, MD, MPH (University of Maryland); and Antonette Nguyen, MD, MPH (Emory University). A chat window on the right shows a message about surgical management for individuals with bleeding disorders. Below the video player, there is a captioned video section and a "THEATER MODE" button. At the bottom of the interface, there are four speaker profiles with their names, titles, and affiliations.

Society of Family Planning 2020 Virtual Meeting

www.SocietyFP.org/annualmeeting

Interested in learning more about sponsorship opportunities at the Annual Meeting or other partnership opportunities?

Contact Info@SocietyFP.org

Sponsor Terms and Conditions

These Terms and Conditions are designed to ensure a smooth and successful meeting and are expressly incorporated as part of the Sponsor application. Sponsors, their officers, employees, and agents agree to abide and be bound by these Terms and Conditions.

Payment: All applications must include a deposit of 50%. The balance must be paid by August 27, 2021. Prior to August 27, 2021, the Society of Family Planning Research Fund (SFPRF) will refund 50% of the total contracted fee, less a \$100 service fee. After August 27, 2021, Sponsor forfeits the entire fee.

Display and representation of materials: Sponsor will display and represent resources, products, services, and/or tools provided by Sponsor in the regular course of business in a dignified, truthful, and accurate manner. Any display, conduct, or distributed item that is determined by SFPRF to be misleading, inaccurate, disruptive, or that poses a threat to public safety, will be grounds for cancellation of this contract and/or removal of the sponsorship by Sponsor, at Sponsor's expense, promptly upon notification by SFPRF.

Confidentiality: In connection with the Society of Family Planning's Annual Meeting conference, Sponsors understand that any information provided by SFPRF is confidential and not available to the public or for public distribution. Sponsor agrees that all information provided by SFPRF or any information disclosed orally or visually by SFPRF, other Sponsors, or attendees will be used solely in conjunction with Sponsor's business and will be made available only to Sponsor's officers, employees, and agents. Unless authorized in writing by SFPRF, all information related to the Society of Family Planning's 2021 Annual Meeting is confidential and should not be disclosed to any other individuals or third parties.

Security: The safety of our meeting participants is of the utmost importance to us. To help ensure your safety, SFPRF will employ security throughout the meeting, as well as a thorough screening process for all conference attendees, Sponsors, and Sponsor representatives. All conference participants are subject to a security check and will be vetted prior to registration and/or sponsorship confirmation. Please note: All sponsors are required to register each representative attending the conference. Registration does not guarantee admittance to the conference, should any attendee fail to meet security regulations. SFPRF must be notified of any changes to representation or attendance no later than September 17, 2021.

Request for additional information: SFPRF may at any time request additional information about Sponsor's company and/or resources, products, services, and/or tools produced by Sponsor's company directly from Sponsor and/or from persons with whom Sponsor has previously done business. Sponsor agrees to provide this information promptly if requested by a representative from SFPRF. If at any time SFPRF determines Sponsor's company and/or resources, products, services, and/or tools produced by Sponsor's company are not consistent with the purposes and objectives of this conference, SFPRF retains the right to reject Sponsor's application to sponsorship and will issue a full refund, if payment has already been made.

Sponsor expressly acknowledges SFPRF's right to accept or reject applications for sponsorship for any reason, including (without limitation), at SFPRF's sole discretion, that the proposed sponsorship or Sponsor's business, products, services, or performance in the field are not consistent with SFPRF's purposes and objectives. SFPRF has the right to deny access to the conference platform or impose Sponsor cancellation should any of these Terms and Conditions be violated, should a Sponsor be deemed unfit to sponsor and/or attend, or should any Sponsor fail security screenings.

It is further understood and agreed by Sponsor that no failure or delay by SFPRF in exercising any right, power, or privilege hereunder shall operate as a waiver hereof, nor shall any single or partial exercise thereof preclude any other or further exercise of any right, power, or privilege hereunder. Sponsor also understands and agrees that monetary damages would not be a sufficient remedy for any breach of this agreement by Sponsor or Sponsor officers, employees, or agents and that SFPRF will be entitled to specific performance and injunctive relief as remedies for any such breach. Such remedies shall not be deemed to be exclusive remedies for breach of this Agreement by Sponsors or Sponsor's officers, employees, or agents, but shall be in addition to all other remedies available at law or equity.

Changes in the information provided to SFPRF are permitted only upon SFPRF's written approval. Sponsors agree to notify SFPRF of any such proposed changes at least 14 days prior to the commencement of the sponsorship. SFPRF, at its sole discretion, may cancel this agreement, if (1) SFPRF does not approve the changes or (2) notification of the changes is less than 14 days before the sponsorship.

By signing/electronically signing this agreement, Sponsor agrees to comply with these Sponsorship Terms and Conditions.

Sponsor affirms that all information contained herein, contained in any correspondence with SFPRF and/or in any publication, advertisement and/or sponsorship displayed at, or in connection with this conference, is truthful, accurate, and complete. When countersigned by a representative from Sponsor, this serves as a contract for sponsorship, between Sponsor and SFPRF, and the preceding Terms and Conditions are expressly incorporated herein.

By executing this agreement, Sponsor agrees to abide by the ACCME Standards for Commercial Support of Continuing Medical Education activities (see <https://www.accme.org/accreditation-rules/standards-for-commercial-support>), the ANCC Commercial Support Guidelines, the American Medical Association Guidelines on Gifts to Physicians; HHS OIG Compliance Program Guidance for Pharmaceutical Manufacturers and PhRMA Code on Interactions With Healthcare Professionals. No promotional activities will be permitted in individual session pages of the educational activity. Acceptance of support does not constitute real or implied endorsement of any company products or activities.

Agreement

Sponsor signature: _____ Date: _____

By signing here, I acknowledge I have read and accept the Terms and Conditions above.

Organization name: _____

(as it should appear in conference materials)

Sponsor representative: _____ Title: _____

Mailing address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Accepted: Society of Family Planning Research Fund

Name: _____ Title: _____

Signature: _____ Date: _____

Sponsorship selections

Packages

Swag box presenting sponsor — \$25,000	Poster Hall presenting sponsor — \$12,000
Spotlight theater — \$10,000	Poster reception — \$5,000
Awards presentation sponsor — \$5,000	Branded scholarships — \$3,000
On-demand showcase — \$3,000	Banner ad — \$1,500
Watch from home swag box item — \$1,500	Society community supporter — \$800
Non-profit organization or government agency — \$500	Virtual swag bag insert — \$300

Visual advertising spots

Pre-conference 30-second commercial — \$1,000	Pre-conference 60-second commercial — \$1,500
Livestream 30-second commercial — \$1,500	Livestream 60-second commercial — \$2,000

Payment

All applications must include a deposit of 50%. The balance must be paid by August 27, 2021.

Total due: \$ _____ **Deposit: \$** _____

Check

Payable to the Society of Family Planning Research Fund (included with signed Terms/Conditions & application)

Send check to: Society of Family Planning
P.O. Box 18342
Denver, CO 80218

Credit card

You will receive an invoice with a link to pay by credit card

Electronic payment

You will receive a separate email with payment info