



Exhibitor and Sponsor Prospectus

December 2-5*, 2022 | Baltimore, MD

www.SocietyFP.org/annualmeeting

#SFP2022

*Pre-conference events will take place on December 2, with general sessions starting on December 3.

Key dates*

July 14, 2022

Registration opens

October 21, 2022

Last day to submit exhibit space or sponsorship contract and payment; All artwork and materials due

October 28, 2022

Hotel reservation deadline

November 11, 2022

Registration closes

November 17, 2022

Last day to change booth or sponsor registration

December 2, 2022

Booth setup 11:00 am – 3:00 pm;
Welcome reception 6:45 – 7:15 pm

December 3, 2022

Exhibit Hall open 7:45 am – 7:00 pm

December 4, 2022

Exhibit Hall open 7:45 am – 6:00 pm

December 5, 2022

Exhibit Hall open 7:45 am – 11:00 am;
Booth teardown 11:00 am

*All times listed are in Eastern Standard Time, to keep consistent with the time zone of our venue.

The Society of Family Planning is the **#SourceforScience** on abortion and contraception. We are an inclusive, multidisciplinary, and highly-skilled community of family planning scholars, clinicians, partners, and leaders.

The community comes together every year at the 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.

Sponsors are integral contributors to the Society of Family Planning community and have an important voice that lends to our shared cause. We hope you will join us for **#SFP2022** to network, recruit, or showcase your latest and greatest products, findings, and innovations with the more than 1,200 expected attendees.

Attendee snapshot

Areas of expertise



57%
Provide essential healthcare



45%
Conduct cutting edge research



3%
Change the world through law and advocacy

- OB/GYN
- Complex Family Planning
- Internal Medicine

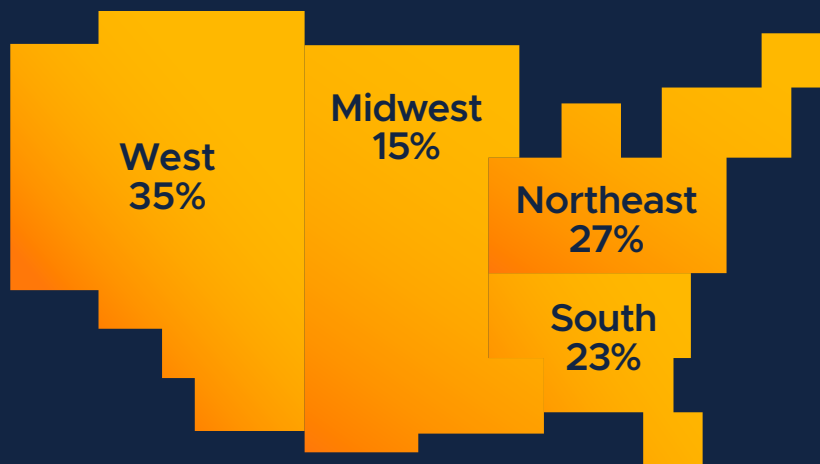
- Family Medicine
- Sexual/Reproductive Health
- Pharmacy

- Nursing
- Pediatrics/Adolescent Medicine
- Endocrinology

26% are current/graduated fellows in **Complex Family Planning**



18%
Students/
residents



Represent **561** unique organizations

Premium sponsorship opportunities

Featured symposium

\$22,000

Showcase your research, products, or marketplace advancements to conference participants with **one hour of non-competing dedicated time**, customized to your preferences. **Limited opportunities available.**

Included benefits:

- Promotion and marketing of session before and during conference
- Session listed in the conference agenda
- Sponsorship acknowledged on the conference app and signage
- On-site support and services include: basic audiovisual, room setup, hotel coordination, and conference staff member available to assist with on-site session needs
- 6 conference badges

Please note: This will not be an accredited session. The option to provide refreshments to attendees is encouraged, but not required (additional fees will apply).

Face of the conference app

\$15,000

With this sponsorship, capture the attention of attendees with your branding throughout the conference app, the dedicated hub for all conference related information, used by over 72% of attendees. **This high visibility sponsorship is exclusive to just one sponsor.**

Included benefits:

- Logo appears on the splash page each time an attendee opens the conference app
- Logo serves as a banner ad throughout the app as attendees access necessary information such as daily agendas, conference announcements, networking events, and much more
- Recognition leading up to the conference in communications about the app
- Recognition on conference signage
- Recognition at the conference via a daily push notification (a \$3,000 value)
- 5 conference badges

Premium sponsorship opportunities cont.

Wi-fi by
{your organization's
name here}
\$12,000

Sponsor the conference wi-fi, and showcase your product or brand by **customizing the password and network**. A critical conference amenity, wi-fi will be available and complimentary to all conference participants for the duration of the meeting. **This is an exclusive sponsorship, available to one sponsor.**

Included benefits:

- Customization of the wi-fi password and network
- Logo on all attendee badges
- Recognition in communications regarding the wi-fi leading up to the conference
- Recognition to all conference attendees via sharing the wi-fi details
- Recognition on conference signage
- 4 conference badges

Conference champion
of care
\$12,000

This feel-good comprehensive offering allows you to **double** the impact of your sponsorship by providing **both a lactation room and a separate coffee re-charge station** for attendees. Your support will transform an ordinary meeting room into a comfortable lounge equipped with the supplies and resources necessary for pumping, storing milk, and feeding. Your heavily advertised and branded coffee re-charge station, hosted by a barista, will occur during a strategically timed break in the schedule intentionally crafted for this opportunity to attract attendees. **Show a high level of care for the conference community with this exclusive sponsorship, available to just one sponsor.**

Included benefits:

- Adorn the lactation lounge with your choice of any marketing or product materials
- Branded coffee re-charge station hosted by a barista
- Option to provide branded cups and napkins for coffee station
- Benefit from the name recognition that comes from sponsoring two of the most heavily advertised conference locations
- Recognition on conference app
- Recognition in communications leading up to and throughout the conference
- Recognition on conference signage
- 4 conference badges

Premium sponsorship opportunities cont.

Health and safety ally

\$12,000

Show your care and commitment to the wellbeing of conference attendees by sponsoring some of the health and safety considerations necessary for returning to an in-person Annual Meeting! **This is an exclusive sponsorship, available to one sponsor.**

Included benefits:

- Option to provide up to **two branded PPE items** for each conference attendee to receive at registration (eg face masks, hand sanitizer, wet wipes, etc.)
- A push notification towards the start of the conference
- Branding and logo placement on conference signage related to health and safety, including at the first aid station
- Verbal recognition during the President's Welcome
- Sponsorship acknowledged on the conference app
- 4 conference badges

Please note: We may be able to assist your organization in the ordering of branded PPE items if needed (additional fees would apply and the sponsorship contract must be received by August 31).

Conference connections sponsor

\$10,000

As we return to an in-person setting, attendees are eager to re-connect! Host a conference refreshment break in the Exhibit Hall for attendees to mingle and meet. **Limited opportunities available.**

Included benefits:

- Option to provide branded cups and napkins
- Recognition on conference signage
- Recognition on conference app
- Recognition via additional on-site logo placement during sponsored event
- 3 conference badges



Additional visibility

Column wraps
\$8,000

Make an impression with a custom column cling located in high-traffic areas outside of the Exhibit Hall. **Limited opportunities available.**

Lanyards
\$7,000

Place your organization's name on the lanyards worn by all attendees. Badges must be worn throughout the conference to gain entry to all meeting areas. Your organization will also be able to show your care for attendees, with lanyards that will be color coded red, yellow, and green to show an attendee's interaction comfort level. **This is an exclusive sponsorship, available to one sponsor.**

Hotel key cards
\$6,500

Build name recognition for your company, product, or booth every time attendees open their hotel room door or access the hotel elevator banks. **This is an exclusive sponsorship, available to one sponsor.**

Conference bingo card
\$3,000

A now highly-anticipated staple of the Annual Meeting, place your logo and branding on the conference bingo card. The bingo card allows attendees to make the most out of their conference experience by completing the tasks and challenges listed, for the opportunity to win prizes! **This is an exclusive sponsorship, available to one sponsor.**

Push notification

\$1,000 per notification. Capture the attention of attendees with a push notification sent directly to their mobile device. Use this app alert to share a giveaway, view a company listing, or share your products and services. **Five push notifications are available.**

Registration kit insert

\$1,000 per insert. Place your marketing material or one-pager in the hands of all conference attendees

Additional
conference badge

Additional conference badge \$500
(Maximum of six additional badges)

Exhibit booth packages

Platinum package—\$20,000

- 6 badges
- 2 registration kit inserts
- Digital ad in conference app (subject to approval)
- Premium booth selection in Exhibit Hall
- Larger booths available upon request (compatible with conference layout)
- Standard signage and program listing
- 1 column wrap outside exhibit hall
- Complete booth setup kit

Gold package—\$15,000

- 5 badges
- 2 registration kit inserts
- Digital ad in conference app (subject to approval)
- Larger booths available upon request (compatible with conference layout)
- Standard signage and program listing
- Complete booth setup kit

Silver package—\$10,000

- 4 badges
- 1 registration kit insert
- Digital ad in conference app (subject to approval)
- Standard signage and program listing
- Complete booth setup kit

Bronze package—\$5,000

- 3 badges
- Digital ad in conference app (subject to approval)
- Standard signage and program listing
- Complete booth setup kit

Basic exhibit package—\$3,200

- 2 badges
- Standard signage and program listing
- Complete booth setup kit

Nonprofit organization or government agency—\$1,800

- 2 badges
- Standard signage and program listing
- Complete booth setup kit

Sponsors may purchase additional badges in advance for \$500 each (valued at \$875).

Booth details

Booth setup

Booth specifications: All exhibit packages include one 8x10 carpeted booth space, pipe and drape, one standard six-foot skirted table, two chairs, and one wastebasket. The Society of Family Planning will provide standard booth signage with booth numbers. Additional fees apply for furniture, accessories, and electrical requirements. Exhibitors are encouraged to express their creative freedom and customize their booth space as they wish. All exhibitors must submit a deposit to secure their space. Deposit terms and amounts will be negotiated with the Society.

Booth service

Exhibitors may rent additional furniture, signage, monitors, flowers, etc. through the exhibit management company and electrical and AV equipment from the hotel. Details on how to order are provided in the exhibitor kit sent to registered vendors directly from the exhibit management company.

Networking opportunities

All scheduled networking events are held in the Exhibit Hall. The Exhibit Hall doors will be open throughout the conference. There will be a poster reception, most meals, and refreshment breaks in the Exhibit Hall to provide abundant attendee networking opportunities.

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.

Disclaimer and disclosures

Disclaimer

The safety of our meeting participants is of the utmost importance to us. To help ensure your safety, we will employ security throughout the meeting, as well as a thorough screening process for all conference exhibitors, sponsors, and attendees. All conference participants are subject to a security check and will be vetted prior to registration and/or exhibitor or sponsorship confirmation.

Please note, all exhibitors and sponsors must register each representative attending the conference. Registration does not guarantee admittance to the conference, should any attendee fail to meet security regulations. All registrants will be required to present photo identification on-site.

Disclosures

This document is the property of the Society of Family Planning and is being provided for informational purposes only. It is not a commitment to provide admission to the Society of Family Planning Annual Meeting. This document in any form, software or printed matter, contains confidential information that is the property of the Society of Family Planning. This document and information contained herein may not be disclosed, copied, reproduced, or distributed to anyone without prior written consent of the Society of Family Planning. Upon request by the Society of Family Planning staff, this document is to be surrendered upon demand.

Interested in learning more about sponsoring the
Annual Meeting or year-round sponsorship opportunities?

Contact Info@SocietyFP.org.