

# Prospectus





## Society of Family Planning Annual Meeting

October 9-10, 2020

Virtual

### Note to sponsors

The Society of Family Planning Annual Meeting is an opportunity for our community of family planning scholars, clinicians, partners, and leaders – representing a broad range of disciplinary and specialty backgrounds and united by a shared interest in advancing science that will lead to more just and equitable abortion and contraception – to come together.

Our sponsors are an integral part of this community. It is through your support that we are able to feature CME/CNE accredited sessions that address timely family planning topics, share new and applied research findings, provide concrete solutions to common difficulties delivering care, address challenges in conducting research, support career development, and move the field of family planning forward. We hope you will join us this year for #SFP2020, where you can foster relationships with the more than 600 expected attendees.

For questions and inquiries about sponsorship and exhibit opportunities, please contact **[Info@SocietyFP.org](mailto:Info@SocietyFP.org)**.



## Key dates

**July 21, 2020**

Registration opens

**August 25, 2020**

Online platform opens

**September 18, 2020**

Last day to submit sponsorship contract

**October 1, 2020**

Registration closes

**October 5, 2020**

Posters available for viewing

**October 9, 2020**

Livestream 11:00 am – 4:30 pm

**October 10, 2020**

Livestream 11:00 am – 3:30 pm

Virtual Tradeshow 12:55 pm – 1:25 pm

All times in ET. Schedule subject to change.

## About the Society of Family Planning

The Society of Family Planning is the source for science on abortion and contraception. We are an inclusive, multidisciplinary, skilled, and well-connected community who share a vision of just and equitable abortion and contraception informed by science. We are well-positioned to influence academia and health care by leveraging our expertise, engaging our partnerships, and harnessing our expansive networks to improve reproductive health care, reduce disparities, and elevate the status of family planning by aligning policy and practice with the best available evidence.

[www.SocietyFP.org](http://www.SocietyFP.org)

## Benefits of exhibiting and sponsorship at #SFP2020

- Showcase your products, services, and/or research to scholars, clinicians, partners, and leaders in family planning in a virtual Exhibit Hall.
- Increase product awareness and brand recognition among influential decision-makers from a broad range of disciplinary and specialty backgrounds.
- Demonstrate your brand values by aligning with our vision.
- Expand your network of colleagues, clientele, and business partners.
- Support cutting-edge research and clinical practice.
- Be a part of the family planning conversation – and move it forward.
- Attend educational conference sessions.

## Benefits of virtual exhibiting and sponsorship

- Longer exposure – Visibility and interaction before and during the live event PLUS one year following the event when attendees have access to on-demand sessions.
- Expanded audience – Going virtual means the opportunity for new attendees and a larger audience across the US, as attendees no longer have to travel to an onsite location.
- No travel – Increased access to the conference as attendees watch and engage from the comfort of their own office or home, and save money by avoiding travel expenses.
- Customer leads – Easily capture customer leads in our digital platform, as well as interacting with attendees in chat and video breakout rooms.
- Visibility – Put your brand and company name directly in front of attendees. Direct access to attendees in an interactive and user-friendly environment.

## 2019 audience profile

- 1,200+ multidisciplinary professionals mostly residing in the US.
- Clinician attendees work in many fields including obstetrics and gynecology, sexual and reproductive health, family medicine, pediatrics, endocrinology, and internal medicine, among others.
- Research attendees work in many fields including clinical research, public health, sociology, public affairs, biology, history, psychology, social work, and public policy, among others.
- 450 organizations and institutions represented from almost every state in the US.

# Sponsorship Rates

## Premium Packages

### Live featured Product Theater/ Symposium—\$12,000

- 30 minute non-competing livestream product theater
- 4 registrations\*
- Virtual booth
- 4 minute promotional video
- 2 digital downloads
- Live chat and breakout rooms
- Prominent branding in emails and in the online platform

### Presenting Sponsor of the Poster Hall—\$10,000

- Exclusive branding in the Poster Hall
- 4 registrations\*
- Virtual booth
- 4 minute promotional video
- 2 digital downloads
- Live chat and breakout rooms
- Prominent branding in emails and in the online platform

### Product Showcase—\$6,000

- 15 minute recorded product showcase
- 3 registrations\*
- Virtual booth
- 4 minute promotional video
- 2 digital downloads
- Live chat and breakout rooms
- Larger branding in emails and in the online platform

## Gold package—\$3,000

- 3 registrations\*
- Virtual booth
- 4 minute promotional video
- 2 digital downloads
- Live chat and breakout rooms
- Larger branding in emails and in the online platform

## Basic package—\$1,500

- 2 registrations\*
- Virtual booth
- 2 minute promotional video
- 1 digital download
- Live chat and breakout rooms
- Standard branding in emails and in the online platform

## Nonprofit organization or government agency —\$700

- 2 registrations\*
- Virtual booth
- 2 minute promotional video
- 1 digital download
- Live chat and breakout rooms
- Standard branding in emails and in the online platform

## Virtual swag bag insert—\$400

- Share freebies and discounts with all Annual Meeting attendees

\*Sponsors may purchase additional badges by request.



## Premium sponsorship opportunities

Live featured  
Product Theater/  
Symposium  
\$12,000

Thirty minutes of non-competing dedicated time during the livestream which sponsors can design their own non-accredited conference session. Showcase your research, products, or marketplace advancements to conference participants in a customized setting. Sponsorship includes promotion and marketing of the session, both before and during the conference, and includes a complimentary raffle of a Society watch from home swag bag. Basic support services provided. The session will be listed on the conference agenda and sponsorship will be acknowledged on the conference platform. Note: This will not be an accredited session. Four conference badges are included with this sponsorship. **This is an exclusive sponsorship, available to only one sponsor.**

Presenting  
Sponsor of the  
Poster Hall  
\$10,000

Capture the attention of conference participants before, during, and after the meeting as the presenting sponsor for the poster sessions. With over 70 posters and one year of access, attendees will view your logo and branding each time they view the posters. Sponsorship will be acknowledged to all conference participants, including additional recognition on conference platform. Four conference badges are included in this sponsorship. **This is an exclusive sponsorship, available to only one sponsor.**

Product Showcase  
\$6,000

Showcase your research, products, or marketplace advancements to conference participants with a pre-recorded video or presentation hosted in your virtual exhibit booth. Sponsorship includes promotion and marketing of the presentation, both before and during the conference. Sponsorship will be acknowledged on the conference platform. Note: This will not be an accredited session. Three conference badges are included with this sponsorship.



## Booth setup

All packages include a virtual booth. Attendees will gain access to the virtual platform on August 25, 2020. Booths include a company description, an opportunity to upload one 2-minute video, one digital download, and set up 1:1 meetings with attendees. Analytics of booth views, downloads, and leads are included. Sponsors are encouraged to express their creative freedom and customize their virtual booth space as they wish. All sponsors must submit a deposit to secure their space. Deposit terms and amounts will be negotiated with the Society.



### **Disclosure of financial relationships with any commercial interest:**

Our provider Boston University School of Medicine 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. Boston University School of Medicine has procedures to resolve all conflicts of interest. In addition, faculty members are asked to disclose when any unapproved use of pharmaceuticals and devices is being discussed.

## Disclaimer

The safety of our meeting participants is of the utmost importance to us. To help ensure your safety, the Society of Family Planning will conduct a thorough screening process for all conference 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 sponsors must register each representative attending the conference. Registration does not guarantee admittance to the conference, should any attendee fail to meet security regulations.

## 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.

**Questions about sponsorship opportunities or the Annual Meeting?**

Contact [Info@SocietyFP.org](mailto:Info@SocietyFP.org).



**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 24, 2020. Prior to August 24, 2020, the Society will refund 50% of the total contracted fee, less a \$100 service fee. After August 24, 2020, the 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 the Society 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 the Sponsor, at the Sponsor's expense, promptly upon notification by the Society.

**Confidentiality:** In connection with the Society of Family Planning's Annual Meeting conference, Sponsors understand that any information provided by the Society is confidential and not available to the public or for public distribution. Sponsor agrees that all information provided by the Society, or any information disclosed orally or visually by the Society, 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 the Society, all information related to the Society of Family Planning's 2020 Annual Meeting is confidential and should not be disclosed to any other individuals or third parties.

**Security:** The Society will conduct 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. Registration does not guarantee access to the conference platform, should any attendee fail to meet security regulations. All Sponsors are required to register. The Society must be notified of any changes to representation or attendance no later than September 25, 2020.

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

Sponsor expressly acknowledges the Society's right to accept or reject applications for sponsorship for any reason, including (without limitation), at the Society's sole discretion, that the proposed sponsorship or the Sponsor's business, products, services, or performance in the field are not consistent with the Society's purposes and objectives. The Society 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 the Society 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 the Society 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 the Society are permitted only upon the Society's written approval. Sponsors agree to notify the Society of any such proposed changes at least 14 days prior to the commencement of the sponsorship. The Society, at its sole discretion, may cancel this agreement, if (1) the Society 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 the Society 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 the Sponsor, this serves as a contract for sponsorship, between the Sponsor and the Society, and the preceding Terms and Conditions are expressly incorporated herein.

By executing this agreement, the 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.

Organization name: \_\_\_\_\_

Exhibitor/Sponsor representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted: **Society of Family Planning Research Fund**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sponsor application

### Step 1: Sponsor information

Organization (as it should appear in conference materials):

\_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Step 2: Sponsor package

Live featured product theater/ Symposium \$12,000

Presenting Sponsor of the Poster Hall: \$10,000

Product Showcase: \$6,000

Gold package: \$3,000

Basic package: \$1,500

Non-profit organization or government agency: \$700

Virtual swag bag insert: \$400

### Step 3: Payment

Total due: \$ \_\_\_\_\_

Deposit: \$ \_\_\_\_\_

Check payable to the Society of Family Planning Research Fund (included with signed Terms/Conditions and application)

Check payable to: **Society of Family Planning Research Fund**

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.