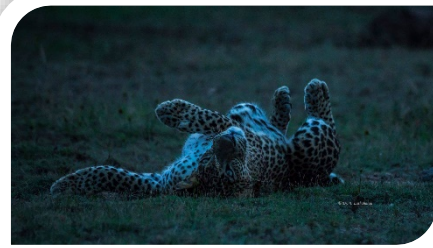
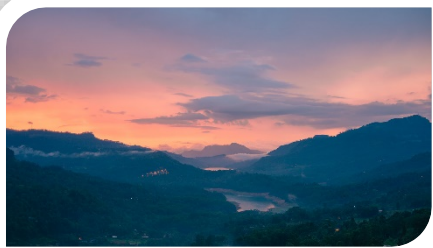


9th International Conference on
Birth Defects and Disabilities
in the Developing World



SPONSORSHIP PROPOSAL



23 – 26 February 2020
CINNAMON GRAND, COLOMBO, SRI LANKA

icbd2020@slma.lk
<http://icbd.marchofdimes.org>



U.S. Centers for
Disease Control
and Prevention



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*What is
ICBD
2020?*

9th International Conference on Birth Defects and Disabilities in the Developing World

About the conference

Recognizing the need to build capacity in lower-income countries for the prevention of birth defects and preterm birth and care of those affected, the goal of these biennial conferences has been to provide specific practical tools and approaches that developing country participants can use to implement and strengthen surveillance and health care delivery and influence policy and funding in support when they return to their respective countries.

Previous conferences

Bogotá D.C., Colombia (2017), Dar-es-Salaam, Tanzania (2015), Cebu, Philippines (2013); Lodz, Poland (2011); New Delhi, India (2009); Rio de Janeiro, Brazil (2007); Beijing, China (2005); Johannesburg, South Africa, (2001).

Target Audience

Health care providers, policymakers, researchers, donors, parent-patient organizations, other NGOs and youth volunteers from across the world interested in strengthening reproductive, maternal, newborn and child and adolescent health, with a focus on the prevention of birth defects, preterm birth and associated disabilities.



*Why
become a
sponsor?*

Why you should become a sponsor of the
ICBD2020?

Why this event is important for you, as an exclusive
investment prospect?



*How to
become a
sponsor?*

Become an event/item sponsor

“We have offered great opportunities for you to
invest as a sponsor of the ICBD 2020”

Sponsorship Packages

STRATEGIC PARTNER
LKR 5 MILLION
(approximately \$ 28,000) *

PLATINUM SPONSOR
LKR 2.5 MILLION
(approximately \$ 14,000) *

DIAMOND SPONSORSHIP
LKR 2 MILLION
(approximately \$ 11,000) *

GOLD SPONSOR
LKR 1.5 MILLION
(approximately \$ 8,300) *

SILVER SPONSOR
LKR 1 MILLION
(approximately \$ 5,600) *

SYMPOSIUM SPONSORSHIP
LKR 300,000
(approximately \$ 1,700) *

TRADE STALL
LKR 300,000
(approximately \$ 1,700) *

* Please note that the sponsorship value given in USD may change according to the prevailing exchange rate at the time of making the payment.

Sponsorship Package Benefits

Strategic partner: Rs. 5,000,000 (\$ 28,000)

- Complementary trade stalls x 3 at a prime location for the ICBD 2020
- Back cover/inner front cover in Programme Book
- Short video clip (5 min) on multiple LCD panels throughout the main conference
- Two (02) complementary dinner tickets
- Six (06) complementary meal tickets per day during the conference
- Special acknowledgement in all conference announcements and publications
- Display of 4 banners
- Inclusion of sponsor material in Conference Bag
- Two minutes sponsor video during lunch break and at the end of day's sessions
- Logo to be included in media announcements in website, brochure, signage and the programme book
- Inclusion of sponsor materials in conference bag

Platinum sponsorship: Rs. 2,500,000 (\$ 14,000)

- Complementary trade stalls x 2
- Advertisement in Inner Back Cover of Programme Book
- Short video clip (2 min played 3 times) on multiple LCD panels throughout the main conference
- Two (02) complementary dinner tickets
- Two (02) complementary meal tickets per day during the conference
- Special mention in all conference announcements and publications
- Display of two (02) banners.
- Logo to be included in media announcements in website, brochure, signage and the programme book
- Inclusion of sponsor materials in Conference Bag

Sponsorship Package Benefits

Diamond sponsorship: Rs. 2,000,000 (\$ 11,000)

- Complementary trade stall x 2
- Advertisement in Inner Back cover of Programme Book
- Short video clip (2 min played twice) on multiple LCD panels throughout the main conference
- Two (02) complementary dinner tickets
- Two (02) complementary meal tickets per day
- Special mention in all conference announcements and publications
- Display of two (02) banners
- Logo to be included in media announcements in website, brochure, signage and the programme book
- Inclusion of sponsor materials in conference bag

Gold Sponsorship: Rs. 1,500,000 (\$ 8,300)

- Complementary trade stall x 1
- Full page advertisement in Programme Book
- Short video clip (1 min played one time) on multiple LCD panels
- Two (02) complementary dinner tickets
- Two (02) complementary meal tickets per day during the Congress
- Display of two (02) banners
- Logo to be included in media announcements in website, brochure, signage and the programme book

Sponsorship Package Benefits

Silver sponsorship: Rs.1, 000,000 (\$ 5,600)

- Complementary trade stall
- Advertisement in Programme Book
- Still advertisements on multiple LCD panels
- Two (02) complementary dinner tickets
- Two (02) complementary meal tickets per day during the conference
- Display of two (02) banners
- Logo to be included in media announcements in website, brochure, signage and the programme book

Symposium sponsorship: Rs.300, 000 (\$ 1,700)

- Two minutes video clip on LCD panel prior to the commencement of the symposium
- Complementary trade desk at the symposium
- Display of two (02) banners on the day of symposium
- Two (02) complementary meal tickets on the day of the symposium
- Mentioned in the Programme Book

Trade stall: Rs.300, 000 (\$ 1,700)

- 2m x 2m trade stall for 3 days
- Two (02) complementary meal tickets per day during the Congress
- Mentioned in the Programme Book

Sponsorship Package Benefits

Benefits	Strategic Partner	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Symposium Sponsor	Trade Stall
Sponsorship Value (LKR)	LKR 5 M	LKR 2.5M	LKR 2 M	LKR 1.5M	LKR 1 M	LKR 300,000	LKR 300,000
Approximate value in USD*	\$28,000	\$14,000	\$11,000	\$8,300	\$5,600	\$1,700	\$1,700
No. of free trade stalls	3	2	2	1	1	-	-
Advertisement in the program book	Back cover / inner front	Inner back cover	Inner back cover	1 full page	1 half page	mention	mention
Short video clip on multiple LCD panels throughout conference	5 min	3 min	2 min	1 min	-	-	-
Complementary dinner tickets	2	2	2	2	2	-	-
Complementary meal tickets	6	2	2	2	2	2	2
Display of banners	4	2	2	2	2	2	-
Inclusion of sponsor materials in conference bag	✓	✓	✓	-	-	-	-
Logo in media announcements in website, brochure, signage and programme book	✓	✓	✓	✓	✓	-	-

Become an official partner

Following partnership categories are available for you as an official partner:

- Official travel partner
- Official audio-visual partner
- Official media partner
- Official hotel – already awarded
- Official publisher
- Official internet provider

Terms of official partnership:

- Official partners are expected to offer their services in relation to the selected category at a concessionary rate or provide monetary compensation for the said services.
- The specific terms of sponsorship should be agreed with SLMA before being considered as an official partner.
- Only one official partnership status will be awarded for a given category.

* Please note that the sponsorship value given in USD may change according to the prevailing exchange rate at the time of making the payment.

Advertising Opportunities

Series of advertising opportunities have been made available for you to choose from. These opportunities are designed to provide you with the maximum exposure, which extends beyond the value you would pay as a sponsor.

Available advertising opportunities include:

- | | |
|---|----------------|
| ● One-page advertisement in the programme book | LKR 100,000.00 |
| ● ½ page advertisement in the programme book | LKR 60,000.00 |
| ● ¼ page advertisement in the programme book | LKR 40,000.00 |
| ● Cover page – program book – inside front | LKR 150,000.00 |
| ● Cover page – program book – inside back | LKR 150,000.00 |
| ● 25 second video clip during breaks (repeated) | LKR 50,000.00 |
| ● 15 second video clip/slide during breaks (repeated) | LKR 25,000.00 |
| ● Electronic display at the Expo (Display to be provided) | LKR 150,000.00 |

Advertising opportunities are also limited and should be reserved before programme book is finalized

Event / Item sponsorship

The Conference Lunch – LKR 250,000 each (Only Three Available)

- Whilst taking place within the formal framework of the conference, an official lunch also provides the opportunity to emphasize your organization's services or products in a more congenial setting.
- *Signage Rights:* As a sponsor of a conference lunch you are entitled to provide appropriate signage in the lunch room on the day of your sponsored lunch. The signage in the lunch room each day will be restricted to only that of the lunch sponsor for the given day. At your sponsored lunch, your company's name and logo will be prominently featured on dining tables.
- *Lunch Passes:* Your Company may invite up to three additional representatives to the lunch.
- *Conference Brochures:* As a conference lunch sponsor your company's name and logo appear (within production schedule) alongside other individual conference option sponsors in the conference binder, on the official conference web and on a display board in the conference registration area.
- *Company Literature and Giveaway.* At your conference lunch, you will have the opportunity to distribute an item of your company's literature and gifts/giveaways at a display table.

Connectivity - Equipment and Services Only (Official Internet provider)

- Connectivity sponsor will have to provide a 100 mbps of bandwidth to the conference venue including meeting rooms and other areas used by the ICBD 2020.
- *Signage Rights:* As the sole sponsor of conference connectivity, you are entitled to display an appropriate signage in three different locations within the conference venue.
- *Conference Brochures:* As the official sponsor of conference connectivity, your company's name and the logo will appear alongside other individual conference option sponsors in the conference binder, on the official conference web and on a display board in the conference registration area.

Terminal/preview Room - Equipment and Services

- It is crucial for them to be able to preview their work (e.g. presentations/resource material) before an event. The terminal/preview room sponsor commits to providing ten workstations, wireless internet access, laser printing facilities, scanning facilities and other services required of a conference secretariat during the conference. As the terminal/preview room will be a well visited location by its participants, it will provide your company with significant visibility.
- Signage Rights: In the terminal room, signage will be restricted to only appropriate signage provided by the terminal room sponsor. Signage can be located in the terminal room and at the entrance to it.
- Monitor Backgrounds: As terminal room sponsor you have the right to configure your terminal room equipment so that your company's name and logo appears on the background screens or as screen saver.
- Company Literature and Giveaway: As terminal room sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to attendees in the terminal room.

Conference Bag – LKR 400,000 (Only One Available)

- The sponsorship of the conference bags is geared for a company that requires high visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event. If chosen, you need to obtain approval for the bag design as it also should include the official logos of the hosts.
- Conference Visibility: As the conference bag sponsor your logo is featured as prominently on the attendee bags as the Conference logo, and those of the platinum sponsor. The conference bags are distributed to each conference attendee. As the conference bag sponsor your company's logo appear (within production schedule) alongside other individual conference sponsors in the conference binder, on the conference website.

Make a proposal and



If you have an innovative proposal to become a sponsor for the ICBD 2020, which is in line with the conference theme and objectives, we are happy to discuss it with you.

Proposals for sponsorship should reach us before 15th January 2020 and should be structured in the following format:

Company name:

Contact name:

Email:

Contact number:

Proposed sponsorship (Max 150 words)

Sponsorship value: LKR/USD

Any other terms and conditions:

Send your proposal to icbd2020@slma.lk

Terms and Conditions

1. ICBD 2020 Organising Committee reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximize sponsor benefits as well as attendees experience.
2. Selection of sponsors will be based on their ability to meet Expo requirements and offer innovative solutions. ICBD 2020 Organising Committee reserves the right, in its absolute discretion, to deny any offer of sponsorship.
3. All sponsorship will only be confirmed on receipt of a signed sponsorship booking form. All sponsorship will be acknowledged on receipt of 50% deposit and a signed sponsorship booking form.
4. **Final payment:** Final payment is due by **31.01.2020**. If the balance payment is not received by the due date, the allocated Sponsorship and/or booth/s will be cancelled.
5. **Allocation:** Booths and/or space will be allocated strictly in order of receipt of payment and that the ICBD 2020 Organising Committee's decision will be the final.
6. Should the exhibition floor plan require changing, the ICBD 2020 Organising Committee have the right to make the necessary changes.
7. **Cancellation:** Please note that in the case of cancellation of sponsorship, the deposit will not be refunded.
8. After sponsorship has been accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy. All cancellations must be made in writing directly to the Event Coordinator.
9. No Sponsor or Exhibitor will be able to set up their trade stand until a FULL PAYMENT and booking form is received by ICBD 2020 Organising Committee.
10. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship booking without ICBD 2020 Organising Committee's approval.
11. **Logo:** All sponsors wanting logo recognition must supply their logo as a vector EPS or high-resolution JPEG/PNG. This must be provided to ICBD 2020 Organising Committee with the booking form. If this information is not provided we cannot guarantee inclusion in any marketing collateral associated with the Expo.
12. **Signage:** All sponsor signage placement must be approved by the ICBD 2020 Organising Committee. Booth signage limited to a maximum of 25 characters.



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