



FOUNDATION FOR
Women & Girls
with Blood Disorders
FWGBD 2020 Conference

Educating Providers. Changing Lives.

Virtual Sponsorship Prospectus

September 24-25, 2020

Foundation for Women & Girls with Blood Disorders

Educating providers. Changing lives.

Dear Colleagues:

On behalf of the Foundation for Women & Girls with Blood Disorders, FWGBD, we are respectfully requesting your support of our first conference the “Foundation for Women and Girls with Blood Disorders (FWGBD) 2020 Conference” (FWGBD 2020) to be held **virtually**, September 24-25, 2020 and then available on demand for 6 months.

About FWGBD

Undiagnosed, untreated blood disorders in women have *medical consequences and unique issues at every life stage*, creating the need for a foundation dedicated to education and awareness.

In 2010, the Foundation for Women & Girls with Blood Disorders, a non-profit 501(c)3 organization, was launched to serve as a single site, single source where physicians and healthcare providers can obtain information. It is dedicated to achieving correct diagnosis and treatment of blood disorders and accompanying reproductive problems in women and girls with von Willebrand disease (VWD), other factor deficiencies, thrombophilias, sickle cell disease (SCD), hemoglobinopathies, immune thrombocytopenic purpura (ITP) and anemias.

The mission of FWGBD is to *ensure that all women and girls with blood disorders are correctly diagnosed and optimally managed at every life stage*. Members of our organization includes hematologists (adult and pediatric), obstetricians, gynecologists, adolescent medicine specialists, emergency medicine physicians, family practice physicians, coagulation laboratory professionals, nurse practitioners, nurses, social workers and many others.

FWGBD offers:

- **State-of-the-science Continuing Medical Education** through live webinars, symposia and other educational programs
- **Research Fellowship opportunities to nurture future healthcare leaders caring for women and girls with blood disorders** through the FWGBD Research Fellowship Award opportunities for early-stage and new faculty in the areas of bleeding disorders and overall blood disorders; our Pathways Programs; and our Learning Action Networks for Bleeding Disorders and Sickle Cell Disease
- **Opportunities to support and mentor** the next generation of healthcare professionals caring for women and girls with blood disorders as program presenters and learning action network mentors



#FWGBD2020

What to Expect during FWGBD 2020:

Our Audience

FWGBD anticipates a total audience of 300+ attendees, including:

- Clinicians and physician-researchers (MDs, DOs, MD/PhDs)
- Trainees (MD/DOs who are residents and fellows)
- Basic and translational scientists (Post-docs and PhDs)
- Nurses, nurse practitioners, physician assistants
- Pharmacists
- Coagulation laboratory technicians
- FWGBD Corporate Colleagues and other industry representatives of supporting companies

Commercial supporters at FWGBD 2020 can expect:

- A focused meeting environment to promote meaningful knowledge sharing and attract an anticipated audience of 300 physicians, nurses, pharmacists, residents and fellows, and women's healthcare professionals from the U.S. and Canada.
- Educational sessions and a virtual exhibit hall connecting you directly with your target audience, including the 10th Anniversary Celebration of FWGBD!
- Name and/or logo recognition in electronic formats (as appropriate per ACCME guidelines) on our website, social media posts, virtual exhibit platform and more!

Sponsors of FWGBD 2020 can expect:

- An Exhibit Hall designed to maximize visibility by increasing the exposure time of sponsors to attendees. A virtual event will allow FWGBD to keep content up longer to allow for maximum visibility of sponsors to the 2020 Conference
- Attendance is expected to increase for a virtual event. Since not all attendees will be able to log on at a specific time, the platform will be available for longer, thus giving more exposure to our sponsors to the attendees who are joining either the live or recorded session.
- Each sponsor will be able to offer a variety of promotional materials through the virtual exhibit hall. Additionally, each sponsor will have contact details prominently on display for attendees to easily connect with you for more information.

Thank you for taking the time to review this prospectus and for your consideration as a potential sponsor. We hope that you will join us at our very first virtual FWGBD Conference!

Sponsorship Opportunities at FWGBD

The inaugural FWGBD 2020 Conference is your opportunity to excite, motivate, and market to hematologists, obstetricians, and gynecologists, and other healthcare professionals caring for women and girls with blood disorders. Multiple sponsorship and marketing opportunities are available.

2020 Recognition	Platinum \$20,000+	Gold \$15,000+	Silver \$10,000+	Bronze \$5,000+
<i>Final Program and Website Recognition</i>	✓	✓	✓	✓
<i>Sponsor's Banner</i>	✓	✓	✓	✓
<i>Post-Event Mailing List</i>	✓	✓	✓	✓
<i>Complimentary Registration(s)</i>	4	3	2	1
<i>Brochure for Virtual Conference Bag</i>	✓	✓	✓	✓
<i>Virtual Event Portal – Logo, Link to Website, Contact Information</i>	✓	✓	✓	✓
<i>Virtual Exhibit Hall Booth</i>	✓	✓	✓	✓
<i>Sponsor Logo on Social Media Posts</i>	✓	✓	✓	✓
<i>Dedicated Email blast(s) to Members</i>	2	1	0	0
<i>Email blasts to Registrants</i>	2	1	1	1
<i>Pre-Record a Message to attendees</i>	✓	✓		
<i>Virtual Platform Sponsor</i>	✓			
<i>Anniversary Toast</i>	✓			
<i>Entertainment for Anniversary Event</i>		✓		
<i>Yoga Break</i>			✓	

Benefits of Sponsoring

Increase your visibility in the blood disorder community by sponsoring the FWGBD 2020 Conference! Sponsors can expect:

- A focused conference environment ideal for companies dedicated to delivering products and services that support research, diagnostics, and treatment for undiagnosed blood disorders in women
- Engage with an anticipated audience of 300 physicians, nurses, pharmacists, and other allied healthcare professionals from the U.S. and Canada
- Key branding and direct contact with your audience, with prolonged visibility via conference archives
- Name recognition on conference sponsorship social media, websites, and marketing blasts
- Name recognition in the FWGBD 2020 meeting program, on the conference website with a link to your company website and in the virtual event portal
- Support the educational mission of FWGBD

Exhibit Opportunities at FWGBD

The exhibit hall will be moving to the virtual platform, the mock floor plan will allow attendees to navigate through each company's enhanced listing with added visibility to promote their program, services, provide handouts/literature, and video demonstrations. The Conference is also adding a new feature of a virtual scavenger hunt, not previously planned for the live in-person meeting, where attendees will submit a brief survey after engaging with each exhibitor's profile and materials. Winners will be selected at random and prizes will be awarded. The Planning Committee felt like the scavenger hunt was a value-add worth including to help drive attendees to the virtual exhibit hall.

Note that the new format enables far longer exposure that would otherwise have been the case: registered attendees can access sessions a day before the conference officially launches, throughout the conference, and for 6 months afterward. Sponsors and exhibitors will have added visibility through the virtual platform with more opportunities for logo recognition, enhanced company listings, videos, and advertisements.

VIRTUAL EXHIBIT BOOTH	\$1,500
NON-PROFIT VIRTUAL BOOTH	\$950

Exhibitors will be able to connect with attendees and generate leads through our event portal which will feature opportunities for leads and an interactive trade show floor plan.

Exhibit Space Includes:

- Virtual Exhibit Hall Booth
- (1) Complimentary Registration
- Company Contact Information (including contact, website, and phone number listings)
- Logo Recognition on Event Website
- Exhibitor Profile within the Virtual Exhibit Hall
- Extended Visibility for 6 months Post Conference



*FWGBD 2020
Conference*

APPLICATION FOR SPONSORSHIPS/EXHIBITS AT FWGBD

EXHIBITOR / SUPPORTER CONTACT INFORMATION

First: _____ Last: _____ Credentials (MD, PharmD, etc) _____

Company: _____ Title _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

SUPPORT OPPORTUNITIES

- Platinum Sponsor - \$20,000+
- Gold Sponsor - \$15,000 - \$19,999
- Silver Sponsor - \$10,000 - \$14,999
- Bronze Sponsor - \$5,000 - \$9,999

EXHIBIT OPPORTUNITIES

- Standard Virtual Booth - \$1,500 each _____ QTY (if more than one)
- Nonprofit Virtual Booth - \$950 each _____ QTY (if more than one)

By completing this form you are agreeing to adhere to the Terms and Conditions on the following pages.

PAYMENT INFORMATION

Once this application is received by Talley Management Group, Inc. ("SHOW MANAGEMENT"), and if the opportunity is still available, the Company contact person will receive a formal Letter of Agreement. If the opportunity is no longer available, the Company contact person will receive notification so that another opportunity may be selected.

The Letter of Agreement represents both the contract between SHOW MANAGEMENT and the Company and the invoice requesting payment in full. Opportunities will only be assigned and confirmed after the fully executed Letter of Agreement is signed and full payment is received. **Payment in full from the Company is expected within 15 business days of signing the Letter of Agreement.**

Check Payment or Bank Wire (PREFERRED METHOD):

Please make check(s) payable in U.S. funds to:

Send check with completed Application/Contract to:

Foundation for Women and Girls With Blood Disorders
FWGBD 2020 Conference – Exhibits
19 Mantua Road, Mt. Royal, NJ 08061 USA

For wiring instructions, please email FWGBD@talley.com for more information or call Emily Freeman at (856) 423-7222 ext. 285.

Credit Card Payment

Visa MasterCard American Express Amount to be charged to card: _____
Account # _____ Exp. Date _____ Sec. Code _____
Name on card: _____ Signature: _____
Billing Address if different from above: _____

SPONSOR TERMS AND CONDITIONS

SHOW MANAGEMENT for the FWGBD 2020 Conference of the Foundation for Women and Girls with Blood Disorders (“FWGBD 2020”) is provided by TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222 x435, Fax (856) 423-3420. Email FWGBD@talley.com with any questions about these Terms and Conditions.

ELIGIBLE SPONSORS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product applying to sponsor the Show and further reserves the right to reject ineligible applications.

CANCELLATION OR WITHDRAWAL: Cancellation of sponsorship, reduction of sponsorship, and any refund of fees are subject to the following conditions: Sponsors shall give written notice of cancellation to SHOW MANAGEMENT no less than 60 days prior to the opening of the Conference. If written notice is received more than 60 days prior to Conference opening, the sponsorship fee less a 50% cancellation charge will be refunded to the Sponsor. No refunds will be allowed for any cancellation less than 60 days prior to the opening of the Conference. SHOW MANAGEMENT reserves the right to re-sell sponsorships upon cancellation.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of New Jersey.

LIMITATION OF LIABILITY: Sponsors and Exhibitors agree to make no claim for any reason whatsoever against SHOW MANAGEMENT, FWGBD, and the virtual platform, including the respective officers, directors, employees, and agents of these entities, and save them free and harmless from any and all liability whatsoever for loss nor any consequential damage to business for failure to provide space for the exhibit, or for failure to hold the Show as scheduled. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend and save SHOW MANAGEMENT, FWGBD, and the Venue from claims, losses, including

governmental charges for fines and attorney’s fees related to the use of the Show platform or any part thereof. In addition, Sponsors and Exhibitors acknowledge that FWGBD cannot and will not maintain insurance covering the Exhibitor’s property, and that it is the sole responsibility of each Exhibitor to obtain business interruption and property insurance covering any such losses. THE ABOVE-CITED REGULATIONS, as well as all conditions stated in the Prospectus and the exhibit application, become a part of the contract between the Exhibitor, SHOW MANAGEMENT, and FWGBD.

FORCE MAJEURE: In the event the Show is impacted, whether for the entire event or a portion of the event, as a result of technical difficulties, health pandemics, company restrictions, or other such cause, or as a result of government intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT or FWGBD has no control; or should SHOW MANAGEMENT or FWGBD decide, because of such cause, that it is necessary to cancel or postpone the exposition or reduce Show time, SHOW MANAGEMENT and FWGBD shall not be liable to indemnify or reimburse Exhibitors in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO SPONSOR: SHOW MANAGEMENT and FWGBD reserve the right to terminate without notice any Sponsor’s right to sponsor if the Sponsor or any of its representatives fail to observe the conditions of these Terms and Conditions or, if in the opinion of SHOW MANAGEMENT or FWGBD, the Sponsor is conducting business in an unethical or unprofessional manner. Such Sponsors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT and FWGBD reserve the right to make changes, amendments, and additions to these Terms and Conditions as considered advisable for the proper conduct of the Show, with the provision that all Sponsors will be notified of such changes.



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