



International Association of Bioethics

**WORLD CONGRESS
OF BIOETHICS**

FAB: June 18, 2020 WCB: June 19-21, 2020



Penn Medicine

**2020 Virtual
Sponsorship Prospectus**



International Association of Bioethics' 2020 World Congress of Bioethics

June 19 – 21, 2020

Hosted Virtually

WCB SPONSORSHIP OPPORTUNITIES

Conference Theme: Solidarity and Autonomy – Bridging the Tensions

The International Association of Bioethics (IAB) internationally links all those working in bioethics and related fields, facilitating mutual contact, and encouraging the discussion of cross-cultural aspects in bioethics.

The IAB 2020 World Congress of Bioethics (WCB), the largest gathering of bioethics thought-leaders in the world, will take place June 19 – 21, 2020, virtually due to COVID-19 impact.

The academic conference takes place every 2 years, generally alternating in location between a high and low/middle income country (the past three WCBs were held in Bengaluru/India, Edinburgh/Scotland and Mexico City/Mexico). The two and a half day conference brings together over 1,000 participants and has two main aims: First, as the field's only global conference, it seeks to facilitate interdisciplinary and cross-national discussion of cutting-edge issues in bioethics, and showcase agenda setting perspectives. Second, it seeks to broaden the field of researchers across the globe. Rotating the host location is one dimension of this effort, as this reduces travel and accommodation barriers. Another is that conference fees are tiered to make attendance affordable for high, middle, and low-income participants, as well as early career researchers. In addition, there are bursaries for participants from low/middle income countries. The Congress is not profit generating and needs to be funded through conference fees and sponsorship. For the 2020 conference we are expecting around half of participants to come from high income countries, and around a quarter each from low- and middle-income countries. The conference theme is *Solidarity and Autonomy – Bridging the Tensions*. The IAB's website is here: <http://iab-website.iab-secretariat.org> and the conference website is here <https://iab2020.org>

About WCB 2020

WCB 2020 will provide a leading platform to discuss these important questions and the role bioethics can and should play for the benefit of future generations through a broad range of activities in a virtual setting, including:

- A dynamic academic program exploring emerging issues in bioethics, global health, public ethics and law, and the relationship between arts and ethics
- Dedicated activities aimed at ensuring early career researchers gain the skills they need to progress their careers, engage with bioethics, and contribute to the wider community
- Networking activities to facilitate the exchange of information and encourage the development of research and teaching in bioethics
- Exhibitions and public performances that explore the intersection between science, medicine, ethics and the arts

It is a priority of the World Congress to attract a global audience, with international delegates that represent a broad range of career stages from high, middle, and low-income countries.



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Who will participate?

- Academics from a diverse range of disciplines
- Healthcare Practitioners and Professionals
- Biomedical Funding Bodies
- Early Career Researchers
- Health-related Research Consortia
- National and Regional Ethics Bodies
- Policymakers and Regulators
- Public Sector and Third Sector Stakeholders
- Students
- Artists and Performers

Why Participate?

- Enhance your international impact by networking and connecting with an audience of global bioethics leaders in a safe virtual setting.
- Promote your products and services to international researchers, policymakers and practitioners through enhanced company listings that include company overviews, product showcase, videos, and handouts.
- Establish international strategic partnerships and collaborations.
- Opportunity to listen to and exchange views with global experts and thought-leaders virtually.
- Opportunity to solidify a foothold in the growing bioethics community.
- Access to leading-edge knowledge – find out about new research being undertaken in the field of bioethics.

Sponsorship Opportunities

In addition to the menu list associated with each option below, opportunities are also available (subject to IAB 2020 Organizing Committee approval) for sponsors to become associated with specific themes and/or specific session(s) during the conference.

International Network on Feminist Approaches to Bioethics Sponsorship Opportunities

Feminist Approaches to Bioethics (FAB), a sub-network of the IAB, will meet before the WCB, also virtually, June 18, 2020. The goals of the FAB are to develop a more inclusive theory of bioethics encompassing the standpoints and experiences of women and other marginalized social groups, to examine presuppositions embedded in the dominant bioethical discourse that privilege those already empowered, and to create new methodologies and strategies responsive to the disparate conditions of women's lives across the globe.

If your organization is interested in sponsoring the FAB please email contact@iab2020.org for more information.



PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$10,000

This opportunity is the premier level of support with a high degree of flexibility to ensure that your organization's specific sponsor requirements are achieved. We will gladly work with you to customize the benefits further to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo, biography, and link to your website
- Use of the WCB 2020 logo on your organization's promotional activities tied to the conference, after approval by Organizing Committee

During WCB 2020

- Recognition on Event Website
- Banner Advertisement within Meeting App
- (4) Complimentary Registrations (includes IAB membership)
- Brochure in Virtual Conference Bag
- (2) Push Notifications
- Enhanced Exhibitor Profile within the Virtual Exhibit Hall
- Post Event Attendee List
- Recognition on Live-Stream as Platinum Sponsor
- Participation in the Virtual Exhibitor Scavenger Hunt
- (1) Dedicated Email Blasts to Attendees
- Pre-Record a Message for Live-Stream Sessions
- Additional Branding as Virtual Sponsor

GOLD SPONSOR

\$5,000

This opportunity also includes a high level of visibility during the conference. We will work with you to arrange benefits to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo, biography, and link to your website

During WCB 2020

- Recognition on Event Website
- Banner Advertisement within Meeting App
- (3) Complimentary Registrations (includes IAB membership)
- Brochure in Virtual Conference Bag
- (1) Push Notification
- Enhanced Exhibitor Profile within the Virtual Exhibit Hall
- Post Event Attendee List
- Recognition on Live-Stream as Gold Sponsor
- Participation in the Virtual Exhibitor Scavenger Hunt
- Joint Email Blast with Other Sponsors Message to Attendees
- Additional Branding as App Sponsor



SILVER SPONSOR

\$2,500

This opportunity is also a featured partnership opportunity with a range of benefits to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo and link to your website

During WCB 2020

- Recognition on Event Website
- Enhanced Listing in Meeting App
- (2) Complimentary Registrations (includes IAB membership)
- Brochure in Virtual Conference Bag
- Enhanced Exhibitor Profile within the Virtual Exhibit Hall
- Logo Recognition on Live-Stream as Sponsor
- Participation in the Virtual Exhibitor Scavenger Hunt
- Joint Email Blast with Other Sponsors to Attendees
- Additional Logo Recognition and Posts

BRONZE SPONSOR

\$1,000

This opportunity is also a featured partnership opportunity to highlight your conference support and attend the conference.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Your organization's logo listing on the WCB 2020 sponsor page of the website

During WCB 2020

- Recognition on Event Website
- Logo Listing in Meeting App
- (1) Complimentary Registration (includes IAB membership)
- Enhanced Exhibitor Profile within the Virtual Exhibit Hall
- Logo Recognition on Live-Stream as Sponsor
- Participation in the Virtual Exhibitor Scavenger Hunt
- Additional Logo Recognition



EXHIBITOR OPPORTUNITIES

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 Congress 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 3 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

\$1,250

Exhibitors will be able to connect with attendees and generate leads through in-app ads, the lead generating scavenger hunt, and an interactive trade show floor plan.

Exhibit Space Includes:

- Virtual Exhibit Hall Booth
- (2) Registrations (includes IAB membership)
- Company Contact Information (including contact, website, and phone number listings)
- Logo Recognition on Event Website
- Logo Listing in Meeting App
- Additional Logo Recognition
- Enhanced Exhibitor Profile within the Virtual Exhibit Hall
- Participation in the Virtual Exhibitor Scavenger Hunt
- Extended Visibility for 90-Days Post Conference

Scavenger Hunt

Attendees will need to carefully comb through the content provided by exhibitors participating in the scavenger hunt. After carefully reviewing the exhibitor information attendees will answer a few short questions about what they learned. Correct answers equal points, the more points an attendee gains the higher they will rank amongst competitors. Prizes will be awarded on the final day of the conference.

APPLICATION FOR SPONSORSHIPS DURING 2020 WCB

EXHIBITOR / SUPPORTER CONTACT INFORMATION

First: _____ Last: _____ Credentials (MD, PhD, etc) _____
Company: _____ Title _____
Address: _____
Phone: _____ Fax: _____
Email: _____ Website: _____

SUPPORT OPPORTUNITIES

- Platinum Sponsor** - \$10,000 (includes complimentary booth)
- Gold Sponsor** - \$5,000 (includes complimentary booth)
- Silver Sponsor** - \$2,500 (includes complimentary booth)
- Bronze Sponsor** - \$1,000

EXHIBIT OPPORTUNITIES

- Virtual Booth - \$1,250 each _____ QTY (if more than one)

We prefer that our exhibit not be located next to the following companies*:

EXHIBIT OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Printed Program – Half Page, Exhibitor - \$800 | <input type="checkbox"/> Printed Program – Half Page, Non-Exhibitor - \$1,000 |
| <input type="checkbox"/> Printed Program – Quarter Page, Exhibitor - \$400 | <input type="checkbox"/> Printed Program – Quarter Page, Non-Exhibitor - \$700 |
| <input type="checkbox"/> Mobile App – Banner Ad, Exhibitor - \$1,500 | <input type="checkbox"/> Mobile App – Banner Ad, Non-Exhibitor - \$2,500 |
| <input type="checkbox"/> Mobile App – Push Notification, Exhibitor - \$350 | <input type="checkbox"/> Mobile App – Push Notification, Non-Exhibitor - \$550 |

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. **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:

**World Congress of Bioethics
Sponsorship and Exhibits**

19 Mantua Road, Mt. Royal, NJ 08061 USA

For wiring instructions, please email contact@iab2020.org for more information or call (856) 423-7222 ext. 430.

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: _____

EXHIBITOR TERMS AND CONDITIONS

SHOW MANAGEMENT for the International Association of Bioethics' 2020 World Congress of Bioethics ("WCB 2020") is provided by TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222 ext. 430, Fax (856) 423-3420. Email contact@iab2020.org 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 Plat 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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2020 World Congress of Bioethics
June 19 – 21, 2020
Virtual Event**

Show Management: Talley Management Group
19 Mantua Road, Mt. Royal, NJ 08061
(856) 423-7222 ext. 430 | contact@iab2020.org | www.iab2020.org