



EXHIBITOR PROSPECTUS

2024 SMFM GLOBAL CONGRESS



Auditorium Parco Della Musica

25- 28 SEPTEMBER 2024

SMFM.ORG/GLOBAL

2024 SMFM GLOBAL CONGRESS

EXHIBITOR INFORMATION

The Society for Maternal-Fetal Medicine (SMFM) is currently in the process of securing an exhibit decorator for the 2024 SMFM Global Congress. Information about shipping, the Exhibit Service Kit, rules and regulations, and the specifics regarding booth size will be posted online and emailed to your company representative when available.



Auditorium Parco Della Musica is a leading venue in the convention center industry, catering to various events such as conferences, exhibitions, trade shows, and meetings. It offers top-notch facilities and services to its clients. It is the largest multifunctional complex in Europe and one of the largest in the world, hosting more than 300 business events each year.

In the center of Parco della Musica are the remains of an ancient Roman villa from the 6th century BC. The villa has a related museum and MUSA, the Museum of Music Instruments of the Accademia Nazionale di Santa Cecilia, which owns one of the most important Italian collections of instruments.

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WHY EXHIBIT

Global Exposure

Promote your brand internationally with more than 1,000 global leaders in obstetrics health.

Establish Partnerships

Connect face-to-face with leading experts across research, practice, and technology.

Brand Alliance

Align your brand with innovative research and development and demonstrate your organizations commitment to maternal-fetal health.

Research for the Future

The SMFM Global Congress is the ideal platform to highlight your latest products to a focused audience and influence the future of maternal-fetal medicine.



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BENEFITS OF EXHIBITING

- ▶ Increase your exposure to over 1,000 leaders in the field of obstetrics and maternal-fetal medicine.
- ▶ Exhibition booths will be placed alongside scientific posters in a strategic manner to ensure maximum exposure.
- ▶ Two (2) exhibitor registrations per space allow all exhibitors into the meeting's scientific sessions, two (2) receptions, and the exhibit and poster area during all setup, dismantle, and regular show hours. Additional exhibitor registrations are 305 USD, including VAT. Access to postgraduate courses and other ticketed sessions will be an extra fee.
- ▶ SMFM will send each exhibitor one (1) pre-registration mailing list and one (1) post-meeting attendee mailing list with physical addresses only; **email and phone numbers are not included**. SMFM will determine the dates on which the lists will be released.
- ▶ Exclusive opportunities to purchase print or digital advertising.
- ▶ Complimentary company logo listing.
 - *SMFM onsite signage*
 - Digital floor map*
 - SMFM Global Congress website*
 - SMFM Global Congress walk-in slides*
- ▶ Exhibitor acknowledgement on SMFM's social media platforms.
 - *X (formerly known as Twitter): 26K followers*
 - Facebook: 30.5K*
 - Instagram: 13.6K*
 - LinkedIn: 2K*
- ▶ Morning and afternoon coffee or tea and lunch for all registered exhibitor personnel during the official breaks during main program hours.
- ▶ Overnight roving security personnel.
- ▶ Daily cleaning of aisles and common areas.

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INVESTMENT

All pricing below is inclusive of VAT	Value
Standard 3x2 meter booth/stand 9.8425 square ft x 6.56168 square ft	\$6,500 USD
Non-profit 3x2 meter stand based on approval from SMFM	\$4,500 USD
Tabletop 6ft / 8ft table (.8288 m/2.4384 m)	\$1,000 USD

The standard booth/stand is a space of 6 square meters with a fully designable back wall. The walls are made of a modular aluminum frame covered with 100% recycled and recyclable fabric and a black backlight block printed using eco-sustainable UV technology. The floor space is carpeted with the same color for all exhibitors.

The booth/stand includes:

- *Two 12 W adjustable spotlights.*
- A desk with a lower support surface.*
- A black thermoformed shelf, intermediate shelf, personalized with company logo.*
- A waste bin.*
- Two black resin stools.*
- A desk (L 80 x H 101.5 x D 60cm) with an aluminum structure.*
- A bookcase (L 100 x H 252 cm) with an aluminum structure and shelves in fireproof MDF.*

Non-profit organizations are eligible for a deeply discounted booth or tabletop. Interested organizations must submit a letter on company letterhead to SMFM by mail or email requesting non-profit status booth fees. The letter must describe the organization and why it is considered a non-profit organization.

Tabletop spaces are limited and will be approved on a first-come, first-served basis. They are for the space only—exhibitors are responsible for all shipping, electrical, and furniture fees.

Please note that the exhibit booth and stand fee is for space only—exhibitors are responsible for all shipping, electrical, and furniture fees. A 50% deposit is due with application submission, and the final payment is due on 28 June 2024.

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TERMS

Contract for Space

Once SMFM approves the order for a booth/stand, the assignment of space and payment of rental charges constitute a contract for renting the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the total rental price. If not occupied by the time set for completion of display installation, SMFM may repossess such space. Said contract will not be binding upon SMFM in the event of strikes or other circumstances beyond SMFM's control.

It is agreed that:

- 1. If a company cancels its space on or before 28 June 2024, it will be responsible for paying half of the booth price.*
- 2. If a cancellation occurs after 28 June 2024, the company will be responsible for paying the total cost of the booth space.*

Certificate of Insurance

The Society does not provide liability or property damage insurance for exhibitor property. Exhibitors are responsible for adequately insuring their exhibit materials, goods, and equipment against theft, damage by fire, accident, or loss of any kind, but they are not required to submit a certificate of insurance to SMFM.

Meeting Cancellation

It is mutually agreed that in the event of cancellation of the SMFM 2024 Global Congress Exhibits due to fire, strikes, government regulations, health epidemics, or other causes that would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated, and the Global Congress Steering Committee, in conjunction with the Global Congress Planning Committee, shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible.

By applying to exhibit, the exhibitor agrees to and does indemnify, hold harmless, and defend SMFM from and against all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever that SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by an exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of the exhibitor or injury to an exhibitor or its representatives, agents, employees, licensees, or attendees.

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TERMS

Rules and Regulations

SMFM reserves the right to amend these rules and regulations and other terms and conditions at any time. Breaches or infractions in the letter or spirit of the policies, terms, rules, and regulations in this contract by a current or prospective exhibitor at any time may be considered by SMFM, in its sole discretion, in determining whether to close an exhibit or to refuse an application or provide a less desirable location for any future year. Such action may also be taken against any current or prospective exhibitor that engages in practices in connection with the exhibition deemed unfair or deceptive by SMFM, in its sole discretion, including but not limited to past violation of any policies, rules, or regulations of SMFM.

As a condition of exhibiting under this contract, each exhibitor agrees to observe all applicable SMFM rules, regulations, and policies and all applicable federal, state, and local laws, rules, regulations, and policies. SMFM has the right to amend the rules and regulations.

Terms of Payment

Companies submitting applications must submit at least a 50 percent (50%) deposit with their application. The deposit amount will be charged upon receipt of the application unless otherwise noted to charge payment in full. **FINAL PAYMENT IS DUE BY Friday, 28 June 2024.** If full payment is not received by Friday, 28 June 2024, booth space will be forfeited and returned to inventory. All payments for exhibit space are nonrefundable.



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EXHIBITS AND POSTER SESSIONS

Attendees can visit the exhibit space to mingle and connect with new and returning acquaintances and exhibitors while exploring the latest research during the poster sessions. **All times listed are Central European Time (CET).**

Poster Session Hours

Thursday, 26 September

Morning Poster Session

11:30 – 13:00

Evening Poster Session and Reception

16:30 – 18:30

Friday, 27 September

Morning Poster Session

11:30 – 13:00

Evening Poster Session

16:30 – 18:00

Dates and times are subject to change.

Exhibit Hours

Thursday, 26, September

10:00 – 18:30

Friday, 27, September

10:00 – 18:00



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SPONSORSHIP OPPORTUNITIES

Opening Outdoor Reception | \$50,000 USD Wednesday, 25 September

The 2024 SMFM Global Congress excitement starts here! The Opening reception immediately follows the Opening Ceremonies and is included in the Global Congress registration. It is the social event of the congress where attendees get their first taste of local cuisine, enjoy local entertainment, and meet up with colleagues and friends. Your company will be the exclusive sponsor; over 1,000 attendees will see your logo everywhere.

Closing Reception | \$45,000 USD Friday, 27 September

The 2024 SMFM Global Congress's most anticipated social evening is where attendees gather to network, socialize, and unwind. Spotlight your company during this complimentary party as the sole sponsor.

Benefits for the Opening and Closing Reception

- Your brand will be on display during the reception.
- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions immediately preceding the reception.
- Acknowledgment on Congress walk-in slides.
- Enhance your visibility by supplying branded cups, cup sleeves, napkins, or anything to complement the reception. SMFM must approve items.

Table Clings | CALL FOR PRICING

Place your company branding/logo on tables that will be spread throughout the auditorium for congress attendees to stand and talk, stop and take a call or sit down to eat. The branding can include a message to visit your booth or information about your brand, you decide.

Charging Locker | \$8,000 USD Four (4) available

Charging Locker is a secure charging station that can store your valuables like wallets, keys, and cameras. There are three cables available to charge your latest phones and tablets.

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SPONSORSHIP OPPORTUNITIES

Beverage Break | \$15,000 USD

Lunch Break | \$25,000 USD

3 opportunities available for each

Beverage Stations (coffee, tea, and water) and buffet lunch stations will be spread throughout the congress area for maximum exposure and open to all registered delegates. Highlight your company's brand in front of a group of the most grateful attendees! Host a beverage break or lunch and the attendees will thank you.

Benefits for the Beverage and Lunch Breaks

- Your brand will be on display during the reception.
- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions immediately preceding the coffee break.
- A tabletop sign for the catering station will feature the company's logo.
- Acknowledgement on Congress walk-in slides.
- Enhance your visibility by supplying branded cups, cup sleeves, napkins, or anything to complement the reception. SMFM must approve items.



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SPONSORSHIP OPPORTUNITIES

Lactation Lounge | \$13,000 USD | EXCLUSIVE

Attendees who are lactating will appreciate this private, quiet and peaceful space with your branding. Attendees will be able to plug up their pumps and have a small snack while they sit back and express breast milk. Sponsor can also supply supportive amenities for the lactation lounge, items such as branded blankets, pillows or any items a sponsor may feel can complement the lounge. Items must be approved by SMFM.

Benefits for the Lactation Lounge

- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions at the start of each day.
- Signage inside the Lactation Lounge.
- Enhance your visibility by supplying branded items such as water bottles, pillows, or other items that complement the nursing attendees. SMFM must approve items.

Aperitivo and Poster Board Wine Social | \$15,000 USD 2 opportunities available

Poster presentations are rated among the top favorite events, be one of the sponsors of the Evening Poster Session Reception where attendees will gather to see the latest research!

Aperitivo and Poster Board Wine Social

Your brand will be on display during the reception.

- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social Media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions at the start of each day.
- Enhance your visibility by supplying branded cups, cup sleeves, napkins, or anything to complement the reception. SMFM must approve items.

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SPONSORSHIP OPPORTUNITIES

Supported Educational Events

These events provide exhibitors with a platform to discuss specific products, therapeutic areas, and relevant issues. Exhibitors can share information on topics of their choice while showcasing their products and services within their respective markets.

Industry Presentation Times | \$30,000 USD
Thursday, 26 September | 14:00 - 14:30

3 slots available for 30 minute presentations.

Industry Presentation Times | \$35,000 USD
Friday, 27 September | 13:30 - 14:15

3 slots available for 45 minute presentations.

Included with Sponsored Educational Event:

- Meeting room rental and set for 300 - 1100.
- Onsite signage.
- Place your branded pop-up banner outside the room half an hour before your event begins.
- Pre-registration services (events will be listed on the registration site).
- Online promotion on the Global Congress website, and SMFM social media channels.
- Event email pre-registration list, provided approximately three weeks prior to event.
- Final attendee list.
- Onsite lead capture
 - SMFM will supply hardware, and the supporter is responsible for scanning attendees.
- Audio Visual Included
 - Projector
 - Laptop
 - Screen
 - Audio
 - Lectern with Microphone
 - Two (2) standing microphones on stage for Q&A
 - Two (2) Tabletop Microphones
 - Internet, provided by venue

Combine the sponsored Lunch Break and Educational Event to create a bundled package. This allows attendees to see your brand throughout the venue as you host your event, highlighting your products and services in one convenient offering.

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SPONSORSHIP OPPORTUNITIES

Global Congress Website Advertisements

Three (3) Right-Side Navigation Banner.....\$5,000 USD each

Three (3) Left-Side Navigation Banner.....\$10,000 USD each

Three (3) Middle Banner..... \$12,000 USD each

Purchase ad space on the official meeting website to increase your exposure. Prospective attendees frequently visit the official site for the latest information about abstracts, exhibits, and the final meeting schedule. Your advertisements will stay online for the entire meeting cycle through December 2024. Advertisements can include a link to your exhibitor listing or website of your choice.

Attendee Charging Lounge | **CALL FOR PRICING**

Offer attendees a charging lounge completely equipped with furniture (chairs and sofas) and high-top tables with sponsor clings. Attendees will also have the opportunity to charge their phones, laptops, and other wireless devices in the sponsored lounge. Additional amenities for the lounge will be left up to the sponsor; all additional items must be approved by SMFM.

- Logo/company name recognition on the following:
 - On SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions throughout the congress.

Know Before You Go | **\$5,000 USD | EXCLUSIVE**

Get ahead of other participants attending the Global Congress meeting by advertising your brand and message in the 'Know Before You Go' email. This email informs attendees about all the exciting events and activities that will take place during the meeting. You can insert your logo and personalized message to this email to increase your visibility among the attendees. Secure your placement today and make the most out of this opportunity!

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CONNECT WITH US

SMFM Exhibit and Sponsorship Success Team



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