

Exhibit and Sponsorship Prospectus and Application



Society for
Maternal•Fetal
Medicine

Prenatal Genetics Course 2021

SEPTEMBER 22

Maternal Medicine Course 2021

SEPTEMBER 23 – 24

Chicago

ROYAL SONESTA
CHICAGO
DOWNTOWN



Society for
Maternal•Fetal
Medicine
High-risk pregnancy experts



Back-to-back postgraduate courses

[Royal Sonesta Chicago Downtown](#)

September 22—24, 2021

smfm.org/events

Exhibit space is very limited—Submit your application today and reach the leaders and decision makers in maternal-fetal medicine and high-risk obstetrics.

SMFM and the Royal Sonesta Chicago Riverfront are committed to ensuring the safety of all attendees. Please [click here](#) for more information about safety initiatives at the Royal Sonesta. Attendees are also required to affirm their understanding of the [SMFM duty of care](#) and [code of conduct](#) prior to applying to exhibit.



Exhibit



Sponsor



Connect

The full-day SMFM **Prenatal Genetics** course, led by Dr. Mary Norton, will be held September 22. Expected attendance is 80 attendees. Exhibit set-up is from 6:00 am—7:00 am on September 22. For a complete course schedule, faculty and additional information, please see the course brochure.

The two-day **Maternal Medicine 2021** course, led by Drs. Luis Pacheco and George Saade, will be held September 23-24. Attendance is limited to 100. Exhibit set-up is from 6:00 am—7:00 am on September 23. For a complete course schedule, faculty and additional course information, please click [course brochure](#) . 0

Exhibitor Break Information:

Continental breakfast and lunch will be served each day. Breakfasts, breaks and lunches will be located in the exhibit area. There will be designated exhibitor seats at each table during the lunches which are designed to facilitate networking time with attendees in an, informal, relaxed atmosphere! Dedicated meals and breaks mean the course attendees have time set aside to visit your exhibit!

Hotel Information: Click [here](#) to make reservations at the Royal Sonesta Chicago Downtown. Reservations are available at the special SMFM rate of \$239.00/night until Thursday, August 26, 2021.

Why Exhibit?

The Society for Maternal-Fetal Medicine stands out as the nation's exclusive association for practicing maternal-fetal medicine specialists. These physicians come eager to find new products and services that will update their practices and better serve their patients. That makes the **SMFM Prenatal Genetics and Maternal Medicine 2021** courses the year's best opportunities to meet your target audience of MFM specialists face-to-face. Course exhibitors and sponsors are recognized as industry leaders in the fields of genetic testing, ultrasound, and obstetric products and services. We are back and in-person! Come and connect with the leaders and decision makers of MFM at the SMFM Prenatal Genetics and Maternal Medicine 2021 postgraduate courses in Chicago!

EXHIBIT SPACE COST

EXHIBIT RATES: Prenatal Genetics

One day course, September 22

Standard: \$2,500 Non-Profit/Recruiter: \$2,000

EXHIBIT RATES: Maternal Medicine 2021

Two day course, September 23-24

Standard: \$3,000 Non-Profit/Recruiter: \$2,500

EXHIBIT RATES: Both Courses— *Best Value: Save \$1,000*

Both courses over three days, September 22-24

Standard: \$4,500 Non-Profit/Recruiter: \$3,500

Each table-top display includes:

- One draped table with two chairs and a wastebasket
- Two exhibitor registrations, which includes access to the courses
- Access to (1) meeting attendee list which will only contain postal addresses (*no emails*)
- Acknowledgement on the on-site walk-in slides, signage, and the course mobile app listing

Space is very limited! Companies exhibiting at both courses will be given priority booth selection.

Promotional and Sponsorship Opportunities

Build relationships with department chairs, directors, and physician leaders. Expand your prospect list with new contacts from either or both courses!

Course WIFI Sponsorship - \$10,000 - *Exclusive Sponsorship*

Be the exclusive sponsor of the vital Wi-Fi network at the hotel. Supporting this opportunity provides the sponsor with a custom splash landing page upon joining the event Wi-Fi network.

Mobile App Sponsorship - \$8,000 - *Exclusive Sponsorship*

Capture the attention of all of the attendees before, during, and after the conference! The mobile app provides real-time room updates, alerts, a searchable exhibitor list, and floor plan. Provide maximum exposure for your company and branding on every attendee's mobile device and tablet! This opportunity ensures that your brand or product ad is one of the first visuals attendees will see when they open the app long before arriving in the city and stays up after the show concludes!

Attendee Lunch / \$5,000 per day - *3 Exclusive Lunch slots available*

Taking place within the formal framework of the meeting, an official lunch also provides the opportunity to emphasize your organization's services or products in a congenial setting. Sponsors also have the opportunity to provide logo coffee cups and/or napkins (at their expense).

Continental Breakfast / \$2,000 per day - *3 Exclusive Breakfast slots available*

Breakfast is provided for attendees each day of the courses. Sponsors also have the opportunity to provide logo coffee cups and/or napkins (at their expense).

Coffee Breaks / \$1,000 per break - *6 Exclusive Breaks slots available*

Coffee breaks are held each day of the course in the morning and afternoon. Sponsors also have the opportunity to provide logo coffee cups and/or napkins (at their expense).

NEW - Digital Grab Bag - \$800 per course/item

NEW THIS YEAR! SMFM will include a PDF of your insert in the Digital Grab Bag. The Digital Grab Bag will live within the mobile app. The ad can link to your online booth profile or an external link. PDF/Links must be preapproved by SMFM prior to all items being placed on the mobile app.

All sponsors will receive the following benefits:

- Acknowledgement on the walk-in slides and onsite signage,
- Recognition on meeting promotion sent to attendees
- Prominent listing on the Mobile App

Contact Kasey McNeil, CEM at Kmcneil@smfm.org for additional information

SMFM Postgraduate Course Application to Exhibit/Sponsor

Display spaces are limited so please apply early to ensure your space. Priority is given to companies exhibiting at both courses. As an exhibitor, your company will enjoy one table-top display space provided with of one draped table, two chairs and a wastebasket. The exhibit area is carpeted. Upon receipt of your application and payment, you will be assigned a display space and your confirmation will include shipping and other logistical information.

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend SMFM from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever which 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 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 Exhibitor or injury to exhibitor or its representatives, agents, employees, licensees or invitees.

Cancellation Policy: Notification of an exhibitor's decision to cancel must be sent in writing on company letterhead to SMFM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at the SMFM office by Friday, August 13, 2021, a full refund, less a 20% administrative fee, will be refunded. After August 13 no refunds will be given.

Exhibit Category	Exhibit at Prenatal Genetics 2021		Exhibit at Maternal Medicine 2021		Exhibit at Both Courses and Save \$1,000	
Standard	☐	\$2,500	☐	\$3,000	☐	\$4,500
Non-profit	☐	\$2,000	☐	\$2,500	☐	\$3,500

Sponsorship	Price each	Quantity	Total
Course Wi-Fi Sponsorship	\$10,000		
Mobile App Sponsorship	\$8,000		
Prenatal Genetics Course Attendee Lunch - September 22	\$5,000		
Maternal Medicine Course Attendee Lunch - September 23	\$5,000		
Maternal Medicine Course Attendee Lunch - September 24	\$5,000		
Prenatal Genetics Course Continental Breakfast - September 22	\$2,000		
Maternal Medicine Course Continental Breakfast - September 23	\$2,000		
Maternal Medicine Course Continental Breakfast - September 24	\$2,000		
Prenatal Genetics Course Coffee Break (2 available) - September 22 <i>(1) AM & (1) PM slot available—indicate time preference</i>	\$1,000		
Maternal Medicine Course Coffee Break (2 available) - September 23 <i>(1) AM & (1) PM slot available—indicate time preference</i>	\$1,000		
Maternal Medicine Course Coffee Break (2 available) - September 24 <i>(1) AM & (1) PM slot available—indicate time preference</i>	\$1,000		
Digital Grab Bag (per item per course)	\$800		
Exhibits & Sponsorship Total			

Please type or print. Application and payment must be received by September 10, 2021. Should you need to apply by mail, return this form, along with your payment, to:

SMFM Exhibit Department - 409 12th Street, SW, Suite 601, Washington DC 20024

Applications will also be accepted via e-mail, Kmcneil@smfm.org.

Contact Kasey McNeil, CEM Kmcneil@smfm.org for additional information

SMFM Postgraduate Course Application to Exhibit/Sponsor

COMPANY NAME:

COMPANY WEBSITE:

COMPANY DESCRIPTION (for mobile app): (Please enclose the exhibiting organization's description in 75 words or less. Describe the products and/or services that you plan to exhibit. You may also email your description to Kasey McNeil at kmcneil@smfm.org please state your company name and the term "Exhibitor Description-Your Company name" in the e-mail subject line.)

EXHIBIT CONTACT INFORMATION

FIRST NAME: _____

LAST NAME: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

Method of Payment: CHECK ENCLOSED, VISA, MASTERCARD or AMERICAN EXPRESS

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE: _____

SIGNATURE: _____

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