

2023



Society for
Maternal • Fetal
Medicine
High-risk pregnancy experts

Fall Courses

Exhibitor and Sponsorship Opportunities



UPCOMING EVENTS



**SEPTEMBER
27**

Prenatal Genetics Course
The Royal Sonesta Chicago Downtown
Chicago, IL

**SEPTEMBER
28-29**

Maternal Medicine Course
The Royal Sonesta Chicago Downtown
Chicago, IL

**OCTOBER
05-06**

Practice Management Course
Marquette Hotel Curio Collection by Hilton
Minneapolis, MN

**OCTOBER
06-07**

Coding for Maternal-Fetal Medicine Course
Marquette Hotel Curio Collection by Hilton
Minneapolis, MN

**OCTOBER
21-23**

14th Annual First-Year Fellows Workshop & Retreat
Eaglewood Resort & Spa
Itasca, IL (near Chicago)

WHY EXHIBIT



The Society for Maternal-Fetal Medicine (SMFM) is a non-profit association representing more than 6,000 individual members. The core membership is comprised of maternal-fetal medicine (MFM) subspecialists. MFM subspecialists are obstetricians with additional years of formal training and board certification in maternal-fetal medicine, making them highly qualified experts and leaders in the care of complicated pregnancies. SMFM welcomes physicians in related disciplines, nurses, genetic counselors, ultrasound technicians, MFM administrators, and others working toward optimal and equitable perinatal outcomes for all people who desire or experience pregnancy.

This fall, all courses will convene the entire MFM ecosystems for these premier events focusing on coding, practice management, prenatal medicine, etc., for MFMs and obstetrics. Each year, these popular meetings evolve to keep pace with ever-changing trends. Our exhibit floor represents the entire spectrum of MFM products and service providers. Increase exposure, build relationships, and enhance your company's image among decision-makers.

OPPORTUNITIES

Mobile App Sponsorship

\$10,000 Exclusive

Capture the attention of all attendees during the courses! The mobile app provides real-time room updates, alerts, a searchable exhibitor list, schedule, and floor plan. Maximize your branding and company exposure 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.

Wi-Fi Sponsorship

\$8,000 Exclusive

Be the exclusive sponsor of the Wi-Fi network at the hotel. Upon joining the event Wi-Fi network, this opportunity provides the sponsor with a custom splash landing page. Be creative and create a unique call-to-action so attendees can opt-in to receive, either at your table or post-event. (3) Push notifications will also be part of the sponsorship.

Networking Cocktail Reception

\$6,000 Exclusive—Call for availability

Attendees can take this opportunity to network with faculty and their peers in a relaxed social environment. Distribute your company's literature and giveaways at a display table during the reception. **Sponsors also have the opportunity for name and logo exposure on napkins provided by the sponsor.**

Beverage Breaks

\$1,500 Exclusive

Attendees always look for a caffeinated pick-me-up or ways to stay hydrated during an event! Be one of the "perks" of the meeting and sponsor a refreshment break. **Branded napkins, cups, or cup sleeves (provided by the sponsors)** add even greater visibility to this high-impact sponsorship. (3) Push notifications alerting every attendee to the free beverage your company has provided will be part of this sponsorship.

Tabletop Rates for all Courses

Standard Tabletop	\$2,500
Non-Profit/Recruiter Tabletop	\$2,000
Digital Exhibitor Listing	\$800

Register for all the courses for the rest of the year and get 25% off your booth fees!

Each tabletop will include the following:

- 6ft draped table with (2) chairs, a power strip, and (1) wastebasket.
- (2) Exhibitor registrations that allow access to the courses. Any additional registrations will cost \$200 each.
- Opportunity to purchase sponsorships during the course.

OPPORTUNITIES

Attendee Lunch

\$4,000 Exclusive

Be the ONE company that will be feeding our hungry attendees each day! All attendees are invited to break from their sessions and receive a free lunch in the exhibit hall. Show your support while promoting your organization's products or services. **Sponsors also have the opportunity for name/or logo exposure on coffee cups and/or napkins provided by the sponsor.**

Keynote Lunch Sponsor

\$5,000

In addition to sponsoring the Attendee Lunch, this sponsorship opportunity will allow you to speak directly with attendees. Spend 3-5 minutes promoting your company, service, or product to SMFM attendees.

Digital Exhibitor Listing

\$800 Each

A complete listing of your company description and contact information listed will be placed in the conference app for all attendees to see and interact with.

The Digital Exhibitor Listing includes:

- Company or Product Logo
- Complete company listing on the website
- Company description
- Company contact information
- Link to the company website
- Link to a brochure

Continental Breakfast

\$3,000 Exclusive

Help SMFM attendees fuel up for the day and be the first brand they interact with by sponsoring the daily continental breakfast. **Sponsors will have the opportunity for name and logo exposure on coffee cup sleeves and/or napkins provided by the sponsor.**

All Sponsors Will Receive

- Acknowledgment of your company on the walk-in slides and onsite signage.
- Recognition in meeting promotions sent to attendees.
- Prominent listing on the event Mobile App and on smfm.org/events.
- Logo placement in the "Know Before You Go" email distributed to event attendees and exhibitors, acknowledging your company as a sponsor.
- Access to one (1) post-meeting attendee list for your print marketing mailings.
- Acknowledgment of your company on SMFM's Twitter, Facebook, Instagram, and LinkedIn accounts.

Have a sponsorship idea that you want to explore but is not listed here? Get in touch with SMFM Exhibits Team to discuss additional opportunities!

GET IN TOUCH

SMFM Exhibits Team

Kasey R. McNeil, CEM, HMCC

Senior Director, Meetings and Corporate Partnerships



(202) 599-8631



kmcneil@smfm.org

Tracy Hall

Senior Coordinator, Exhibits and Event Services



(202) 644-9343



thall@smfm.org



As an exhibitor, your company will enjoy a carpeted exhibit area with (1) draped table, (2) chairs, (1) power strip, and a wastebasket. After receipt of your application and payment, you will be assigned a table number, 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 via email to kmcneil@smfm.org. If an exhibiting company does not withdraw 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 is received at the SMFM office three weeks before the meeting, a full refund, less a 20% administrative fee, will be refunded. After three weeks before the meeting, no refunds will be given.

Please complete and email this application form to Kasey McNeil at kmcneil@smfm.org. All credit card payments will be processed via phone.

Exhibit Category	Price (each)
Standard Tabletop	<input type="checkbox"/> \$2,500
Non-Profit/Recruiter Tabletop	<input type="checkbox"/> \$2,000
Digital Exhibitor Listing	<input type="checkbox"/> \$800

**Register for all
2023 courses and
receive 25% of your
total booth fees!**

Sponsorship	Price (each)	Quantity	Total
Wi-Fi - Exclusive	\$8,000	Exclusive	
Mobile App - Exclusive	\$10,000	Exclusive	
Networking Cocktail Reception	\$6,000	Exclusive	
Attendee Lunch	\$4,000	Exclusive	
Keynote Lunch Sponsor - <small>Attendee Lunch Sponsorship is required</small>	\$5,000		
Mobile App Banner Ads - 5 available	\$3,500		
Continental Breakfast	\$3,000	Exclusive	
Beverage Breaks	\$1,500	Indicate AM or PM	
Digital Exhibitor Company Listing	\$800		

If sponsoring more than one course please submit this page only for each course.



Select which meeting(s) you would like to participate in.

- ☐ Prenatal Genetics | September 27 | Chicago, IL
- ☐ Maternal Medicine | September 28 - 29 | Chicago, IL
- ☐ Practice Management | October 5 - 6 | Minneapolis, MN
- ☐ Coding for Maternal-Fetal Medicine | October 6 - 7 | Minneapolis, MN

Company Description for the Mobile App

First Name

Last Name

Address

Phone

Email

Company Name:

Website:

Please submit your company description. 75 words or less.

Total booth cost:

Total sponsorship cost:

Total cost of Sponsorship and Exhibit Space:

☐ I have read, understand, and agree to SMFM Cancellation policy and guidelines.

Signature: _____

Questions?

SMFM Exhibits Team

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Tracy Hall | (202) 644-9343 | thall@smfm.org