



**September 23-25, 2018**  
**Burlington, Vermont | DoubleTree Hotel Burlington &  
Conference Center**

## **Sponsor and Exhibitor Information**

The 2018 Congenital CMV Public Health and Policy Conference partners invite you to become a supporter and/or exhibitor at this year's conference. This conference is the only conference to bring together scientists, researchers, policy makers, parents, and state public health officials to discuss public health and policy related to CMV.

CMV is the most common cause of congenital defects in babies in developed countries. Pregnant women who contract CMV can pass the virus onto their unborn baby, which can result in multiple disabilities. Congenital CMV causes more long-term problems and childhood deaths than Down Syndrome, Fetal Alcohol Syndrome, and neural tube defects.

Since 2013, nine states have passed legislation requiring state departments of health to establish a public education program to raise awareness of CMV and ways to prevent its spread and/or to test newborns for CMV who fail their newborn hearing screening. Other states have similar legislation and non-legislative action to address congenital CMV as a public health concern. This conference provides resources to increase awareness of CMV for department of health employees, University faculty, childcare providers, parents, students and non-profits.

Regarding the inaugural conference, Michael Cannon, CMV expert at the CDC, stated: "It was an inspiring and well-run conference, and I was thrilled with the outcomes. Many people expressed to me how much value they derived from the conference."

The next international CMV conference will be held in 2019 so this conference is a must-attend in 2018 for clinicians, researchers and public health experts.

We anticipate 300 to 500 participants.

The conference planners encourage you to give your support and help make this a productive meeting for our attendees, sponsors, and exhibitors. Early financial contributions maximize recognition, so please submit your application as soon as possible.

We appreciate your support and look forward to working with you!

## **For questions about sponsorship, contact Stacy Jordan**

Stacy Jordan, 2018 Conference Planning Committee

Email [Stacy.Jordan@partner.vermont.gov](mailto:Stacy.Jordan@partner.vermont.gov)

Phone number 802-657-4201



## Information about the CMV Public Health and Policy Conference

<http://cmvconference.org/>

<https://www.facebook.com/CMVPublicHealthandPolicyConference>

### Critical Deadlines

ACTIVITY	DEADLINE
<b>Sponsorship and Exhibitor Registration Due</b>	August 17, 2018
<b>Payment Deadline</b>	August 31, 2018
Logos Files Due*	August 31, 2018
Material for all Email and Facebook Advertisements Due	August 31, 2018
Late Exhibitor Deadline (will not be included in printed materials)	September 14, 2018

\* In order to receive recognition in our print publications, logo files must be received by the above deadlines. Logos should be provided in an EPS or TIF file format; confirmed sponsors will receive FTP posting instructions.

## Profile of Attendees

The first conference, held in 2014, had more than 300 attendees from 31 states and 14 countries. More than 250 participants attended the 2016 conference. We anticipate 300 to 500 attendees in 2018.

This conference attracts and is relevant to:

- Clinicians
- Researchers
- Public Health Professionals
- University Faculty
- Childcare Providers
- Parents
- Students
- Foundations & Advocacy Organizations
- Early Intervention Providers
- Policy Makers



## Sponsorship and Exhibitor Levels

<b>Platinum</b>	\$10,000 or more
<b>Gold</b>	\$6,000 to \$9,999
<b>Silver</b>	\$3,000 to \$5,999
<b>Bronze</b>	\$1,000 to \$2,999
<b>Exhibitor</b>	\$500
<b>Non-Profit Exhibitor</b>	\$125

Benefits of Sponsorship	Platinum	Gold	Silver	Bronze	Exhibitor	Non-Profit
Name and logo listed as sponsor or exhibitor in program materials and on CMV Public Health and Policy Conference website with link to your website	X	X	X	X	X	X
Name included in rolling announcements in general session acknowledging contribution	X	X	X	X		
Special sign placed on exhibit booth acknowledging contribution	X	X	X	X		
Large advertisement in the program materials	X					
Medium advertisement in the program materials		X				
Small advertisement in the program materials			X			
Email notice/ad sent to registrants and Facebook post six weeks before the conference*			X	X		
Email notice/ad sent to registrants and Facebook post four weeks before the conference*		X				
Two email notices/ads to registrants and Facebook posts: the first two weeks before and the second two weeks following the conference*	X					
Table in exhibit hall – 8'x10' Booth Space Includes: One six-foot table with cloth and two chairs.	X	X	X	X	X	X
Priority choice of table location	X	X	X	X		
One (1) conference registration (additional attendees must pay registration fees including additional exhibitor representatives wanting to attend sessions)	X	X	X	X	X	X

*\*Emails and Facebook posts will be sent by a third party. Materials must be approved by the CMV Public Health and Policy Conference planners prior to email being sent.*

All materials associated with Sponsorship Benefits (i.e., signs, posters, advertisements, brochures, etc.) are subject to approval. The conference planners reserve the right to add or discontinue any sponsorship offering at their discretion.



## Limited Sponsorship Opportunities

<b>Breakfast</b>	\$5,000 // First-come, first-served // One per day // Two Opportunities
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Let the first impressions of the day be yours. As attendees take pleasure in their first cup of 'jo, greet them with your logo on a large sign announcing your hand in providing this first meal of the day.

<b>Refreshment Break</b>	\$3,000 // First-come, first-served // Three Opportunities
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Be there just when attendees need that morning or afternoon pick-me-up! Served in the exhibit hall and near breakout sessions with your logo on a large sign.

<b>Poster Hall</b>	\$3,000 // First-come, first-served // One opportunity
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Have your company showcased along with the latest and greatest in CMV Public Health and Policy by sponsoring the Poster Hall. Your company will have prominently placed signage and a poster board to display your materials.

<b>Family Reception</b>	\$2,000 // First-come, first-served // One opportunity
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Provide an opportunity for families affected by CMV to come together and support each other. This will sponsor a cocktail and dessert reception for families attending the conference.

<b>Reception</b>	\$3,000 // First-come, first-served // Three opportunities
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Give conference attendees a chance to get to know you at the networking reception! Signage will prominently display your company's logo at the reception for guests to see as they enjoy this well-attended meet and greet event.

<b>Speaker Ready Room</b>	\$5,000 // First-come, first-served // One opportunity
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Nearly all of the 50-plus presenters and many others at the CMV Conference will come through the Speaker Ready Room. Make sure your logo is what they see! Computer screens and signs will bear your logo in this high traffic area.

<b>Family Scholarships</b>	\$500 minimum (1 to 5 scholarships)
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Let the families of children with CMV know you care by sponsoring parents to participate in the CMV Public Health and Policy Conference. Opportunities are available in increments of \$500. Recipients will be notified of your support.

<b>Meeting Bags</b>	\$3,000 // First-come, first-served // One opportunity
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Imagine everyone carrying your logo for the entire meeting – And then taking it home! Up to three logos may be included on the meeting bags given out to all participants. Don't miss your chance to be one of them.

<b>Meeting Bag Inserts</b>	\$500 // First-come, first-served // May be limited due to space
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There's one way to be sure everyone sees your newest materials: Have them placed right in the meeting bags that all participants will receive!

<b>Water Bottles</b>	\$3,000 // First-come, first-served // One opportunity
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Place your logo on the nectar of life! These reusable water bottles will bring refreshment to attendees again and again, and will put your logo in their hands long after the CMV Public Health and Policy Conference.

<b>Exhibitor/ Networking Areas</b>	\$2,000 // First-come, first-served // 3 opportunities
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The Exhibit Hall is the place to be seen. Maximize your exposure and have your name displayed at networking tables in special, comfortable networking areas of the Exhibit Hall.

### Make Your Own Opportunity!

If you have other ideas for ways you'd like to support the CMV Public Health and Policy Conference, please contact us.



## Exhibit Details

### **Cancellation and Refund Policy:**

Refunds will be made to those registrants who must cancel, less a \$50 processing fee. Written cancellation requests must be postmarked on or before September 1, 2018. No refunds will be made after that date. Substitutions are welcome with no processing fee if the same payment method is used. Utah State University reserves the right to cancel this event or portions thereof due to insufficient enrollment and limits liability to registration refunds only.

### **Special Needs:**

Notice of any special needs must be provided by September 1, 2018 in order to be accommodated. Note: ASL Interpreter and CART services ARE NOT provided at exhibit booths. Please make your own arrangements if you will need these services at your booth. Service provider referrals are available by request.

### **Exhibit Hall Location & Layout:**

The host hotel is the [DoubleTree Burlington Hotel & Conference Center, Burlington, Vermont](#). All meeting sessions, meals, exhibits and posters will be held in this hotel.

*Exhibitors may request a specific booth, but meeting management reserves the right to assign exhibitors to booths as they deem most appropriate. Exhibitors may specify on the registration form any exhibitors they do not wish to be near. All decisions of show management will be final.*

### **Exhibit Management Contact:**

If you have any questions regarding registration or setup, please contact:

Casey Judd

Phone: (435) 213-9454

[casey.judd@conferencedirect.com](mailto:casey.judd@conferencedirect.com)

### **Exhibit Schedule:**

In order to increase traffic, continental breakfast and an evening reception will be held in the exhibit hall on Monday, as well as continental breakfast on Tuesday.

Exhibitor Check In	Sunday check-in and set-up TBD
Exhibitor Set Up	Monday, September 24, 7:00 am
Exhibitor Hours	Monday, September 24, 7:30 am - 7:00 pm Tuesday, September 25, 7:30 am - 2:30 pm
Exhibitor Dismantle	Tuesday, September 25, 2:30 - 4:30 pm