



Sponsorship Prospectus

JUNE 18-21, 2020

CHICAGO

22ND ANNUAL CONFERENCE OF
THE INTERNATIONAL
SOCIETY FOR
BIPOLAR DISORDERS

20/20

VISION FOR
BIPOLAR DISORDER
AND DEPRESSION

www.isbd2020.com



Reasons to attend

- ★ **World class platform** for clinicians and scientists to present, discuss, and trade expertise in the most rapidly evolving area of psychiatry, mood disorders.
- ★ An **unique program** featuring interactive pre-conference workshops, as well as early morning brainstorming sessions, keynote lectures from some of the leading experts in the field, a diverse array of parallel symposia arranged in tracks by topic, and integration of leading advocacy organizations.
- ★ ISBD 2020 is the **leading international mood disorders conference** focusing on bipolar disorders, major depressive disorders and other common co-morbid psychiatric conditions.
- ★ Join other **international scientists and clinicians** and be a part of this unique opportunity to share cutting-edge findings and network with distinguished experts in the field.
- ★ ISBD 2020 offers companies **innovative opportunities** for networking, educational content, exhibition, and brand exposure that will allow them to reach over 700 experts in the field of bipolar and mood disorders.



Overview

The 22nd Annual ISBD Conference is the leading international conference focusing on bipolar disorders, including major depressive disorders. We hope to see you at the **ISBD ANNUAL MEETING 20/20: Vision for Bipolar Disorder and Depression.**

The cornerstone program of the ISBD is the annual meeting. ISBD holds an annual conference, which serves as the main education event of the society and provides a multitude of opportunities to learn and engage with the organization.

The conference features keynote presentations from recognized and respected leaders in the field, while submitted parallel symposia open the program up to contributions from young researchers with new data. The program also features brainstorming sessions structured around resolving difficult challenges in the field and rapid communications sessions, where cutting-edge and newly-emerging research is delivered in short-form presentations.

In addition to these features, the conference hosts workshops that provide a hands-on approach to learning utilizing case studies and other group learning exercises. While the program is mainly geared towards clinicians and researchers, the meeting also includes advocacy activities held in collaboration with patient-centered organizations to bring increased awareness of patients' concerns to clinicians and promote a dialogue between these parties to improve treatment outcomes.

Conference Organizers

Parthenon Management Group, LLC
5034A Brentwood, TN 37027 USA
Tel: 615-324-2365 | Fax: 615-523-1715
Email: ISBD@parthenonmgmt.com
Web: ISBD2020.com

The meeting typically covers topics including bipolar disorders in special populations, brain structure and brain function, comorbidity between bipolar disorders and medical disorders, reviews of diagnostic and treatment guidelines, neuroimaging studies, biomarkers, genetics research, and psychotherapies among many other topics.

The meeting also serves as a place for ISBD task forces, committees and chapter leaders to assemble and discuss challenges and further the mission of the organization.



About ISBD



The International Society for Bipolar Disorders (ISBD) was launched at the 3rd International Conference on Bipolar Disorder, in Pittsburgh, PA, June 17, 1999 with David J. Kupfer, M.D., Founding President and Thomas Detre Professor and Chair of the Department of Psychiatry at UPMC's Western Psychiatric Institute and Clinic.

The ISBD has an elected board representing 9 countries and over 700 members representing over 50 countries with 27 international chapters.

The ISBD is a major source for emerging research and clinical data on bipolar disorders and is the only bipolar focused, research-oriented Society working to bring this data to patients, families and other mental health professionals working on the front lines of bipolar care.

The Society currently offers several educational programs and awards, including the Samuel Gershon Awards for Junior Investigators for best original research manuscripts, the Mogens Schou Awards honoring leaders in the field, and an extensive online library of webinars and other resources for the benefit of our members.

In addition, the ISBD is also moving the field forward through the development of task forces in the areas of child and adolescent bipolar disorder, big data analytics, older age bipolar disorder, staging, cognition and a joint task force on lithium with the International Group for the Study of Lithium-Treated Patients (IGSLi), to name a few.

Bipolar Disorders – An International Journal of Psychiatry and Neurosciences, which is the official journal of the Society, is published 8 times a year and is dedicated to publishing the results of all research relevant to the basic mechanisms, clinical aspects, or treatment of bipolar disorders.

Educational Support Opportunities

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of the educational opportunities outlined, you are making an important contribution to these efforts and supporting better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. All support will be disclosed to participants.

Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions. Medical education therefore plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of the conference, you are making a vital contribution to these efforts.

Grants of any amount, whether for the overall program or for individual sessions, are appreciated and important to the success of the event.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.*

*Please note that due to accreditation regulations, educational grant funding will not count towards achieving a support category and only company names, not logos, will appear in the support acknowledgements.

Support Levels and Benefits

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).



Benefit	Platinum	Gold	Silver	Bronze
Sponsorship level based on total amount of sponsorship and exhibition space	Minimum \$75,000 USD	Minimum \$55,000 USD	Minimum \$35,000 USD	Minimum \$20,000 USD
Priority choice of satellite symposium spot	1st	2nd	3rd	4th
Priority choice of exhibition space	1st	2nd	3rd	4th
Full conference registrations	6	4	2	1
Joint mailshot for promotion of satellite symposium	✓	✓	✓	
Supporter's logo (company logo only, no product logos) in the Mini Program	✓	✓	✓	✓
Acknowledgement on Sponsor's Board on-site	✓	✓	✓	✓

Please note that branded items will carry **company logos only**. Product logos or advertisements are **not** permitted.

If you have special requests, **tailored packages** can be arranged to suit your objectives and budget.

Company Group Registrations

ISBD appreciates the support that companies provide by sponsoring a group of attendees from their company to participate in the meeting. Companies that bring a group of at least 25 attendees are eligible for group registration discounts and will be acknowledged in the Industry Support and Exhibition section of the program and on the event website. Discount quotes are available by contacting the Conference Organizer.

Promotional Opportunities

Please note that all Supporters will be acknowledged on the onsite Supporters' Acknowledgement Board, in the Mobile App, in the Mini Program, and on the Conference website.

Poster Sessions

20,000 USD
2 Sessions Available

Refreshments will be served at each poster session. All refreshments will be arranged by the Conference Organizer.

Benefits include:

Support will be recognized with signage at the entrance to the Poster area with 'Supported by...' and a company logo only

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Women's Initiative Sponsor

10,000 USD
Sole Supporter

Refreshments will be served at the event. All refreshments will be arranged by the Conference Organizer.

Benefits include:

Support will be recognized with signage at the entrance to the event with 'Supported by...' and a company logo only.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Plenary Lunch Symposium

40,000 USD
90 Minutes
2 Time Spots Available

Company symposium up to 90 minutes. Program subject to the approval of the Conference Scientific Committee. Includes: hall rental, standard audio/visual equipment, and display table.

Lunch is not included and should be provided by company.

Benefits include:

Permission to use the phrase: 'Satellite Symposium of ISBD 2020'.

Sponsored Symposium Programs will be included in a designated industry section of the Program (subject to receipt by publishing deadline).

Time slot is allocated on a first come, first served basis with priority given to the company with the highest support level.

Industry sessions will be clearly indicated in the meeting timetable/ Program as: "Industry Session' not included in the main event CME offering".

* Companies who wish to get CME accreditation may do so directly with CME accreditation bodies.



Promotional Opportunities [continued]

Plenary Evening Dinner Symposium

37,000 USD
90 Minutes

Company symposium up to 90 minutes, Program subject to the approval of the Conference Scientific Committee. Includes: hall rental, standard audio/visual equipment, and display table.

Dinner is not included and should be provided by company.

Time slot is allocated on a first come, first served basis with priority given to the company with the highest support level.

Benefits include:

Permission to use the phrase: 'Satellite Symposium of ISBD 2020'.

Sponsored Symposium Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline).

Industry sessions will be clearly indicated in the meeting timetable/program as: 'Industry Session' not included in the main event CME credit offering'.

Companies who wish to get CME accreditation may do so directly with CME accreditation bodies.

Plenary Breakfast Symposium

30,000 USD
60 Minutes

Company symposium up to 60 minutes, Program subject to the approval of the Conference Scientific Committee Includes: hall rental, standard audio/visual equipment, and display table.

Breakfast is not included and should be provided by company.

Time slot is allocated on a first come, first served basis with priority given to the company with the highest support level.

Benefits include:

Permission to use the phrase: 'Satellite Symposium of ISBD 2020'.

Sponsored Symposium Programs will be included in a designated industry section of the Program (subject to receipt by publishing deadline).

Industry sessions will be clearly indicated in the meeting timetable/program as: 'Industry Session' not included in the main event CME credit offering'.

Companies who wish to get CME accreditation, may do so directly with CME accreditation bodies.



On-Demand Webcast Recording and Promotion of your Symposium

20,000 USD

Attending all conferences, not to mention all sessions, is impossible for the busy medical professional. Therefore there is a growing need to share knowledge and learning opportunities beyond the dates of the actual event. High quality web-casting helps meet this substantial educational need, extend the life of the conferences and provide valuable online educational material. This sponsorship option allows you to record your Satellite Symposia and distribute as you wish through your website with permission to use the phrase 'Satellite Symposium of ISBD 2020'.

ISBD 2020 offers two types of web-casting options*:

- Video includes a video screen of the speaker/presenter during the session, PowerPoint slides (in sync with the speaker), and audio.

- Digital Imaging includes PowerPoint slides with audio.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

*Basic AV is already included in the Symposia package. Company is responsible for any additional equipment required to webcast the session, including but not limited to recording equipment and all recording and editing labor charges. These can be quoted on request.

Welcome Reception

45,000 USD
Sole Supporter

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes and must be preapproved by the Conference Organizer.

Refreshments will be served at the welcome reception. All refreshments will be arranged by the Conference Organizer.

Benefits include:

Supporter's logo on sign at the entrance to the Welcome Reception.

Opportunity to provide items bearing company logo for use at the event.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Coffee Breaks

8,500 USD per break
5 breaks available
Sole Sponsorship per Break

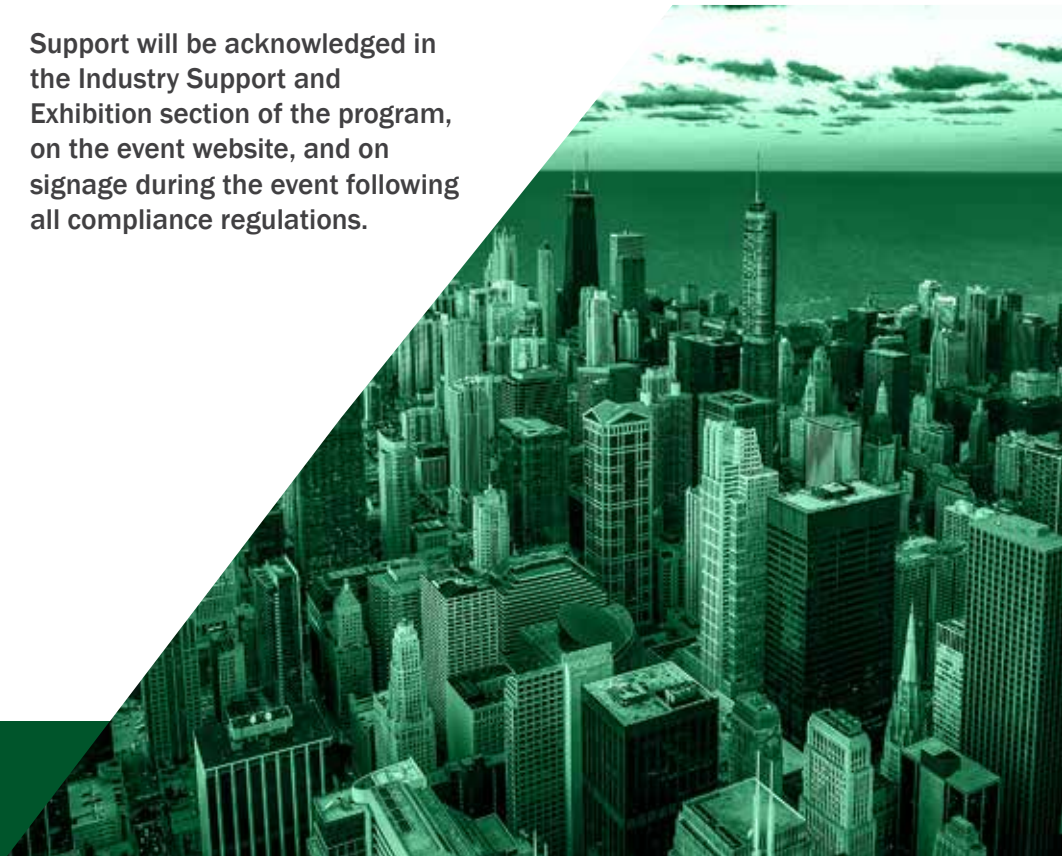
Coffee will be served during breaks in the exhibition area. Sponsorship cost includes the cost of refreshments. All refreshments will be arranged by the Conference Organizer.

Benefits include:

Opportunity to have a display of company's logo at the catering point located within the exhibit area per break.

Opportunity to provide items bearing company logo for use during the supported break.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.



Promotional Opportunities [continued]

Mobile Application

12,500 USD

The Conference App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets and laptops into a tool for active meeting participation, making it easy for participants to access meeting information they need. The App includes the scientific program, abstracts, speaker info, participant lists, and a personalized scheduler and is easily downloadable from the App Store and Google Play.

Benefits include:

Supporter acknowledgement on the splash/pop-up screen of the app: 'Supported by: company name/logo' (product logo not permitted)

Signage on site with App QR code and 'Supported by: company name/logo' (product logo not permitted)

Two 'push notifications' are included in the sponsorship package

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Mobile App Push Notification*

2,500 USD

Benefits include:

1 'push notification' sent to all participants** onsite through the mobile app – to be coordinated with Conference Organizer.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

*Notification must be in regards to conference related activity.

**Only for those who have accepted to receive such information

Charging Kiosk

10,000 USD*

Opportunity to provide a branded kiosk to be located in a high traffic area of the Conference.

*Price does not include the cost of the kiosk. Company will be responsible for selecting and providing the kiosk. Price does include electrical needs for kiosk.

Benefits include:

Opportunity to brand the Charging Kiosk with your company name and logo in a high traffic area.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Speaker Ready Room

8,500 USD

Facilities will be available at the Conference Center for speakers and abstract presenters to check their presentations. Company has the opportunity to provide refreshments in the Speaker Ready Room if they choose.

Benefits include:

The Supporter's name/or company logo will appear on all signs for this room

Opportunity to display Supporter's logo on screensavers at each workstation

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Lanyards

8,500 USD

Sole Supporter

Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards. Cost includes the lanyards.

Benefits include:

Supporter's logo to be printed on the lanyards

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Notepads

8,500 USD

Sole Supporter

Opportunity to provide and place company logo on the notepads. The Organizing Committee will select the type and design of the notepad. Cost includes the notepads.

Benefits include:

Supporter's logo to be printed on the notepad.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Pens

5,000 USD

Sole Supporter

Opportunity to provide and place company logo on conference pens. The Organizing Committee will select the type and design of the pen. Cost includes the pens.

Benefits include:

Supporter's logo to be printed on the pen.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Promotional Mail Blast

3,000 USD

Gain additional exposure for your Symposium, sponsored event, or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to disclose their details at a date and time coordinated with the Conference Organizer.

Exclusive: Mail blast will be exclusive for the supporting company. The designed mail blast (html format with ISBD 2020 design requirements) and the preferred 'Subject' to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. 'From' field will be ISBD 2020.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

* In the case where the supporter cannot provide a compliant HTML file, they may provide an image and it will be coded to HTML for an additional charge of 250 USD. Content received after the deadline may be processed for an additional fee of 500 USD.

Mini Program

7,500 USD

Sole Supporter

Benefits include:

Support will be acknowledged on the inside back cover as: 'Supported by... ' and a company logo only.

Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and on signage during the event following all compliance regulations.

Ancillary Meetings

Pricing available upon request

Limited space is available to rent for ancillary meetings such as Advisory Board Meetings, Editorial Board Meetings, Company Receptions, etc. Event time must be approved by the Conference Organizers. Price is dependent upon the amount of time and space needed. Space is rented on a first come, first serve basis with priority given to the highest level of sponsorship.



Exhibition

The commercial/technical Exhibition will be held in the Conference Center.

The floor plan has been designed to maximize Exhibitors' exposure to the delegates.

All spaces will then be allocated based on the reservations received, on a first come, first served basis with priority given to the highest sponsorship level.

Shell Scheme Rental

750 USD per sqm

Includes:

Exhibit shell with printed graphics, carpet, and standard table and chairs provided by ISBD Exhibit Company*.

Exhibitors' badges: 2 per 9 sqm
100 word company / product profile in the Program.

Cleaning of public areas and gangways.

Invitation to the Welcome Reception for registered exhibitors.

*Additional requests for booth such as soft furniture rental would be at the expense of the company

Space-Only Rental

500 USD per sqm

Includes:

Open space for company to provide a booth of their own design*.

Exhibitors' badges: 2 per 9 sqm
100 word company / product profile in the Program.

Cleaning of public areas and gangways.

Invitation to the Welcome Reception for registered exhibitors.

*Company would be responsible for any freight or drayage charges.

Additional Benefits for Exhibitors

When you exhibit, your company will receive the following additional benefits:

Company logo on Conference Website as an Exhibitor prior to the conference.

Listing and profile in designated Industry Support and Exhibition of the Program Company name on exhibition signage during the conference.

Sponsorship and Exhibition Information

Allocation of Sponsorship Packages and Exhibition Booths

Sponsorship packages and exhibition booths will be allocated by the Conference Organizer and confirmed in writing back to participating companies on the tax invoice. Booth positions will be allocated after taking into account each organization's sponsorship, the date of confirmation of participation, preferences, proximity to competitors and any other relevant matters. The Committee reserves the right to alter the floor plan at any time. All sponsorship and/or exhibition entitlements will not be activated until final payment is received.

Sponsorship Application Procedure

Please complete the online application form indicating your preference(s). Confirmation of your application will be forwarded to you together with the appropriate invoice. The Conference Organizer will hold the confirmed sponsorship items on your behalf for 30 days after the date of the invoice. Sponsorship items will be sold on a first-come, first-served basis. Joint sponsorship may be considered. Please contact ISBD 2020 Organizer for further information. All Applications are subject to approval from the ISBD 2020 Organizing Committee.

Exhibition Cancellation Policy

In exceptional circumstances the Conference Organizers will be prepared to consider cancellation of their Contract with an Exhibitor, but only if the following conditions are complied with: That the request for cancellation is submitted in writing. That the Exhibitor agrees that the Organizers shall retain 50% of the contract price if the cancellation is accepted between twelve and three months prior to the Conference and 100% of the contract price if the cancellation is accepted within three months of the opening of the Conference. In the event that the invoice has not been paid at the time of the cancellation, exhibitors remain liable for the above-mentioned expenses and payment must be made immediately.

Conditions of Payment

Final payment is due no later than fourteen days from invoice issue date. All payments must be made in USD in the form of a check, bank draft made payable to ISBD 2020 or telegraphic transfer via your bank. The ISBD 2020 will also accept payments made by credit card, please note that this will incur a 4% administration and processing fee. All major credit cards accepted.

Cancellation Policy

In exceptional circumstances, the ISBD 2020 Organizer will be prepared to consider the cancellation of their contract with sponsors, but only if the following conditions are complied with.

That the request for cancellation is submitted in writing.

That the request is received at least six months prior to the ISBD 2020 commencing.

That the ISBD 2020 Organizer is able to re-sell the sponsorship item.

That, in the opinion of the ISBD 2020 Organizer, the reason given for the cancellation is well founded.

That the Sponsor agrees that the Organizers shall retain 50% of the contract price if the cancellation is accepted between twelve and six months prior to the Conference and 100% of the contract price if the cancellation is accepted within six months of the opening of the Conference.

Please note that no events are to be conducted by sponsors and exhibitors on evenings where there are official Conference events, including but not limited to Conference Satellite Meetings, the Welcome Reception and the Conference Dinner.

To Book Your Space

Exhibition Application Conditions: Applications must be received on the Official Application Contract Form.

The Application Form with all terms and payment details can be located at www.isbd2020.com on the sponsorship tab.

Payment can be made via **cheque, bank transfer and credit card**. Please note that credit card payments will incur a 4% administration and processing fee. All major credit cards accepted.



CONFERENCE ORGANIZERS

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