

# from volume to value



IDSA Medical Design Conference **2016**

**Nov. 11–12 • San Francisco, CA**

University of California–San Francisco (UCSF) Medical Center  
Mission Bay Conference Center @IDSA #IDSAMedical

**Sponsorship & Exhibit Opportunities**

**Deadline: Oct. 21, 2016**

**IDSA**®



## WHY SPONSOR?

The 2016 IDSA Medical Design Conference will take place in one of the most dynamic innovation hubs in the country. You'll want to be part of the conversation, creating meaningful value that transforms the healthcare system. Network, exchange ideas and engage in thought-provoking conversations with attendees from the entire medical and healthcare ecosystem.

Commit to advancing design in the medical space and showcase your alignment with IDSA and the greater design industry!

Connect with hundreds of designers, medical professionals and other experts in related fields in keynote sessions, panels and workshops—and highlight the ways your company can help support practitioners in this niche industry.



# Sponsorship Opportunities

## PLATINUM

**\$15,000 (Exclusive)**

- Recognition as title sponsor “Medical Design Conference brought to you by (your company here)”
- 2-3 min speaking opportunity (within the program)
- Inclusion in Medical Conference article on IDSA.org and in press release covering the conference
- One exhibit space
- One exclusive email sent to attendees pre-conference on your behalf. Content developed by sponsors; approved by IDSA
- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- Two banner ads in designUpdate
- Two complimentary conference registrations
- Platinum-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and the slide shown in the general session room between speakers
- Option to provide one-page handout in conference folder
- Social media inclusion where appropriate in conference promotions
- Access to attendee email and mailing list for one-time use post-conference
- Option to provide the opportunity for the sponsor to provide additional signage to be displayed throughout the conference

## GOLD

### RECEPTION

**\$7,500 (Exclusive)**

- One complimentary conference registration
- Sponsor recognition on signage and in the conference program as the official reception sponsor
- Gold-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and slide shown in the general session room between speakers
- Option to provide one-page handout in conference folder
- Access to attendee email and mailing list for one-time use post-conference

### GOLD (Standard)

**\$6,500**

- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- One banner ad in designUpdate
- Two complimentary conference registrations
- Gold-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and slide shown in the general session room between speakers
- Sponsor message included in one pre-conference marketing email
- Option to provide one-page handout in conference folder
- Access to attendee email and mailing list for one-time use post-conference



# Sponsorship Opportunities

## SILVER

### LUNCH

**\$5,500 (2 Available)**

- Sponsor recognition on signage and in the conference program
- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- One complimentary conference registration
- Silver-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers
- Option to provide one-page handout in conference folder
- Access to attendee email and mailing list for one-time use post-conference

### SILVER (Standard)

**\$4,500**

- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- One complimentary conference registration
- Silver-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers
- Option to provide one-page handout in conference folder
- Access to attendee email and mailing list for one-time use post-conference

## BRONZE

### BRONZE (Standard)

**\$2,500**

- Option to provide sketchbooks, pad folios, pens or other approved giveaway for the conference
- Access to attendee email and mailing list for one-time use post-conference
- Bronze level logo recognition in pre-conference marketing emails, on on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers

### Coffee Break

**\$2,500**

- Recognition as the coffee break sponsor for the day.
- Access to attendee email and mailing list for one-time use post-conference.
- Bronze level logo recognition in pre-conference marketing emails, on on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers.

### CONFERENCE GIVEAWAY

**\$1,500**

- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- Bronze-level logo recognition in pre-conference marketing emails; on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers
- Access to attendee email and mailing list for one-time use post-conference





# Sponsorship Opportunities

## SUPPORTER

**\$1,000**

- Supporter level logo recognition on conference website; inside conference program; on printed signage and in the slide show in the general session room between speakers

## EXHIBITOR

**\$1,995 (sponsor add-on)**

**\$2,195 (exhibit only)**

- One table top display
- One complimentary conference registration
- One 6 foot table with one power outlet
- WiFi access
- Access to the attendee email and mailing list
- Bronze level logo recognition in pre-conference marketing emails, on on-site signage and program; all pages of the conference microsite (with link to your company website); and in the slide shown in the general session room between speakers

## ADDITIONAL OPPORTUNITIES

### BAG INSERT

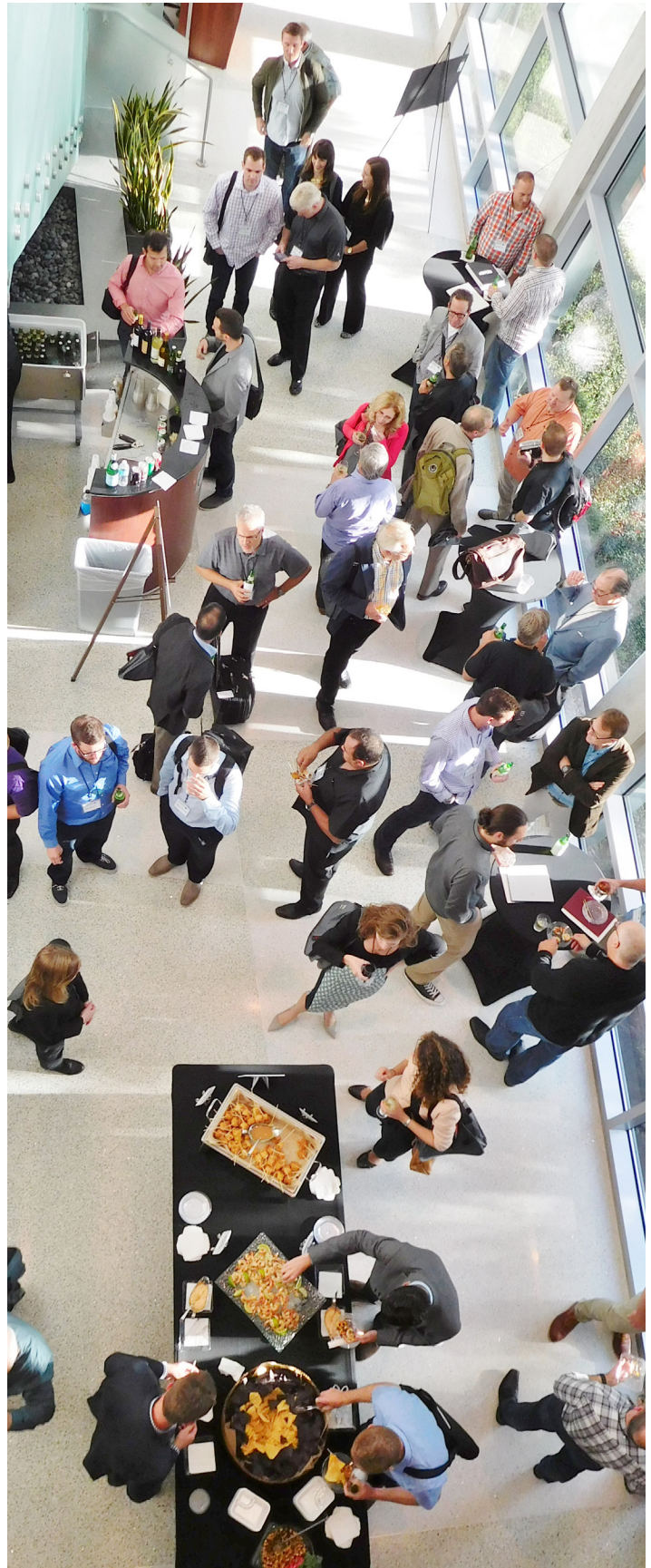
**\$300**

- Pricing is per insert

### Ad/Poster Display

**\$500**

- Includes poster display in high-traffic areas throughout the conference. Company must provide poster. Poster display cannot be manned.



# IDSA Medical Design Conference 2016 Sponsorship & Exhibitor Contract

## CONTACT

Company Name (Company information for all published information)

Contact Name

Title

Current Member Name

Address

City

State

Zip/Postal Code

Country

E-mail address (Important updates sent via e-mail)

Website

Phone

Fax

## PRICING

**TOTAL**

<b>PLATINUM</b>	<input type="checkbox"/> Platinum Sponsor – \$15,000		
<b>GOLD</b>	<input type="checkbox"/> Reception Sponsor – \$7,500	<input type="checkbox"/> Gold (Standard) – \$6,500	
<b>SILVER</b>	<input type="checkbox"/> Lunch – \$5,500	<input type="checkbox"/> Silver (Standard) – \$4,500	
<b>BRONZE</b>	<input type="checkbox"/> Conference Giveaway – \$1,500	<input type="checkbox"/> Bronze (Standard) – \$2,500	
	<input type="checkbox"/> Coffee Break – \$1,500		
<b>SUPPORTER</b>	<input type="checkbox"/> Sponsor – \$1,000		
<b>EXHIBITOR</b>	<input type="checkbox"/> Exhibitor Only – \$2,195	<input type="checkbox"/> Sponsor (with exhibit) – \$1,995	
<b>ADDITIONAL</b>	<input type="checkbox"/> Ad/Poster Display – \$500	<input type="checkbox"/> Bag Insert – \$300	
<b>GRAND TOTAL</b>			

## CONTRACT AUTHORIZATION

Client agrees to pay 100% before October 21, 2016. No refunds will be processed for cancellations.

Authorized Signature

Title

## PAYMENT

Make checks payable (in US dollars) to IDSA. Or, you may also pay by credit card: ☐ AMEX ☐ M/C ☐ Visa

Amount to Charge

Card No.

Security Code No.

Exp. Date

Print name as it appears on card

Card Holder Signature



### Mail, fax or e-mail signed form complete with payment to:

IDSA  
555 Grove St., Suite 200  
Herndon, VA 20170  
703-707-6000; FAX: 703-787-8501

### Domestic Wires

SunTrust Bank  
ABA # 061000104  
Account Number: 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA  
Special Instructions: if needed

### International Wires

SunTrust Bank  
25 Park Place, Atlanta, GA 30303  
Swift Code: SNTRUS3A  
Account Number: 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA  
Special Instructions: if needed

### Questions?

Contact: Katrina Kona  
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