



August 21 - August 23, 2022

Ottawa, Ontario | The Westin Ottawa

Sponsor and Exhibitor Information

The 2022 Congenital CMV Public Health and Policy Conference (CMV-PHP) partners invite you to become a sponsor and/or exhibitor at this year's event. This is the only conference to bring together scientists, researchers, policy makers, parents, and public health officials to discuss public health and policy related to congenital Cytomegalovirus (cCMV).

CMV is the most common infectious cause of birth defects in babies in developed countries. Pregnant women who contract CMV can pass the virus onto their unborn baby, which can result in permanent disabilities. cCMV causes more long-term complications and childhood deaths than Down syndrome, Fetal Alcohol Spectrum Disorders, and neural tube defects. It is the leading non-genetic cause of sensorineural hearing loss in infants.

The goal of the Congenital CMV conference is to present the latest research on screening, diagnosis and treatment, raise awareness, delineate prevention efforts, provide information about early intervention options, and disseminate family support resources in an effort to reduce the number of babies born with CMV and connect families affected by CMV with the resources they need to improve their quality of life.

We are thrilled to be hosting this conference in Canada for the first time ever. In 2019, Ontario became the first province (and the first global region) to implement a universal newborn cCMV screening program. This conference is a must-attend for medical professionals, department of health employees, university faculty, childcare providers, parents, students, and nonprofit organizations. We anticipate 300-500 participants.

The conference planners encourage you to give your support to 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, please contact:

Kayla McNally: CMV-PHP Conference Planning Committee

Email: kkeenan@cmvcanada.com

Phone: 902-440-3596

Information about the CMV Public Health and Policy Conference

<https://cmv.usu.edu>

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

COVID-19 Update

Ensuring the health and safety of our community is our top priority. The COVID-19 epidemic is constantly evolving, and our team is monitoring the situation closely. Our planning committee is currently planning on



an in-person conference and working diligently to develop contingency plans to ensure sponsors get maximum benefits, whatever the outcome may be. We will continue to keep you informed as we learn more in the coming months.

Critical Deadlines

ACTIVITY	DEADLINE
Sponsorship and Exhibitor Registration Due	July 15, 2022
Payment Deadline	July 22, 2022
Logo Files Due*	July 22, 2022
Material for all Email and Facebook Advertisements Due	July 22, 2022
Late Exhibitor Deadline (will not be included in printed materials)	July 29, 2022

* 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 and 2018 conferences. We anticipate 300 to 500 attendees in 2022.

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
- Pharmaceutical Companies



Sponsorship and Exhibitor Levels

- Platinum** \$10,000 USD or more
- Gold** \$6,000 USD to \$9,999 USD
- Silver** \$3,000 USD to \$5,999 USD
- Bronze** \$1,000 USD to \$2,999 USD
- Exhibitor** For-profit \$500 USD
Non-Profit \$150 USD

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 (e.g., signs, posters, advertisements, brochures) are subject to approval. The conference planners reserve the right to add or discontinue any sponsorship offering at their discretion.

Limited Sponsorship Opportunities

Breakfast	\$5,000 USD // 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.

Refreshment Break	\$3,000 USD // 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.

Poster Hall	\$3,000 USD // 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.

Reception	\$3,000 USD // 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.

Speaker Ready Room	\$5,000 USD // First-come, first-served // One opportunity
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Nearly all of the 50+ presenters and many others at the 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.

Family Scholarships	\$500 USD minimum // (1 to 5 scholarships)
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Let the families of children with cCMV 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.

Meeting Bags	\$3,000 USD // 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.

Meeting Bag Inserts	\$500 USD // 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!

Water Bottles	\$3,000 USD // 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.

**Exhibitor/
Networking Areas**

\$2,000 USD // First-come, first-served // 3 opportunities

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 about how you could support the CMV Public Health and Policy Conference, please contact us. We would love to discuss and build a custom opportunity for your company.

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 July 29, 2022. 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 July 22, 2022, 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 Westin Ottawa](#). 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

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 and Set-up	Sunday, August 21: 1:30 pm – 4:30 pm
Exhibitor Hours	Sunday, August 21: 5:00 pm -7:00 pm Monday, August 22: 7:00 am - 6:00 pm Tuesday, August 23: 7:00 am - 2:30 pm
Exhibitor Dismantle	Tuesday, August 23: 2:30 pm - 4:30 pm