



Website: <https://cmv.usu.edu>

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

**October 8 - October 10, 2023**

**Salt Lake City, UT | University of Utah**

### **Sponsor and Exhibitor Information**

The 2023 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 Salt Lake City, Utah to celebrate the 10-year anniversary of the first hearing targeted cCMV legislation in the world. This conference is a must-attend for healthcare providers, department of health employees, university faculty, childcare providers, parents, students, and nonprofit organizations. We anticipate 250-350 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!

### **Health and Safety Update**

Ensuring the health and safety of our attendees is our top priority. The COVID-19 pandemic and other communicable diseases are 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.

### **For questions about sponsorship, please contact:**

Patricia Ellsworth, CMV-PHP Conference Planning Committee

Email: [patricia.ellsworth@usu.edu](mailto:patricia.ellsworth@usu.edu)

Phone: (435) 797-0635



## Critical Deadlines

ACTIVITY	DEADLINE
<b>Sponsorship and Exhibitor Registration Due</b>	August 1, 2023
<b>Payment Deadline</b>	August 15, 2023
Logo Files Due*	August 15, 2023
Material for all Email and Facebook Advertisements Due	August 15, 2023
Late Exhibitor Deadline (no printed materials available)	September 1, 2023

\* 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 2023.

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		
Flash screen on app	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 top in exhibit hall 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. 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

<b>Breakfast</b>	\$2,000 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.

<b>Refreshment Break</b>	\$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.

<b>Poster Hall</b>	\$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.

<b>Reception or Parent Social</b>	\$5,000 USD // First-come, first-served // Two opportunities
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Give conference attendees a chance to get to know you at the networking reception or Parent Social! 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>Lunch Break</b>	\$4,000 USD // First-come, first-served // Two opportunities
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Give conference attendees a chance to get to know you during lunch! Signage will prominently display your company's logo at the lunch pick-up locations for guests to see as they gather for lunch.

<b>Family Scholarships</b>	\$500 USD minimum // Unlimited
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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.

<b>Headshot Booth</b>	\$3,000 USD // First-come, first-served // One opportunity
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Be able to provide a good quality picture of yourself. This opportunity covers a booth and photographer. Picture images will be provided to all individuals who take advantage of this opportunity. A sign recognizing your sponsorship will be placed in the photobooth.

<b>Parent Story Recordings</b>	\$3,000 USD // First-come, first-served // One opportunity
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Help parents let their voices be heard! This opportunity includes a videographer, minimal edits to film and delivery of the video back to the parent.



**Water Bottles**

\$3,000 USD // First-come, first-served // One opportunity

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.

**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 exhibitors who must cancel, less a \$50 processing fee. Written cancellation requests must be dated on or before September 1, 2023. No refunds will be made after that date. Substitutions 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, 2023, to be accommodated. Note: ASL Interpreter 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 venue is the University of Utah SJ Quinney College of Law Building. All meeting sessions, meals, exhibits and posters will be held in this building.

*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 and Set-up	Sunday, October 8: 1:30 pm – 4:30 pm
Exhibitor Hours	Sunday, October 8: 5:00 pm -7:00 pm Monday, October 9: 7:00 am - 6:00 pm Tuesday, October 10: 7:00 am - 2:30 pm
Exhibitor Dismantle	Tuesday, October 10: 2:30 pm - 4:30 pm