



SPONSORSHIP OPPORTUNITIES

The Ehlers-Danlos Society is focused on making a real difference for those living with Ehlers-Danlos syndromes (EDS) and hypermobility spectrum disorders (HSD). The Society’s events are far more than just a series of seminars.

The 2021 EDS ECHO Summit on Pain Management attracted over 400 community members and over 200 healthcare professionals from over 35 countries - a 96% increase in attendees from the first EDS ECHO Summit that was held in October 2020.

Our 2021 Virtual Summer Conference reached over 850 registrants from 37 countries, with over 70% of the registrations actively using the event app, Whova.

Through Whova, there were a total of 396,981 sponsor impressions (Sponsor impressions are when an attendee clicks either on the sponsor banner or navigates to the sponsors customize resources. Each view is counted towards the sponsor impressions total.) There were 299 community board topic posts (the average on the Whova app is 14).

We are excited to continue reaching our global community in 2022, through our innovative virtual and hybrid events.



“Thank you for putting on this great event. It’s very organized and run well. I love all the choices of seminars and this cool app to network, vote, and ask questions. I really appreciate that it was online because due to my joint issues I can’t travel or sit that long—so being able to watch from the comfort of my own home was great!”



SPONSORSHIP TIERS AVAILABLE

- SCROLL DOWN FOR DETAILS -

					
NON-PROFITS & ADVOCATES	SUPPORTER	COLLABORATOR	PARTNER	CHAMPION	PREMIER

Why Sponsor An Ehlers-Danlos Society Event?

As a sponsor of an Ehlers-Danlos Society event, your company will be provided with a prime and cost-effective marketing opportunity through the virtual platform, without the expenses associated with the time and travel of a traditional exhibit. Sponsors and registrants will be able to join the event from their desktop, laptop, iPad, or mobile phone from the comfort and convenience of their home, office, or institution. When we are able to re-commence in-person events, sponsors will be offered (dependent on sponsor tier) a complimentary booth in our exhibit hall to promote their product in-person.

Being a sponsor of the Ehlers-Danlos Society is of huge support to us. Your involvement truly helps us in our work to improve the lives of those with EDS and HSD.

Social Media And Website Impressions

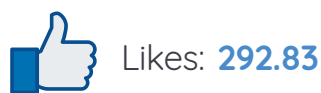


Facebook unique page impressions:

People who saw any of the content related to the Society's Facebook page.



Each Facebook post on average receives:



Page: The Ehlers-Danlos Society

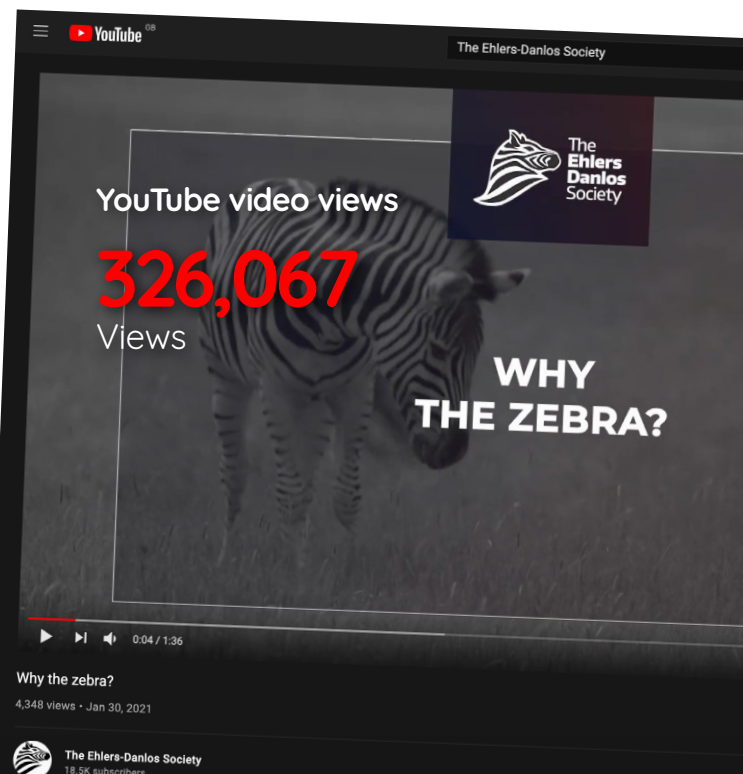


Instagram engaged users

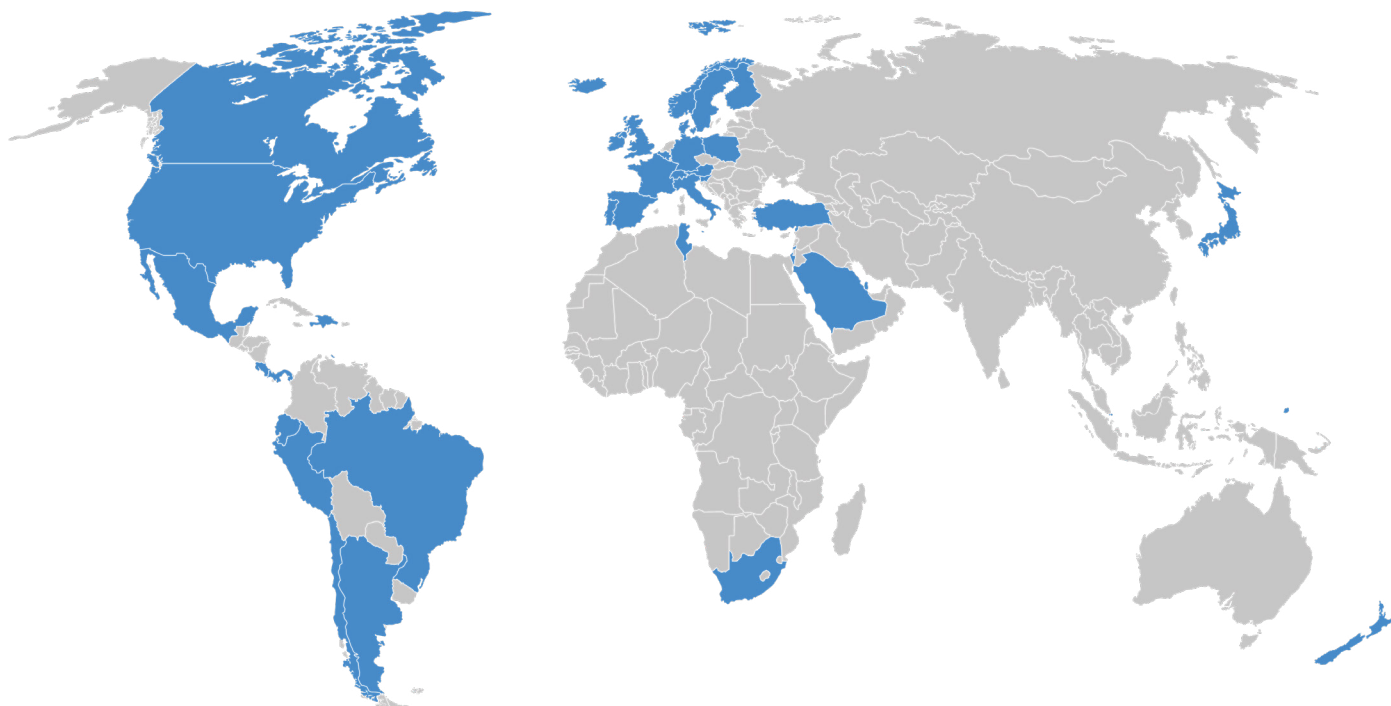
The number of unique users who clicked anywhere in the Society's posts.



Account: The Ehlers-Danlos Society



Registrant reach from the 2020 Virtual Summer Conference



Key benefits of Sponsoring Our Events

Access, Engagement, Visibility

The virtual webinar platform, alongside our dedicated event app, Whova, will provide live and on-demand opportunities to present your product or services directly to the registrants. Attendees will have access to the content through the app for two years after the event takes place.

Whova

- 821** App downloads
- 9,675** Messages sent
- 253** Community board topic posts
- 477** Photos taken
- 61** Meet-ups created
- 349** Sponsor impressions



The Society's events will provide opportunities to engage directly with registrants — via sponsored breakout rooms, product presentations, topic lounges within the app, and many others based on the sponsor tier selected.

Connections and virtual networking

Connect with an expected 500+ healthcare professionals and EDS and HSD community members in the virtual or hybrid setting. Companies will reach a wider audience with the increased global attendance the virtual/hybrid meeting will offer.

Who attends the Community Events?

Patients, their families, and caregivers, who want to learn more about managing EDS and HSD, meet and network with other patients, and find products and services to help them in their daily life.

Attendee feedback from Virtual Summer Conference 2020:



"The sense of community is **inspiring!**"

"This is one of the **best organized virtual events** I have participated in. Thank you!"




"Thank you so much for organizing this event, I am **learning so much** about understanding mine and my children's bodies and health."

"I want to say I'm **grateful for how well this is scheduled**, and how everything is keeping on time and how much information is in each block."


"I just wanted to say again how **wonderful, inspiring and informative** this conference is. I have learned so much that is so relevant and helpful."

"This was an **eye opening experience**, and it has inspired my mother and I for ways in which we can better our health journey and create an effective multi-disciplinary team to help with our hEDS and potential other comorbidities."

Sponsorship Tiers

Package inclusions:						
	Non-profits & Advocates \$500 (Package covers One (1) event) BECOME A SPONSOR	Supporter \$1,750 (Package covers One (1) event) BECOME A SPONSOR	Collaborator \$5,000 (Package covers One (1) event) BECOME A SPONSOR	Partner \$10,000 (Package covers Two (2) events) BECOME A SPONSOR	Champion \$25,000 (Limit 5 companies) (Package covers Five (5) events) BECOME A SPONSOR	Premier \$40,000 (Limit 2 companies) (Package covers Six (6) events) BECOME A SPONSOR
Company registration access to attend full virtual broadcast of the event.	✓	✓	✓	✓	✓	✓
Sponsor recognition posts on The Society's Facebook and Twitter accounts before, during, and after the event.		✓	✓	✓	✓	✓
Logo in daily emails during the event.		✓	✓	✓	✓	✓
Opportunity to submit a coupon or paragraph insert in our virtual "Swag Bag."		✓	✓	✓	✓	✓
Post-event sponsor engagement report from app (Whova).			✓	✓	✓	✓
Company social media links prominently placed on the event webpage.			✓	✓	✓	✓
Post-event feedback summary report of your product.			✓	✓	✓	✓
A half-page informational flyer about your organization will be included in the welcome and post-summit summary emails sent out to attendees before and after the event.			✓	✓	✓	✓
Opportunity to submit a logo banner on our event app (Whova) which will be shown on a loop continuously throughout each event.*				✓	✓	✓
Acknowledgment from the podium as a Partner, Champion, or Premier Sponsor during welcome sessions.				✓	✓	✓
Exhibit space at in-person event — includes one six-foot skirted table, two (2) chairs and a wastebasket. Exhibit space will accommodate table-top displays only; all exhibits should fit on top of the table and companies' own signage and displays can be placed directly behind the six-foot skirted table.**				✓	✓	✓

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Three (3) complimentary tickets for company representatives to attend in-person events. Tickets include food and beverages during the events. Tickets do not include a contribution towards travel, accommodation, or other incidentals.				✓	✓	✓
Sponsored discussion group created on the app (Whova) for attendees to meet and discuss your product before, during, and after the events.				✓	✓	✓
Opportunity to submit an advertisement video of up to two (2) minutes duration to play in the long break during each event.*				✓	✓	✓
Sponsorship of social event during the event with the opportunity to submit a welcome message up to one (1) minute long.					✓	✓
Opportunity to email attendees once before and once after event, sent by The Society.*					✓	✓
Discount offer per event, to sponsor The Society's 2022 in-person/hybrid events.					✓ (5% discount)	✓ (10% discount)
Opportunity for the company representative to pre-record an address to the event audience to be played during a general session for the community day of the event.*					✓ (1 minute address)	✓ (2 minute address)
Sponsored Zoom breakout room for the opportunity to interact with attendees and do a live demonstration during the long break of each virtual or hybrid event.						✓
Appointment setting option in a sponsored Zoom breakout room.*						✓
Two (2) customized in-app (Whova) announcements per event day, reminding attendees to visit your sponsored breakout room.						✓

Note: The Rarer Types Summit will be only a one-day broadcast for both professionals and the community in attendance.

* To be approved by the Society.

** IN-PERSON BOOTH ASSIGNMENTS: Booths are assigned on a first-come, first-served basis. Every attempt will be made to meet requests regarding location; however, The Ehlers-Danlos Society reserves the right to reconfigure the exhibit hall if necessary.



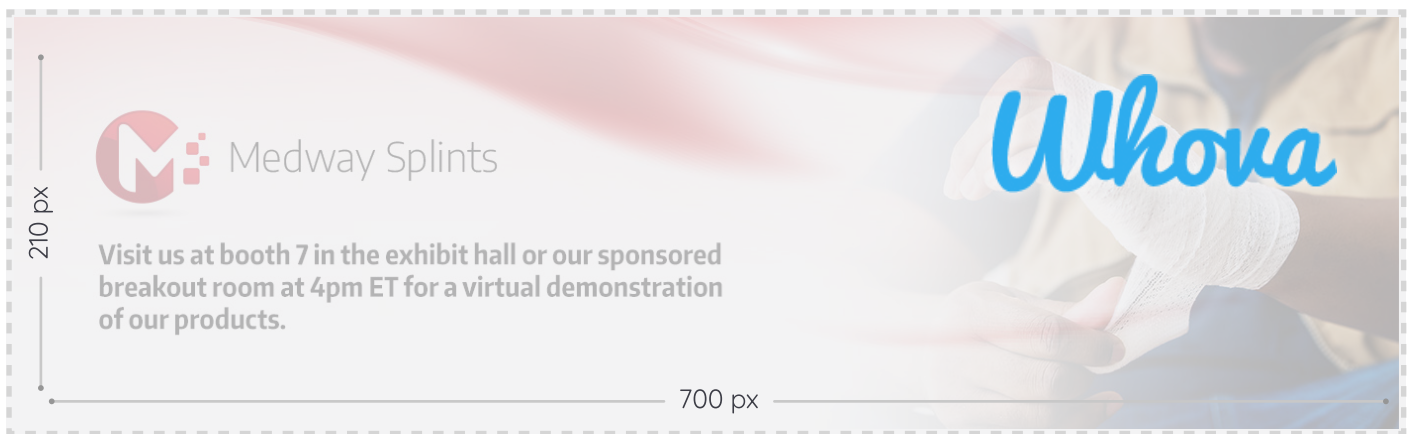
Itemized Sponsorship Opportunities:

(If not already included in your tier)

APP BANNER ADVERTISEMENT

\$250 for banner ad

Size: 700 px by 210 px (w x h) in conference app (Whova) for each event. Must be received no later than three weeks before the scheduled event date.



INCLUSION IN VIRTUAL SWAG BAG



\$150 for a coupon or e-flyer insert per event

Must be received no later than three weeks before the scheduled event date.

INCLUSION IN IN-PERSON SWAG BAG



\$250 for a product sample, coupon, or e-flyer insert per event

Must be received no later than three weeks before the scheduled event date.

VIRTUAL BROADCAST COMMERCIAL

For each commercial:

\$500 for the first 30 seconds, \$150 for each additional 30 seconds.

Materials are due in 1080HD mp4 format.

Must be received no later than three weeks before the scheduled event date.



LIVE LANGUAGE INTERPRETATION



\$7,500 per language, per event

(choose one: French, German, Spanish, Italian, Japanese or Portuguese)

Sponsorship includes live interpretation of the full event into your chosen language; language sponsor recognition posts on The Society's Facebook and Twitter accounts and in emails to attendees before, during, and after the event; and a company description paragraph prominently placed on the event webpage.

CAPTIONING

\$1,750 per event

Includes the full event being captioned in English; captioning sponsor recognition posts on The Society's Facebook and Twitter accounts and in emails to attendees before, during, and after the event; and a company description paragraph prominently placed on the event webpage.



SCHOLARSHIPS



Sponsor 30 individual in-person scholarships for:

\$5,000, for the four-day Global Learning Conference, Arizona.

Scholarships for virtual events will include access to the event app and all privileges of a full paying attendee; scholarship sponsor recognition posts on The Society's Facebook and Twitter accounts and in emails to attendees before, during, and after the event; and a company description paragraph prominently placed on the event webpage.



Gain Maximum Visibility By Sponsoring The Ehlers-Danlos Society's Event Merchandise

All options include recognition in program literature, and your company logo on the event landing page of the website and on the sponsored item. Items will be listed and sold by The Society via our online shop, and all items can be shipped globally.

CONFERENCE T-SHIRT SPONSOR



\$3,000 per event

See your product brought to life on a customized event T-shirt!

Promoted to all event registrants before and during the event.

CONFERENCE TRAVEL MUG OR WATER BOTTLE SPONSOR



\$2,000 per event

Encourage attendees to stay hydrated!

Promoted to all event registrants before and during the event.

CONFERENCE MAGNET OR STICKER



\$1,000 per event

Increase visibility of your product directly in attendees homes! Both items can be used on refrigerators, as well as on many items around the home and office.

Promoted to all event registrants before and during the event.

Advertising specifications will be sent in your confirmation email sent after the contract is received. The artwork deadlines are eight weeks before the event. If you wish to discuss other ways we can assist you in creating an integrated marketing package to maximize your sales objectives, contact Events Director Stacey Simmonds, email: stacey.simmonds@ehlers-danlos.com.





Interested in sponsoring us?

We would be delighted to receive your completed sponsorship commitment form.



For any questions please email Danielle Hohlier, Development Director:
danielle.hohlier@ehlers-danlos.com

The Ehlers-Danlos Society

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