



The
**Ehlers
Danlos**
Society

**Sponsorship
Prospectus**

Become a Sponsor
Together, We Thrive.



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Introduction

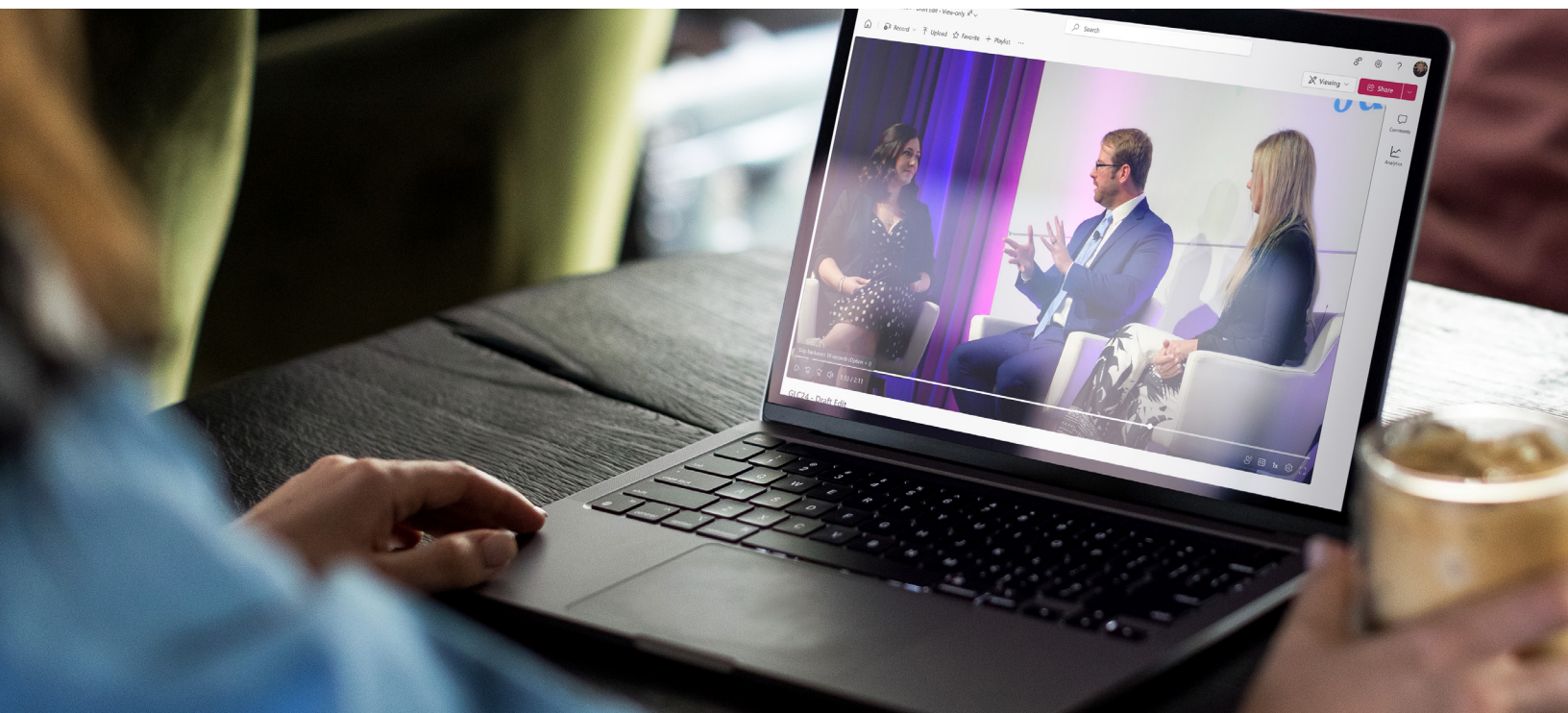
The Ehlers-Danlos Society is a global not-for-profit 501c3 organization dedicated to advancing and accelerating research and education in Ehlers-Danlos syndromes (EDS) and hypermobility spectrum disorders (HSD). We work tirelessly to create a world in which each person living with EDS and HSD has the right treatment and care at the right time.

Our hybrid events are life-changing for those in the **EDS and HSD community**, providing opportunities to learn more about the latest research and management strategies and to network with fellow community members and healthcare professionals.

The Ehlers-Danlos Society has held five events this year, as of August 2024, attended virtually and in-person by over 2,200 community members and 900 healthcare professionals. Our hybrid Global Learning Conference was held in Philadelphia, USA; we were joined by attendees from 39 countries, of whom over 60% were first time conference attendees.

Our accompanying event app, Whova, brings the in-person event experience to virtual attendees joining us from around the world. The app provides a unique opportunity for sponsors to connect directly with those interested in learning more about their products or services. The Whova Sponsor Center allows you to create a dynamic profile for your brand, by adding videos, brochures, and handouts, to give event attendees first-hand insight into what you have to offer.

We are looking forward to continuing to connect our global community with our incredible event sponsors through our upcoming events.



Build Your Own Package: Hybrid Events

If you don't feel a pre-made package is for you, why not design your own sponsorship package, personalised by you to meet all your needs. Below you can find a list of features available for our hybrid events.

At our hybrid events

Our hybrid events are unique conferences that deliver intimate in-person interactions, while being joined virtually from all over the world. Our events bring together community members, families, caregivers, and healthcare professionals who seek to learn, educate, collaborate, and network.

Advertising features available:



Video Commercial

One-minute video commercial to play in the ad break. Additional time can be acquired in 30-second increments.



On our Website

Company logo, description, contact information, and social media links on our "Meet the Sponsors" webpage.



Event Slides

Company name and link to URL on the welcome acknowledgment at the start of the event.



Break slide ads

Company logo and URL on break slides throughout the event.



Swag Bags

Physical flyers or free samples of your product to go out to attendees in swag bags (see page 12).



Virtual Brochure

Virtual swag bag advertisement, featuring company logo, description, contact information, and optional coupon code (see page 12).



Company registration

Up to six people to attend virtually, with full lifetime access to the recordings and materials after the event.



Email

Company logo and descriptive paragraph about your product or service sent to all registrants via email before the event.



Roller Banner

Branded roller banner in the foyer at the event to give your company a presence in the main area.



Restroom Posters

Branded posters on the inside of restroom stalls, giving your brand unique and valuable exposure during the event.



Branded Products

Branded non-wearable items at the event (such as water bottles, coffee flasks, pens, and notebooks) to give your brand high visibility.

Please note: Not all these options will be available at every event due to individual event/venue restrictions.

Please reach out to us to express which event you're interested in, and we can elaborate on what marketing features are available.

Build Your Own Package: Hybrid Events (continued)

Advertising features available:



Presentation

An up to 20-minute pre-recorded virtual presentation about your product or service to be sent out to all registrants during the event.



Name Badges

Your brand on our name badges: everyone at our event - staff, health professionals, exhibitors, and visitors - will have name badges, and your logo would reach everyone across the entire event.



VIP Reception

An exclusive invitation for two company representatives to join the VIP reception for free.



Sustainable Movement Sponsor

An eco-friendly initiative such as branded recycling station, water cooler(s), or plant-able name badges to show your brand's dedication to ESG awareness.



Large Advertisements

Larger posters can be placed on walls, in stairwells, elevators, and similar locations. Please note the sizing and placement will differ for each event. If you wish to include this feature, please allow us to confirm availability with the venue.



High Visibility Branding

Sponsor a specific track of the event, e.g., workshops, roundtables, gala dinner, VIP reception, awards ceremony, and staging. Give your brand high visibility and awareness through items such as décor, napkins, tableware, entertainment, physical trophies, staff uniforms, etc.



Roundtable Host

Your chance to host a virtual roundtable session up to 30 minutes during the event through the whova app, showcasing your products and services in an interactive and engaging way.



Whova Profile

A full Whova profile run by you, that includes company information, logo, links to your website and socials, videos, resources, and more. See page 10 for more about the Whova app and what features we can include.



Tailored Digital Campaign

A social media campaign designed by you. This could be some informational posts, a series of Reels, a Story takeover, etc. Please see page 11 for some of our social media campaign examples.



Exclusive Room Sponsor

One of our featured rooms. We will have themed rooms during the event such as our quiet room, networking lounge, etc. Sponsor an entire room with advertisements throughout for the ultimate exposure. Rooms available to sponsor may differ at each event. Please get in touch to discuss the specific rooms available for sponsorship at your desired event.



Gala dinner

Sponsor our Gala dinner for outstanding branding and exposure at our most decorated evening of the year. Enjoy the opportunity to feature your brand on signage, napkins, goodie bags, and more at this exciting event.

Please note: Not all these options will be available at every event due to individual event/venue restrictions.

Please reach out to us to express which event you're interested in, and we can elaborate on what marketing features are available.



Build Your Own Package: Virtual Events

If you don't feel a pre-made package is for you, why not design your own sponsorship package, personalised by you to meet all your needs. Below you can find a list of features available for our virtual events.

At our virtual events

Our virtual one-day summits are topic-focused events attended from all over the globe. These events bring the community together, fostering education and collaboration. With the events generating significant publicity around the chosen topic, these are the perfect places to market your product or services around these impactful themes and gain visibility among a highly engaged audience.

Advertising features available:



Video Commercial

One-minute video commercial to play in the ad break. Additional time can be acquired in 30-second increments.



On our Website

Company logo, description, contact information, and social media links on our "Meet the Sponsors" webpage.



Event Slides

Company name and URL on the welcome acknowledgment at the start of the event.



Break slide ads

Company logo and URL on break slides throughout the event.



Virtual Brochure

Virtual swag bag advertisement, featuring company logo, description, contact information, and optional coupon code (see page 12).



Company registration

Up to six people to attend virtually, with fulllifetime access to the recordings and materials after the event.



Email

Company logo and descriptive paragraph about your product or service sent to all registrants via email before the event.



Whova Profile

A full Whova profile run by you, that includes company information, logo, links to your website and socials, videos, resources, and more. See page 10 for more about the Whova app and what features we can include.



Tailored Digital Campaign

A social media campaign designed by you. This could be some informational posts, a series of Reels, a Story takeover, etc. Please see page 11 for some of our social media campaign examples.

Sponsorship Packages

Don't want the hassle of creating your own sponsorship package? Check out our ready-made packages designed for your convenience. These options offer comprehensive benefits and maximum visibility, allowing you to effortlessly participate and reap the rewards of our events. Choose one of our ready-made packages and enjoy a seamless sponsorship experience.

	Advocate \$500 package includes one event	Supporter \$1750 package includes one event	Collaborator \$5000 package includes one event	Partner \$10,000 package includes two events
Recognition as sponsor on event slides.	✓	✓	✓	✓
Company logo, contact information and company profile featured on our Meet the Sponsors event webpage.	✓	✓	✓	✓
Company registration access to attend full virtual broadcast of the event.	✓	✓	✓	✓
Logo in daily Whova messages during the event.		✓	✓	✓
3x sponsored posts on The Society's social media channels in the lead up to the event.		✓	✓	✓
Full page advertisement in our virtual "Swag Bag."		✓	✓	✓
Physical flyer, coupon or free sample inserted in our in-person swag bags to go out to all attendees.			✓	✓
Build a complete sponsor profile on our event app, Whova. See page 5 for the features included on the app.			✓	✓
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.			✓	✓
Post-event feedback summary report of your product.			✓	✓
Exhibit space at in-person event. See page 2 for more details on your stand and what's included as an exhibitor.				✓
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.				✓
Opportunity to submit a video commercial of up to two (2) minutes duration to play in the ad break during each event.				✓

In-person exhibitor package

Join us at our conferences to interact with our community with your own exhibitor stand. Whether you're selling your product, advertising your organization, or networking with others in the field, an exhibitor package provides direct access to our audience and connects with our Society in a meaningful way.

Booth

- 10-foot-wide exhibitor space;
- 6-foot table with two chairs included;
- Internet included;
- Security when exhibits are closed;
- Food and beverages included during the event.

Please provide your own signage and materials to design your stand and make it your own.

Marketing included

- Company name, logo, and profile on our "Meet the Sponsors" webpage;
- Two social media posts from The Society with the content chosen by you.

Registration

- Two full conference registrations included for the event;
- Tickets for additional staff are offered at a reduced cost.

Extras

- Power is included where possible. Additional power at your booth is available upon request at an extra charge. Power restrictions and prices may differ at each venue;
- Larger plot sizes are available at a charge. We can offer you a double plot giving you a 20-foot space;
- Extra 6-foot tables and chairs are available at a small fee.

Please request all extras you may require at your stand at least eight (8) weeks prior to the event.



FAQS

Number of attendees

We estimate around 600 in-person and 1000 virtual attendees for our Global Learning Conferences. The audience is a mix of community members, their families, caregivers, and healthcare professionals.

Conference times

Our conferences are usually four to five days long. The conference foyer opens to attendees at 8 am each morning and closes after the final session ends around 6 pm each day.

The exhibitor hall remains open all day, there are no restricted exhibitor hours. Peak times are usually during the breaks and lunchtime, when there are no talks in progress.

Please note: These are estimated timings, they may differ slightly for each event.

Discounted prices available for non-profit organizations and early bird purchases.



Whova App

Maximize your sponsorship impact with the Whova app. Create a personalized profile to connect live with our global audience and engage directly with potential clients and partners. Whova offers powerful features to share videos, send messages, and respond to audience inquiries in real-time. Enhance your visibility and foster meaningful connections at our events with the Whova app, your essential tool for success.

See all the app's features available:

- A full Whova profile run by you that can include information about your company, your logo, links to your website and socials, videos, resources, and more.
- The chance to create and host topical discussions for people to join and interact with you through the app every day.
- Participate in the live Q&As virtually where the audience can comment and interact with you. You'll have the opportunity to reply to questions and share relevant information with your target audience.
- A banner with your company's logo and information featured on a loop, continuously throughout the event on the app.
- A 30-minute sponsored virtual breakout room during the event, hosted through the Whova app, offering you a spotlight for valuable time to interact with the attendees.
- Two (2) company announcements during the event, personalized by you, that go out to all attendees.
- Two (2) custom polls created by you during the event to gather feedback and insights from our audience.
- A post-event Whova feedback report to share with your personalized data on how attendees engaged with you through the app during the event.

Whova



Social media event campaigns

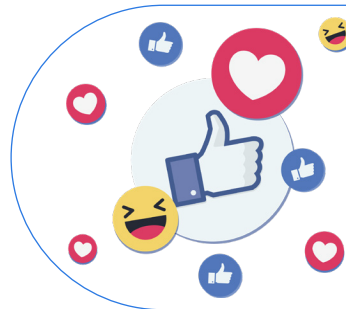
Boost your visibility before our events with a tailored social media campaign. Collaborate with our marketing director to create a customized package that strategically positions your brand in front of our entire audience. Achieve meaningful engagement and maximize your exposure with our personalized marketing solutions.

See some examples below of ways to promote you across our socials:

- Three (3) posts on our social media channels.
Each of the three (3) posts to be published on our Instagram, Facebook, and X/Twitter. These can be scheduled before or during our events and can be personalized by you.
- One (1) Facebook or Instagram live at the event with us (only available in-person at our hybrid events).
- Two (2) LinkedIn posts before or during the event to reach a more specific or relevant audience and encourage networking.
- Instagram videos or Reels can be a singular video or a series of Reels. We can customize this to your needs to get your message across.
- Facebook video can be longer, to create a more meaningful video and enhance an emotional connection with our audience.
- Instagram and Facebook Stories before or during the event can connect with our audience on a direct and personal level.

Exciting new packages available:

- Instagram Story takeover: your brand takes over The Society's Instagram Stories for a day in the lead-up to the event. The takeover will consist of 10-15 stories throughout the day to increase brand visibility and engagement.
- Instagram Reels campaign: a series of engaging videos, available in a package of three or six reels. Content and timeline are negotiable.



5.56 %
Average
ENGAGEMENT



147 K
Facebook
FOLLOWERS


 Page: The Ehlers-Danlos Society



24 M
Total
IMPRESSIONS



107 K
Instagram
FOLLOWERS

 Account: ehlers.danlos

All data is from the last 12 months.

Swag Bags

Feature your brand in our virtual or in-person swag bags for ultimate exposure during our events.

Virtual swag bag

Our virtual swag bag is a digital brochure emailed to all event attendees before the event. This brochure showcases advertisements from our esteemed sponsors, providing a unique opportunity to engage with our audience. You'll have an advertisement space to use creatively—whether it's an informational piece, a personal story about your brand, or an exclusive event coupon code. Both half-page and full-page advertisement options are available.

Dimensions:

Full Page (A4) – portrait

Half Page (A5) – landscape



Physical swag bag

Our physical swag bag, given to all attendees at our hybrid events, offers a tangible connection with our audience. Include a flyer with information about your brand, a coupon code to boost sales, or a free product sample for attendees to try. This opportunity is available exclusively at our hybrid conferences, with approximately 600 in-person attendees.



Accessibility

Help make our events more inclusive for all by funding one of the following features.

Live language interpretation (Include one language translated from English, per four-day event/Global Learning Conference)

Event organizers will choose the language based on the target audience's demographic and location. Available options include French, German, Spanish, Italian, Japanese, and Portuguese. Sponsorship includes live interpretation of the event into one language, sponsor recognition on social media and attendee communications, a company description on the event webpage, and translation of supporting materials like registration pages and agendas.



Captioning

(Include captioning per four-day event/ Global Learning Conference)

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 20 community members to attend an in-person Global Learning Conference)

Scholarships for all event attendees will include access to the event app and all the privileges of a fully 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.



Exclusivity; You can pay a premium fee to be the exclusive seller/sponsor within your market.

Other Sponsorship Opportunities

Tailor your support for The Ehlers-Danlos Society by being involved in other opportunities throughout the year that best fit your brand's values.



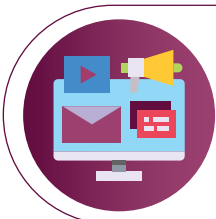
Sponsored website pages

Choose to sponsor a specific page on our website.



Sponsored resources

e.g., our mental health guide for awareness month brought to you by your company with advertisements in the guide.



Sponsored emails

e.g., awareness month emails to be sponsored by you, featuring your logo, contact details, etc.



Sponsor a fundraising challenge

e.g., sponsor the “Walk & Roll” challenge and have coverage throughout the duration of the challenge on our social media channels.



Sponsor a celebratory day/month for us

Whether it's Black History Month, Rare Disease Day, World Mental Health Day or Chronic Pain Awareness Month, you can choose to be our sponsor with a customized social media package during this time.



Branded items in partnership

If you want to collaborate on a product, get in touch!

Testimonials

“

“Sponsoring The EDS Society conferences has been a **great experience for our business, Body Braid**. I am very impressed with the organization for putting on excellent events that bring together top experts in the field with the community affected.”

“The staff have been wonderfully understanding and supportive, going beyond expectations in making things work well. I look forward to being a sponsor at more of their events and encourage others to take advantage of this excellent opportunity.”

Blair Voyvodic, MD, Body Braid



“

“Silver Ring Splint Company has been a sponsor of this conference and community for over twenty years and **it is truly one of the highlights of our year as a company.**”

“It’s not often that we are able to personally fit our products to our patients due to the nature of our company and the intimate environment that this conference provides is invaluable to us.”

“The collective knowledge and experience of the staff and speakers and the passion that is so clearly on display is wonderful to see.”

Natalie, Silver Ring Splints



“

“We have been a sponsor of The Ehlers-Danlos Society for a number of years now. **They are always very helpful both before the event and during the event to ensure you have good exposure to the attendees of the event.**”

“We have always felt very welcome by the organising committee and the EDS community really enjoys learning about products and services that can help them improve the management of their conditions.”

“We hope to continue working with The Society in future years.”

Pam Cowans, DM Orthotics



Policies

Cancellation Policy

The Ehlers-Danlos Society does not accept refunds on sponsorship packages or exhibit booths once payment has been made. However, we are able in certain circumstances to postpone sponsorship to a later event/date if needed.

Payment Terms

Full payment is required to secure your sponsorship. Please contact briony.corbett@ehlers-danlos.com for more information.

Sponsorship packages are available at a reduced rate if you wish to exhibit at more than one event over two years.

Interested in sponsoring us?

Contact

For any questions please email
Briony Corbett, Sponsorships Coordinator:
briony.corbett@ehlers-danlos.com

ALTERNATIVELY
CLICK BELOW TO ACCESS OUR SPONSORSHIP FORM

SPONSORSHIP FORM





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The Ehlers-Danlos Society

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