



IMAGINE
THE POSSIBILITIES

36TH NATIONAL CONFERENCE

June 30 – July 3, 2009 • Orlando, Florida

Exhibitor Prospectus & Sponsorship Brochure



INTERNATIONAL
FEDERATION
for
SPINA BIFIDA
and
HYDROCEPHALUS



SPINA BIFIDA
ASSOCIATION



SBA's 36th National Conference

Connect with more than 1,000 members of the Spina Bifida Community

Each year adults, teens, and families affected by Spina Bifida join together with the leading medical professionals in the field to discuss treatments of care, review the latest industry products and knowledge, and, of course, socialize and explore our host city.

Do not miss your opportunity to be a part of this experience!

SBA's Mission

To promote the prevention of Spina Bifida and enhance the lives of all affected.

Target Audience

Adults with Spina Bifida • Parents of Children with Spina Bifida • Children with Spina Bifida

Exhibitors

SBA's 36th National Conference is focused directly on your customers—those affected by Spina Bifida and the medical professionals who oversee their care.

Year after year companies and organizations have used this opportunity to showcase their products and services, achieving fabulous reach directly to their end consumers.

Sign up today to be a part of this amazing event.

Sponsors

Sponsors' benefits for this year's National Conference are unparalleled. Whether you choose a platinum, gold or silver level package, being an SBA sponsor is invaluable to increasing your visibility and inspiring customer loyalty with this highly targeted audience.

Join us and let the SBA tailor a package to reach your marketing goals.

Exhibitors from the SBA's 35th National Conference gave rave reviews:

"This year's meeting in Tucson was unbelievable. I did not expect the traffic that we received."

"The Spina Bifida group is a savvy one. The in-booth queries that we received showed that our end-users do their homework."

Exhibitor Opportunities

Opening Night Reception in the Exhibit Hall

Meet with attendees at this very popular kick-off event. Entertainment, food and beverages add to the festivities...and to the size of the crowd.

Trade Show Games

Nothing draws traffic like a game! Great prizes ensure that attendees visit every booth to be eligible for the grand prize drawing.

Lunch in the Exhibit Hall

Conference attendees will flock to these luncheon events and stay to visit the exhibits.

Description in the Conference Program

Exhibitors write their own 25-word description about their products and services in the Conference Program. Attendees will contact you long after the conference is over.

All Break Refreshments Served in the Exhibit Hall

Crowds gather early for the breakfast served every morning in the Exhibit Hall. In the afternoon, snacks are strategically placed for maximum traffic.

Listing in *Insights into Spina Bifida* magazine

People depend on *Insights into Spina Bifida* for the latest information about living with Spina Bifida.

Special Discounts

Reduced rates are extended to exhibitors for advertising in the Program Journal.

Exclusive Opportunities for Exhibitors

Advertising in the Conference Program

Double your exposure at the Conference! Announce new products and giveaways at your booth—or extend a welcome to attendees.

Literature Distribution

Insert your promotional material in the attendee registration package. Attendees will learn about you and your services before the Conference begins.

Exhibit Space 10 x 10 booths

Booth Cost – \$1,400 Nonprofit rate – \$1,200

Exhibitor fees for booths include pipe and drape, one ID sign, one skirted table and one chair. Prior to the show you will receive an exhibitor service kit from the show decorator, which includes all exhibit space ordering and shipping information. Documentation is required to qualify for the nonprofit rate.

Who Should Exhibit

All innovative products and services companies and organizations that improve the quality of life for those with special needs!

- Assistive devices/ambulatory aids
- Bowel and bladder management products
- Home health care
- Home convenience products
- Medical equipment
- Mobility devices
- Orthotics
- Pain management
- Pharmaceuticals
- Pressure relief devices
- Skin care products
- Wound care products

2008 Sponsors

INVESTOR

Coloplast Corporation
Hollister Incorporated

PLATINUM

Medtronic Neurologic Technologies

GOLD

Astra Tech Incorporated

SILVER

Codman, a Johnson &
Johnson Company
UroMed Incorporated

BRONZE

CCS Medical

2008 Exhibitors

Advocate Medical
All Access Travel
Alliance Labs, LLC
AMBUCS™
A-Med Health Care
Bard Medical Division
Calmoseptine, Inc.
Create Today™ Journal Workshops and Books
Christopher and Dana Reeve Foundation
Paralysis Resource Center
Latex Free Swimwear
Kids on Wheels
Medicath, LLC
Mobility Equipment for Independence
Mobility Fitness Equipment
MTG
Phoenix Children's Hospital
Principle Business Enterprises, Inc.
Rochester Medical Corporation
Spina Bifida Association
Spina Bifida Research Resource
SureHands Lift & Care Systems
Three Rivers Holdings / ADI:
Accessible Designs
TiLite
UTI Medical



Sponsorship Opportunities

The Spina Bifida Association designs sponsorship packages to maximize partners' exposure at our conference and beyond. Each includes a special "leadership spotlight," which allows us to recognize individual sponsors at carefully selected events. We look forward to working with you to create a package that meets your marketing and philanthropic goals.

Investor

\$35,000+

- Designation as an investor level sponsor at all Conference sessions
- Visible signage
- Full-page color ad in the Conference Program distributed to all attendees
- Insert of a flyer or sample in the Conference backpacks
- Your logo in the Conference issue of SBA's four-color magazine, *Insights into Spina Bifida*
- Identification as an investor level sponsor on SBA's Conference Web site, with your logo linking to your homepage
- Booth space in a prime location in the exhibit area
- Four complimentary Conference registrations (may be used to sponsor a family or medical professional)

Leadership Spotlight:

Sample options for special recognition at the Investor Level: Conference centerpieces such as our Urology, Orthopedic, Adult Issues or Neurosurgery track of sessions; Exhibit Hall Luncheon for all attendees

Platinum

\$25,000

- Designation as a Platinum Level Sponsor at all Conference sessions
- Visible signage
- Three-quarter page color ad in the Conference Program distributed to all attendees
- Insert of a flyer in the Conference backpacks
- Your logo in the Conference issue of SBA's four-color magazine, *Insights into Spina Bifida*
- Identification as a platinum level sponsor on SBA's Conference Web site, with your logo linking to your homepage
- Booth space in a prime location in the exhibit area
- Three complimentary Conference registrations (may be used to sponsor a family or medical professional)

Leadership Spotlight:

Sample options for special recognition at the Platinum Level: Adult Day (dedicated to adults with Spina Bifida); Leadership Institute (for chapter leaders from around the country); "Ask the Doctor" session with lunch

Gold

\$15,000

- Designation as a gold level sponsor at all Conference sessions
- Visible signage
- Half-page color ad in the Conference Program distributed to all attendees
- Insert of a flyer in the Conference backpacks
- Your logo in the Conference issue of SBA's four-color magazine, *Insights into Spina Bifida*
- Identification as a gold level sponsor on SBA's Conference Web site, with your logo linking to your homepage
- Booth space in a preferred location in the exhibit area
- Two complimentary Conference registrations (may be used to sponsor a family or medical professional)

Leadership Spotlight:

Sample option for special recognition at the Gold Level: A well-attended educational session that complements your organization's marketing goals

Sponsorship Opportunities

Silver

\$10,000

- Designation as a silver level sponsor at all Conference sessions
- Visible signage
- Quarter-page color ad in the Conference Program distributed to all attendees
- Insert of a flyer in the Conference backpacks
- Listing in the Conference issue of SBA's four-color magazine, *Insights into Spina Bifida*
- Identification as a Silver Level sponsor on SBA's Conference Web site
- Booth space in a preferred location in the Exhibit Area
- Two complimentary Conference registrations (may be used to sponsor a family or medical professional)

Leadership Spotlight:

Sample option for special recognition at the Silver Level: Breakfast for all attendees in the Exhibit Hall; Youth and Adult Alliance Night out, a popular event targeting active adults

Bronze

\$5,000

- Designation as a bronze level sponsor at all Conference sessions
- Visible signage
- Listing in the Conference issue of SBA's four-color magazine, *Insights into Spina Bifida*
- Identification as a bronze level sponsor on SBA's Conference Web site
- Booth space in a preferred location in the Exhibit Area
- One complimentary Conference registration (may be used to sponsor a family or medical professional)

Leadership Spotlight:

Sample option for special recognition at the Bronze Level: Conference Backpacks, Kids!Camp Lunch or Snack Break.

Other Opportunities:

Logo Badge Holders/Lanyards	\$4,000	Conference Logo Notepads	\$2,000
Exhibit Hall Coffee Break	\$2,000	Conference Logo Pens	\$1,500

Want to tailor a package to your unique marketing needs? Not a problem! Call Christopher Vance at 800-621-3141 ext. 11 to learn more.

To learn more about how to become a partner with SBA, please contact:

Christopher Vance
Spina Bifida Association
4590 MacArthur Blvd., NW
Suite 250
Washington, DC 20007

Phone: 800-621-3141 ext. 11
Fax: 202-944-3295
Email: cvance@sbaa.org

Participation Agreement

Company Information

List this information exactly as it should appear in all Congress materials. Please print clearly to ensure that published information is correct.

Company Name _____

Contact Person _____ Title _____

Address _____ City/State/Zip Code _____

Phone _____ Fax _____

E-Mail _____ Web Site _____

Mail agreements and payments to:
Christopher Vance
Spina Bifida Association
4590 MacArthur Blvd., NW, Suite 250
Washington, DC 20007



Exhibit Space 10 x 10 booths

Booth Cost: \$1,400 Nonprofit rate: \$1,200

Literature Distribution

\$500 for one document inserted in each Attendee Registration Package

\$100 for each additional document inserted

_____ Number of additional inserts

Advertising in Conference Program

Exhibitor Rates: Full Page Ad: \$780 • 1/2 Page Ad: \$468 • 1/4 Page Ad: \$312

Non-Exhibitor Rates: Full Page Ad: \$1040 • 1/2 Page Ad: \$624 • 1/4 Page Ad: \$416

Ad Specifications will be mailed to you upon receipt of this application.

Conference Sponsorship

Please specify your sponsorship(s) from those included herein. All sponsorship benefits, particularly pre-event, are subject to availability and printing deadlines.

Sponsorship(s) _____ Cost _____

Total Due _____ Payment Enclosed _____

Payment Method

A minimum deposit of 50% of the total booth cost must be mailed with the application no later than March 1, 2009.

Please note that this deposit is non-refundable. The remaining balance must be sent to SBA no later than May 1, 2009.

Check/Money order enclosed payable to SBA

Credit Card: MasterCard VISA American Express Discover

Card Number _____

Exp. Date _____

Signature _____

Date _____

Total Amount _____

Fax completed agreements to 202-944-3295.

Questions? Call Christopher Vance at 800-621-3141 ext. 11. For email inquiries, cvance@sbaa.org. Please see this page for Terms and Conditions.

Exhibiting Terms and Conditions

In order to provide the highest quality exhibitor services, please review and sign the following:



1. All cancellations must be received in writing. Any cancellation prior to March 2, 2009 will receive a 50% refund if total booth cost has been received. No refunds will be issued after March 2, 2009. Please note the 50% deposit is non-refundable.
2. Two or more organizations may not exhibit in a single booth space unless prior arrangements are made with SBA Management.
3. Exhibits must not project beyond space allotted, must not obstruct the view of or interfere with traffic to the exhibits of others.
4. All exhibits must be set up by 5 p.m., Tuesday, June 30, 2009.
5. Exhibits may not be dismantled prior to 2 p.m., Thursday, July 2, 2009.
6. All exhibit materials must comply with fire and facility regulations.
7. Exhibitors are prohibited from defacing any facility property.
8. Music or other sound effects from a booth must not adversely affect the operation of another booth.
9. Exhibitors assume responsibility for and agree to indemnify and defend the SBA, the Walt Disney World Swan and Dolphin Resort and their respective employees and agents against any claim or expense arising out of the exhibition premises.
10. The Exhibitor understands that neither the SBA nor the Walt Disney World Swan and Dolphin Resort maintains insurance covering the Exhibitor's property. It is the sole responsibility of the Exhibitor to obtain such insurance.
11. The SBA Chief Executive Officer (CEO) in conjunction with the SBA Board of Directors (BOD) determines the eligibility of any company or product for exhibition.
12. The CEO and BOD may prohibit installation or request removal of any promotion which is not keeping with the character or purpose of the event.
13. Any representative who fails to observe the conditions of this contract or who, in the opinion of SBA, conducts himself or herself unethically, may be dismissed from the Exhibit Hall without a refund of booth fees.
14. Additional information, including shipping instructions, decorator's kit, reservation arrangements, and scheduled events shall be sent to each exhibitor.

Signature _____ Date _____



Spina Bifida Association
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Suite 250
Washington, DC 20007