

# IPBC 2024



23RD INTERNATIONAL PERINATAL BEREAVEMENT CONFERENCE



*A Biennial Conference for those who care for families experiencing miscarriage, ectopic pregnancy, stillbirth, newborn death, a baby with a life-limiting condition, traumatic childbirth, death of the birthing parent, and pregnancy and/or birthing care that is disrespectful and lacks compassion.*

## Invitation to Sponsor

Chicago, Illinois  
The Drake Hotel  
May 15 - 18, 2024



## JOIN US AT THE DRAKE CHICAGO! MAY 15 - 18, 2024

*The purpose of the conference is to foster the relational aspects of perinatal bereavement care among clinicians, researchers, and parent advocates.*



## PLIDA'S MISSION

Pregnancy Loss and Infant Death Alliance (PLIDA) is the only perinatal bereavement membership organization in the United States. PLIDA serves as a leader in perinatal and neonatal bereavement care.

We do this through education, advocacy, and networking for health care providers and parent advocates. We promote the highest quality of consistent evidence-based care for all families.

We express our mission through professional continuing education, the establishment of position statements and practice guidelines, unified responses to issues in the media or legislation, and by creating a network for professionals to share questions, resources, insights, and support.

## ABOUT THE CONFERENCE

- Examine ways of promoting health equity through health care access and quality in the perinatal population.
- Identify skills for working within an interprofessional team when providing care for bereaved families.
- Discuss trauma related to death, unexpected outcomes, and insensitive care during childbearing.
- Explore communication skills appropriate for the perinatal period.
- Describe grief and bereavement in diverse populations.
- Provide opportunities for relationship building.
- List ways of translating research findings into clinical practice to promote a compassionate standard of care for bereaved families.
- Explain principles and practice of self-care.

## WHO ATTENDS?

Clinicians from the following units or departments: labor and delivery, antepartum, postpartum, nurseries, neonatal intensive care, emergency, spiritual care, child life, genetic counseling, OB/GYN clinic, operating room, ambulatory surgery, mental health services, college or university faculty, and perinatal, neonatal, and pediatric palliative care.

- Nurses
- Social workers
- Genetic counselors
- Chaplains
- Child life specialists
- Perinatal bereavement coordinators
- Researchers
- Professors
- Obstetricians
- Maternal fetal medicine physicians
- Neonatologists
- Palliative care physicians
- Advanced practice nurses/Nurse practitioners
- Midwives
- Psychologists
- Licensed mental health counselors
- Nursing unit managers
- Physician assistants
- Ultrasonographers
- Funeral directors
- Lactation consultants
- Childbirth educators
- Policy makers
- Program administrators
- Parent Advocates

## Contact Information

Meghan McMenamy | [meghan.mcmenamy@plida.org](mailto:meghan.mcmenamy@plida.org) | 855-398-7377

# WELCOME!

It is an honor to invite you to be a sponsor at the IPBC 2024 in Chicago! This is the only international conference devoted solely to the understanding of perinatal bereavement—that is, the death of a baby during pregnancy, at birth, or in the first months of life. This year we are also addressing the alarming rise in maternal death, traumatic childbirth, issues related to maternal mental health, disrespectful care, and racial and cultural disparities. IPBC is committed to the model of evidence-based care that includes research, personal experience, and bereaved family narratives.

If you or your organization are committed to supporting the estimated one million families in the United States affected by pregnancy loss and infant death each year, then sponsoring at IPBC 2024 is one of the best investments you can make in your business today.

As a sponsor, you will have unprecedented opportunities to highlight your support for those experiencing a perinatal loss and promote your products and services to caregivers and decision-makers.

This conference brings together leading international experts to share the latest updates on key clinical research and best practices. IPBC is well known for high quality speakers, cutting-edge topics, and a time for professionals and parent advocates to revitalize and network in a relaxed and communal setting.

Historically, the IPBC has attracted 300 attendees and continues to grow. We look forward to welcoming you at the beautiful The Drake in Chicago, IL on May 15 – 18, 2024.

Don't hesitate to contact me with any questions about the conference or for help reserving sponsorship space.

Thank you for your consideration.

Best regards,

Meghan McMenamy  
Marketing Manager  
[meghan.mcmenamy@plida.org](mailto:meghan.mcmenamy@plida.org)

## The Drake Chicago

The Drake is situated in the prestigious Gold Coast neighborhood, which welcomes the start of the Magnificent Mile. This iconic Chicago hotel is footsteps away from Oak Street Beach and Lake Michigan. No other Chicago hotel has inspired legendary acclaim on par with The Drake, a Hilton Hotel. This timeless property affords guests easy access to the city's most exclusive shopping, night life, and dining.

Originally built in 1920, the Drake has 535 rooms on ten floors, perfect for a serene and cozy location for IPBC 2024. The hotel's legendary bar serves classic comfort fare accompanied by live jazz. Its seafood restaurant offers fresh fish, and its afternoon high tea is a world-renowned tradition.



The Drake is located 20 miles southeast of O'Hare International Airport and 14 miles northeast of Midway International Airport. The hotel is accessible through ride share, taxi, and train. The Chicago Blue Line provides service from both airports into downtown Chicago. While at IPBC 2024, take time to relax and explore the Chicago area. Shopping is nearby on the Magnificent Mile. Oak Street Beach along Lake Michigan is a quick 4-minute walk away, and plenty of evening entertainment is within walking distance. Three minutes south is the John Hancock Observatory's open-air sky deck. And let's not forget Chicago's iconic cuisine—from its world-class dining to its deep dish pizza and Chicago-style hot dogs!

### Contact Information

Meghan McMenamy | [meghan.mcmenamy@plida.org](mailto:meghan.mcmenamy@plida.org) | 855-398-7377

# Sponsorship Opportunities

Core Benefits for sponsorships of \$1,000 or more:

In addition to the benefits listed with each individual opportunity, each sponsorship below includes

- Opportunity to include a brochure, flyer, or small promotional item in IPBC 2024 attendee welcome bags (all inserts must be pre-approved by PLIDA and must arrive at the hotel by May 13, 2024)
- Organization's logo will be included in the electronic version of the full conference brochure
- Featured Sponsorship listing on the PLIDA website with the company description, logo, and link to your organization's website
- Custom conference sponsorship logo for use on your website and social media
- Onsite Sponsorship badges for your organization's representatives

---

## Grand Skyline Sponsor

\$15,000

- Six (6) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Grand Skyline Sponsor on signage displayed in the exhibit hall
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Organization's provided informational video displayed prior to plenary session on May 15, 2024
- One full color advertisement in the online electronic version of the conference brochure
- Organization's logo included in mobile app with recognition as Grand Skyline Sponsor
- Full color banner ad on the homepage of the conference mobile app with link to your website
- Logo included in email blasts to conference attendees
- Premium booth location in the Exhibit Hall with two 6' x 30" exhibit tables
- Two (2) complimentary tickets to attend President's Reception
- Two (2) complimentary tickets to Welcome Reception

---

## Navy Pier Sponsor

\$10,000

- Four (4) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Navy Pier Sponsor on signage displayed in the exhibit hall
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Organization's provided informational video displayed prior to plenary session on May 16, 2024
- One full color advertisement in the online electronic version of the conference brochure
- Organization's logo included in mobile app with recognition as Navy Pier Sponsor
- Full color banner ad on the homepage of the conference mobile app with link to your website
- Logo included in email blasts to conference attendees
- Premium booth location in the Exhibit Hall with two 6' x 30" exhibit tables

---

## Magnificent Mile Sponsor

\$7,500

- Three (3) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Magnificent Mile Sponsor on signage displayed in the exhibit hall
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Organization's provided informational video displayed prior to plenary session on May 17, 2024
- Organization's logo included in mobile app with recognition as Magnificent Mile Sponsor
- Logo included in email blasts to conference attendees
- Premium booth location in the Exhibit Hall with two 6' x 30" exhibit tables

---

## Millennium Park Sponsor

\$5,000

- Two (2) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Prominent recognition as Millennium Park Sponsor on signage displayed in the exhibit hall
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Logo included in mobile app with recognition as Millennium Park Sponsor
- Reserved placement in the Exhibit Hall with two 6' x 30" exhibit tables

### Contact Information

Meghan McMenamy | [meghan.mcmenamy@plida.org](mailto:meghan.mcmenamy@plida.org) | 855-398-7377



## Michigan Avenue Sponsor

\$2,500

- (1) complimentary registration for IPBC 2024 (includes conference sessions, and meals for the registered individual per conference meal plan)
- Recognition as Michigan Avenue Sponsor on signage displayed in the exhibit hall
- Logo in the online electronic version of the conference brochure
- Logo included in mobile app with recognition as Michigan Avenue Sponsor
- Logo included in email blasts to conference attendees
- Reserved placement in the Exhibit Hall with one 6' x 30" exhibit table

## Riverwalk Sponsor

\$1,000

- Recognition as a Riverwalk Sponsor on signage displayed in Exhibit Hall
- Logo in the online electronic version of conference brochure
- Logo included in mobile app with recognition as Riverwalk Sponsor
- Logo included in email blasts to all attendees

## EXCLUSIVE SPECIAL EVENT SPONSORSHIP OPPORTUNITIES – NEW!

Your presence and support will not go unnoticed as a sponsor of one of these exciting events. Gain valuable visibility with one of the following exclusive sponsorship opportunities.

### AV Sponsor

\$15,000  
*Only 1 Available*

Your company will not go unnoticed with this exclusive branding opportunity. Your logo will be visible to all guests who enter The Drake lobby--prominently displayed on the information screen and all monitors. Sponsorship includes

- Six (6) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Exclusive recognition with your logo visible on all monitors throughout the conference
- Organization's logo displayed as the AV Sponsor on table tents in all break out rooms
- Organization's logo displayed on all charging stations located in the Exhibit Hall
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Organization's provided informational video displayed prior to Plenary Session on May 15, 2024
- Organization's logo included in the mobile app with recognition as the AV Sponsor
- Four (4) complimentary tickets to Welcome Reception

## Welcome Reception Sponsor

\$10,000

Highlight your support of IPBC 2024 as the official sponsor of the Welcome Reception, where conference attendees, PLIDA leadership, and sponsors will gather to kick off the conference with an evening of socializing and networking. Sponsorship includes

- Four (4) complimentary registrations for IPBC 2024 (includes conference sessions, and meals for the registered individuals per conference meal plan)
- Exclusive recognition with your logo on signage placed at Welcome Reception entrance
- Corporate display table with your materials at the entrance of Reception
- Organization's provided informational video featured in Welcome Reception announcement, distributed via email blast and social media as part of preconference marketing
- Logo recognition in announcements slideshow at the beginning of Plenary Sessions
- Organization's logo included in mobile app with recognition as the Welcome Reception Sponsor
- Featured Sponsorship listing on the PLIDA website with your logo, company description, informational video, and link to your website
- Logo recognition on conference registration page
- Four (4) complimentary tickets to Welcome Reception

### Contact Information

Meghan McMenamy | [meghan.mcmenamy@plida.org](mailto:meghan.mcmenamy@plida.org) | 855-398-7377

## Continued

### President's Reception Sponsor: \$6,000 (Only 1 Available)

Show your appreciation and support of this special invitation-only event—a unique event designed to provide a time and space to honor perinatal bereavement pioneers and Influential stakeholders. A limited number of conference attendees will be selected at random to attend this intimate gathering to provide a time to honor and mingle with those who came before us. Sponsorship includes

- Exclusive recognition with your logo on signage placed at entrance to President's Reception
- Organization's logo included in mobile app with recognition as the President's Reception Sponsor
- Featured Sponsorship listing on the PLIDA website with your logo, company description, informational video, and link to your website
- Two (2) complimentary tickets to attend President's Reception
- Attendees will enjoy hors d'oeuvres and a cash bar during the President's Reception

---

### Book Signing Reception Sponsor: \$5,000 (Only 1 Available)

Exclusive sponsorship helps support this special event where attendees will enjoy hors d'oeuvres and cash bar while interfacing with distinguished authors and have their books personally signed. Sponsorship includes

- Exclusive recognition with your logo on signage placed at entrance to Book Signing Reception.
- Corporate display table with your materials at the entrance of Reception.
- Organization's logo included in mobile app with recognition as the Book Signing Sponsor.
- Featured Sponsorship listing on the PLIDA website with your logo, company description, informational video, and link to your website.
- Logo recognition on the conference registration page.

---

### Registration Desk Sponsor: \$1,500 (Only 1 Available)

Exclusive Sponsorship of Registration Desk provides an opportunity to make a strong first impression on IPBC attendees. Recognition on signs placed in the registration area will prominently display your logo as attendees arrive at the conference and retrieve their badges. Sponsorship includes

- Exclusive recognition with your logo on signage placed in the registration area.
- Logo recognition on registration page.

---

### Reflection Room Sponsor: \$1,000 (Only 1 Available)

Exclusive sponsorship helps support an area that is designated as a quiet space for reflection, grieving or simply being. The Reflection Room is intended to provide participants with an opportunity for self-reflection and self-care when they need it during the conference. Sponsorship includes

- Exclusive recognition with your logo on signage placed at the entrance of Reflection Room.
- Logo included on promotional video featuring the reflection room that will be featured in social media and email blasts as part of pre-conference marketing campaign.

# Exhibition Information

## Shipping and Handling

Please see The Drake's shipping form on the following pages.

## Electrical and Internet Service

Please see The Drake's exhibitor order form on the following pages.

## Protection of Property

- No items can be nailed, tacked, screwed, or glued to columns, walls, floors, or other parts of the building furniture. Violators will be financially responsible to repair any such damage they may cause.

## Cancellation

- Full payment is required to confirm sponsorship. Sponsorship fees are non-refundable. Should a sponsor be unable to attend the conference, sponsor is entitled to receive the full benefit, according to their confirmed sponsorship level. Sponsorship is nontransferable. Should the conference be cancelled due to circumstances beyond the control of the Pregnancy Loss and Infant Death Alliance or The Drake Chicago, sponsors will be issued a full refund. If the conference is postponed due to circumstances beyond the control of PLIDA, the sponsorship remains in place and will be applied to the revised conference date.

## Liability

- The International Perinatal Bereavement Conference will not be responsible for loss or damage resulting from any cause connected with transfer, installation, maintenance, storage, or removal of exhibits, or with management of the exposition.
- The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor's display or caused by the exhibitor, exhibitor's agents, representatives, or employees. Copyrights and trademarks related to music and other materials regarding materials are the sole financial responsibility of the exhibitor and should meet all state and federal laws.

## Reminders

- Conference registration is required to attend conference education sessions for which we offer continuing education credit. Exhibit staff **MUST** be preregistered for the conference and wearing a name badge in order to attend any part of preconference, plenary, or concurrent sessions.
- Three (3) exhibitor badges will be issued for exhibit space. Unless registered for the conference, exhibitor staff are responsible for their own food. Unless complimentary conference registration is included in the sponsorship level, exhibitor fees do not include meals.  
*\*Note: The hotel has its own restaurants, and exhibit staff can bring their own food into the hotel, if desired.*
- Under no circumstances should exhibitors bring materials from their exhibit space to another area of the conference (e.g., into an education session or the Reflection Room). Continuing education providers have strict guidelines on separation of education and advertising or sales. Violations of this rule place CE providers at risk. Conference planners and organizers will be monitoring sessions to ensure that this rule is followed.
- Acceptance of exhibit and sponsorship applications is at the discretion of the conference planning committee. Conference organizers reserve the right to decline any exhibit or sponsorship application.
- All materials/promotional items to be included in the conference welcome bags must be approved by PLIDA prior to the conference. Please note that it is the sponsoring company's responsibility to make sure their materials have been pre-approved.

C H I C A G O

# The Drake

H O T E L

## EXHIBITOR INFORMATION COVER SHEET

In order to facilitate efficient service delivery please complete  
and return **Page (2)** of this form via email  
to the attention of **(Your Event Manager)** at The Drake Hotel,  
at least **14 days** prior to the event.





# EXHIBITOR ORDER FORM

In the designated areas below please indicate all necessary receiving, electrical, telecommunication, or equipment needs and fill out the required billing information at the bottom of this page.

## Receiving Charges:

## Estimated Number

## Total Price

1. Standard Box / Package (under 50 lbs)	\$4.00 each	_____	_____
2. Case ( or box over 50 lbs)	\$1.00 per lb	_____	_____
3. Pallet	\$1.00 per lb	_____	_____
4. Crate	\$1.00 per lb	_____	_____

**\*\*Please note, the above charges apply to any packages shipped to OR dropped off at The Drake Hotel loading dock. Guests are NOT permitted to unload through the hotel main entrance. Packages will NOT be accepted at our Bell or Concierge Desk.\*\***

## Audio Visual/Internet/Electrical Charges per day:\*\*

## Number Required

## Total Price

1. Speaker Phone Rental Charge	\$300.00 per day	_____	_____
2. Phone Rental Charge	\$50.00 per day	_____	_____
3. 27" LCD Table Top Monitor	\$300 per day	_____	_____
4. 75" LED Monitor on Stand	\$950 per day	_____	_____
5. Internet Usage Charge (Wired Line)	\$300 per line	_____	_____
6. Internet Usage Charge (Wireless)	\$30 per device	_____	_____
7. Extension Cord + Power Strip	\$60 per day	_____	_____
8. 20 Amp Circuit	\$250 per circuit	_____	_____
9. 20 Amp 3-Phase	\$450 flat rate	_____	_____

**\*\*For any technology related questions, please contact Five-Star Audio Visual at (630) 723-9797 or [agalske@five-starav.com](mailto:agalske@five-starav.com)**

**\*\*\*Placement near an outlet cannot be guaranteed. Extension cords do not require the additional outlet charge.**

## Miscellaneous Charges per Day:

## Number Required

## Total Price

1. Spotlight (Walton & French Only)	\$25.00 flat fee	_____	_____
2. Banner Usage Charge	\$60.00 flat fee	_____	_____
3. Utensils, Dishes, Burner etc.	\$25.00 flat fee	_____	_____

**All charges are per day and are subject to prevailing rental/sales tax and service charges**

# BILLING INFORMATION

Name of Company: \_\_\_\_\_

Name of Conference: \_\_\_\_\_ Date of Conference: \_\_\_\_\_

Onsite Contact Name & Phone Number: \_\_\_\_\_

Method of Payment: VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ AX \_\_\_\_\_ Other \_\_\_\_\_ Room # \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder billing address: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

*Invoice of charges will be sent to the above email address*

## GENERAL INFORMATION

1. Due to space restrictions, The Drake Hotel can only accept and store boxes from up to (2) two days prior to any event when shipping materials to the hotel. All items must be clearly marked.
2. Please include **ALL** of the following information on each package to ensure proper delivery:

Attention: \_\_\_\_\_ (EVENT NAME)

Date: \_\_\_\_\_ (EVENT DATE)

The Drake Hotel

**NAME OF EVENT**

**CC: EXHIBITOR ON-SITE CONTACT/EXHIBITOR COMPANY NAME**

140 East Walton Place

Chicago, IL 60611

Case / Package Count:

Package \_\_\_\_\_ of \_\_\_\_\_

3. Exhibitors are responsible for arranging their own shipping and handling. **\*\*Please provide your own shipping labels for all outgoing packages after event.\*\***
4. Our loading dock entrance is 11 feet high for truck access.
5. Our freight elevator capacity is:  
Door opening: 45" wide, 81" high & Inside car: 60" wide, 90" long, 92" high, 3000lbs  
Our small freight elevator to East Mezzanine is:  
Door opening: 35" wide, 77.5" high & Inside car: 54" wide, 49" long, 90" high, 2000lbs

## DIRECTIONS FOR RETURN SHIPPING

1. Properly pack, seal and label all of your outgoing packages.
2. **If you are sending FEDEX or UPS**, there is an automatic pick up once a day per weekday (not including Saturday/Sunday). All packages with proper shipping labels will be picked up. **\*\*For same day P/U, packages must be ready by 2:00pm, if not packages will go out next day\*\***
3. If you would like to print out shipping labels the closest Print & Ship will be at FedEx located on 909 Michigan Ave.
4. Once this is complete, please leave your packages right at your booth, our housemen will transport to outgoing package room.