 The art and science of caring

INPCS24

4TH ANNUAL MEETING | SEPTEMBER 20-22
GRAND RAPIDS, MICHIGAN



2024 INPCS ANNUAL MEETING SPONSOR & EXHIBITOR PROSPECTUS

Prince Conference Center, Grand Rapids, Michigan
September 20-22, 2024



INPCS
INTERNATIONAL NEUROPALLIATIVE
CARE SOCIETY

Welcome From Our President

Dear Potential Sponsor:

If reaching a broad array of healthcare providers caring for people with neurologic illness is important to you, we need to connect. If it could be beneficial for your organization to have access to worldwide thought leaders on advancing models of care for people with neurologic illness, particularly those with advanced disease, under-recognized symptoms, or difficult to manage symptoms, let's talk. And if being associated with an organization that invites all significant stakeholders to the table as partners in advancing patient- and family-centered care, I encourage you to continue reading. Because the new and rapidly growing International Neuropalliative Care Society (INPCS) is all these things and more, and we want to partner with you to advance both of our organizations.

INPCS is an association of neurologists, palliative medicine providers, geriatricians, nurses, social workers, and other clinicians, as well as patients and their families and caregivers, dedicated to improving the quality of life of persons and families affected by neurologic illness. INPCS was created because we believe that to effectively advocate for better care we needed to create a space where all people affected, and all people with power to foster change, could come together to share ideas. This includes professionals from industry—including hospitals, insurance, pharmaceuticals, and home care—who have important insights and skills that can help us achieve our ultimate goals of improving care.

Palliative care is a patient and family-centered approach to addressing the multiple dimensions of suffering people face from the time of diagnosis onwards. Although palliative care is traditionally associated with cancer and hospice, members of our society have demonstrated in research studies and clinical practice that palliative care improves the lives of people living with neurologic illness throughout their illnesses, from diagnosis through end-of-life. We believe that palliative care's focus on reducing suffering is desperately needed in the world of neurology. And we also believe that you have a role to play in advancing our mission "to raise standards of care for all people affected by neurologic illness".

Our 4th Annual Meeting, taking place in Grand Rapids, Michigan, September 20-22, 2024, has the theme of "The Art and Science of Caring". Supporters of our conference will have the ability to interact with attendees through sponsorship opportunities and in-conference networking and messaging, and have advertising opportunities throughout the conference, including the INPCS Annual Meeting website, sponsored sessions, and other conference materials. Prior sponsors have enjoyed being a part of the meeting, including sitting in on sessions and talking with participants.

This Sponsorship Prospectus offers proposed sponsorship packages and pricing, but it can also serve as a starting point for a conversation about how we can best meet your needs. We don't believe in a one-size-fits-all approach when it comes to our patients, and we certainly don't when it comes to working with others to advance the cause of neuropalliative care. As a new and flexible organization we are happy to discuss all reasonable ideas and suggestions.

Making an investment in improving quality of life for people affected by neurologic illness is always a great choice. Let's work together and make that investment pay off for everyone!

Benzi Kluger, MD, MS
President, INPCS



About INPCS

The International Neuropalliative Care Society (INPCS) is about human connections in neurology, breaking silos between traditional medical walls, and keeping the person who is ill at the center of all of the efforts. Activities of INPCS include building professional networks, supporting research, developing educational materials and opportunities, creating guidelines for clinical practice, and advocacy. All of these efforts are conducted with the singular aim of improving quality of life for people affected by neurological diseases.

VISION:

A world where high quality, person-centered care is available to all people and families affected by neurologic illness.

MISSION:

To raise standards of care for all people affected by neurologic illness.

Why INPCS24?

Networking:

Participating in the networking events at INPCS24 will give you the opportunity to contribute and share ideas as part of a community dedicated to improving the lives of those affected by neurological illness and their carepartners.

Education:

INPCS members come to the Annual Meeting to learn from the top minds and key players within the neuropalliative community. You'll have the opportunity to sit alongside conference attendees in educational sessions and roundtables, and are invited to contribute to the discussions on promoting higher standards of care.

Marketing Reach:

Reaching the right audience is crucial to your company's success, and INPCS represents a unique opportunity to introduce your solutions to key industry challenges to a broad group of physicians, nurses, social workers, caregivers, and patients – all with the simplicity and ease of supporting just one organization. The International Neuropalliative Care Society (INPCS) exists to serve as a bridge between medical practitioners and their patients and caregivers, and our membership consists of a diverse group. Sponsoring or exhibiting at INPCS24 will ensure that your company or organization reaches a wide demographic.

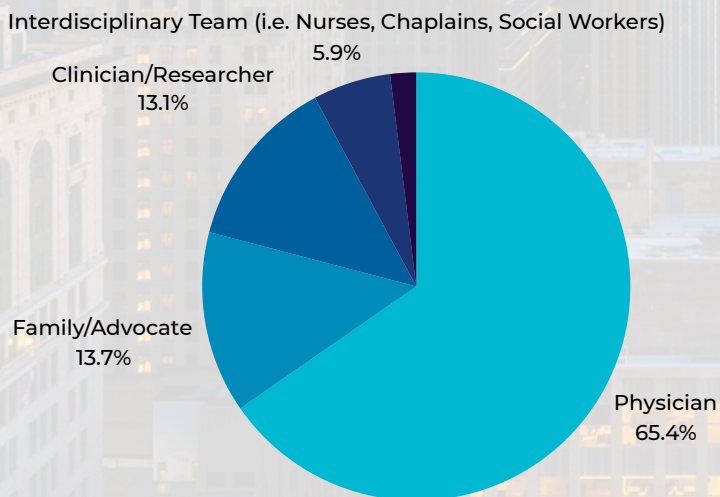
About INPCS Members

INPCS started at **71 members** when membership first opened in April 2021. We have **QUADRUPLED** our membership in just over 3 years!

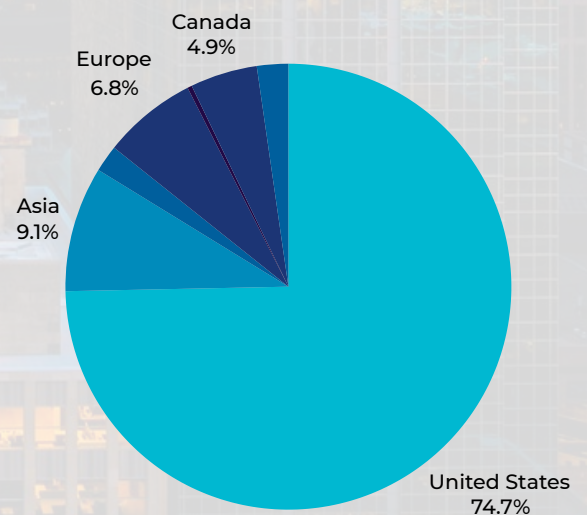
NETWORK WITH INPCS

The International Neuropalliative Care Society is the only international association dedicated to neuropalliative care and education. Exhibiting or sponsoring at INPCS24 provides you with excellent opportunities to connect with key decision makers/medical professionals from the neuropalliative care field. And, of course, our student and trainee attendees are the FUTURE decision makers! You will also have the unique opportunity to connect with our patient and care partner members who are directly impacted by your company's products.

MEMBERS BY MEMBER TYPE



MEMBERSHIP BY REGION



INPCS has members from **over 25** countries!

Sponsorship Levels

In addition to your selected sponsorship opportunity/opportunities, each benefit level includes valuable recognition and benefits! If the total sponsorship amount from your selected opportunity/ opportunities falls within one of the below sponsorship levels, all additional benefits included in that level will be yours at no additional cost! *(Specific items and functions listed below are based on availability.)*

	Platinum Sponsor \$10,000+	Gold Sponsor \$6,000+	Silver Sponsor \$3,000+	Bronze Sponsor \$1,000+
Company logo or name displayed on the Annual Meeting webpage, linked to company website.	LOGO	LOGO	NAME	NAME
Company logo or name listed in online Annual Meeting program	LOGO	LOGO	NAME	NAME
Complimentary Annual Meeting registrations	3	2	1	
One(1) complimentary ad in online Annual Meeting program	Full Page	1/2 Page	1/4 Page	
Dedicated social media post on the INPCS Twitter account	✓	✓	✓	
Includes Exhibitor Table in our Exhibit Hall (includes attendee list)	✓	✓		
Invitation to the Supporter Roundtable with INPCS leadership	✓			
Rotating banner on the INPCS Annual Meeting homepage, linked to company website until June 2025	✓			

Sponsorship Opportunities

FEATURED

Lunch Symposium (\$10,000)

Host a symposium over the breakfast or lunch hour for attendees to come and learn about your company and your products. Your symposium will be advertised on the Annual Meeting website and your logo featured during the symposium. Only a limited number of slots are available so act fast!

Focus Group

Instead of gathering an audience of attendees, allow us to recruit 5-8 field experts for a one-hour, in-depth focus group on the topic of your choice!

- **In-Person (\$10,000)** - Your focus group will take place during the Annual Meeting.
- **Virtual (\$7,500)** - Your focus group will take place via video conference during the month of your choice (excludes the months of August & September).

TECHNOLOGY

Mobile App (\$7,500)

The Annual Conference Mobile App allows attendees to navigate the conference through their mobile device. Important information can be accessed including the program, abstracts, speaker information, links to social media, mobile alerts and more. The Mobile App sponsor receive their name on a secondary splash page, app store screen shot, a banner ad & landing page.

Charging Station (\$3,500)

Offer attendees a charging station where they can charge their smart phones, laptops, and other wireless devices without leaving the exhibit area. These stations will be placed in high-traffic areas with your logo featured prominently on the station (Artwork provided by the sponsor).

Sponsorship Opportunities

FOOD & BEVERAGE

Friday Night Welcome Reception (\$10,000)

Our Welcome Reception is the kick-off to our Annual Meeting! The reception will be held on-site on Friday evening and offers a casual atmosphere for networking and collaborating. Your company logo will be proudly displayed in various forms across this event, including branded cocktail napkins. In addition, a rotating banner will be placed on the INPCS24 event website, linked to your company's website, for the duration of 2024.

Water Bottles (\$4,000)

Get your brand in their hand! Annual Meeting attendees love using water bottles for quick hydration during (and after!) the meeting, and this year's Annual Meeting water bottle – given to every attendee – will feature your logo prominently. (Artwork provided by Sponsor. Bottles selected and procured by INPCS.)

Beverage Break Sponsor – 4 opportunities (\$2,500 each, or all 4 for \$8,000)

Our attendees will thank you for providing food & beverage during morning and afternoon breaks. Event signage and branded cocktail napkins will be provided by INPCS, recognizing your company as the exclusive Beverage Break sponsor.

Movie Night (\$4,000)

Breakout the popcorn and refreshments for the annual INPCS Movie Night! Attendees spend the evening socializing and enjoying a thematically-relevant movie. Your company's name and logo will be showcased on the big screen and on custom-branded movie snacks.

Sponsorship Opportunities

MARKETING/BRANDING

Scavenger Hunt Grand Prize Drawing (\$4,000)

Meeting attendees are encouraged to visit each exhibitor booth and assigned posters throughout the meeting and participate in the INPCS24 Scavenger Hunt – presented by you! Once they have visited all booths and assigned posters and completed their scavenger hunt card, which will feature your company name and logo, they will be entered into a drawing for a chance to win one of two grand prizes. You will be announced as the Grand Prize sponsor with your logo proudly displayed and your name mentioned during the drawing.

Massage Station - 2 days (\$4,000/day)

Help us promote wellness for our attendees by sponsoring a massage station, featuring 5-10 minute chair massages during the conference. Signage will include your company's logo indicating you as the sponsor of the massage station for the day.

Attendee Badge Lanyards (\$4,000)

In addition to their name badge, all attendees will receive a lanyard with your company's name and logo proudly displayed.

Attendee Bags (\$3,000)

Attendees love to use a conference bag for toting around conference materials and will take the bag home with them to use for years to come. At this year's meeting, INPCS will be giving away reusable tote bags. Your company's logo, placed on the bag, will be remembered long after the Annual Meeting!

Promotional Flyer (\$1,000/item)

Let us spotlight your company! Collateral can be a very important aspect of a company's marketing strategy. Include your marketing piece in the conference welcome packet and you are guaranteed to get your materials in the hands of every attendee! Advertise your booth or a new product by way of this great marketing opportunity. (Flyer to be provided by sponsor)

Exhibit With INPCS

Exhibitors at the INPCS Annual Meeting will enjoy unparalleled access to reach THE key decision makers on products and spending in the neuropalliative care field. To maximize interaction with conference delegates, exhibits will be placed next to the poster boards and refreshment service.

EXHIBIT HALL HOURS

INPCS does not have specific exhibit hall hours, but rather suggested times to stand by your table to interact with attendees during breakfasts, breaks, and lunches. To maximize your time spent with meeting delegates, the posters will be displayed and all food and beverage functions will be served in the exhibit area. While we request that all active promotion of product(s) be restricted to the Exhibit Hall, all exhibitor representatives are encouraged to attend and participate in INPCS educational sessions and evening receptions, to maximize their time spent with the conference delegates in the interest of building our community.

PRICING/AVAILABILITY

There are 10 exhibitor tabletops available for \$2,000 each. All exhibitor tables include:

- Access to all INPCS educational sessions, meals, and social events
- One covered and draped rectangular table with two chairs
- Two exhibitor badges (additional badges available for \$400 each)
- A copy of the attendance list will be provided both pre-meeting and post-meeting (with approval of attendees).
- Existing Lighting
- Standard Heating & A/C

DECOR/STORAGE

Professional decorator services are not available at the INPCS Annual Meeting.

EXHIBIT SPACE ASSIGNMENTS



INPCS will assign tabletop space on a first come, first served basis based on when sponsorship agreements and payments are received. INPCS shall have the right to relocate any exhibit at any time before or during the period of exhibition.

Exhibitor Tips

ESTABLISH YOUR GOALS & OBJECTIVES

What do you want to get out of the INPCS Annual Meeting? How many delegates do you want to stop by your table? How many leads do you hope to generate? Determine what your ROI is and focus on getting that. If INPCS can assist you in doing so, please let us know!

GET OUT FROM BEHIND YOUR TABLE



Exhibitors often sit behind their tables while attendees stand, looking down at them. Get up, make eye contact, and engage! Remember to stay off your phone. There will be time after exhibit hours to follow up on voicemail and email. INPCS encourages all sponsors to attend the educational sessions and bring their scientists to the INPCS Annual Meeting. Although we request that specific promotion of your product(s) be limited to your exhibit space, we also encourage you to become involved in our community of advancing better care for people affected by neurologic illness. Get involved with our program, discussions, and the multiple networking opportunities INPCS offers.

ALWAYS BE PREPARED

INPCS members are busy. Follow up with contacts and leads as soon as possible. The quicker you follow up, the more your company will stand out from the rest!

ADVERTISE IN ADVANCE

Put the word out to your clients, customers, suppliers, and contacts about where you'll be. INPCS will do everything we can to promote the Annual Meeting — we invite you to join us in doing so.

ENGAGE IN SOCIAL MEDIA

Connect with INPCS on Facebook and Twitter. Remember to let your followers know where you'll be and how they can register for the meeting! #INPCS24

USE AN INTERACTIVE DISPLAY

The best way to draw a crowd to your table is to interact with them. Games, quizzes, contests, prizes, or scheduled demonstration give people that extra reason to visit your table.

ACTIVELY ENGAGE ATTENDEES

Don't wait for people to address you. INPCS is a friendly crowd and willing to be engaged! Be outgoing, chat with visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific answers to their questions.

Exhibitor Rules & Regulations

The rules and regulations contained herein are intended by INPCS to serve the best interests of the INPCS Annual Meeting, the exhibitors, and the attendees, and give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors, and sponsors are bound by the rules and regulations. INPCS shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of INPCS. The exhibitor understands and agrees that the information contained in this prospectus and Exhibitor Rules and Regulations are an integral and binding part of the Exhibit Space Contract and that signing the exhibit space application/ contract indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the prospectus, and any other INPCS issued communication. These rules and regulations may be amended or changed at any time by INPCS, and all amendments and changes will be binding on all parties.

CONTRACT FOR SPACE

The order of a tabletop space upon acceptance by the International Neuropalliative Care Society (INPCS), assignment of space, and the payment of rental charges constitutes a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price if not occupied by the time set for completion of display installation; such space may be re-possessed by INPCS. Said contract will not be binding upon INPCS in the event of strikes or circumstances beyond INPCS's control.

GENERAL CONDUCT EXHIBITORS

The purpose of INPCS's exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to their professional interests. The character of exhibits is subject to the approval of INPCS. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibitors or parts of exhibits, which reflect against the character of the meeting. Sponsors are not allowed to schedule any other engagements that will take multiple attendees away during the INPCS Annual Meeting Program.

FIRE PROTECTION

All exhibits must conform to the fire laws, health regulations, electrical codes, and other ordinances of the Grand Rapids Fire Department. All materials used in the exhibit must be flameproof and fire-resistant. All materials are subject to the inspection of the Grand Rapids fire department and their regulations shall govern. Crepe paper, corrugated paper, flameproof and otherwise, plus Inflammable fluid or substances are not permitted. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Enclosed ceilings are not permitted in the exhibit hall. Smoking is not permitted anywhere in the Prince Conference Center or on the campus of Calvin University. The Prince Conference Center reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the Grand Rapids Fire Department.

Exhibitor Rules & Regulations

CERTIFICATE OF INSURANCE

INPCS does not provide insurance for exhibitor's property. Exhibitor's must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident, or loss of any kind.

MEETING CANCELLATION

It is mutually agreed that in the event of cancellation of the exhibits due to fire, explosion, strike, freight embargo, flood, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other events over which INPCS has no control, then the exhibitor contract may be immediately amended by INPCS, and exhibitor hereby waives any and all claims against INPCS for damages, reimbursement, refund, or compensation. At the sole discretion of INPCS exhibitor refunds will be determined after deduction of any amounts necessary to cover the expense incurred by INPCS in connection with the show. INPCS shall not be financially liable in the event the show is interrupted, cancelled, moved or rescheduled except as provided herein.

LIABILITY

It is understood that each party involved - INPCS, the Prince Conference Center, and the exhibitor - agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. In addition, each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

RESTRICTIONS ON USE OF SPACE

No exhibitor shall sublet, assign or share any part of their allocated space. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their tabletop.

SUITCASING POLICY

Exhibitors will not actively solicit business outside of the exhibitor's paid-for display space, post signs or other advertising displays elsewhere in the facility or sponsor any event that conflicts with the conference or affiliated events. Any distribution of sales materials or business cards or the attempt to solicit business from exhibitors or show visitors by non-exhibiting companies is strictly prohibited; violators will be removed by security. Please report any such activity to registration staff.

CONTRACT AGREEMENT/INDEMNIFICATION

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold INPCS, the Prince Conference Center, and their employees and agents harmless against all claims, losses, damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Prince Conference Center and their employees and agents. Full payment must accompany the application in order to reserve your tabletop. We agree to abide by the exhibit rules and regulations indicated in this publication and any amendments thereto, all of which are a part of this contract. We also agree to abide by the cancellation clause as follows:

CANCELLATION POLICY

All sponsorship packages are non-refundable, no exceptions.



INPCS

INTERNATIONAL NEUROPALLIATIVE
CARE SOCIETY

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