



**Presented By The  
National Vaccine Information Center  
(NVIC)**

***“Show Us the Science, Give Us a Choice”***

**Hyatt Regency Hotel in Reston, Virginia**

**October 2-4, 2009**

**Sponsorship & Exhibit Prospectus**



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## **Why You Should Sponsor**

### **Some important benefits of sponsorship and exhibition are:**

- Excellent business development opportunity to increase market exposure and name recognition to 3 million people
- Access to primary decision makers
- Brand positioning and profiling
- Access to both national and international markets
- Opportunity to increase sales and visibility

We anticipate through our promotion and marketing efforts we will reach an audience over 3 million with an expected attendance of more than 500 individuals. As a non-profit, educational organization, NVIC.org is dedicated to public service, and has never received state or federal government funding or corporate grants. NVIC has funded this conference with individual registration fees, exhibitor fees and donations.

## **Sponsorship Details:**

All corporate sponsorships and exhibitors are subject to the approval of the NVIC conference committee. All interested in a particular sponsorship must fill out the sponsorship form and submit it via email, fax or mail directly to NVIC. If you have a specific sponsorship idea that you don't see listed, please contact Heather Maurer to discuss. Individual sponsors can register and pay directly on our online registration site, [www.regonline.com/NVICconference2009](http://www.regonline.com/NVICconference2009).

Heather L. Maurer, Director of Sponsorships & Fundraising  
National Vaccine Information Center, 407-H Church St. Vienna, VA 22180  
Email: [heatherNVIC@gmail.com](mailto:heatherNVIC@gmail.com) 703-938-0342 (office), 703-938-5768 (Fax)  
[www.NVIC.org](http://www.NVIC.org)

## Individual Sponsorship Opportunities



### The Starfish Story

There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back in to the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time?" The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked at the small starfish in his hand and, as he threw it to the safety of the sea, he said, "It makes a difference to this one!" – Author Unknown

### Become a Starfish-Individual Sponsor:

All individual sponsors will be recognized in the program booklet. *All individual sponsorships are tax deductible.* This donation includes your conference attendance fee. As an Individual Sponsor, your name will be listed in the Conference Program and will appear in the power point slide show to be shown during the breaks.

### Individual Sponsor Opportunities:

<b>Angel</b>	<b>\$ Any amount over \$5000 (Please contact NVIC directly)</b>
<b>Platinum Starfish</b>	<b>\$5000</b>
<b>Gold Starfish</b>	<b>\$2500</b>
<b>Silver Starfish</b>	<b>\$1000</b>
<b>Copper Starfish</b>	<b>\$500</b>
<b>Rainbow Starfish</b>	<b>\$350</b>

## Corporate/Organization Sponsorship Opportunities

### **Conference Dinner Sponsor — SPONSOR FEE: \$10,000 (3) available**

**As a Dinner Sponsor** you will receive tangible benefits including:

- Recognition on conference email advertisements as a Dinner Sponsor reaching a target audience over 3 million
- Direct access to all attendees and conference speakers
- Signage at the conference
- Signage at the Dinner
- Recognition at the conference commencement
- Recognition in conference materials as a Sponsor
- Full page ad in conference program to be handed out to all attendees. B&W Ad Art work must be submitted by Sponsor.
- Free display booth (limited number of booths available)
- Power point advertisement to run during breaks in main conference room
- Logo on conference bag
- Insert of marketing materials, advertisement, brochure or samples in conference bag\*
- Hyperlink from NVIC.org website to your site
- Banner supplied by you to be hung prominently at the conference\*\*
- Recognition in all press releases surrounding the dinner.
- (6) complimentary passes to attend the conference

### **Conference Break Sponsor — SPONSOR FEE: \$5,000 (6) available**

**As a Break Sponsor** you will receive tangible benefits including:

- Recognition on conference email advertisements as the Break Sponsor reaching a target audience over 3 million
- Marketing efforts pre-conference reaching over 3 million
- Direct access to all attendees and conference speakers
- Signage at the conference
- Signage at the break
- Recognition at the conference commencement
- Recognition in conference materials as a Sponsor
- Insert of marketing materials, advertisement, brochure or samples in conference bag\*
- Power point advertisement to run during breaks in main conference room
- 1/2 page ad in conference program to be handed out to all attendees. B&W Ad Art work must be submitted by Sponsor.
- Hyperlink from NVIC.org website to your site
- Banner supplied by you to be hung prominently at the conference\*\*
- 3 complimentary passes to attend the conference

### **Conference Materials Sponsor – SPONSOR FEE: \$7,500 (1) available**

**As the Conference Materials Sponsor** you will receive tangible benefits including:

- Recognition on conference email advertisements as the Conference Materials Sponsor reaching a target audience over 3 million
- Direct access to all attendees and conference speakers
- Signage at the conference
- Recognition at the conference commencement
- Recognition in conference materials as a Sponsor
- Insert of marketing materials, advertisement, brochure or samples in conference bag\*
- Power point advertisement to run during breaks in main conference room
- Full page ad in conference program to be handed out to all attendees. B&W Ad Art work must be submitted by Sponsor.
- Hyperlink from NVIC.org website to your site
- Banner supplied by you to be hung prominently at the conference\*\*
- 4 complimentary passes to attend the conference

### **Conference Bag Sponsor—SPONSOR FEE: \$6000-(1) available**

**As the Conference Bag Sponsor** you will receive tangible benefits including:

- Recognition on conference email advertisements as the Conference Materials Sponsor reaching a target audience over 3 million
- One side of the conference bag dedicated to your company or organization with logo and website displayed prominently. Each conference attendee and speaker will receive a bag. Please note: the other side of the bag will have other conference name and information plus other sponsor logos displayed. Style and design of the bag will be created by NVIC.
- Recognition in conference materials as a Sponsor.
- Insert of marketing materials or samples in conference bag\*
- ½ page ad in the conference materials. B&W artwork must be submitted by you
- 3 complimentary passes to attend the conference

### **Conference T-shirt Sponsor—SPONSOR FEE: \$6000 – (1) available**

**As the Conference T-shirt Sponsor** you will receive tangible benefits including:

- Recognition on conference email advertisements as the T-Shirt sponsor reaching over 3 million
- Each attendee and speaker will receive a NVIC 4<sup>th</sup> International Public Conference on Vaccination t-shirt with your logo prominently placed on the t-shirt.
- Your name will appear in the program.
- Hyperlink from NVIC.org website to your site
- ½ page ad in conference materials. B&W artwork must be submitted by you

- 3 complimentary passes to attend the conference

### ***Conference Pads and Pens Sponsor —SPONSOR FEE: \$1800***

**As the Conference Pad and Pen Sponsor** your logo will be featured on the conference pads and pens. All Conference delegates will receive a conference satchel with pad and pen.

Sponsorship includes:

- Recognition on conference email advertisements as the Conference Pads and Pens sponsor reaching a target audience over 3 million
- Logo on the pens and pads
- Your name will appear in the program.
- Hyperlink from NVIC.org website to your site
- 1/4 page ad in conference materials. B&W artwork must be submitted by you
- 2 complimentary passes to attend the conference

### ***Conference Capital Visit Bus Sponsor —SPONSOR FEE: \$1000***

**As the Conference Capital Visit Bus Sponsor** you will receive:

- Recognition on conference email advertisements as the Capital Visit Bus sponsor reaching a target audience over 3 million
- Your name will appear in the program.
- Hyperlink from NVIC.org website to your site
- 1/4 page ad in conference materials. B&W artwork must be submitted by you
- 2 complimentary passes to attend the conference

### ***Marketing Material Inserts for Conferences Bags—SPONSOR FEE: \$250 (limited number available)***

This is a unique opportunity to get information about your company, organization or product to all conference attendees. Acceptable materials include flyers, brochures, and samples. You must provide a set of proposed materials or samples with your sponsorship form. Ship all materials directly to the hotel to arrive no earlier than September 30, 2009. Ship materials to Hyatt Regency, Attn: Heather L. Maurer (NVIC Conference-Name of your company/organization) 1800 Presidents Street, Reston, Virginia 20190.

## Exhibit Space

### **EXHIBITOR FEES: For-profit \$1,000 and Non-profit \$500**

There are a limited number of booths available. If you are interested in booth space you must fill out the sponsorship application indicating you are interested in a booth. If you are a 501(c)(3) organization you must provide proof of this status with your application. Please make sure to indicate the type of business and/or product you will be offering. (Form at end of this package.) Two complimentary passes for booth attendees to the conference will be included in your fee.

### **Looking for a Unique Opportunity?**

This prospectus serves as a guideline for sponsorship opportunities. NVIC is planning many associated activities with the Conference that will increase participation by attendees as well as the general public. If you have an idea that you don't see offered please contact Heather L. Maurer to discuss.

The National Vaccine Information Center (NVIC) is a national, non-profit educational organization founded in 1982. The oldest and largest consumer organization advocating the institution of vaccine safety and informed consent protections in the mass vaccination system, NVIC is America's 'Vaccine Safety Watchdog' and is responsible for launching the vaccine safety and informed consent movement in America in the early 1980's.

### **OUR MISSION**

The National Vaccine Information Center (NVIC) is dedicated to the prevention of vaccine injuries and deaths through public education and to defending the informed consent ethic. As an independent clearinghouse for information on diseases and vaccines, NVIC is pro-education. We support the availability of all preventive health care options, including vaccines, and the right of consumers to make educated, voluntary health care and vaccination choices.

### **OUR WORK**

NVIC provides assistance to those who have suffered vaccine reactions; promotes research to evaluate vaccine safety and effectiveness, as well as to identify factors which place individuals at high risk for suffering vaccine reactions; and monitors vaccine research, development, regulation, policy-making and legislation. NVIC works to protect the right of citizens to exercise the human right to informed consent to medical interventions which carry a risk of injury or death for themselves or their children, including use of pharmaceutical products such as vaccines.

### **Terms and Conditions of Booking Sponsorships:**

- Acceptance of applications for sponsorship is at the discretion of the organizers

- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax Heather L. Maurer at 703-938-5768.
- Cancellation more than 91 days prior to the first open day of the Conference – 50% of the total charge as a cancellation penalty provided that written notice is received.
- Cancellation 91 days or less prior to the first open day of the Conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- Marketing materials can be samples, brochures, coupons, or advertisements. These are subject to approval. Examples must accompany your sponsorship application.

\*\*Location of all banners will be chosen by NVIC.

**For more information:**

Heather L. Maurer, Director of Sponsorships & Fundraising  
National Vaccine Information Center, 407-H Church St. Vienna, VA 22180  
Email: [heatherNVIC@gmail.com](mailto:heatherNVIC@gmail.com)  
703-938-0342 (office), 703-938-5768 (Fax)  
[www.NVIC.org](http://www.NVIC.org)



Hyatt Regency in Reston, VA  
Oct. 2-4, 2009

## Corporate/Organization Sponsorship & Booth Registration Form:

Please submit this form by email, mail or fax to: Heather L. Maurer, Director of Sponsorships & Fundraising, E: [heatherNVIC@gmail.com](mailto:heatherNVIC@gmail.com), National Vaccine Information Center, 407-H Church St. Vienna, VA 22180, (F) 703-938-5768

Name: \_\_\_\_\_

Name of Company/Organization/Foundation:  
(as you would like to have listed)

\_\_\_\_\_

Address:

\_\_\_\_\_

City, State, Zip:

\_\_\_\_\_

Telephone:

\_\_\_\_\_ FAX: \_\_\_\_\_

Email:

\_\_\_\_\_

Website:

\_\_\_\_\_

Type of Product or Company:

\_\_\_\_\_

**Individual Sponsorships (on-line registration option available at [www.regonline.com/NVICconference2009](http://www.regonline.com/NVICconference2009)).**

Angel Sponsor (Any amount over \$5000)	\$ _____	<input type="checkbox"/>
Platinum Starfish	\$5000	<input type="checkbox"/>
Gold Starfish	\$2500	<input type="checkbox"/>
Silver Starfish	\$1000	<input type="checkbox"/>
Copper Starfish	\$500	<input type="checkbox"/>
Rainbow Starfish	\$350	<input type="checkbox"/>

**Company/Association Sponsorships**

Dinner Sponsorship Package	\$10,000	<input type="checkbox"/>	(3) available
Break Sponsorship Package	\$5,000	<input type="checkbox"/>	(6) available
Conference Materials Sponsorship Package	\$7,500	<input type="checkbox"/>	(1) available
Main Conference Bag Sponsorship Package	\$6,000	<input type="checkbox"/>	(1) available
T-Shirt Sponsorship Package	\$6,000	<input type="checkbox"/>	(1) available
Conference Pads & Pens Sponsorship Package	\$1500	<input type="checkbox"/>	(1) available
Conference Bag Marketing Inserts	\$250	<input type="checkbox"/>	limited number available
Exhibit Space For-Profit Fee	\$1000	<input type="checkbox"/>	limited number available
Exhibit Space Non-Profit Fee	\$500	<input type="checkbox"/>	limited number available

Electricity needs must be coordinated with the Hotel directly. Information and details will be provided in your sponsorship confirmation letter.

Other special needs:

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**Terms and Conditions of Booking Sponsorships:**

- Acceptance of applications for sponsorship is at the discretion of the organizers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax Heather L. Maurer, 703-938-5768 (fax).
- Cancellation more than 91 days prior to the first open day of the Conference (October 1, 2009) – 50% of the total charge as a cancellation penalty will be charged provided that written notice is received.
- Cancellation 91 days or less prior to the first open day of the Conference – 100% of the total charge as a cancellation penalty will be charged.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking.

Ship all materials to arrive at the hotel no earlier than September 30, 2009. Indicate the name of your company and number your boxes on all materials shipped. Mailing address: Hyatt Regency, Attn: Heather L. Maurer (NVIC Conference-name of your company) 1800 Presidents Street, Reston, Virginia 20190.

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

Date: \_\_\_\_\_