

The Union

worldlunghealth.org

# SPONSORSHIP OPPORTUNITIES

## ADVANCING PREVENTION

THE 51<sup>ST</sup> UNION WORLD CONFERENCE ON LUNG HEALTH  
21–24 OCTOBER 2020 | SEVILLE, SPAIN

### CONTACT

Get in touch to find out more, please contact [partners@theunion.org](mailto:partners@theunion.org)

# JOIN US AT THE 51<sup>ST</sup> UNION WORLD CONFERENCE ON LUNG HEALTH

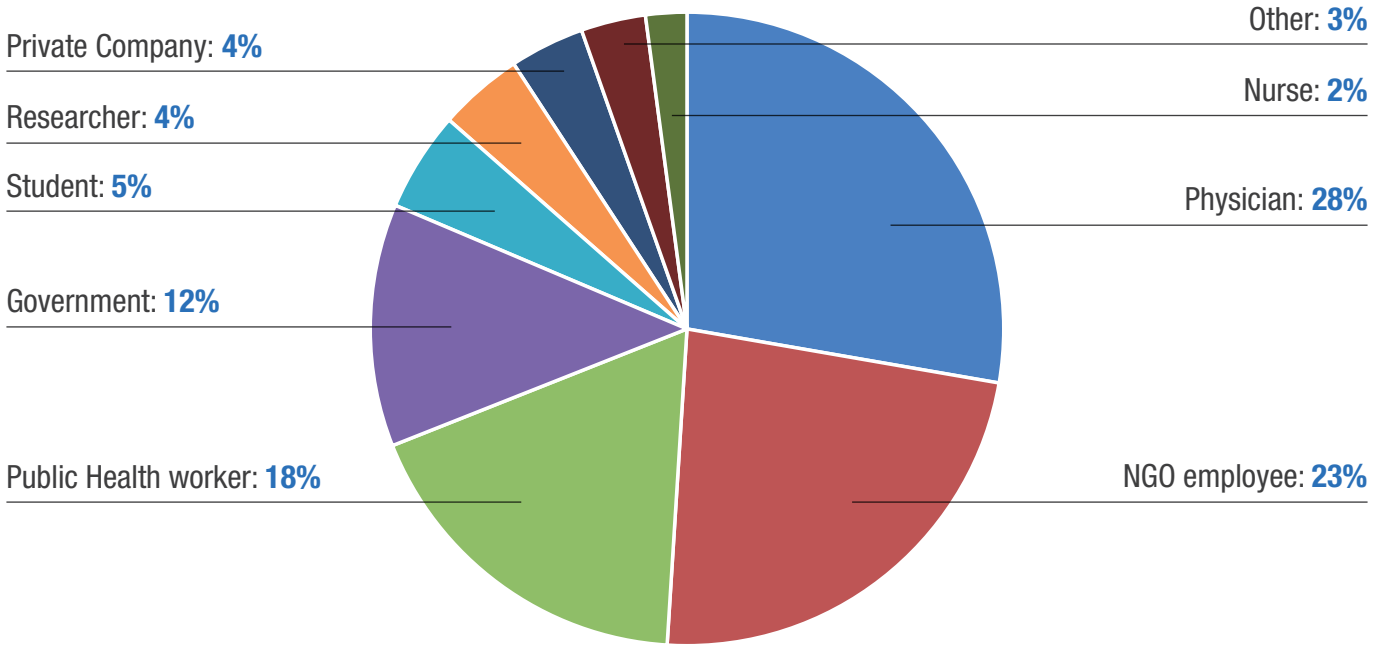
The Union World Conference on Lung Health provides a proven way to connect sponsors with delegates who are leading the work in tuberculosis (TB) and lung health around the world. By promoting your company or organisation at the Union World Conference, you will:

- Connect with thousands of participants, including renowned experts, government representatives, public health officials, policy-makers, media and opinion leaders.
- Showcase your products or services to leaders in TB and lung health from over 130 countries.
- Participate in the largest international event focusing on lung health issues as they affect low- and middle-income populations and countries.
- Build contacts and strengthen networks year after year.
- Support the continued efforts to eliminate TB.
- Gain visibility and recognition in the world of lung health.

## RECENT ATTENDANCE FIGURES

LIVERPOOL 2016		GUADALAJARA 2017		THE HAGUE 2018		HYDERABAD 2019	
USA	489	Mexico	580	USA	540	India	462
United Kingdom	435	USA	469	The Netherlands	531	USA	376
India	176	India	125	United Kingdom	219	South Africa	177
South Africa	159	United Kingdom	121	South Africa	182	United Kingdom	143
Switzerland	125	South Africa	121	India	181	China	83
The Netherlands	93	Switzerland	78	Switzerland	120	Switzerland	76
France	90	France	69	France	104	Bangladesh	52
China	88	China	59	China	89	Netherlands	51
Nigeria	78	The Netherlands	58	Nigeria	81	Indonesia	48
Canada	53	Peru	53	Indonesia	74	Korea, Republic of	48

# WHO COMES TO THE UNION WORLD CONFERENCE?



## PREVIOUS SUPPORTERS AND SPONSORS

- |                                 |  |   |
|---------------------------------|--|---|
| Aeras                           | Development                                    | Oxford Immunotec LTD                        |
| American Thoracic Society (ATS) | Global Asthma Network                          | PLOS, Inc.                                  |
| AstraZeneca                     | Hain Lifescience SA (Pty) Ltd                  | Qiagen GmbH                                 |
| BD Diagnostics                  | Human Diagnostics Worldwide                    | Qure.ai                                     |
| Blue Pen Partners               | Japan Anti-Tuberculosis Association (JATA)     | Roche                                       |
| Carl Zeiss Microscopy GmbH      | Johnson & Johnson Global Public Health         | Sanofi                                      |
| Celltrion Inc.                  | John Hopkins Bloomberg School of Public health | Silanes                                     |
| Cepheid                         | KNCV Tuberculosis Foundation                   | SureAdhere Mobile Technology, Inc.          |
| Damien Foundation               | Laboratory Infrastructure Solutions (LIS)      | SystemOne                                   |
| Delft Imaging Systems           | Longhorn Vaccines and Diagnostics LLC          | TB Alliance                                 |
| Docturnal                       | Macleods Pharmaceuticals Ltd                   | TB Education and Training Materials Display |
| European Respiratory Society    | Management Sciences for Health                 | UNIMA                                       |
| FIND                            | Médecins Sans Frontières                       | University of New South Wales               |
| Fuji Film                       |  | University Research Co.,LLC                 |
| Gates Foundation-NVF            |  | Vital Strategies                            |
| GlaxoSmithKline                 |  | World Health Organization                   |
| Global Alliance for TB Drug     |  |   |

## SPONSORSHIP PACKAGES

Sponsorship packages are available at a range of levels to suit the promotional needs of your organisation. If you would like to be an exhibitor at the Union World Conference, please choose from the package that best suits your needs.

	HEALTH TECH START-UP**	ADVANCE	PROGRESS	CURE	MILLENNIUM
<b>Number available</b>	20	20 (plus 10 non-profit*)	6	4	2
<b>PRICE</b>					
<b>Early</b> Before 15 April	€6,650	€13,250 (non-profit €9,550)	€26,150	€51,950	€122,000
<b>Standard</b> Before 21 June	€7,350	€14,550 (non-profit €10,450)	€28,950	€57,050	€123,000
<b>Late</b> Before 15 October	€7,900	€15,950 (non-profit €11,550)	€32,050	€62,850	€125,000
<b>Booth space</b>	6 sqm	9 sqm	18 sqm	36 sqm	36 sqm
<b>Recognition in conference printed programme</b>	Company name (small)	Company name (small)	Company name (medium)	Company name (large)	Logo & company profile
<b>Logo with link on the conference website</b>	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Plus company profile, with PDF
<b>Digital signage on screens around the conference venue</b>	1 slide	2 slides	3 slides	4 slides	TBD
<b>Inclusion in one sponsor dedicated pre-conference email</b>	Name with link	Logo with link	Large logo with link	Large logo with link	Primary placement
<b>Listing in conference app</b>	Company name	Company name	Logo, company description and link	Logo, company description and link	Company profile, link, profile banner and PDF
<b>One sponsor dedicated email promotion</b>			Yes	Yes	Yes
<b>Advertisement in conference abstract book</b>	¼ page	¼ page	½ page	¾ page	Full page
<b>Exhibitor entry badges</b>	2	4	6	8	VIP
<b>Use of conference partner logo</b>	Health Tech Logo	Advance Logo	Progress Logo	Cure Logo	Millennium Logo

\* Not for profit rates are available for not for profit organisations with an annual operational budget of less than €20 million.

\*\* Tech start-up companies must be working on new health technology and founded in the last five years.

Please note: Booths all include shell scheme and cannot be combined, and some sponsorship opportunities may not be available to pharmaceutical companies.

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

The following exclusive sponsorship opportunities allow your organisation to reach our delegates in a way that is unique to you. We guarantee no other sponsor organisation will be represented when you sponsor one of these key conference features.

### UNION MEMBER LOUNGE SPONSOR

€30,000

Your organisation will be featured throughout this area – Union members will gather during the conference.

#### Sponsor logo will be

- on signage in lounge
- in conference programme
- displayed in the sponsors section of the conference app
- on the conference website, with link to company website

### COMMUNITY CONNECT

€60,000

This is an exclusive partnership, which requires the right partner organisation. The sponsor will be a partner of this vibrant, busy, engaging community space. Have your organisation recognised as the official partner of the space, on the website, conference app and onsite signage.

Support of Community Connect is subject to approval by the conference community committee. This is not open to pharmaceutical companies.

### MEDIA CENTRE

€25,000

Sponsor the working and meeting place for journalists. Not available for pharmaceutical companies.

#### Sponsor logo will be

- on signage in media centre
- in conference programme displayed in the sponsors section of the conference app
- on the conference website, with link to company website

# PRINT, DIGITAL AND ONSITE ADVERTISING OPPORTUNITIES

## WIRELESS INTERNET €15,000

Sponsor the conference wi-fi and every delegate will see your logo on the login page. Your logo will also be included on the conference website. When promoting the wi-fi login details, there will also be a recognition of the sponsors.

## CHARGING STATIONS €6,500

Nestled in the heart of the exhibition, your organisation could provide a fully branded phone charging station.

## MOBILE APP €5,500

As an official mobile app sponsor, you will have dedicated advertising options and two push alerts per day (content subject to approval).

## JOURNAL REPRINT €5,000

Sponsors can select individual papers from the IJTLJ that highlight a relevant product, or service or highlight an advance in a relevant field. These papers will be reprinted for distribution to attendees at the Union World Conference or can be used in any other meetings or events.

## LOGO ON DELEGATE BAG €2,500–5,000

Sponsor the delegate conference bags and your logo will appear on each of conference bags, which are given to all of the delegates.

## CONFERENCE BAG INSERT €2,500

Include a flyer or leaflet in the conference bags, distributed to all delegates. Four pages maximum, no larger than A4.

## GIVEAWAYS IN CONFERENCE BAGS\* €4,000

Include branded giveaways, such as luggage tags, phone chargers, adaptors and more, in the conference bags distributed to all delegates.

\* The partner is responsible for production and delivery of the materials to the conference centre unless otherwise stated.

## OFFICIAL SUPPORTER OF SCHOLARSHIP PROGRAMME €3,000

The Union proudly provides a limited number of scholarships to select speakers and presenters of scientific sessions and to participants from affected communities or community volunteers from low and lower-middle income countries.

As a supporter, your organisation will contribute to this vital programme, which funds the travel and attendance of the people who most need support in attending.

Your organisation will be recognised in a dedicated scholarship page on the conference website.

**NOTE:** Sponsors have no input in the selection of candidates.

## ADDITIONAL PROMOTIONAL IDEAS

Please talk to us about any special promotional ideas you might have. Email [partners@theunion.org](mailto:partners@theunion.org).

## SATELLITE SESSIONS

Satellite sessions are organised and supported by individuals, non-profit groups, organisations, or commercial entities. The Union offers these groups the opportunity to showcase their work, research and programmes, or draw more attention to a specific subject or area by organising a satellite.

- Satellite sessions will be held from Thursday, 22 October to Saturday 24 October, outside of the core programme hours.
- Standard sessions will run for 75 minutes and Prime Time sessions will be allotted 90 minutes.
- Sessions will be reviewed for compliance with The Union’s mission and vision.
- Approved sessions will be listed in the official conference program.
- There will be two rounds of review and notification. Satellite sessions submitted in the first round will have priority in the selection of time slots. Space permitting, there will be a second round of submissions.
- The session organiser is responsible for the session, including communicating with speakers and promptly informing the Secretariat of changes.
- The satellite session organiser should ensure costs of travel, accommodation and registration for the speakers and chairpersons will be covered.
- Full payment must be made within six weeks of approval. If no payment is received, the slot will be allocated to another satellite.
- Approved Prime Time Satellite Sessions will receive one dedicated email promotion and in-app advertisement.

	STANDARD 75 MINUTES		PRIME TIME 90 MINUTES	
	NGO rate*		NGO rate*	
Less than 150 participants	€9,000	€12,000	€11,000	€16,000
150–300 participants	€11,000	€15,000	€14,500	€20,000
Up to 500 participants	–	–	€32,500	€45,000

\*Not for profit rates are available for not for profit organisations with an annual operational budget of less than €20 million. Please contact [partners@theunion.org](mailto:partners@theunion.org) if you are eligible for these rates.

## UNION WORLD CONFERENCE SIDE MEETINGS

The Union gives individuals, non-profit groups, organisations, or commercial entities the opportunity to organise side meetings at the Union World Conference.

Use this official opportunity to conveniently meet with stakeholders, staff, community members, and the scientific community. Space is available on a first-come basis.

	AVAILABLE 19–24 OCTOBER				AVAILABLE 19–20 OCTOBER		
Room Layout	Boardroom	U-shape	Theatre style	Theatre style	Theatre style	Theatre style	Auditorium
Room Capacity	Up to 8	Up to 12	Up to 20	Up to 35	Up to 100	Up to 200	Up to 350
Half Day	€440	€600	€900	€1,400	€2,500	€4,000	€5,250
Full Day	€575	€780	€1,170	€1,820	€3,250	€5,200	€6,825

NOTE: All side meeting spaces are in the main conference facilities



## SUPPORT THE CENTENNIAL CAMPAIGN AND CENTENNIAL DINNER

The Union was founded on 20 October 1920 when representatives from 31 countries pledged to work together to fight TB – an intractable and pervasive problem that at that time had no vaccine, no diagnostic tools and no cure with which to combat it. This central organisation through which the global TB response would be built was founded on the principles of knowledge sharing and global cooperation.

The President's 2020 Centennial Dinner commemorates the many advances The Union has made against tuberculosis, HIV/AIDS, and illnesses caused by tobacco use, as well as considering the public health challenges we still face.

This occasion, on the eve of the Union World Conference on Lung Health, gathers friends of The Union, like-minded scientists, academics, activists and politicians all united in continuing the fight against these deadly diseases that too often target the world's most vulnerable people. The funds raised from this dinner will be used to support our next century of global impact.

Corporations and foundations can invest in the Centennial Campaign, recognising that millions of lives have been improved and saved through The Union's work in its first 100 years and that many more will benefit over the coming decades.

	BRONZE €5,000	SILVER €10,000	GOLD €15,000	PRESIDENT'S CIRCLE €20,000
<b>Centennial Dinner guests</b>	Bronze sponsor table for up to 8	Silver sponsor table for up to 8	Gold sponsor table for up to 8	President's Circle table for up to 8
<b>Printed advert in Centennial Dinner programme</b>	–	Quarter page	Half page	Full Page
<b>Sponsor recognition</b>	Name/Logo featured in below as Bronze sponsor:	Name/Logo featured in below as Silver sponsor:	Name/Logo featured in below as Gold sponsor:	Name/Logo featured in below as President's Circle sponsor:
	<ul style="list-style-type: none"> <li>– Centennial Dinner Invitation</li> <li>– Centennial Dinner Programme</li> <li>– Sponsor acknowledgment at cocktail reception, dinner, throughout the conference and at The Union Village</li> </ul>		<ul style="list-style-type: none"> <li>– Centennial Campaign sponsors page in The Union Annual Report, website, and on all promotional material for the President's 2020 Centennial Dinner</li> </ul>	

## TBSCIENCE 2020

TBScience 2020 is organised by the 51st Union World Conference on Lung Health as an official pre-conference event focused on basic and translational TB research. The event will be held in Seville, Spain in FIBES, the same venue as the Union World Conference.

Scientists from the fields of microbiology, immunology, molecular biology, pharmacology, epidemiology and mathematical modelling will present and discuss recent findings on TB transmission, infection and disease. Additional focus will be on the development of better vaccines, drugs and diagnostics for TB, and methodological challenges to determining the burden of TB disease at the subnational level.

TBScience 2020 offers excellent opportunities for a select group of partners to demonstrate their support for basic and translational research on tuberculosis.

TBScience has been a very popular addition to the Union World Conference with the first year, TBScience 2018, selling out four months prior to the meeting and attendance to TBScience 2019 more than doubled, selling out again. This year we are expecting our largest number of delegates yet to attend the TBScience 2020 on-site.

	SINGLE DISPLAY TABLE	DOUBLE DISPLAY TABLE	POSTER SESSION RECEPTION SPONSOR
<b>PRICE</b>			
<b>Early</b> Before 15 April	€2,000	€3,900	NA
<b>Standard</b> Before 21 June	€2,400	€4,700	€10,000
<b>Late</b> Before 15 October	€2,900	€5,250	NA
<b>Table size</b>	Standard – 1m	Double – 2m	Double
<b>Link on Union World Conference website</b>	Yes	Yes	Yes
<b>Inclusion in pre-conference email</b>	Name with link	Logo with link	Logo with link
<b>Complimentary TBScience exhibitor badges</b>	2	4	4
<b>Acknowledgement in TBScience conference programme</b>	Yes	Yes	Yes
<b>Full TBScience conference registration</b>	0	0	2