

## EXHIBITOR & SPONSORSHIP PROSPECTUS



**Uppsala Konsert & Kongress (UKK), Uppsala Sweden**

June 14 - 17, 2023

<https://annualmeeting.isbnpa.org/>

## Welcome Message

The International Society of Behavioral Nutrition and Physical Activity (ISBNPA) is pleased to invite you to participate in the 22nd Annual Meeting at the Uppsala Konsert & Kongress (UKK) venue in Uppsala, Sweden, 14-17 June 2023.

The mission of ISBNPA is to “stimulate and promote innovative and impactful research in behavioral nutrition and physical activity to improve human health and well-being worldwide”. The scientific program will consist of keynote sessions from world leading researchers. Parallel sessions of symposia, short orals and workshops will provide key updates and discussion on recent progress in theory, methods and new findings related to physical activity and nutrition behavior. Scientific poster sessions will also be key times of scientific exchange during coffee breaks and lunchtimes.

Join us in June 2023 to reach the world’s leading behavioral nutrition and physical activity scientific experts.



## Target Audience

The Meeting attracts:

- Academics from all over the world, with particularly strong representation from Europe, North America, Australia Pacific, and Asia.
- Leading researchers
- Registered dietitians
- Medical professionals
- Allied health practitioners
- Policymakers
- Master and PhD students from multiple disciplines with an interest in physical activity, exercise, sedentary behavior, sleep and/or nutrition behaviors

Many of our attendees are leading figures in their organizations and not only have the capacity to influence the selection of products and services but also influence policies and practices in their country and internationally.

Our Meeting has been growing over the years. Attendance has averaged between 700 and 1200 delegates depending on the location. We have received record breaking submissions for this conference, so we are expecting over 1000 attendees in Uppsala, Sweden for this exciting conference!





## About Uppsala

Uppsala is one of Sweden's oldest cities. It was known as Östra Aros up until the 13th century, when the name Uppsala took over. Today, Uppsala is one of Sweden's four major cities with a population of 230,000 inhabitants.

Uppsala has a rich and inspiring range of cultural activities and exciting events together with whole of Sweden's history – all in one place. The tourist attractions are numerous and exciting and include something for everyone. In addition, there is beautiful nature, both in the centre of town and close by. For travelers Uppsala is only 30 minutes away from Stockholm and 18 minutes from Stockholm Arlanda Airport by train. In the city the distances are short, and you can easily walk or bike to any sight or attraction.

Uppsala is today a modern city yet retains a small-town feel. It's Sweden's fourth largest city and home to two universities, the archbishopric of the Church of Sweden, a rich cultural life and beautiful scenery. Uppsala is rich in history and science and the prestigious Uppsala university is older than universities in many other countries. At the same time, the modern city is vibrating with life and is well known for its progressive research, innovation and position as a leader in modern technology. Whether you want to eat a lot or a little, outdoors or inside, Uppsala has a wide selection of pubs, cafés and outdoor restaurants. Don't forget to enjoy a Swedish fika, a Swedish social institution: a friendly, relaxing break with coffee and cake.



## The Venue

Uppsala Konsert & Kongress is a vibrant cultural centre and multipurpose venue, situated in the middle of a rapidly growing city that is home to flourishing creativity, culture, research and entrepreneurship. Since its opening in 2007, Uppsala Konsert & Kongress has established itself as one of the most talked about, appreciated and successful venues in the Nordic region. Located only 18 minutes from Arlanda international airport in beautiful downtown Uppsala.

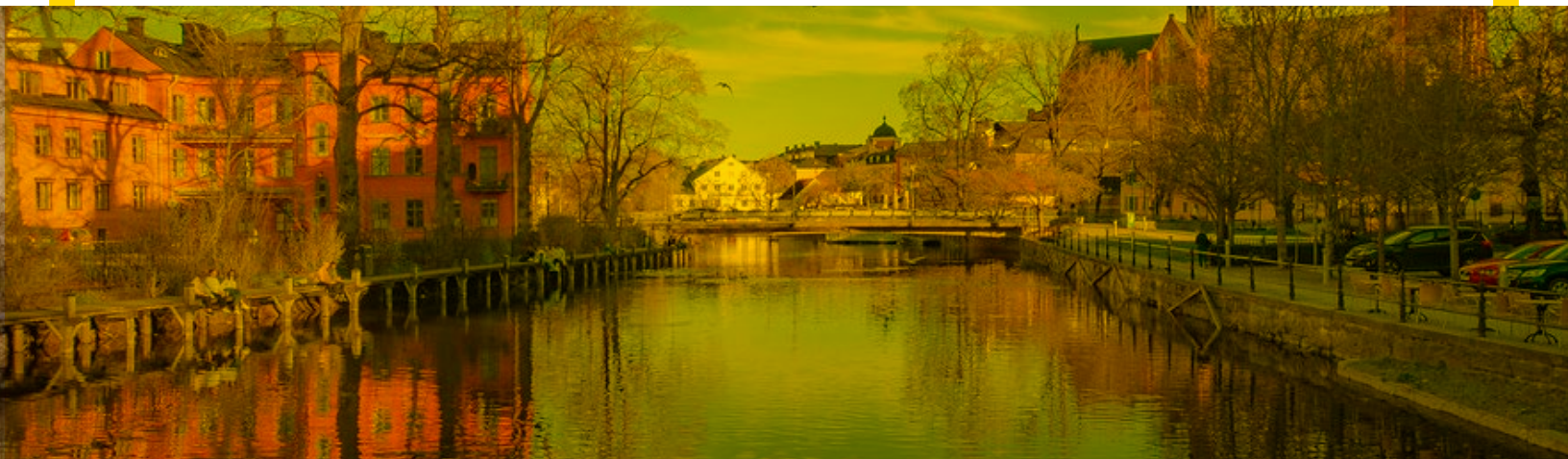




## Sponsorship Opportunities

Sponsorship packages have been created to give your organization the best return on investment with a variety of packages available. There are opportunities to suit a wide range of budgets. We appreciate the ISBNPA conference would not be possible without the involvement and support of our important industry partners.

- o Become a valued Sponsor or Exhibitor at ISBNPA 2023 and participate in the premier international event for the Behavioral Nutrition and Physical Activity community;
- o Gain significant brand exposure to 1000 delegates (estimated)
- o Receive maximum exposure through the combined exhibition, refreshment and poster area
- o Increase awareness and exposure of your organization via a variety of marketing mediums
- o Develop business connections and strengthen relationships through face-to-face engagement
- o Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- o Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
- o Ensure your organization stays abreast of current developments and research in behavioral nutrition and physical activity and use this information to stay ahead of the market
- o See how your contribution directly affects the industry through our theme of “stimulate, promote and advocate innovative research and policy in the area of behavioral nutrition and physical activity toward the betterment of human health worldwide”.



# Sponsorship Packages



## Sponsorship Packages All prices in USD

**Platinum**  
**\$16,000**

**Gold**  
**\$10,000**

**Silver**  
**\$4,000**

**Bronze**  
**\$2,000**

Logo displayed on all promotional Meeting announcements

✓

✓

✓

Logo and URL on the conference website

✓

✓

✓

✓

Logo in the electronic Meeting program book

✓

✓

✓

✓

Organization description in the electronic meeting program book

150 Words

100 Words

75 Words

50 Words

Logo and URL in the Meeting App

✓

✓

✓

✓

Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on onsite holding slides displayed during the breaks)

✓

✓

✓

✓

Your organization/company will be presented to the plenary (2–3 minutes presentation) before one of the keynote sessions (Platinum sponsors will choose first – only 4 keynotes sessions are available)

✓

✓

NA

NA

OR

Your organization/company will be presented to the plenary (2–3 minutes presentation) before one of the Mid-career or early career presentations (only 4 sessions are available)

✓

✓

NA

NA

Advertisement in the electronic Meeting program book (artwork to be provided by the sponsoring organization)

Full Page

Full Page

Half Page

Half Page



# Sponsorship Packages



## Sponsorship Packages

All prices in USD

Platinum  
\$16,000

Gold  
\$10,000

Silver  
\$4,000

Bronze  
\$2,000

Complimentary full delegate registrations

3

3

1

1

Complimentary tickets to all Social Events

3

3

1

NA

Complimentary exhibit booth

✓

✓

NA

NA

Complimentary staff registrations to manage the exhibit booth (includes refreshment breaks, lunches, but no access to sessions)

2

1

NA

NA

Logo recognition in email blasts to all registrants.

2

1

NA

NA

Opportunity to include promotional materials in sponsor profile in mobile app

✓

✓

✓

✓



**Note: Sponsorships must be paid in full before the conference organizers can fulfill marketing obligations.**



## Additional Sponsorship Opportunities

### **Mobile App - \$4,000**

#### *Exclusive Opportunity*

The Mobile App will contain all key information for ISBNPA 2023. The sponsor's logo will be featured prominently in key areas of the app, including the home screen. This ensures that every attendee who accesses the app will have a direct, impactful interaction with the sponsor's brand. This is an exclusive sponsorship item and will be very high-profile for the sponsor.

- Logo on splash screen
- Logo and company description listed under sponsors on the mobile app
- Logo and URL listed on Conference website
- Logo and contact info in program book

### **Lunch Catering - \$6,500**

#### *Thursday, Friday or Saturday*

Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the electronic Meeting program book and at the catering points for the duration of the lunch break.

### **Morning or Afternoon Catering Break - \$3,500**

#### *Thursday, Friday or Saturday*

Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the electronic Meeting program book and at the catering points for the duration of the catering break.

### **Morning Stay Active Session - \$1,500**

#### *Multiple Opportunities*

Are you interested in supporting the morning run or yoga sessions? Discuss with us and we can tailor this physical activity experience.

### **Digital Meeting Program Book Advertising**

#### *Multiple Opportunities*

Inside Cover, full page, full color, price per page - \$600

Full page, full color, price per page - \$400

*(Artwork to be provided by the sponsor)*



## Exhibition Opportunities

The ISBNPA 2023 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located within the Uppsala Konsert & Kongress Centre, the exhibition will be fully integrated into the Meeting program. The exhibit hall will be open Thursday, Friday and Saturday (set-up on Wednesday late afternoon). The Hall will also contain the Poster Area, lunch, and catering breaks for maximum exposure to the delegates.

### Space Allocation

All spaces will be allocated on a first come, first served basis; however, priority will be given to Platinum, Gold and Silver sponsors.

\$1,250 Tabletop Space (6' table with two chairs and space for a two pop-up banners)

Includes one exhibitor pass

Extra exhibitor pass: \$300 (pricing includes coffee breaks and lunches)

Badge sharing is not permitted

### Company promotion

- Company name & Logo on Exhibitor page of Conference website
- Company name and acknowledgement in the designated Exhibitor section of the Conference app
- Logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

## Contact

To assist your decision making or should you have any requests for customized sponsorship packages, please contact the ISBNPA Secretariat:

ISBNPA 2023 Secretariat

c/o Venue West Conference Services Ltd.

Mike Daugulis

#449-1231 Pacific Boulevard

Vancouver, BC V6Z 0E2 Canada

T: +1.604.681.5226, ext. 238

E: [mike.daugulis@venuewest.com](mailto:mike.daugulis@venuewest.com)

## Booking

To book your participation at ISBNPA 2023, please go to the online booking platform and complete the application form.

The booking platform can be accessed here:

<https://venuewest.eventsair.com/isbnpa23/sponsors-exhibitors>



# TERMS AND CONDITIONS

**December 2022**

## **Pricing, Production Deadlines & Benefits**

All pricing listed is quoted in US Dollars. All inclusions in Conference design and print materials are subject to strict production deadlines. Sponsorship and Exhibitor benefits will not be implemented until payment has been received in full.

## **How to Apply**

To book your participation at ISBNPA 2023, please go to the online booking platform and complete the application form. All applications received will be acknowledged in writing together with an invoice complete with payment details to facilitate payment. Submission of the application implies agreement with the full terms and conditions available on the booking platform and in this prospectus.

Sponsorship and exhibition allocation will be assigned in order of applications and deposits received. Priority will be given to Platinum, Gold, and Silver Sponsors.

## **Confirmation of Participation / Payment Schedule**

Your booking will be confirmed in writing. To confirm your sponsorship package and/or exhibition space, payment has to be received in full by the Conference Secretariat within 30 days after receipt of the invoice. Payment may be made by bank transfer (subject to a \$20 surcharge per transfer), or credit card (subject to a 4.5% surcharge). Details of the payment options are included on the invoice.

## **Cancellation Policy**

All cancellation requests must be submitted in writing to the ISBNPA Conference Secretariat. Cancellation requests received on or before 1st of March 2023, will receive a full refund, less a 15% cancellation fee. Cancellations received after that date, are not eligible for a refund. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition booth space will be cancelled. Any changes in the duration and/or location of the exhibition do not entitle the sponsor/exhibitor to cancel the agreement or request a refund of rates or put forward a claim for damages incurred thereby.

## **Cancellation of the Conference**

The organizer is entitled to cancel the conference due to reasons beyond their control that prevent or substantially hinder the planned holding of the conference. If the organizer is compelled to cancel the conference for reasons beyond their control, i.e., without organizing another conference in its place within 24 months of the originally planned date, the contractor is released from its sponsorship obligation. In the event the conference is required to be fully virtual, your sponsorship will be transferred to the Virtual Conference.

## **Sponsorship**

Priority is given in the following order to level sponsors: Platinum, Gold, and Silver. Priority amongst sponsors within the same level will depend on the order of receipt of application and appropriate payment. Priority for level sponsors is applicable for the following: exhibition booth allocation, and exclusive sponsorship options. Through sponsorship participation, the contractor is partially supporting the financing of the Conference. In return, the contractor will receive the opportunity to present their endeavours, products, and findings within the scope of the Conference. Additional benefits will be allocated to level sponsors as listed for additional benefits in this prospectus.

# TERMS AND CONDITIONS

## **Booth Allocation**

An application for exhibit space will be considered valid only when full payment has been submitted along with a completed online form. All exhibit space applications will be allocated on a first-come, first-served basis and the Organizer reserves the right to accept or decline any participant's application. Changes in booth allocation without the explicit consent of the Organizer will not be permitted. Exhibitors desiring to share their contracted exhibition space with another company will face a surcharge and such an agreement is subject to approval by the Organizer.

## **Exhibitor Protocol**

Each exhibitor must always keep their display within the dimensions of their exhibition booth during the Conference and refrain from amplified announcements or music from the exhibition display. Nothing shall be taped, mounted, or attached in any form or manner to walls, doors, or facility structure. The driving of nails, tacks, or screws into floors, walls, columns, ceiling, or trim will not be permitted nor will be the drilling of holes into any portion of the venue.

## **Staff Registration**

Where a complimentary full registration is included in the Sponsorship package, you will be required to complete the online registration form with the details of the attending delegate before 25 May 2023. Staff registration will be available online and a link will be provided. The complimentary full registration includes full access to all Conference sessions, the exhibition, daily catering, and the Welcome Reception and Opening Ceremony. Badges will be available for pick up at the conference registration desk. Name badges must be worn at all times.

## **Hotel Accommodation**

Room bookings at the conference hotels can be made via the Exhibitor / Sponsor Registration site. The link will be provided once a package is confirmed and paid in full.

## **Program Book Ads**

For advertisements in the program book, a high-resolution file (at least 300 dpi, or eps format) containing the advertisement for printing in the respective publication must be submitted to the Conference Secretariat no later than 15 May 2023. The advertisement is subject to the Organizer's approval before printing.

## **Related Events**

Sponsors and exhibitors should not arrange competing events against any of the Conference functions or sessions and are required to provide the ISBNPA Conference Secretariat with information regarding the proposed booth and social activities.

## **Prize Draws and Delegate Lists**

Due to privacy laws, some delegates have chosen to have their name excluded from the delegate list. Exhibitors may collect contact information within the confines of their booth. Prize draws, instant giveaways, and contests are permitted.

## **Fire, Safety and Health**

Participants are fully responsible for compliance with all applicable local, state, municipal, provincial, federal and nation fire, safety, and health regulations regarding the installation, operation, and dismantling of display material and equipment or otherwise relating to the participant or its booth.



# TERMS AND CONDITIONS

## **Insurance**

Participants are required, at their sole cost and expense, to procure and maintain comprehensive liability insurance against claims for bodily injury or death and property loss, theft, or damage, occurring prior to, during, and after the Conference/Exhibition for a minimum amount of 1 million dollars. A copy must be available to the Conference Secretariat one month prior to the event should it request it.

## **Liability**

It is agreed that participants shall assume all responsibility associated with damage resulting from, or arising in connection with, their own negligence or that of their employees or agents, to the exhibition area and neither the Organizer, Conference Secretariat, the conference venue, nor the official show contractor or any of the above groups' employees or subsidiaries nor any ISBNPA conference supplier will assume liability for damage, loss of any nature or personal injury in connection with the showing or viewing or presenting of exhibits whatsoever. Participant has sole responsibility for its property of any theft, damage, or other loss to such property, including any subrogation claims by its insurer. Neither the Organizer nor the event facility nor the exhibit service contractors, nor any of their representative officers, directors, shareholders, agents, employees, or representatives shall be liable for, and the participant hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages, and liabilities described in this paragraph and will hold harmless and indemnify the Organizer from such risks, damages, and liabilities.