

The Union

worldlunghealth.org

SPONSORSHIP OPPORTUNITIES

ADVANCING PREVENTION

THE 51ST UNION WORLD CONFERENCE ON LUNG HEALTH
20–24 OCTOBER 2020

CONTACT

Get in touch to find out more, please contact partners@theunion.org

JOIN US AT THE 51ST UNION WORLD CONFERENCE ON LUNG HEALTH

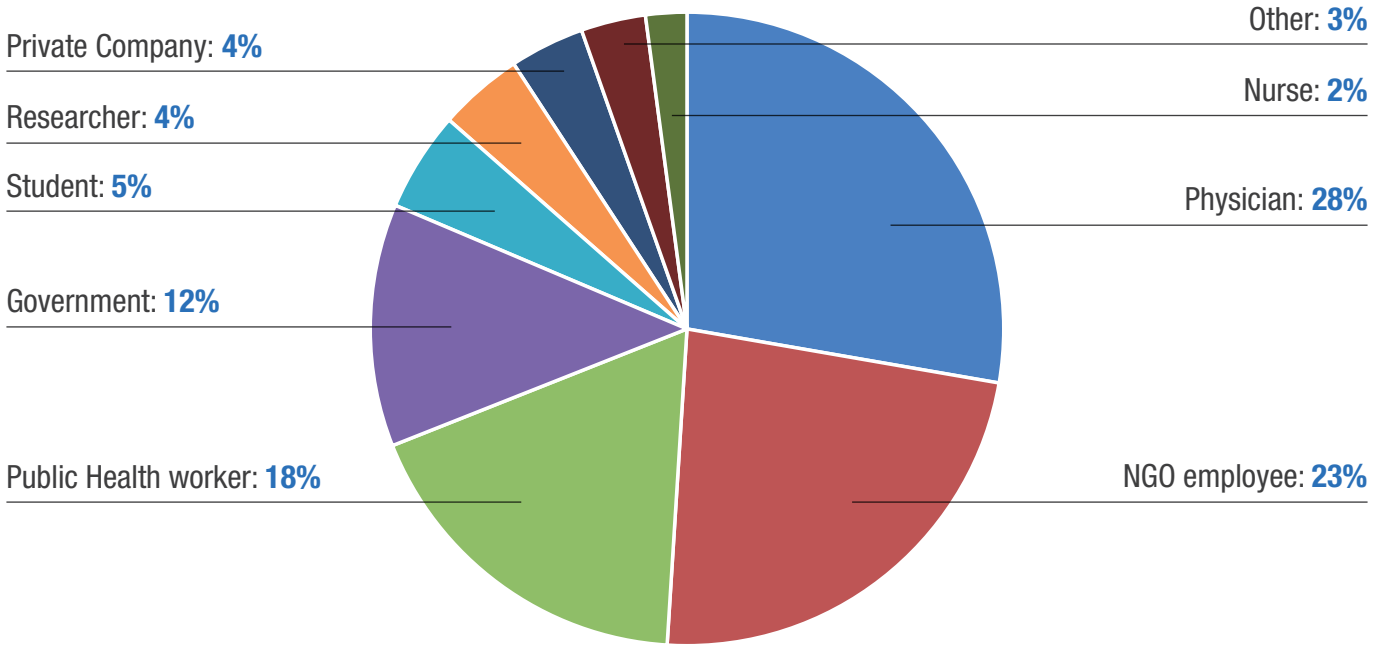
Join us for an innovative and interactive global virtual event, with new science, research, policy and networking on lung health. The programme will feature longstanding priorities like TB, air pollution, and tobacco control, as well as the historic new threat of COVID-19. This new virtual format will give new and exciting ways for sponsors to connect 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.
- Build contacts and strengthen networks.
- Participate in the largest international event focusing on lung health issues as they affect low- and middle-income populations and countries.
- 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.

	EDUCATION or HEALTH TECH START-UP**	ADVANCE	PROGRESS	CURE	MILLENNIUM
PRICE					
Early Before 31 July	€4,550	€6,500 (non-profit €4,550)	€13,000	€23,000	€45,000
Standard Before 30 September	€5,600	€7,550 (non-profit €5,600)	€14,000	€25,550	€49,100
Late Before 15 October	€6,000	€8,000 (non-profit €6,000)	€14,700	€27,900	€52,750
Exhibitor Hub	Exhibitor hub includes company profile, product listings, videos, social media integration, marketing materials, and meeting rooms,				
Exhibitor Staff (+1 for €99)	2 ppl	4 ppl	6 ppl	8 ppl	12 ppl
Upgrade to Conference Registration	N/A	€ 49 per	€ 49 per	INCL 2 € 49 per	INCL 4 € 49 per
Logo with link on conference registration website	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Plus company profile, with PDF
Sponsor Recognition on Event Homepage	N/A	N/A	Sponsor Tile	Sponsor Tile	Sponsor Tile
Recognition of sponsorship on Social Media w/ @ mention/link***	2 X	4 X	6 X	10 X	TBD
Push Notifications (mobile and desktop)	2	4	6	8	TBD
Inclusion in a sponsor pre-conference email	Name with link	Logo with link	Large logo with link	Large logo with link	Primary placement
One sponsor dedicated email promotion	N/A	N/A	Yes	Yes	Yes
Premium exhibitor search results	N/A	N/A	N/A	Yes	Yes
Use of conference partner logo	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.

*** Social media mentions not to exceed 1 (one) per week

Please note: Exhibitor hub packages cannot be combined, and some sponsorship opportunities may not be available to pharmaceutical companies. In the event any component part of a sponsorship package cannot be delivered The Union will work with sponsors to deliver elements of equal value.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities allow your organisation to reach our delegates in a way that is unique to you.

UNION MEMBER LOUNGE SPONSOR

€30,000

Your organisation will be featured throughout this area where Union members will gather during the conference. Sponsor will receive:

- digital recognition in Member areas
- in conference programme
- displayed in the sponsors section of the conference event site
- 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.

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 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.

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 Wednesday 21 October to Saturday 24 October, outside of the core programme hours.
- Morning sessions will run for 60 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 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 two (2) push notifications on desktop and mobile.

	MORNING 60 MINUTES		PRIME TIME 90 MINUTES	
	NGO rate*		NGO rate*	
Less than 100 participants	€6,000	€7,800	€9,500	€12,250
100 – 250 participants	€8,000	€10,500	€12,500	€16,000
250 – 1,000 participants	N/A	N/A	€15,500	€20,000

*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 if you are eligible for these rates.

TBSCIENCE 2020

TBScience 2020 is organised by the 51st Union World Conference on Lung Health as an official event focused on basic and translational TB research. The event will be held on the same digital platform as the Union World Conference.

Scientists from the fields of microbiology, immunology, molecular biology, pharmacology, epidemiology and mathematical modeling 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 TB Science will be accessible to all Conference Delegates and be integrated into the main conference. We are expecting our largest number of delegates yet to attend the TBScience track of the World Conference on Lung Health.

	SILVER	GOLD
PRICE		
Early Before 31 July	€2,000	€3,900
Standard Before 30 September	€2,400	€4,700
Late Before 15 October	€2,900	€5,250
Full Conference Registration	2	4
Sponsor Recognition on TB Science Session Listings	Logo with link	Logo with link
Recognition of sponsorship on Social Media w/ @ mention/link***	2	4
Listing in conference event	Company name	Company logo
Inclusion in a sponsor pre-conference email promotion	Yes	Yes