



Dear Friend of Respite,

We invite you to a unique opportunity to support respite for the world's family caregivers by sponsoring the **2020 International Short Break (Respite) Conference** hosted by the International Short Break Association (ISBA), the University of Wisconsin-Madison School of Nursing, the ARCH National Respite Network and Resource Center, and the Respite Care Association of Wisconsin. The conference will be held June 16-19, 2020, at the Monona Terrace Convention Center, Madison, Wisconsin. Interesting fact - Monona Terrace was designed by Frank Lloyd Wright, one of the most influential architects of the late 19th and early 20th century.

The conference theme, ***Moving Respite Forward***, is inspired by the State motto of Wisconsin, which reflects the State's continuous drive to be a national leader. This conference will provide an opportunity to advance knowledge and understanding of respite by learning from and with international leaders in the field of respite.

According to the World Health Organization (WHO), 15% of the world's population has a disability, and most of the time a family member becomes the primary caregiver. Family caregivers provide support, assist with daily living tasks, and even perform medical procedures for loved ones with disabilities or chronic conditions to help them remain at home. While most family members provide this care out of love and commitment, many do so without support. Respite care has been shown to help alleviate family caregiver stress and improve health. Yet, most family caregivers are not receiving respite. To address this need, innovative research, policies, and best practices on respite from both the public and private sectors will be showcased at the conference. We expect as many as 400 participants from across the world to attend the event. There will be over twenty breakout workshops to showcase best practices, ground-breaking research, new respite approaches, and family caregiver wellness topics will be featured for people of all ages and abilities.

A variety of sponsorship and exhibitor options are described in the attached materials. We look forward to your support and working with you in the long-term services and supports arena. Please consider sponsoring or exhibiting at the 2020 International Short Break (Respite) Conference to help move respite forward. If you need more information, please visit the Sponsorship and Exhibitor Information link on the conference website at <http://www.isba.me> or contact Laura Richards by email isba2020@union.wisc.edu or phone 608-265-6534.

Thank you for your consideration and support.

Sincerely,

Kim E. Whitmore, PhD, RN, CPN
ISBA President and Conference Chair
Assistant Professor
UW – Madison School of Nursing

Lisa Schneider
ISBA 2020 Conference Co-Chair
Executive Director
RCAW

Jill Kagan
ISBA 2020 Co-Sponsor
Director
ARCH



School of Nursing
UNIVERSITY OF WISCONSIN-MADISON



RCAW
Respite Care Association
of Wisconsin



Sponsorship Options At-A-Glance

2020 International Short Break (Respite) Association Conference

June 16-19, 2020

Monona Terrace Community and Convention Center

Madison, WI, USA

2020 Conference Sponsorship Levels	Champion of Respite \$15,000	Platinum \$10,000	Gold \$5000	Silver \$2500	Bronze \$1000	Friend of Respite \$500
Opportunity to welcome conference participants	✓					
Digital advertisement on screen projection loop in all general sessions	Full-screen logo	Half-screen logo	Quarter-screen logo	Logo on screen	Logo on screen	Logo on screen
Logo on conference bags	Full-size one color logo	Half-size one color logo	Quarter-size one color logo			
Logo with website link within the sponsorship tab of the conference app	Champion section	Platinum section	Gold section	Silver section	Bronze section	Friend section
Acknowledgment during a plenary, reception or meal	Acknowledged on all	✓	✓			
Name/Logo on conference website and materials	✓	✓	✓	✓	✓	✓
Exhibitor table	Premier location	Premier location	Preferred location	Free	Discounted table	
Full conference registrations	4 registrations	3 registrations	2 registrations	1 registration		

** Sponsors may elect to donate their complimentary conference registrations that are included in the above package to support the participation of family caregivers and/or individuals with a disability. If you are interested in sponsoring additional conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.*

Questions? Contact Laura Richards at isba2020@union.wisc.edu or call 608-265-6534



**Monona Terrace Community and Convention Center
1 John Nolen Drive, Madison, Wisconsin
United States of America**

Sponsorship Prospectus

The International Short Break Association (ISBA), in collaboration with the University of Wisconsin – Madison School of Nursing, the Respite Care Association of Wisconsin, and ARCH National Respite Network and Resource Center, will host the 2020 International Short Break (Respite) Conference, which will be held in conjunction with the National Lifespan Respite Conference in Madison, Wisconsin, United States (US), beginning the evening of June 16 and concluding on June 19, 2020.

The conference will be preceded by the Lifespan Respite Grantee and Partner Learning Symposium for invited grantees and partners only on June 16, 2020. Additionally, the world's first Respite Research Summit will be held immediately following the conference on June 19, 2020.

The theme for the conference ***Moving Respite Forward*** is inspired by Wisconsin's motto "Forward" which reflects the State's continuous drive to be a national leader. This conference will provide a space to advance knowledge and understanding of respite by learning from and with international leaders in the field of respite. The conference will also challenge attendees to utilize evidence-based practices and discover innovative strategies to improve respite care to meet the growing needs of the 43 million U.S. family caregivers and millions more carers around the world. Together, we are ***Moving Respite Forward!***



Caregiving is not unique to the United States. It is a global phenomenon. In every country around the world, children and adults with disabilities, chronic conditions, or frailty depend on family and friends to provide care. According to the International Alliance of Carer Organizations, "unpaid caregiving has become one of the most important social and economic policy issues worldwide." The International Short Break Association was formalized in 2006 with ARCH as a founding member. ISBA's goal is to create an international network for the exchange of knowledge and working practices focused on short break (respite) care.

Previous international respite conferences have been very successful, and we expect no less from the 2020 conference in Madison, Wisconsin! The conference will offer valuable, up-to-date information for families, professionals, researchers, and other stakeholders related to respite supports for caregivers. Conference keynote speakers and breakout sessions will offer a multitude of opportunities to move respite forward.

We expect between 300 and 400 conference participants from across the United States and Internationally. Attendees are expected to include anyone who supports family members and family caregivers of individuals across all ages. Participants will include professionals, researchers, family caregivers, persons with disabilities, older adults, parents, grandparents, guardians, respite providers, social workers, case managers, program managers, nurses, advocates, direct support staff, teachers, leaders of faith-based organizations, national and state policy makers, and other community/business leaders who influence and shape the role of respite in the support network.

The conference sponsorship and exhibitor opportunities will provide you and your organization the ability to reach hundreds of conference participants from across the U.S. and Internationally who are actively involved in the issues of family caregiving, family support, respite, home- and community-based care, and other long-term services and supports. Boost your visibility in this market through a conference sponsorship that provides unique prospects to network, brand, market and advertise.



Sponsorship Options

Champion of Respite \$15,000

- Name and logo listed as a Champion of Respite Sponsor on all published conference materials, including the conference website
- Full-screen digital advertisement on screen projection loop in all general sessions
- Logo with website link within the sponsorship tab of the conference app
- Full-size one color logo on conference bags
- Opportunity to welcome conference participants
- Acknowledgement during all general sessions, meals, and reception
- Exhibitor table - Premier location (\$600 value)
- 4 complimentary conference registrations included (\$1780 value)*

Platinum Sponsor \$10,000

- Name and logo listed as a Platinum Sponsor on all published conference materials, including the conference website
- Half-screen digital advertisement on screen projection loop in general sessions
- Logo with website link within the sponsorship tab of the conference app
- Half-size one color logo on bags
- Acknowledgement during one plenary, reception, or meal
- Exhibitor table – Premier location (\$600 value)
- 3 complimentary conference registrations included (\$1335 value)*

Gold Sponsor \$5,000

- Name and logo listed as a Gold Sponsor on all published conference materials, including the conference website
- Quarter-screen digital advertisement on screen projection loop in general sessions
- Logo with website link within the sponsorship tab of the conference app
- Quarter-size one color logo on bags
- Acknowledgement during one plenary, reception, or meal
- Exhibitor table – Preferred location (\$600 value)
- 2 complimentary conference registrations included (\$890 value)*

Silver Sponsor \$2,500

- Listed as a Silver Sponsor in conference program and website
- Logo on screen projection loop in general sessions
- Logo with website link within the sponsorship tab of the conference app
- Exhibitor table (\$600 value)
- 1 complimentary conference registration included (\$445 value)*

Bronze Sponsor \$1,000

- Listed as a Bronze Sponsor in conference program and website
- Logo on screen projection loop in general sessions
- Logo with website link within the sponsorship tab of the conference app
- Discounted exhibitor table (\$100 discount)

Friend of Respite \$500

- Listed as a Friend of Respite in conference program & website
- Name or logo on screen projection loop in general sessions
- Name or logo with website link within the sponsorship tab of the conference app

***Registration Sponsorship Opportunities**

- Sponsors may elect to donate their complimentary conference registrations that are included in the above package to support the participation of family caregivers and/or individuals with a disability.
- If you are interested in sponsoring additional conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.
- Registration sponsors will be acknowledged by name in the sponsorship tab of the conference app and on a screen projection loop in all general sessions.

SPONSORSHIP DETAILS & TERMS

DEADLINES:

- Sponsorship commitment – February 1, 2020
- Sponsorship payment deadline –**April 1, 2020**

TERMS:

- All sponsorships payable by check or credit card, no later than **April 1, 2020**.
- No direct advertising buys are available – advertising through sponsorship only.
- All advertising material must meet layout requirements and print deadlines and content is subject to conference approval.
- Sponsorship status becomes effective upon receipt of funds. Sponsors whose payments are not received by the deadline will NOT be listed in the conference program unless prior arrangements have been made.

SPONSORSHIP SUBMISSION

Please complete Sponsorship Form (attached or available online at <http://www.isba.me>).

QUESTIONS?

If you have any questions on the available sponsorship packages, please contact Laura Richards isba2020@union.wisc.edu or call 608-265-6534.

Exhibitor tables without sponsorship are also available!
For more information, please visit the Conference Website:
www.isba.me



Sponsorship Form

Please complete this form to indicate your level of sponsorship for the 2020 International Short Break Association Conference to be held June 16-19, 2020 at the Monona Terrace Convention Center, 1 John Nolen Dr, Madison, WI 53703.

Sponsoring Organization: _____

First and Last Name: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

Please indicate your desired level of sponsorship:

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Champion of Respite | \$15,000 | <input type="checkbox"/> Silver | \$2,500 |
| <input type="checkbox"/> Platinum | \$10,000 | <input type="checkbox"/> Bronze | \$1,000 |
| <input type="checkbox"/> Gold | \$ 5,000 | <input type="checkbox"/> Friend of Respite | \$ 500 |

Registration Sponsors

Sponsors may elect to donate their complimentary conference registrations that are included in the above package to support the participation of family caregivers and/or individuals with a disability. If you are interested in sponsoring additional conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.

____ YES, I would like to donate _____ (*indicate #*) of the complimentary conference registrations

____ YES, I would like to donate an additional \$ _____ to support the participation of family caregivers and/or individuals with a disability

Exhibitor Information

Sponsors at the \$2,500 level and higher are entitled to a free exhibit table. Bronze sponsors are entitled to a discounted exhibit table. If you would like an exhibit table, please also complete and submit the *Exhibitor Information Form* and the *Exhibitor Agreement* with this sponsorship form.

Please choose form of payment:

Check Make check payable to: **Wisconsin Union – Conference Management**

Credit Card* VISA MasterCard Discover American Express

Card Number: _____ Security Code: _____

Expiration Date: _____ Name on Card: _____

Cardholder’s Signature: _____

** If you prefer to provide your credit card information by phone, please contact Wisconsin Union Conference Management at 608-265-6534 Monday – Friday from 8:30 am – 4:30 pm CST.*

Billing Address

Street: _____ City: _____

State: _____ Zip Code: _____

All sponsorships are payable no later than April 1, 2020!

Please email the completed form signed to isba2020@union.wisc.edu or mail forms and payment to the conference fiscal agent:

Laura Richards, CMP
Wisconsin Union - Conference Management
800 Langdon Street
Madison, WI 53706

Thank you for your support!

Note: If you have questions about the sponsorship opportunities, please contact Laura Richards at isba2020@union.wisc.edu or call 608-265-6534.





Exhibitor Information Form

Please complete this Exhibitor Information Form and the Exhibitor Agreement to reserve exhibit space for the 2020 International Short Break Association conference at the Monona Terrace Convention Center, 1 John Nolan Dr Madison, Wisconsin, 53703. Exhibitor hours are June 17 from 7:30 am to 5:30 pm and June 18 from 7:30 am to 4:00 pm.

Exhibit space will be open for set-up on June 17, 2020, from 6:30 am to 7:30 am. One-day exhibitor fees are not available.

Section 1: Company/Organization Information

First Name: _____ Last Name: _____

Company/Agency Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Tel: (W) _____ (M) _____ (Fax) _____

Section 2: Exhibitor Table Fees

For Sponsoring Organizations: If you would like to be a conference sponsor, please complete a separate sponsorship form and attach to the exhibitor form. Organizations providing sponsorship of \$2,500 or more qualify for free exhibitor space, and organizations providing a \$1,000 to \$2,499 sponsorship qualify for a \$100-discounted exhibitor space. Qualifying sponsors will be given first choice of location based on sponsorship level and date of receipt of payment.

Sponsorship form attached Sponsorship form requested

All Other Exhibitors: Exhibit Table Fees (please select one):

For profit \$600
 Non-profit \$250 (*Non-profits must attach a copy of their Federal Non-Profit Status letter with Federal Identification Number*)

Fee includes:

- One 6' Table, clothed and skirted, with two chairs and wastebasket
- Electrical power upon request by checking appropriate box below

Additional fees: Wi-Fi is available throughout the conference area. Audio-visual (AV) needs are subject to additional fees. The cost of AV will be determined based on the number of exhibitors needing audio-visual services. We will notify you of these additional fees prior to the conference. Your company or agency is also responsible for any shipping costs. Materials should not be delivered to the venue prior to June 12, 2020 and should be labeled for the International Short Break Association Conference. Boxes/packages may be subject to storage fees if they arrive prior to June 12th. *(Refer to the Exhibitor Agreement – Shipping & Storage for more info.)*

If you indicate yes to the AV request, we will provide more detailed information regarding fee amounts, separate order forms and instructions for payment. Do you require:

- 1) Electrical outlet? Yes No
2) Audio visual equipment? Yes No If yes, please specify _____

Section 3: Payment

Please note that there is no charge for exhibit space for Champion, Platinum, Gold and Silver Sponsors (write Sponsor in total), and there is a discount of \$100 for Bronze Sponsors.

For profit (\$600)	\$ _____
Non-profit (\$250)	\$ _____
Less \$100 discount for \$1,000-2,499 level sponsors	\$ _____
Total	\$ _____

Please choose form of payment:

Check Make check payable to: **Wisconsin Union Conference Management**

Credit Card* VISA MasterCard Discover American Express

Card Number: _____ Security Code: _____

Expiration Date: _____ Name on card: _____

Cardholder's signature: _____

** If you prefer to provide your credit card information by phone, please contact Wisconsin Union Conference Management at 608-265- 6534 Monday – Friday from 8:30 am – 4:30 pm CST.*

Billing Address:

Street Address: _____

City: _____ State: _____ Zip Code: _____

All exhibitor fees are payable no later than April 1, 2020!



Exhibitor Agreement

Instructions

- ✓ Please read this **Agreement** carefully and complete all information required.
- ✓ Complete and sign this **Exhibitor Agreement**.
- ✓ Send this **Exhibitor Agreement**, the **Exhibitor Information Form**, and **Payment or credit card information** signed in either electronically to conference fiscal sponsor at isba2020@union.wisc.edu or mail to:

Laura Richards, CMP
Wisconsin Union –Conference Management
800 Langdon Street
Madison, WI 53706

For your Reference

- **Confirmation** – Exhibitor fees are due no later than April 1, 2020. A confirmation of your exhibit table assignment will be sent to you via email by May 1, 2020, once your forms and payment have been received. Additional instructions may be included in confirmation email.
- **Additional Fees** – Audio-visual (AV) needs are subject to additional fees. The cost of AV will be determined based on the number of exhibitors needing audio-visual services. We will notify you regarding fee amounts, and provide separate order forms and instructions for payment prior to the conference.
- **Shipping and Storage** - Your company/agency is responsible for shipping costs. Conference materials may be shipped directly to the venue for delivery no earlier **than June 13, 2020**. The shipping address is ISBA conference c/o Monona Terrace Community and Convention Center, 1 John Nolen Dr, Madison, Wisconsin , 53703. There are no handling or storage fees within this timeframe.
- **Set up and Take-down** - Exhibitors are expected to set up and be available before registration starts at 7:30 am on June 17, 2020. The Exhibit area will be open on June 17 from 6:30 am to 7:30 am for set up. Exhibits should be dismantled by 5:00 pm on June 18, 2020. Additional set-up information will be provided in your confirmation letter after booking.
- **Exhibitor Meals** – Lunch will be provided for exhibitors on all days of the conference
- **Exhibitor Booths** – Booths will include a 6-foot skirted table, 2 chairs, and a waste basket.

Cancellations

Cancellation of any portion of this contract by the Exhibitor will be accepted only at the discretion of ISBA and in all cases subject to the following refund policies:

- On or before April 16, 2020: 80% refund on cancelled exhibit space
- After April 16, 2020: No Refund

Notification of cancellation will only be considered official when submitted in writing and sent to the address above and will be subject to the above policy based on postmark date.

Additional Terms and Conditions

The undersigned agrees to the following provisions:

- 1) Spaces will be allocated on the basis of sponsorship levels and/or the order in which the application, agreement, and payments are received. ISBA reserves the right to change location assignment of exhibit table at any time, as it may in its sole discretion seem necessary.
- 2) If Exhibitor fails to pay the space rental before April 1, 2020, the Exhibitor's right to exhibit may be cancelled without further notice. If Exhibitor cancels its participation in the conference, such cancellation shall be considered a default on its part, and any money paid shall be retained by ISBA as stated under Cancellations above.
- 3) Exhibitor agrees to indemnify and release ISBA, the ARCH National Respite Network, the Respite Care Association of Wisconsin, and the UW-Madison School of Nursing from responsibility for any loss, property damage, or personal injury that may occur to the Exhibitor, its employees, independent contractors or persons using the Exhibitor's equipment. Exhibitor is liable for any and all damage. Exhibitor acknowledges that ISBA, the ARCH National Respite Network, the Respite Care Association of Wisconsin, the UW-Madison School of Nursing and the Monona Terrace Convention Center do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage/loss insurance covering such losses by Exhibitor.
- 4) If the ISBA, the ARCH National Respite Network, the Respite Care Association of Wisconsin, and the UW-Madison School of Nursing are prevented from holding the conference or having commenced it, is thereafter precluded from continuing it, due to acts of nature, fires, strikes, or any other causes beyond its control, proportionate refunds for the rent paid will be made to the Exhibitor.
- 5) Exhibitor agrees to prepare any exhibit of its products or services, which shall be directly pertinent to the function or industry represented by the conference specified, and as approved by ISBA for display.

The Exhibitor and ISBA and partnering agencies shall be bound by these terms, conditions and rules for exhibiting in the 2020 International Short Break Association Conference and the parties acknowledge and agree to such terms and conditions.

Name (Print): _____ Date: _____

Signature: _____ Title: _____

Thank you for your Support!

Note: If you have questions about exhibitor opportunities, please contact Laura Richards at isba2020@union.wisc.edu or call 608-265-6534.

