



International Short
Break Association

**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 2021 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 22 and concluding on June 25, 2021.

The conference will be preceded by the Lifespan Respite Grantee and Partner Learning Symposium for invited grantees and partners only on June 22, 2021.

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 2021 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 – **April 1, 2021**
- Sponsorship payment deadline – **May 3, 2021**

TERMS:

- All sponsorships payable by check or credit card, no later than **May 3, 2021**.
- 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 isba2021@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



International Short
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Sponsorship Form

Please complete this form to indicate your level of sponsorship for the 2021 International Short Break Association Conference to be held June 22-25, 2021 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 May 3, 2021!

Please email the completed form signed to isba2021@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 isba2021@union.wisc.edu or call 608-265-6534.



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 20, 2021 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 20th. (*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 May 3, 2021!