



# MOVING RESPITE FORWARD

Dear Friend of Respite,

We invite you to a unique opportunity to support respite for the world's family caregivers by sponsoring the **2021 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 virtually on June 22-25, 2021.

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, including innovative strategies to support family caregivers during the global COVID-19 pandemic. We expect as many as 400 participants from across the world to attend the event. There will be over 50 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 2021 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 [isba2021@union.wisc.edu](mailto:isba2021@union.wisc.edu) or phone 608-265-6534.

Thank you for your consideration and support.

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

Lisa Schneider  
ISBA 2021 Conference Co-Host  
Executive Director  
RCAW

Jill Kagan  
ISBA 2021 Co-Host  
Director  
ARCH



School of Nursing  
UNIVERSITY OF WISCONSIN-MADISON





# MOVING RESPITE FORWARD

## 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 virtually on June 22-25, 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 more than 50 million U.S. family caregivers and millions more carers around the world.

At this time, we are still experiencing the worldwide effects of COVID-19, with resulting social isolation, stress and anxiety among more family caregivers and their loved ones. Providers, advocates, and policymakers from around the globe have found new ways, including alternative respite opportunities and flexible program requirements, to address the escalating need for support. At this event, we will learn about evolving innovative strategies from the public and private sectors to serve these families. The definition of respite and how it is provided may have changed, but the commitment to continue to provide support to families is stronger than ever. 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! 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

- Opportunity to provide a five minute welcome to conference participants at virtual opening
- Name and logo listed as a Champion of Respite Sponsor on conference materials, including the conference website and virtual platform.
- Logo on email marketing materials
- Digital advertisement on all keynote and plenary session screens at the start of each session
- 4 Full Conference registrations
- 1 Virtual Exhibitor Booth, including:
  - Company logo, profile, and ability to upload FAQs, brochures, and videos
  - 24-hour attendee access to exhibition hall and booth content
  - Ability to schedule one-on-one appointments with attendees during designated exhibitor hours

### Platinum Sponsor \$10,000

- Name and logo listed as a Platinum Sponsor on conference materials, including the conference website and virtual platform
- Logo on email marketing materials
- Digital advertisement on one keynote or plenary session at the start of the session
- 3 Full Conference registrations
- 1 Virtual Exhibitor Booth, including:
  - Company logo, profile, and ability to upload FAQs, brochures, and videos
  - 24-hour attendee access to exhibition hall and booth content
  - Ability to schedule one-on-one appointments with attendees during designated exhibitor hours

### Gold Sponsor \$5,000

- Name and logo listed as a Gold Sponsor on conference materials, including the conference website and virtual event platform
- Logo on email marketing materials
- Digital advertisement on a plenary session screen at the start of the session
- 2 Full Conference registrations
- 1 Virtual Exhibitor Booth, including:
  - Company logo, profile, and ability to upload FAQs, brochures, and videos
  - 24-hour attendee access to exhibition hall and booth content
  - Ability to schedule one-on-one appointments with attendees during designated exhibitor hours

### Silver Sponsor \$2,500

- Name and logo listed as a Silver Sponsor on conference materials; including the conference website and virtual event platform
- Logo on email marketing materials
- 1 Full Conference registrations
- 1 Virtual Exhibitor Booth, including:
  - Company logo, profile, and ability to upload FAQs, brochures, and videos
  - 24-hour attendee access to exhibition hall and booth content
  - Ability to schedule one-on-one appointments with attendees during designated exhibitor hours

### **Bronze Sponsor \$1,000**

- Name listed as a Bronze level sponsor on conference materials, including the conference website and virtual event platform
- Logo looping on Virtual Conference Home page
- Discounted virtual exhibitor booth (\$100 off)

### **Friend of Respite \$500**

- Name listed as a Friend of Respite on conference materials, including the conference website and virtual event platform

### **Exhibitor**

- 1 email marketing campaign promoting all conference exhibitors; including logo
- 1 Virtual Exhibitor Booth, including:
  - Company logo, profile, and ability to upload FAQs, brochures, and videos
  - 24-hour attendee access to exhibition hall and booth content
  - Ability to schedule one-on-one appointments with attendees during designated exhibitor hours

### ***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 and payment deadline – **April 1, 2021**

### **TERMS:**

- All sponsorships payable by check or credit card, no later than **April 1, 2021**.
- No direct advertising buys are available – advertising through sponsorship only.
- All advertising material must meet layout requirements and 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](mailto:isba2021@union.wisc.edu) or call 608-265-6534.

***Virtual Exhibitor Booths without sponsorship are also available! For more information, please visit the Conference Website: [www.isba.me](http://www.isba.me)***

## Sponsorship Form

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

**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 virtual exhibit booth. Bronze sponsors are entitled to a discounted exhibit booth. If you would like a virtual exhibit booth, please complete and submit the separate *Exhibitor Information Form* 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, 2021!**

Please email the completed form signed to [isba2021@union.wisc.edu](mailto: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](mailto:isba2021@union.wisc.edu) or call 608-265-6534.







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## Exhibitor Information Form

Please complete this Exhibitor Information Form to reserve virtual exhibit space for the 2021 International Short Break Association conference to be held June 22-25, 2021.

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### Section 1: Company/Organization Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company/Agency Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Tel: (W) \_\_\_\_\_ (M) \_\_\_\_\_ (Fax) \_\_\_\_\_

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### Section 2: Virtual Exhibitor Booth 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.

Sponsorship form attached       Sponsorship form requested

**All Other Exhibitors:** Virtual Exhibitor Booth 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)*

### Section 3: Payment

Please note that there is no charge for a virtual exhibit booth 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	\$ _____
<b>Total</b>	<b>\$ _____</b>

### For your Reference

- **Confirmation** – Exhibitor fees are due no later than April 1, 2021. A confirmation of your virtual exhibit booth will be sent to you via email by May 1, 2021, once your forms and payment have been received. Additional instructions may be included in confirmation email.

### 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, 2021: 80% refund on cancelled exhibit space
- After April 16, 2021: 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.

### **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, 2021!**

Return Form and payment information to Laura Richards at [isba2021@union.wisc.edu](mailto:isba2021@union.wisc.edu):

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

**Questions??:** If you have questions about exhibitor opportunities, please contact Laura Richards at [isba2021@union.wisc.edu](mailto:isba2021@union.wisc.edu) or call 608-265-6534.

***Thank you for your Support!***

