39th ANNUAL
BRAIN INJURY CONFERENCE
THURSDAY, MARCH 26, 2020
SPONSOR & EXHIBITOR OPPORTUNITIES
Become an Exhibitor or Sponsor

On Thursday, March 26, 2020, the Brain Injury Association of Massachusetts (BIA-MA) will host the 39th Annual Brain Injury Conference at the Best Western Royal Plaza Hotel, in Marlborough, MA. Brain injury survivors, caregivers, families and professionals will learn about the latest brain injury research, therapies, support, and services. Sponsors provide financial support for key components of the conference, exhibitors enable participants to identify healthcare solutions, and professionals obtain continuing education credits (CEs).

Great Company Exposure!
The Annual Brain Injury Conference sells out every year, which is a great opportunity for Sponsors and Exhibitors to enjoy maximum exposure to your demographic – whether it’s survivors, caregivers, or professionals. The 2018 Conference hosted over 750 people and 45 vendors. Benefits include access to the Exhibitor Hall, ads in the program, logo placement both prior to and at the Conference in print, web and social media. The BIA-MA website traffic boasts over 84,000 pageviews per year and our social media accounts are active with over 4,000 followers.

Additional Sponsor Benefits!
Depending on the level of sponsorship you choose, additional benefits may include: Premiere placement and/or size upgrade of your company ad in the conference program (back cover, full or half page ads); Placement in the Spring 2020 issue of our quarterly newsletter, “Heads Up Headlines” (circulation to committed industry professionals, brain injury survivors, caregivers, and families), and inclusion in BIA-MA Annual Conference.

Guidelines:
• Register EARLY as space goes FAST! Register online at www.biama.org/conferencesponsor
• Exhibitor and Sponsorship fees must be paid in full by March 17, 2020 to ensure a table is available for you.
• Set up is open by 6AM on March 26, 2020, or a time to set up the day before may be arranged. ALL Exhibitors and Sponsor tables are to be set up by 7AM on Conference day and exhibitor tables are to be staffed at all times. Tear down may not begin until 4PM.
• Any space not occupied in the exhibit area after set up will be considered a forfeit by the exhibitor and may be reassigned by BIA-MA, unless previously requested by exhibitor in writing prior to event date.
• A boxed lunch will be served to exhibitors that are tasked with being a table attendant. Any individuals attending workshops may utilize the Ballroom for lunch as a complimentary benefit.
• BIA-MA requires a name and lunch choice for table attendants as well as workshop selection and lunch choice for complimentary workshop registrations. A registration form will be circulated to the primary contact listed on the application to request this information at a later date.

Questions:
Contact Chesa Conrad, BIA-MA Marketing & Development Manager, at 508-475-0032 x29 or cconrad@biama.org.
# Exhibitor Benefits

## $700 Exhibitor Table
- Company name listed on Conference website as Exhibitor
- ¼ page Conference Program ad
- (1) Exhibitor Table (6’ table) and (1) Table attendant
- (1) Complimentary registration for workshops

## Sponsor Opportunities (Includes Exhibitor Table + One Attendant)

### $5,000 Presenting Sponsor (exclusive)
- Your Company Logo Placed On:
  - Program cover as Presenting Sponsor
  - Conference slide deck footer as Presenting Sponsor
  - Conference website as Presenting Sponsor
  - Conference email communications
  - All event signage
- Ads & Media:
  - Program ad - Full page, back cover
  - “Heads Up Headlines” newsletter ad - ½ page in the Spring 2020 issue
  - Highlighted in all event press coverage
  - Highlighted in social media posts
- Conference Extras:
  - (1) Additional Exhibitor Table in the Exhibitor Hall with (1) additional space for table attendant
  - (5 TOTAL) Annual Conference workshop registrations (March 26, 2020)
  - Company-supplied banner in Ballroom (during opening remarks, breakfast, lunch, and keynote presentation)

### $3,500 Lunch Sponsor
- Your Company Logo Placed On:
  - Conference website as Lunch Sponsor
  - Table tents in Ballroom (used during opening remarks, breakfast, lunch, and keynote presentation)
- Ads & Media:
  - Program ad - full page
  - “Heads Up Headlines” newsletter ad - 1/4 page in the Spring 2020 issue
  - Highlighted in social media posts
- Conference Extras:
  - (3 TOTAL) Annual Conference workshop registrations (March 26, 2020)

### $1,500 Breakfast Sponsor
- Your Company Logo Placed On:
  - Conference website as Breakfast Sponsor
  - Event signage
- Ads & Media:
  - Program ad - 1/2 page
  - “Heads Up Headlines” newsletter ad - business card size in the Spring 2020 issue
  - Highlighted in social media posts
- Conference Extras:
  - (2 TOTAL) Annual Conference workshop registrations (March 26, 2020)
Advertising Specifications

Submit ads and logos to: cconrad@biama.org
Submission deadline: February 15, 2020
Ads in color and sized:
- Full page - 7.5” x 10”
- Half page - 7.5” x 5”
- Quarter page - 3.75” x 5”
Ad file formats: .EPS, .PDF, or (JPG 300dpi in desired size above)