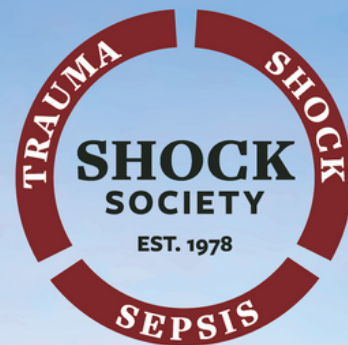




# *45<sup>th</sup> Annual* CONFERENCE N SHOCK

**June 4-7, 2022**

WESTIN HARBOUR CASTLE • TORONTO, CANADA



## Sponsorship Opportunities

Commercial and not-for-profit organizations are invited to partner with us for the 45th Annual Conference on Shock with a sponsorship or exhibit that will enable you to build brand awareness by gaining direct access to over 450 scientists and clinicians in the trauma, shock, and sepsis fields.

Poster sessions, networking breaks, sponsorships, and exhibit opportunities will facilitate interactions with these industry professionals. The conference offers unique opportunities for you and your company to engage with highly motivated scientists who possess novel expertise in a growing field of life science. We hope that you will consider sponsoring, attending, and participating in our annual conference.

Areas of focus for the conference include:

- Novel Technologies in Critical Illness
- Experimental Approaches to Enhance Research in Critical Illness
- Stem Cells in Critical Illness
- COVID-19/Virology
- Vascular Endothelium
- Military Medicine & Science
- Mitochondria
- Thermal Injury-Induced Critical Illness
- Biologic Variables in Critical Illness
- Metabolism/Catabolism
- Thromboinflammation During Critical Illness
- Immunoparalysis/PICS
- Artificial Intelligence, Bioinformatics, and Computational Biology in Critical Illness
- Precision Medicine in Critical Illness

**[www.shockociety.org](http://www.shockociety.org) | [#shockcon](https://twitter.com/shockcon)**

# TITLE SPONSORSHIP BENEFITS

Title Sponsorships put your branding message front and center and include exclusive branding opportunities prior to and during the event. To discuss these or other opportunities, contact Jessica Martin at [JMartin@shocksociety.org](mailto:JMartin@shocksociety.org).

Title Sponsorships	Amount
Level I	\$12,000
Level II	\$7,000
Level III	\$5,000
Level IV	\$3,000
Level V	\$2,000

## TITLE SPONSORSHIP BENEFITS AT-A-GLANCE

Benefits	Level I	Level II	Level III	Level IV	Level V
10x8 exhibit space area (2 spots)	✓				
Prominent Fun Run T-shirt logo	✓				
Dedicated reserved sponsor table for all meals	✓	✓			
Thank you message on Twitter	✓	✓			
Tabletop exhibit (6'x3')	N/A	✓	✓		
Advertisement in Mobile App	✓	✓	✓		
Thank you slide displayed during session walk-in	✓	✓	✓	✓	✓
Onsite signage	✓	✓	✓	✓	✓
Logo printed on Fun Run T-shirt*	✓	✓	✓	✓	✓
Push notifications on mobile app	4	3	2	1	
Full conference registrations	2	1			
Exhibitor passes	3	3	2	2	2
Recognition on conference related emails	logo	logo	name	name	name
Recognition on conference website	logo	logo	logo	name	name
Thank you message in post conference journal	logo	logo	logo	name	name

\*LOGO SIZES WILL BE DETERMINED BY SPONSORSHIP LEVEL

The mission of the Shock Society is to improve the care of victims of trauma, shock, and sepsis through a multidisciplinary approach to promote basic science and translational research and provide education and mentoring to new investigators.

# SUPPORTING SPONSORSHIP OPPORTUNITIES

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Supporting sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants. To discuss these or other opportunities, contact Jessica Martin at [JMartin@shocksociety.org](mailto:JMartin@shocksociety.org).

## **Welcome Reception Supporter \$5,000** ONLY AVAILABLE FOR LEVEL I or II

The opening reception of the Annual Conference on Shock is a chance for all attendees to connect with colleagues and catch up with one another. This year's reception will include new member introductions; networking in specialty areas including, acute critical care, bioengineering, molecular medicine, and cellular therapeutics; and more. The sponsor will be recognized with signage outside the session as well as brief verbal recognition at the beginning of the reception.

## **Awards Dinner Supporter \$6,000** ONLY AVAILABLE FOR LEVEL I or II

The closing awards dinner gives one last networking and learning opportunity for participants. The closing session will cap off the last four days of learning and prepare participants to return to their hospitals and clinics with the knowledge and tools they acquired. The sponsor provides support for the dinner but has no input into nor control over the presentation. The sponsor will be recognized with signage outside the awards dinner as well as brief verbal recognition at the beginning of the dinner.

## **Registration Sponsor \$5,000** exclusive sponsorships

The registration area is the hub of all conference activity. As a registration sponsor, your logo will be on each conference attendee's lanyard and new Shock Society pins each attendee will receive.

## **2022 Presidential Fun Run Sponsor \$5,000**

The Presidential Fun Run on Monday morning is a fantastic opportunity for attendees to network with one another and promote the mental and physical well-being of participants, all while raising funds for the Canadian Sepsis Foundation. As a sponsor, you will receive recognition on marker signage.

## **Mobile App \$4,000** exclusive sponsorships

The mobile app will allow access to a customizable event schedule, maps of the meeting space, and exhibitor information. These features, along with updates, push notifications, and direct messaging for attendees, will make navigating and networking at the Conference on Shock easy for all attendees. The sponsor will be recognized on the splash page of mobile app.

## **Meeting Area Wi-Fi \$3,500** exclusive sponsorship

This sponsorship provides attendees with the opportunity to connect to the internet free of charge in the meeting location. This allows attendees to share their experience with colleagues and friends, check in with their centers back home, and use the meeting mobile app. The sponsor will be recognized on Wi-Fi instructions, and the company name will be the password to access the Wi-Fi.

## **Room Key Cards \$3,500** exclusive sponsorships (Sponsorship confirmation due April 15th)

Shock attendees will feel the spirit of the event from the moment they check in at the Westin Harbour Castle. All attendees who are staying at the hotel will receive a room key, branded specifically for the conference with your company logo.

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# TERMS AND CONDITIONS

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**Rules and Regulations** - 45th Annual Conference on Shock is produced by, and is the property of, the Shock Society. Exhibitors are meant to supplement the conference and provide attendees with various types of programs, services and information available to them. Exhibitors are expected to display their programs and/or discuss their services with awareness of the professional and practical needs of conference attendees. The Shock Society reserves the right to refuse space to any applicant that, in the opinion of the Shock Society, is unlikely to contribute to the overall objective of the meeting. The Shock Society may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that is, in its opinion not upholding the character and purpose of the conference. Any exhibitor that does not abide by these guidelines will not be invited to participate in future exhibits and may be removed onsite.

**Exhibit Space** - Space for exhibits will be allocated on a first-come, first-served basis governed first by level of sponsorship, then date of payment received. The Shock Society reserves the right to alter the location of exhibit spaces at its sole discretion and in the best interest of the exhibition at any time.

All exhibits must be arranged within the confines of assigned area so as not to overly obstruct the general view or hide the exhibits of others, and so as not to impinge on aisle or other space not specifically assigned to exhibitor. Exhibits are limited to 8 feet high.

**Ancillary Services** - If electrical service is required, order forms from onsite providers will be sent with the full exhibitor packet prior to the conference.

**Giveaways and Refreshments** - Exhibitors are encouraged to make the exhibit hall inviting and entertaining for all attendees. Exhibitors may provide token giveaway items or host activities at their booths but cannot distribute these items in any other space, including registration, meals, sessions, etc. Exhibitors are welcome and encouraged to provide additional refreshments, such as cookies, granola, yogurt, trail mix, etc. at their booth to increase traffic. Exhibitors should contact the Shock Society to purchase food and beverage at the exhibitor's expense. Additional information will be available in the exhibitor kit. Exhibitors must adhere to the hotel's rules for outside food and beverage.

**Booth Personnel** - All exhibit personnel are to be registered. All exhibitors are expected to have their exhibit area properly staffed at all times during exhibiting hours.

**COVID-19 Guidelines** - Booth personnel agree to comply with mandatory safety measures, without exception and for the entire duration of the meeting. Specific requirements for social distancing, mask wearing, and other safety procedures will be in accordance with the most current CDC guidelines and in compliance with the specific regulations of Toronto, ON. Anyone who refuses to comply will be asked to leave the meeting and registration/sponsorship/exhibit fees will not be refunded.

**Liability/Indemnity** - Exhibitors assume the entire responsibility for and hereby agree to protect, indemnify, defend, and save the host venue and hosting societies and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibiting premises or a part thereof. In addition, the exhibitor acknowledges that the hotel and The Shock Society do not maintain insurance covering exhibitors' property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

**Photography Policy/Release** - The Shock Society may designate an official photographer for the conference. Any photographs taken by the photographer may be used in future Shock Society publications, on the website, or in other advertising materials. By registering to attend or sponsor this conference, you hereby grant the Shock Society an irrevocable, worldwide, royalty-free, fully paid license to reproduce, copy, display, perform, or otherwise use any photos taken of you by the Shock Society for promotional use (e.g., brochures, association publications, web-based media blogs, websites, e-newsletters, social media). You hereby release and hold harmless the Shock Society from all claims, demands, causes of action, and liability related to said use of the material.

If an attendee or sponsor does not agree to being photographed, a red name badge or similar type of identifier will be provided.

**Shipping/Storage** - The venue has limited storage. You may utilize your preferred shipper and send your packages directly to the hotel.

**Labor** - There will be no labor to assist with the installation or dismantling of your exhibit.

**Security** - Exhibitors are urged to secure valuables nightly or take them to their hotel rooms. The Shock Society and the hosting venue will not be responsible for lost or stolen items. No security is provided in the exhibit area.

**Payment** - All applications are pending until payment is received. Checks should be made out to the Shock Society. Credit cards can also be accepted.

**Cancellation Policy** - Notification of exhibit cancellation must be submitted to the Shock Society prior to Monday, May 2, 2022. Please send notification to [jmartin@shocksociety.com](mailto:jmartin@shocksociety.com). Cancellations received by Monday, May 2, 2022, will be subject to a \$50 nonrefundable processing fee. No refunds will be issued after Monday, May 2, 2022. Travel and accommodation cancellations remain the sole responsibility of the individual.

**Contractual Agreement** - All of the aforementioned rules and regulations are to be considered as part of the exhibit space contract. It is agreed that by submitting the application, the exhibitor will abide by the rules and regulations cited above before, during, and after the exhibit. The Shock Society reserves the right to make changes, amendments, and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor, with the provision that all exhibitors will be advised of any such changes. All matters and questions not specifically covered by these rules and regulations and the Exhibitor Agreement are subject to the decision of the Shock Society, whose decisions will be final.

**Correspondence** - Please send all forms and direct all correspondence or inquiries regarding the meeting and sponsorship to Jessica Martin at [JMartin@shocksociety.org](mailto:JMartin@shocksociety.org).

## CONTACT INFORMATION

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Jessica Martin

240.801.3749

[JMartin@shocksociety.org](mailto:JMartin@shocksociety.org)

