Support, Exhibit, and Advertising Prospectus

Exhibit Dates: 17-19 June 2020
www.ispdhome.org/ISPD2020
Event Profile

The ISPD 24th International Conference on Prenatal Diagnosis and Therapy will attract diverse professionals for preconference courses on Tuesday, 16 June 2020, followed by conference sessions, exhibits and more Wednesday through Friday, 17–19 June 2020. Plenary sessions, debates, concurrent sessions, and posters will explore the latest controversies and hot topics in the field and will feature invited speakers as well as peer-reviewed abstract presentations.

Learn more at www.ispdhome.org/ISPD2020.

The 2020 conference will be held at the vibrant Palais des congrès de Montréal (Montréal Convention Centre) in the city that hosts the most international conventions in North America. The convention center is in the heart of downtown and well connected to points throughout Montréal.

Delegate Profile

Data from 21st International Conference in San Diego, California, USA (the ISPD conference most recently held in North America)

About the International Society for Prenatal Diagnosis

ISPD is a unique, multidisciplinary society that brings together perinatologists, medical geneticists, genetic counselors, cytogeneticists, ethicists, and legal specialists working in the field of prenatal diagnosis and fetal therapy. There simply is no other “destination meeting” for obstetrical genetic issues. With changes in genetic diagnostic technologies and improvements in fetal therapy, the importance of ISPD is growing rapidly.
Montréal

The “City of Saints” is the largest city in Canada’s Québec province and is situated on an island in the Saint Lawrence River. In 2020, it will host the Formula 1 Grand Prix a few days before the ISPD conference. Sports, music festivals, and architecture are just a few of the things that draw visitors every year to this destination that was named a UNESCO City of Design in 2006.

Conference Venue

The Palais des congrès de Montréal is an ultramodern conference facility in the heart of “Canada’s Cultural Capital” near entertainment, shopping, hotels, and more. It is connected to Montréal’s impressive Underground City.
Exhibit Opportunities

Standard Exhibit Stand Pricing*
25% discount for 2020 Corporate Members
25% discount on second stand

<table>
<thead>
<tr>
<th>Total area</th>
<th>Single Stand</th>
<th>Double Stand</th>
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<tbody>
<tr>
<td>2020 ISPD Corporate Member</td>
<td>$4,100†</td>
<td>$6,800†</td>
</tr>
<tr>
<td>Non-member</td>
<td>$4,800</td>
<td>$8,400</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$1,800</td>
<td>$2,800</td>
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<tr>
<td>Representatives</td>
<td>2</td>
<td>3</td>
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* Prices are in U.S. Dollars and include a shell scheme. Exhibitors may opt out of the shell scheme and build their own stand in the defined space.
† Includes the $500 Corporate Membership fee

2020 Corporate Membership | $500

Corporate Member Benefits
- Priority selection of exhibit stand space
- 25% discount on exhibit fees
- Logo and listing as a Corporate Member on the ISPD website
- 25% discount on advertising in the ISPD eNewsletter, Global Updates
- Access to the members-only area of website for one Corporate Representative

Have questions or special requests?
Please contact Conference Director, Lynne Valentic, at lvalentic@ispdhome.org or +1 434.979.4773.

All exhibitors receive a badge image to use in their print and electronic media. Corporate Members also receive a membership badge.

Online registration: ispdhome.org/ISPD2020/ExhibitReg
Hard copy registration form: Prospectus page 10
## Support Opportunities

### Partner Packages

<table>
<thead>
<tr>
<th></th>
<th>Premier Partner</th>
<th>Sustaining Partner</th>
<th>Education Partner</th>
<th>Industry Partner</th>
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<tbody>
<tr>
<td></td>
<td>$15,000</td>
<td>$12,500</td>
<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>Includes Corporate Membership</td>
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<tr>
<td>Number of exhibit stands</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Number of representatives</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Logo on program book back cover and mobile app supporter page</td>
<td>First Priority</td>
<td>Second Priority</td>
<td>Third Priority</td>
<td>Fourth Priority</td>
</tr>
<tr>
<td>Program book advertisement</td>
<td>Full page color</td>
<td>Full page color</td>
<td>Full page color</td>
<td>Half page color</td>
</tr>
<tr>
<td>Eligible to hold an Industry Event (additional support fee — see below)</td>
<td>Learning Lunch or Symposium</td>
<td>Symposium</td>
<td>Symposium</td>
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<tr>
<td>Social media posting with your logo and link</td>
<td>Facebook and Twitter</td>
<td>Facebook or Twitter</td>
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<tr>
<td>Banner ad in ISPD marketing email</td>
<td>1 Large</td>
<td>1 Standard Size</td>
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</tbody>
</table>

1. Prices are in U.S. Dollars (USD).
2. ISPD will announce your support of the conference on social media and include your logo and link.
3. ISPD will include your banner advertisement and link in one of our marketing messages to prospective conference delegates. Use the ad to attract delegates to your stand or event. Sign up early for the best selection of send dates.

### Industry Learning Lunches and Industry Symposia

**Prime opportunities during regular conference hours when there are no other sessions or events**

*Priority booking will be given to Corporate Advisory Council members. See ispdhome.org/CAC for more information.*

ISPD will provide:
- Meeting room with audio-visual support
- Listing of your event on the conference schedule
- Submission for Continuing Education accreditation (optional)
- Catering for the Industry Learning Lunch

#### Industry Learning Lunch | $12,000

**For a Premier Partner**

Wednesday, 17 June 2020, 12:15–1:45 PM or Thursday, 18 June 2020, 12:00–1:30 PM

Give up to a 60-minute presentation on your company’s scientific research, products or services during the 90-minute conference luncheon in a large meeting room.*

#### Industry Afternoon Symposium | $8,000

**For a Premier, Sustaining or Education Partner**

Wednesday, 17 June 2020, 5:00–6:00 PM or Thursday, 18 June 2020, 4:30–5:30 PM

Make a 60-minute presentation on Wednesday or Thursday afternoon in a large meeting room. Go in depth on your company’s research and solutions for current prenatal diagnosis and therapy challenges.*

* Your agenda must be reviewed by ISPD prior to the conference. Reservations are subject to approval by the ISPD Board of Directors.
### Conference Schedule *subject to change*

NEW — The 2020 conference runs Wednesday through Friday, a different schedule from past years.

Exhibitors must be present during breaks, poster sessions, and the Welcome Reception.

#### Tuesday, 16 June 2020
- 8:00 AM–6:00 PM  Exhibit Set-up
- 9:00 AM–6:00 PM  Preconference Courses

#### Wednesday, 17 June 2020
- 7:00 AM–5:30 PM  Registration Open
- 7:30 AM–9:00 AM  SIG Learning Breakfasts
- 8:30 AM–5:00 PM  Exhibits & Posters Open
- 9:00 AM–11:00 AM  Conference Sessions
- 11:00 AM–11:30 AM  Break with Exhibits & Posters
- 11:30 AM–12:15 PM  Conference Sessions
- 12:15 PM–1:45 PM  Industry Learning Lunch
- 1:45 PM–2:45 PM  Attended Poster Session with beverages (near exhibits)
- 2:45 PM–5:00 PM  Conference Sessions
- 5:00 PM–6:00 PM  Industry Symposium
- 6:00 PM–7:30 PM  Welcome Reception with Exhibits
- 7:30 PM–10:00 PM  Informal “Dine Around” with ISPD leaders

#### Thursday, 18 June 2020
- 7:00 AM–5:30 PM  Registration Open
- 7:30 AM–9:00 AM  SIG Learning Breakfasts
- 8:30 AM–4:30 PM  Exhibits & Posters Open
- 9:00 AM–10:45 AM  Conference Sessions
- 10:45 AM–11:15 AM  Break with Exhibits & Posters
- 11:15 AM–12:00 PM  Conference Sessions
- 12:00 PM–1:30 PM  Industry Learning Lunch
- 1:30 PM–2:30 PM  Attended Poster Session with beverages (near exhibits)
- 2:30 PM–4:30 PM  Conference Sessions
- 4:30 PM–5:30 PM  Industry Symposium
- 6:00 PM–10:00 PM  Invited Speakers Dinner (by invitation only)

#### Friday, 19 June 2020
- 7:00 AM–5:30 PM  Registration Open
- 7:30 AM–9:00 AM  SIG Learning Breakfasts
- 8:30 AM–1:45 PM  Exhibits & Posters Open
- 9:00 AM–10:45 AM  Conference Sessions
- 10:45 AM–11:15 AM  Break with Exhibits
- 11:15 AM–12:45 PM  Conference Sessions
- 12:45 PM–1:45 PM  Lunch
- 1:45 PM–3:30 PM  Conference Sessions
- 1:45 PM–7:00 PM  Exhibit Tear-down

### All exhibit and partner packages include the following:

- Full conference registration for the number of representatives stated in your package, including access to all educational programs
- Access to the Welcome Reception and dedicated exhibit networking breaks
- Listing and logo in the mobile program
- Listing on the conference website
- Listing in the printed program book
- Listing on exhibit signage
- All printed and online conference materials, including the conference program and registration list
- Shell scheme with hard walls and name sign (no furniture or electricity) Furniture and additional services will be available from our exhibit service provider. More information will be provided to registered exhibitors. *Exhibitors may opt out of the shell scheme and build their own stand within the defined space. This does not affect the exhibit fee. Free builds must not obscure any other exhibit space or signage.*

Exhibitors may opt out of the shell scheme and build their own stand within the defined space. This does not affect the exhibit fee. Free builds must not obscure any other exhibit space or signage.
Exhibit Floor Plan

Palais des congrès de Montréal (Montréal Convention Centre) — Level 5
This level has been designed to integrate wide corridors and large public areas so attendees can easily circulate and congregate in a refined setting.

= RESERVED as of 3 March 2020

For Questions:
Lynne Valentic
Conference Director
lvalentic@ispdhome.org
+1 434.979.4773
Sponsorship Opportunities

All prices are in U.S. Dollars (USD).

EXCLUSIVE Sponsorships

Welcome Reception | $7,500
- Your company logo will be featured on event tickets and the mobile schedule event listing
- Opportunity to provide a door prize with branded ticketing
- Opportunity to display branded signage and decorations*

Delegate Tote Bag | $6,000
Again this year, bags are being hand crafted by women who are part of the charity, Peepal Tree Foundation! You will be recognized prominently on screen, and in the printed and electronic programs for your generous support of this important cause.

Twitter Wall | $5,000
Draw a lot of attention with your branded sponsorship of the Twitter feed displayed at the hub of conference activity.

Lanyards for Delegate Badges | $3,000
Make an impact with your company's name or logo on the badge lanyard. All delegates are required to wear the badge to conference sessions and events. Production is included.

WiFi Branding | $2,500
High-profile branding: Your company name will appear every time a delegate accesses the conference WiFi!

Distribution of Fliers and Gifts | $500

One-page Flier
ISPD will distribute a one-page flier that you provide.*

Notepad & Pen
ISPD will distribute a notepad and pen that you provide.*

Delegate Gift
ISPD will distribute a small gift that you provide for delegates, such as a flash drive, stress ball, or some other branded item.*

* Your signage, decorations, fliers and/or gifts must be reviewed by ISPD before printing.
Advertising Opportunities

All prices are in U.S. Dollars (USD).

Electronic Advertising

Banner Ad in Mobile App  |  $4,000 | Exclusive

ISPD will include your logo or banner ad on the frequently used conference mobile app and a link to your website. Achieve hundreds of impressions throughout the conference!

Banner Ad in ISPD Email Blast:

- Know Before You Go  |  $2,000 | Exclusive
- Conference Update  |  $1,000

ISPD will include your banner advertisement and link in one of our email blasts to delegates. Select one of our conference updates or the desirable “Know Before You Go” message sent the week before the conference. ISPD will contact you with available dates after your reservation form is received.

Printed Program Advertisements

Keep your message in the hands of all conference delegates long after the conference ends!

Full page, color:  $600 (one is included in some partner packages)
Half page, color:  $450  (one is included in Industry Partner package)
Full Page, black & white:  $300
Half Page, black & white:  $200

The ISPD printed program continues to be just as popular with delegates as the mobile app. Many delegates use both.

Full page advertisements are landscape (horizontal) with a full bleed. Half page advertisements are portrait (vertical) with no bleed.
Exhibit and Support Form

Contact Information (please print)

Company Name (as it should appear in print/on screen): ______________________________________________________

Street Address: ___________________________________________________________________________________________

City, State/Province: __________________________ Postcode: ___________ Country: ____________________________

Company Telephone: __________________________ Company Email: __________________________________________

Company Website: ____________________________________________________________

(As it should be linked from the ISPD website)

Exhibit Contact Name (to receive correspondence): __________________________________________________________

Contact Email: ____________________________________________ Contact Telephone: ____________________________

Support Package (USD)

Includes 2020 ISPD Corporate Membership worth $500*

☐ Premier Partner: $15,000
☐ Sustaining Partner: $12,500
☐ Education Partner: $10,000
☐ Industry Partner: $5,000

Industry Learning Lunch: $12,000 (Premier Partner)
☐ Wednesday, 17 June 2020 — Reserved
☐ Thursday, 18 June 2020 — Reserved

Industry Symposium: $8,000 (Education, Sustaining, or Premier Partner)
☐ Wednesday, 17 June 2020 — Reserved
☐ Thursday, 18 June 2020 — Reserved

Exhibit Package (USD)

Exhibitor Type 1 stand or 2 stands

For-profit Corporate Member:
☐ $4,100
☐ $6,800
Includes 2020 ISPD Corporate Membership worth $500*

For-profit Non-member:
☐ $4,800
☐ $8,400

Non-profit:
☐ $1,800
☐ $2,800

Exhibit Stand Preferences

Do you need the included shell scheme? The exhibit fee does not change.

☐ Yes ☐ No

Preferred Stand Number

1st choice: _______ 2nd choice: _______ 3rd choice: _______

Please see www.ispdhome.org/ISPD2020 for availability**

Competitors you wish not to be near if possible:

__________________________________________________________________________________________

__________________________________________________________________________________________

Rules and Regulations

☐ I agree to the Rules and Regulations on page 12.

Payment Information

Secure online registration is available at the web address at the top of this form.

If you prefer to use this form, please complete it and send it to one of the addresses below. We will invoice you for the items you selected.

Completed form must be received by 11 May 2020.

Email: lvalentic@ispdhome.org Fax: +1 434.977.1856
ISPD; 154 Hansen Rd, Suite 201; Charlottesville, VA 22911 USA

** Stands are assigned first-come, first-served. ISPD will contact you with your stand assignment and instructions.
Advertising & Exclusive Sponsorship Form

Contact Information (please print)

Company Name (as it should appear in print/on screen): ______________________________________________________

Street Address: __________________________________________________________________________________________

City, State/Province: __________________________________ Postcode: __________ Country: __________________________

Company Telephone: __________________________ Company Email: ____________________________________________

Company Website: _______________________________________________________________________________________

(as it should be linked from the ISPD website)

Contact Name (to receive correspondence): _________________________________________________________________

Contact Email: __________________________ Contact Telephone: __________________________

All prices are in U.S. Dollars (USD).

Exclusive Sponsorship

☐ Welcome Reception $7,500
☐ Delegate Tote Bags $6,000
☐ Twitter Wall $5,000
☐ Lanyards — Reserved $3,000
☐ WiFi $2,500

Fliers and Gifts

☐ Distribution of Fliers $500
☐ Distribution of Note Pad & Pen $500
☐ Distribution of Delegate Gift $500

Describe your gift:
______________________________________________________________________________________________

Examples: stress ball; flash drive; USB port

Electronic Advertising

☐ Banner Ad in Mobile App (exclusive) $4,000

Banner Ad in ISPD Email Blast:

☐ Conference Update $1,000
☐ “Know Before You Go” (exclusive) $2,000

Printed Program Advertisements

Premier Partners receive priority for placement on covers.

☐ Full page, color* $600
(one is included in some partner packages)

☐ Half page, color** $450
(one is included in Industry Partner package)

☐ Full page, black & white* $300
☐ Half page, black & white** $200

* Full page: landscape (horizontal), full bleed
** Half page: portrait (vertical), no bleed

Reservations are due by 11 May 2020.

Details about your sponsorship and advertising selections will be provided after your completed form is received.

For printed program advertisements, please email a high-resolution PDF (at least 300 dpi) of your advertisement to mowens@ispdhome.org by 11 May 2020. Please embed all fonts.

Payment Information

Secure online registration is available at the web address at the top of this form.

If you prefer to use this form, please complete it and send it to one of the addresses below. We will invoice you for the items you selected.

Completed form must be received by 11 May 2020.

Email: lvalentic@ispdhome.org Fax: +1 434.977.1856
Surface mail: ISPD; 154 Hansen Rd, Suite 201; Charlottesville, VA 22911 USA

Secure online registration by credit card or invoice is available at ispdhome.org/ISPD2020/ExhibitReg

All prices are in U.S. Dollars (USD).
Exhibit Rules and Regulations

What the Fee Includes: Please see pages 4–6 for details and rates.

Payment Schedule: Exhibit registration with full payment and description (not exceeding 250 words) must be received by ISPD by 11 May 2020. Payment and remittance must be made to ISPD in U.S. Dollars (USD). Payment may be made by check or credit card (American Express, MasterCard or Visa), or wire transfer. Transfer fees may apply. A surcharge of $25 USD will be assessed to cover any collection fees.

Certificate of Insurance: All exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page “Certificate of Insurance” in the name of the International Society for Prenatal Diagnosis, from the exhibitor’s insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in an amount no less than $1,000,000 per occurrence.

Assignment of Space: Exhibit stand assignments will be made on a first-come, first-served basis upon receipt of a completed Exhibitor Registration form. No assignments will be made without payment. Upon assignment, you will receive a confirmation letter informing you of your assigned number and location. ISPD reserves the right to assign the next best available space when the requested space is unavailable.

Exhibitor Restrictions: The use of exhibit space is solely for the purpose of exhibiting a display having educational or practical application to the practice of prenatal diagnosis and therapy or related fields. Sales, order taking, and entering into contracts of sale on the exhibit floor or other related convention areas during the meeting are discouraged. Interviews, demonstrations, distribution of literature, etc., will be permitted only within exhibitors’ spaces. The use of the International Society for Prenatal Diagnosis (ISPD) name and/or logo is prohibited on signs or promotional literature inside or outside the exhibit area. Reference may be made to the ISPD 24th International Conference on Prenatal Diagnosis and Therapy that includes the location and dates but not the conference logo on exhibit advertising or giveaways to conference delegates.

Industry Symposia and Ancillary Events: An industry symposium or ancillary event is any function held during the dates of the ISPD conference by a party other than ISPD. All industry and ancillary events must receive ISPD authorization whether the organizer is requesting ISPD meeting space or holding the event off-site. No event may be scheduled during ISPD conference hours. To obtain ISPD meeting space, the organizer must be a Premier, Sustaining, or Education Partner.

Priority booking will be given to members of the ISPD Corporate Advisory Council. All meeting room rental fees, food and beverage, insurance, rental, and other services are the responsibility of the organizer. All requests for meeting space must be approved by ISPD before space can be confirmed by the hotel. Organizers are not allowed to display signs or brochures in any of the public areas of the conference. Signs may be displayed outside the meeting room on the day of the event. Brochures/fliers may be distributed from the exhibit stand during exhibitor hours.

Industry symposia and ancillary events shall in no way state or imply endorsement of or support by ISPD for the event, organizer, or products or services discussed in announcements, advertising, signage or during the event. Event names, dates and times may be listed on the ISPD website and printed in the official program book. To guarantee that your event is listed, please submit your information prior to 11 May 2020.

Liability/Hold Harmless: Exhibitor hereby agrees to and does indemnify, hold harmless, and defend ISPD from and against any and all liability, responsibility, loss, damage, cost or expense to which ISPD may become subject as a result of any claim arising out of any breach by Exhibitor of Exhibitor’s obligations under the Exhibit Rules and Regulations during the Exhibit Dates.

Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the hotel or convention center without the written permission of ISPD. Banners and display elements may not exceed a height of 3 feet, if placed on table. ‘Subleasing’ of space is not permitted. Any noise-making device shall be operated at a level that does not interfere with other exhibitors. Exhibit stand hardware and materials may not obscure the line of sight to another exhibitor’s stand.

Terms and Conditions for Exhibits: By checking off the box on the registration form, you hereby authorize ISPD to reserve exhibit space for use by the above company or organization. The undersigned acknowledges receipt of and agrees to abide by the Exposition Rules and Regulations available in this prospectus and on the ISPD website at www.ispdhome.org and to all conditions under which exhibit space is leased to ISPD. ISPD reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. The undersigned acknowledges that space assignments shall be acceptable unless ISPD is notified in writing within fifteen (15) days of the date of assignment notification. The undersigned specifies that the products or services listed in your description are those to be exhibited.

Cancellations must be made in writing by 11 May 2020 to receive a 75% refund. No refunds will be made after 11 May 2020.

Terms and Conditions for Corporate Members: Corporate members shall be for-profit or non-profit organizations with an interest in promoting the field of prenatal diagnosis. Membership in the Society requires support of the purposes of the Society. Corporate membership shall be in the name of the organization, not in the name of an individual. Corporate members shall designate a representative to ISPD to act on the corporate member’s behalf. Corporate members and their representatives shall not receive individual member benefits or discounts, nor have voting rights nor be eligible for election to office. Corporate members are prohibited from using the membership listing for marketing purposes. A signature agreeing to these terms and conditions is required on the Exhibit and Support Form on page 10.

Enforcement of Rules and Regulations: The rules and regulations of ISPD’s exhibits are intended to bring order and fairness to the conference. The exhibitor agrees that ISPD shall have the right to make such rules and regulations or changes in floor plan arrangements of exhibit stands for said exhibition as it shall deem necessary. ISPD shall have the final determination for enforcement of all rules, regulations and conditions. ISPD reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the ISPD mission and values. This includes the conduct of persons and the content and placement of printed matter. ISPD may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Exhibitor Checklist
- Reservation form
- Description of company and services for printed and electronic programs
- Maximum 250 words
- Email to lvalentnc@ispdhome.org
- Conference Partner logo
- High-resolution .png or .pdf
- Email to mowens@ispdhome.org
- Conference Partner advertisement
- Due 11 May 2020: High-resolution .png
- Email to mowens@ispdhome.org
- Premier/Sustaining/Education Partner: Full page color PDF, landscape (horizontal), full bleed
- Half page color PDF, portrait (vertical), no bleed