



Sickle Cell Disease Association of America, Inc.

47th Annual National Convention

*Sickle Cell Community
Embracing Change Together*

October 9-12, 2019

Renaissance Baltimore
Harborplace Hotel
202 E Pratt Street
Baltimore, MD 21202

**2019 Sponsorship/
Exhibitor Prospectus**





Dear Supporter and Friend:

This is a historic time in the sickle cell field! There are dozens of new therapies for sickle cell disease being studied in global clinical trials, as well as new strides in research, treatment and unprecedented attention from policymakers and legislators. Sickle Cell Disease Association of America, Inc. (SCDAA) has been the leading advocacy voice in these advances.

We invite you to be a part of this momentous and progressive movement by joining us, as a partner, at our 47th Annual National Convention on October 9-12, 2019 at the Renaissance Baltimore Harborplace Hotel. The Annual National Convention is one of the premier sickle cell disease (SCD) events that play a significant role in addressing the multi-dimensional aspects of sickle cell disease. Our four-day convention provides our attendees and partners with informative presentations from leading medical practitioners, researchers, and advocates, as well as an array of exciting activities designed to educate and motivate the entire community through innovative symposia, training seminars, interactive panel discussions and special events. As a partner, you will join over 600 researchers, physicians, nurses, social workers and individuals living with sickle cell disease and sickle cell trait in attendance.

Why become a SCDAA partner? Because you can be a part of an amazing cause at

a time of increased hope within the SCD community. Some recent milestones in SCD that we celebrate include:

- The Sickle Cell Disease and Other Heritable Blood Disorders Research, Surveillance, Prevention, and Treatment Act of 2018 was passed by the Congress and signed into law by the President of the United States in December 2018.
- In 2017, the FDA approved the first new treatment for sickle cell therapy in 19 years, and at least two more new medications are poised for possible FDA approval for sickle cell this year.
- Pharmaceutical companies are lining up to do clinical trials in sickle cell.
- Admiral Brett Giroir, MD, the Assistant Secretary of Health and Human Services, has ordered an inter-agency taskforce to improve delivery of care for individuals living with SCD.
- The National Institutes of Health has launched the CURE SCD initiative to be the equivalent of the "Cancer Moonshot" as a full-court press to speed up research for gene therapy to cure sickle cell.
- The American College of Emergency Physicians' leadership has put a priority on setting a high standard of care for sickle cell pain in the Emergency Department.

For nearly 50 years, SCDAA has provided national leadership in partnership with its 46 member community-based organizations and affiliates across the country to create awareness of the impact of SCD on the health, economic, social and educational well-being of the individual and their families, and to create awareness of the requirements for resolution. Our collective efforts have provided effective direction in positioning SCD and its related problems as a recognized major public health care concern and a global problem. We look forward to continued achievements in the sickle cell field.

We invite you to join SCDAA as a valued partner in building the next generation of leaders and a sickle cell disease-free future. We look forward to seeing you at the 47th Annual National Convention in Baltimore!

Sincerely,

Beverly Francis-Gibson

Beverly Francis-Gibson
President/CEO



SICKLE CELL DISEASE ASSOCIATION OF AMERICA, INC.

SCDAA serves as the nation's only organization working full-time on a national level to resolve issues surrounding sickle cell disease and sickle cell trait. Founded in 1971, SCDAA was established for the purpose of offering a national coordinated approach to addressing issues that impact the quality of life and length of life for people living with sickle cell disease.

We remain today, the only national, membership driven nonprofit organization providing universal leadership for SCD organizations, professionals, community organizations, patients and families.

The mission of SCDAA is to advocate for and enhance our membership's ability to improve the quality of health, life and services for individuals, families and communities affected by sickle cell disease and related conditions, while promoting the search for a universal cure for all people in the world with sickle cell disease. SCDAA has 46 community-based member organizations and affiliates in 35 states serving various communities across the country. Collectively, SCDAA and its members assist several tens of thousands of children and adults, along with their families who live with SCD, providing programs

such as screening, counseling, education, wellness, training, supportive services and medical resource assistance.

To learn more about SCDAA's programs, initiatives and member organizations, please visit www.sicklecelldisease.org.

For sponsorship and exhibitor details, please contact:

Beverly Francis-Gibson
SCDAA President/CEO
bfrancis-gibson@sicklecelldisease.org
410-528-1555

47th Annual National Convention

Sickle Cell Community Embracing Change Together

— October 9-12, 2019 —

Baltimore, MD

Our 2018 convention attracted more than 600 attendees, many of whom serve constituencies numbering in the thousands. We look forward to continued attendance growth in 2019.

SCDAA's Annual National Convention provides a forum for the exchange of the latest scientific and clinical information related to sickle cell disease. This is done through the offering of innovative symposia, training seminars and interactive panel discussions. In addition, this year's convention offers an array of exciting activities designed to educate and motivate the entire community to advocate in the fight against SCD.

Target Audience

Patients, Families, Researchers, Physicians, Nurses, Social Workers, Community Health Workers and Public Policy Makers.



Broad Objectives for Participants

- Demonstrate new and innovative approaches to the management and prevention of sickle cell-related complications.
- Utilize evidence-based guidelines and best practices in the daily care of self and patients to improve patient outcomes and quality of life.
- Identify complementary treatment options.
- Learn up-to-date information regarding clinical trials for sickle cell disease and become proficient in using reliable websites to access information regarding participation in various available clinical trials.
- Decrease the amount of fragmentation in care during the transition from adolescent to adult providers.
- Recognize, identify or assist in the development of social and emotional resources for patients and families.
- Network with a multitude of stakeholders involved in improving the care and quality of life for those living with sickle cell disease.

CONVENTION PARTNERS MAKE A DIFFERENCE

Benefits of Participation

- Support the sickle cell disease cause, SCDAA member organizations, patients and their families.
- Visibility at the leading educational forum for sickle cell disease advancement.
- Exposure to over 600 of the most highly regarded and active advocates in the sickle cell disease community.
- Exposure to Baltimore and surrounding area community leaders, business professionals and citizens.
- Opportunity to showcase your products and services to a broad and diverse audience of decision makers and consumers.

Additional Promotional Opportunities

(Based on sponsorship level)

- Electronic media exposure through SCDAA's dedicated website, The Voice Newsletter, extensive email marketing, and links through affiliated websites.
- Complimentary attendee registration(s).
- Ad placement in Annual Convention Souvenir Magazine.
- Hard-copy promotions via postcards, tickets, and convention memorabilia.
- National magazine, radio and television advertising.
- Direct mailing to target decision makers and consumers.
- Non-accredited collateral and/or promotional item placement in convention bags.
- Prominent signage & video announcements throughout select events.
- Access to all educational sessions.

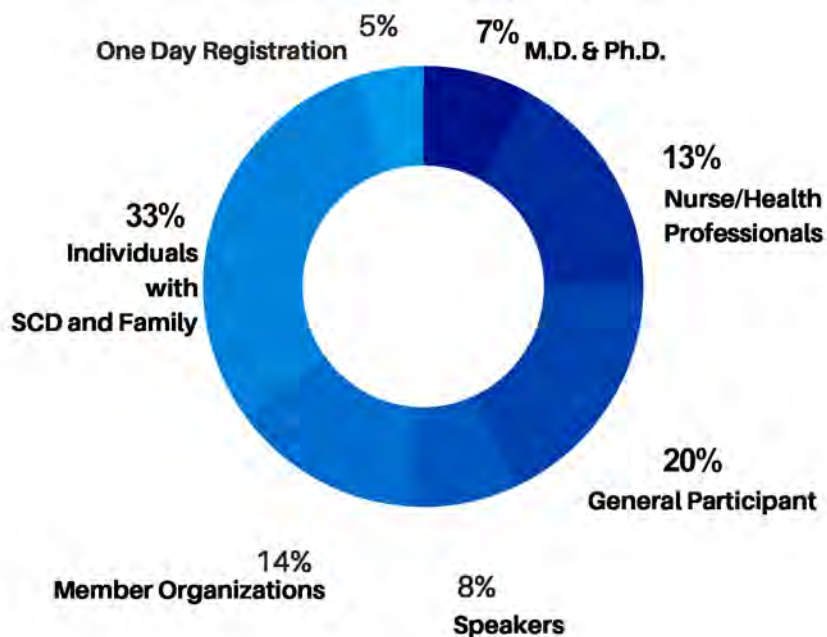


NATIONAL REACH

SCDAA Member Based Community Organizations



2018 Annual National Convention Attendees



SCDAA's members and affiliates serve collectively tens of thousands of new-borns, individuals with SCD, and their families. Together we offer comprehensive services that include, but are not limited to: screening and counseling, educational training, medical resource assistance, support services, scholarship support and children's camp programs. Combined, SCDAA's network has a marketing reach of over 500,000.

SPONSORSHIP PACKAGES

SCDAA's sponsor benefits are attractive, and in many cases are specific to each sponsor opportunity. Sponsorship packages are currently available for the Annual National Convention, the Unity Soiree, Soiree Tables and other opportunities for our sponsors to leverage. Below is a brief description of the exclusive benefits sponsors will have access to in return for their generosity!

Diamond \$75,000+

Category exclusive level, only (1) sponsorship available at this level.

- Video announcement to be displayed and sponsorship recognition announced during select convention or sponsor specific events
- Prominent signage at select convention events that may include, but not limited to soiree, empowerment luncheon, special workshops, and Unity Soiree
- Recognition as sponsor in partner media outlets to include, but not limited to: newspapers, magazines and select electronic media
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: Soiree tickets and gift bags, patient luncheons and receptions
- Five (5) general conference registrations
- Advertisement in the Convention Souvenir Magazine: inside cover, full page, full color
- Speaking opportunity at the convention welcoming ceremony
- One (1) table for ten (10) at SCDAA Unity Soiree w/ table signage
- *Standard benefits



Platinum Plus \$60,000+

Category exclusive level, only (1) sponsorship available at this level.

- Video announcement to be displayed and sponsorship recognition announced during select convention or sponsor specific events
- Prominent signage at select convention events that may include, but not limited to Unity Soiree, empowerment luncheon, special workshops, and receptions
- Recognition as sponsor in partner media outlets to include, but not limited to: newspapers, magazines and select electronic media
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: Unity Soiree tickets and gift bags, patient luncheons and receptions
- Four (4) general convention registrations
- Six (6) at SCDAA Unity Soiree with table signage
- Advertisement in the Convention Souvenir Magazine: Inside or back cover, full page, full color
- Speaking opportunity at the convention welcoming ceremony
- *Standard benefits

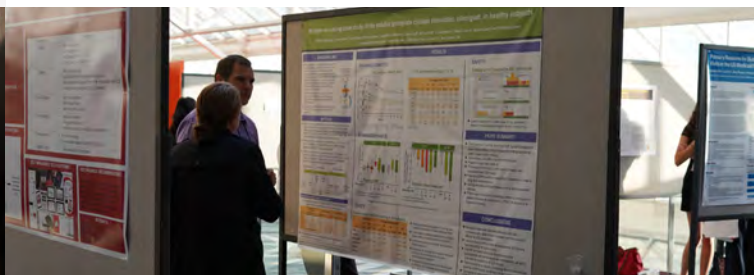


Platinum \$45,000+

- Video announcement to be displayed and sponsorship recognition announced during select convention or sponsor specific events
- Prominent signage at select convention events that may include, but not limited to: Unity Soiree, empowerment luncheon, special workshops, and receptions
- Recognition as sponsor in partner media outlets to include, but not limited to: newspapers, magazines and select electronic media
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: soiree tickets and gift bags, patient luncheons and receptions
- Five (5) general convention registrations
- Advertisement in the Convention Souvenir Magazine: Inside or back cover, full page, full color
- Speaking opportunity at the convention welcoming ceremony
- Five (5) tickets to the SCDAA Unity Soiree with table signage.
- *Standard benefits

Gold \$35,000+

- Video announcement to be displayed and sponsorship recognition announced during select conference or sponsor specific events
- Prominent signage at select convention events
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: Unity Soiree tickets and gift bags, patient luncheons and receptions
- Four (4) general conference registrations
- Advertisement in the Convention Souvenir Magazine: inside cover, full page, full color
- Three (3) tickets to the SCDAA Unity Soiree with table signage.
- *Standard benefits



Silver \$25,000

- Sponsorship recognition announced during select conference or sponsor specific events
- Prominent signage at select convention events
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: Unity Soiree tickets and gift bags, patient luncheons and receptions
- Three (3) general conference registrations
- Advertisement in the Convention Souvenir Magazine: half page, black and white
- Two (2) tickets to the SCDAA Unity Soiree with table signage.
- *Standard benefits

Bronze \$10,000

- Prominent signage at one (1) select convention event
- Logo placed on select non-accredited convention promotional materials to include, but not limited to: Unity Soiree tickets and gift bags, patient luncheons and receptions
- Two (2) general conference registrations
- Advertisement in the Convention Souvenir Magazine: half page, black and white
- One (1) ticket to the SCDAA Unity Soiree
- *Standard benefits



Supporter \$6,000

WI-FI SERVICE

Wi-fi has become an essential service for convention attendees, given the poor or nonexistent internet access in many hotel meeting rooms.

- Users will be greeted with a splash page featuring your logo each time they log on
- Advertisement in the Convention Souvenir Magazine: quarter page, black and white
- One (1) general convention registration
- One (1) ticket to the SCDAA Unity Soiree
- *Standard benefits

Supporter \$6,000

MOBILE MEETING APP

Last year, we provided a mobile app for the Annual National Convention that was well-received. We look forward to using a mobile app again this year.

- Richly detailed, it will feature an exclusive sponsor on its home page throughout the Convention
- Acknowledged in the e-mail sent to all registrants in advance of the Convention
- Advertisement in the Convention Souvenir Magazine: quarter page, black and white
- One (1) general convention registration
- One (1) ticket to the SCDAA Unity Soiree
- *Standard benefits

Supporter \$6,000

CONVENTION BAG & LANYARDS

- Company name and logo on the convention bag given to all attendees at registration, and used by most to carry meeting materials throughout their attendance
- Company logo on lanyards provided to all registrants.
- Advertisement in the Convention Souvenir Magazine: quarter page, black and white
- One (1) general convention registration
- One (1) ticket to the SCDAA Unity Soiree
- *Standard benefits

Advocate \$5,000

This level provides sponsorship for five (5) consumers. The advocate sponsorship was formed to directly assist those affected by sickle cell disease and their families with attending and participating in the conference. This level of sponsorship will cover the registration, three night hotel stay and partial conventional travel.

- Sponsorship for five (5) consumers
- Advertisement in Conference Souvenir Journal: quarter page, black and white
- *Standard benefits

Friend \$500

For those companies, organizations, or individuals who would like to show their support for SCDAA and our Annual National Convention, but at a minimal cost, we offer this meeting sponsorship opportunity.

- Sponsorship for one (1) consumer

Convention Scholarship Fund

Anyone living with sickle cell disease, who would like to attend the Annual National Convention, should have an opportunity to do so. The cost of attending our convention should not be the reason why they cannot. Please consider donating today to the SCDAA Convention Scholarship Fund to make dreams a reality for many individuals living with sickle cell disease. These sponsored individuals will have the opportunity to learn, as well as have their voices heard!

To learn more contact Natasha Thomas:
nthomas@sicklecelldisease.org or call 410-528-1555

*STANDARD BENEFITS

- Additional discounted registrations
- Recognition in select SCDAA email blasts
- Select materials/promotional items inserted in convention or soiree gift bags
- Recognition in Convention Souvenir Magazine

UNITY SOIREE SPONSORSHIP PACKAGES

Diamond \$25,000

Category exclusive level, only (1) sponsorship available at this level.

- Sponsorship recognition through print and online media
- Advertisements and PSA opportunities with local newspaper and radio stations
- Prominent signage at event
- Full-page, full color, back inside cover advertisement in Convention Souvenir Magazine
- Two (2) complimentary tables for ten (10), with sponsor signage
- One (1) complimentary Advocate table for ten (10), with sponsor signage
- Logo placement on all Unity Soiree materials including tickets, push cards, fliers and website
- Swag placement in Unity Soiree gift bags for guests
- Speaking opportunity during Unity Soiree opening
- Photo and media opportunity with National Ambassadors
- Link on National Convention website



Platinum \$10,000

Category exclusive level, only (1) sponsorship available at this level.

- Sponsorship recognition through print and online media
- Advertisements and PSA opportunities with local newspaper and radio stations
- Prominent signage at event
- Full-page, full color, back inside cover advertisement in Convention Souvenir Magazine
- Two (2) complimentary tables for ten (10), with sponsor signage
- Logo placement on all Unity Soiree materials including tickets, push cards, fliers and website
- Swag placement in Unity Soiree gift bags for guests
- Speaking opportunity during Unity Soiree awards ceremony
- Photo and media opportunity with National Ambassadors
- Link on National Convention website

Gold \$5,000

- Sponsorship recognition through select video commercials
- Advertisements opportunities with local newspaper
- Prominent signage at event
- Half page, black and white advertisement in Convention Souvenir Magazine
- One (1) complimentary table for ten (10), with sponsor signage
- Logo placement on all Unity Soiree materials including tickets, push cards, fliers and website
- Link on National Convention website



UNITY SOIREE TABLE SPONSORSHIP PACKAGES



Silver \$2,500

- Quarter page, black and white advertisement in Convention Souvenir Magazine
- One (1) complimentary table for ten (10), with sponsor signage
- Logo placed on all Unity Soiree materials including tickets, push cards, fliers and website



Bronze \$1,500

- One (1) complimentary table for ten (10), with sponsor signage

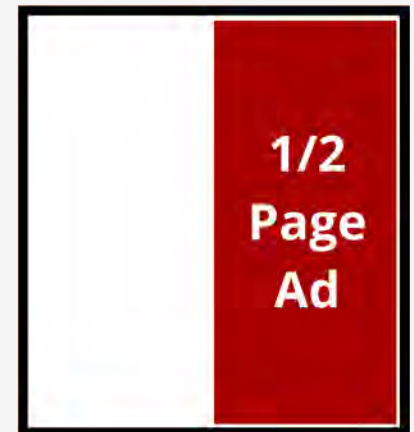
2019 AD SIZE & SPECIFICATIONS

DEADLINE:
July 30, 2019

Please send ads to:

Carole Bernard

SCDAA Director of Communications and Marketing
cbernard@sicklecelldisease.org • 410-528-1555



AD SIZES

- **Full-Page, Full-Bleed**
8.75in x 11.25in including bleeds;
8.5in x 11in trim size;
8in x 10.5in live area
- **Full-Page Inside**
7.125in x 10in
- **Half-Page Horizontal**
7.125in x 4.875in
- **Half-Page Vertical**
3.5in x 9.75in
- **Quarter-Page**
3.5in x 4.875in
- **Business Card**
3.5in x 2in

ACCEPTABLE FORMATS

- Photoshop EPS with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- TIFF with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- JPEG with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- Press-optimized PDF
- Illustrator EPS with type converted to curves and no placed/embedded art from other programs

- Freehand EPS with ll type converted to curves and no placed/embedded art from other programs

For business card ads, simply submit a business card with your advertising contract. No photocopies or facsimiles of business cards can be accepted.

SPONSORSHIP REGISTRATION FORM

PLEASE RETURN COMPLETED FORM TO SCDAAC BY JULY 15, 2019

Please email this form to Beverley Francis-Gibson, SCDAAC President/CEO, at bfrancis-gibson@sicklecelldisease.org, or mail checks to SCDAAC at 3700 Koppers Street, Suite 570 Baltimore, Maryland 21227.

NAME

ORGANIZATION/COMPANY NAME

ADDRESS

STREET

CITY

STATE

ZIP

NUMBER & EMAIL

OFFICE/MOBILE

EMAIL

2019 CONVENTION SPONSORSHIP PACKAGES

☐ Diamond
\$75,000

☐ Platinum+
\$60,000+

☐ Platinum
\$45,000+

☐ Gold
\$35,000+

☐ Silver
\$25,000+

☐ Bronze
\$10,000+

QTY: _____

QTY: _____

QTY: _____

QTY: _____

QTY: _____

QTY: _____

☐ Supporter
(Wi-Fi)
\$6,000

☐ Supporter
(Mobile)
\$6,000

☐ Supporter
(Bags, etc)
\$6,000

☐ Advocate
\$5,000

☐ Friend
\$500

QTY: _____

QTY: _____

QTY: _____

QTY: _____

QTY: _____

UNITY SOIREE SOIREE SPONSORSHIP PACKAGES

☐ Diamond
\$25,000

☐ Platinum
\$10,000

☐ Gold
\$5,000

QTY: _____

QTY: _____

QTY: _____

UNITY SOIREE TABLE SPONSORSHIP

☐ Silver
\$2,500

☐ Bronze
\$1,500

QTY: _____

QTY: _____

UNITY SOIREE TICKETS

☐ General Ticket(s)
Non-Sponsor - \$125

QTY: _____

PAYMENT OPTIONS

Please charge my credit card to the amount of \$ _____

☐ VISA

☐ MASTERCARD

☐ AMERICAN EXPRESS

☐ DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER NAME

SIGNATURE

☐ CHECK ENCLOSED

Enclosed is my check made payable to SCDAAC for the amount of \$ _____

Please mail checks to SCDAAC at 3700 Koppers Street, Suite 570 Baltimore, Maryland 21227.

EXHIBIT GUIDELINES AND CONTRACT

EXHIBITOR EXPO SCHEDULE

Deadline: July 15, 2019

Thursday, October 10, 2019

9:00 a.m. - 1:30 p.m. Exhibits Set-Up
1:30 p.m. - 7:00 p.m. Exhibits Open

Saturday, October 12, 2019

7:30 a.m. - 3:00 p.m. Exhibits Open
3:00 p.m. - 5:00 p.m. Exhibits Close and Break-Down

Friday, October 11, 2019

7:30 a.m. - 5:00 p.m. Exhibits Open

The Exhibitor Expo will be held at: Renaissance Baltimore Harborplace Hotel, 202 East Pratt Street, Baltimore, MD 21202. For exhibit questions and/or shipping information, please contact SCDAAC at 1-800-421-8453. All packages received and shipped are subject to handling fees and are the responsibility of the exhibitor. Exhibit schedule subject to change.

EXHIBITOR GUIDELINES

Acceptance of exhibitors: Acceptance of exhibitors is at the sole and absolute discretion of SCDAAC. All applicants accepted by SCDAAC are subject to the conditions and requirements contained in these guidelines.

Physical Arrangement: Exhibits shall be arranged so as not to interfere with access to nor clash with other exhibits. Exhibits are 10x10 and include an 8ft skirted table, two chairs and a display sign. Electrical outlets may be provided for an additional cost. All other requests must be made in advance and arranged directly with the hotel. Exhibitors are to maintain their exhibits in a clean, orderly and safe manner.

Exhibitor/Vendor Representative: The exhibitor will name one individual as its authorized representative for all decisions regarding the exhibit throughout the duration of the exhibition.

Non-Profit or Patron Status: The Exhibitor must submit proof of 501(C) (3) status in order to receive the non-profit rate or provide proof of sole proprietor/individual business to receive patron rate.

Security: The exhibition area will be held in the common area surrounding the conference rooms. The Exhibitor assumes the entire responsibility and liability for losses, damages, injuries and all claims arising out of the exhibits activities and will indemnify, defend and hold harmless SCDAAC, the hotel, its agents, servants and employees from any and all such losses, damages and claims.

Product Sales: The Exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

Agreement: The undersigned agrees to all terms and conditions set forth in the exhibitor guidelines and elsewhere in the contract and application is hereby made for exhibit space for SCDAAC's 47th Annual Convention at the Renaissance Baltimore Harborplace Hotel. The undersigned agrees to pay the space rental in full at the signing of this contract.

Printed Name: _____

Title: _____

Authorized Signature: _____

Date: _____

CARD HOLDER SIGNATURE: