Sponsorship Manual

2018 International Conference on Family Planning

Johns Hopkins University
Bloomberg School of Public Health
Bill & Melinda Gates Institute for Population and Reproductive Health
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Introduction
Welcome to the 2018 International Conference on Family Planning. Thank you for your gracious support.

The fifth International Conference on Family Planning (ICFP) is co-hosted by the Bill & Melinda Gates Institute for Population and Reproductive Health and the Government of Rwanda and is expected to attract over 3,500 participants. The conference will be held at the state-of-the-art Kigali Convention Centre in Kigali, Rwanda from 12-15 November 2018.

The ICFP is the largest international conference on family planning, bringing together global leaders, policy makers, scientists, researchers, youth, and practitioners in the field to share experiences and identify next steps toward reaching the FP2020 goal of enabling an additional 120 million women to access voluntary, quality contraception by 2020. The ICFP also serves as an international platform from which countries, organizations and individuals can make public commitments to family planning, and can be recognized for their achievements. Dozens of side events are organized around the conference by many institutions and groups from around the world.

Purpose of this Document
This 2018 ICFP Sponsorship Manual will provide broad guidelines to all sponsoring organizations to ensure that we have a seamless conference. Please read through this manual carefully and adhere to the provisions herein. In the event that you need more clarification, do not hesitate to contact us for further support.
# Sponsorship Levels

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>$10,000 NONPROFIT $49,999 FOR PROFIT</th>
<th>$50,000 NONPROFIT $99,999 FOR PROFIT</th>
<th>$100,000 NONPROFIT $199,999 FOR PROFIT</th>
<th>$200,000 NONPROFIT $300,000 FOR PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement as &quot;Conference Supporter&quot; on the official 2018 ICFP website</td>
<td>✔</td>
<td>✔</td>
<td>(includes logo)</td>
<td>(includes logo)</td>
</tr>
<tr>
<td>Acknowledgement as &quot;Conference Supporter&quot; on the official 2018 ICFP program</td>
<td>✔</td>
<td>✔</td>
<td>(includes logo)</td>
<td>(includes logo)</td>
</tr>
<tr>
<td>Complimentary conference registration</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Complimentary exhibit booths</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Advertisement in the official 2018 ICFP program</td>
<td>1/2 PAGE</td>
<td>1/2 PAGE</td>
<td>FULL PAGE</td>
<td>2-PAGE OR BACK-COVER</td>
</tr>
<tr>
<td>Additional Branding Opportunity (see below)</td>
<td>TIER 1</td>
<td>TIER 2</td>
<td>TIER 3</td>
<td>TIER 3</td>
</tr>
<tr>
<td>Conference tote bag insert</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Guest column on the 2018 ICFP website</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Logo displayed on digital signage during conference</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Invited program session</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
Additional Branding Opportunity

TIER 1 OPPORTUNITY
(MULTIPLE SPONSORS POSSIBLE)

- Youth Pre-Conference (logo, promo materials)
- Shuttle Bus Sponsor (logo on shuttles and signage)
- Exhibit Exploration Prize Drawing (logo on signage and mention during prize presentations at Closing Ceremony)
- On-site Auxiliary/Side Event (limited number) printed in program and outlined on the conference website and app

TIER 2 OPPORTUNITY
(ONE SPONSOR OWNS EACH ELEMENT)

- Lanyard (logo) - Sponsored
- Pens (logo) - Sponsored
- Notebooks (logo)
- Conference Bags (logo and promotional materials insert)
- Coffee/Tea Break Sponsor (logo on signage and promo material) - Sponsored
- Poster Presentation Awards Sponsor (logo on signage and award presentation at Closing Ceremony) - Sponsored
- ICFP Youth Lounge (logo, promo materials) - Sponsored
- ICFP Press Lounge (logo)
- Mentor Meet-ups (logo on signage and in app)

TIER 3 OPPORTUNITY

- Lunch Session Event (logo on signage, promo material, large room in convention center) - 1 remains
- ICFP Red Carpet Evening Among the Stars – Nov. 13th – featuring the Lifetime Achievement Awards - logo, welcome, signature cocktail, etc. - (Can be shared by more than one sponsor.)
- CEO and Youth Pitchfest Sponsor – Nov. 14th (Can be shared by more than one sponsor.)
- Internet Cafe (logo/video on screen saver, signage, online survey) - Sponsored
- Fully customized opportunity.
**Sponsorship Element Due Dates**

*Please note that tasks are dependent upon your sponsorship level and benefits listed in your sponsorship agreement. Thus, all tasks may not be applicable to your organization.*

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Task</th>
</tr>
</thead>
</table>
| ASAP           | Send organization name and logo (print and web-ready versions) to Christina Cherel at ccherel@jhu.edu  
Submit idea for guest blog post(s) and ideal date of post that your organization would like to submit, if part of your sponsorship. (The Communications/Media working group will follow up with a submission form for this in August). |
| August 1, 2018 | Use registration codes given to you in your sponsorship package to register the number of people using these badges on the registration page. For questions, please contact csalmeron@jhu.edu.  
Confirm what materials (3,500 pieces) you will be including in the conference bag, if included in your sponsorship.  
Submit secured auxiliary/side event and/or pre-conference event details form. |
| August 17, 2018 | Submit catering order form to doreen.umulinga@radissonblu.com, kwelborn@jhu.edu, and hope.simwanga@radissonblu.com if food and beverages are needed for your auxiliary/side event and/or pre-conference. Payment for catering will be made directly to the KCC. |
| September 1, 2018 | Submit Extra Rentals order form for exhibit booth.  
Send in print-ready file for size of program advertisement secured within your sponsorship to Christina Cherel at ccherel@jhu.edu. |
| September 22, 2018 | Send tracking information for conference tote and booth materials to exhibition@theeventsfactory.biz and younouss.u@theeventsfactory.biz. |
| October 22, 2018 | Track conference bag and/or booth materials and ensure they have arrived at the specified storage facility:  
Spedag Interfreight Rwanda Ltd., ATTN: Bastian, KK 6 Ave., Kigali, Rwanda 1000 - +250 738301195 |

Do not hesitate to ask if you have any questions or need any supplemental information.
## Key Contacts Chart

<table>
<thead>
<tr>
<th>Question Topic</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>General ICFP</td>
<td>Kellie Welborn</td>
<td><a href="mailto:kwelborn@jhu.edu">kwelborn@jhu.edu</a></td>
</tr>
<tr>
<td>Exhibit Booth (extra rentals, set-up, shipping, etc.)</td>
<td>Younouss Uwase &amp; The Events Factory</td>
<td><a href="mailto:younouss.u@theeventsfactory.biz">younouss.u@theeventsfactory.biz</a> &amp; <a href="mailto:exhibition@theeventsfactory.biz">exhibition@theeventsfactory.biz</a></td>
</tr>
<tr>
<td>Catering</td>
<td>Doreen Umulinga &amp; Hope Simwanga</td>
<td><a href="mailto:doreen.umulinga@radissonblu.com">doreen.umulinga@radissonblu.com</a> &amp; <a href="mailto:hope.simwanga@radissonblu.com">hope.simwanga@radissonblu.com</a></td>
</tr>
<tr>
<td>Auxiliary/Side Event (room, set-up, etc.)</td>
<td>Kellie Welborn</td>
<td><a href="mailto:kwelborn@jhu.edu">kwelborn@jhu.edu</a></td>
</tr>
<tr>
<td>Registration</td>
<td>Carolina Salmeron</td>
<td><a href="mailto:csalmeron@jhu.edu">csalmeron@jhu.edu</a></td>
</tr>
<tr>
<td>Communications (logos, advertising, etc.)</td>
<td>Christina Cherel</td>
<td><a href="mailto:ccherel@jhu.edu">ccherel@jhu.edu</a></td>
</tr>
</tbody>
</table>
**Organization Logo**
The organization logo will be utilized during the 2018 ICFP on the website. Thus, please send a high-definition and print-ready logo to mamoss@jhu.edu and ccherel@jhu.edu.

**Organization Name Listing**
Please provide the name of your organization as you would like seen on the official ICFP website and program. Send to mamoss@jhu.edu and ccherel@jhu.edu.

**Conference Registration**
As determined by your sponsorship package (see page 3), your organization will receive a certain number of complimentary registrations. Please provide contact information and details on who will be representing your organization on the registration page and use the designated free sponsor code.

Each of the individuals registering under the complimentary registration must input the sponsor code in the “group code” field which will bring the balance to zero and allow you to complete the registration. The registration website can be found at https://www.xcdsystem.com/icfp/attendee/index.cfm?ID=h0x6UtK.

**Program Advertisement**
As determined by your sponsorship package (see page 3), your organization will receive an opportunity for advertising in the 2018 ICFP program. Please send a copy of the advertisement to ccherel@jhu.edu with the following specifications:

- Print-ready Adobe Acrobat Portable Document File (PDF) (no ESP files)
- Images 300 dots per inch (dpi) at print size
- Crops included for all ads
- Full-page advertisement:
  - Trim (w x h): 8.2677in x 11.6929in
  - Safety margin (w x h): 6.7712in x 10.1946in
  - Bleed (all around): 0.125in
- Half-page advertisement:
  - Trim (w x h): 7.2712in x 5.1659in
  - Safety margin (w x h): 6.8337in x 4.7284in
**Conference Tote Insert**

As determined by your sponsorship package (see page 3), your organization may be eligible to insert promotional material in the conference totes that are given to all 2018 ICFP participants. Please provide information as to what you will be including as promotional material. Make sure to follow the below guidelines:

- Please have enough materials to fill 3,500 totes for the participants.
- All materials should arrive in Rwanda no later than 1 November 2018 to allow time for customs clearance.
- All materials must be accompanied by a packing list and a commercial invoice stating the value of the items you are shipping.
- Materials that intend to be re-exported shall not incur an import duty.
- There is a service fee paid to clearing agencies to handle all of the paperwork related to importation clearance. This fee will be charged by your clearing agency.
- For sponsors who are able to send us their commercial invoice and packing list documents in time (approximately ten days prior to the event set-up), we will give you the fee structure applicable to your imports.
- You should determine re-export of remaining items before you arrive in order to easily arrange with the clearing agency.
- Our designated customs clearing agency for ordinary freight is: Spedag Interfreight Rwanda Ltd., ATTN: Bastian, KK 6 Ave., Kigali, Rwanda 1000 - +250 738301195

The following express courier companies are operational in Rwanda and are able to provide a turnkey solution for your imports and re-exports: DHL, FedEx, Skynet, TNT & UPS. These companies also handle clearing at an additional charge.

Please let us know the transporter/courier you choose and the expected time of arrival, so that we ensure follow-up is made on our end.

**Guest Post**

As determined by your sponsorship package (see page 3), your organization may have the opportunity to publish a guest post. This can be either a written guest column, to be published on the ICFP Digital Hub, or to create a video message (e.g. an interview, produced video, etc.) to be posted on the ICFP digital channels. Content should focus on an issue topic related to family planning and reproductive health with an explicit connection to the 2018 ICFP (e.g. conference theme, activities, sessions, etc.)

Written guest columns should be 600-900 words in length and be submitted 2 weeks prior to publication time. If desired, please provide a French translation of the column.
Videos would be created onsite at the ICFP, and can be in either French or English. The ICFP Digital Team will work closely with sponsors to develop these videos.

**Auxiliary/Side Event**

As determined by your sponsorship package (see page 3), your organization may be given a premium space for a side event. Food, unique set-up charges, and any staffing needs to be set up and paid for separately through the KCC.

Submit catering order form to doreen.umulinga@radissonblu.com, kwelborn@jhu.edu, and hope.simwanga@radissonblu.com if food and beverages are needed for your auxiliary/side event and/or pre-conference. Payment for catering will be made directly to the KCC.

Please fill out the appropriate form (links below) for each of your events so we have accurate information regarding your event.

- For events occurring prior to Tuesday, November 13th, fill out the 2018 ICFP Pre-Conference Event Details form (https://www.surveymonkey.com/r/2018ICFPpre-confEvent).
- For events occurring on or after Tuesday, November 13th, fill out the 2018 ICFP Auxiliary/Side Event Details form (https://www.surveymonkey.com/r/2018ICFPsideevent).

**Exhibit Booth Details**

1. **Exhibition Dates and Times (must be staffed during all hours)**

   Exhibition Dates: 12 – 15 November 2018

   Exhibition Times: 12 November from 5 pm - 9 pm
   13 & 14 November from 9 am – 8 pm
   15 November from 9 am - 1:30 pm

2. **Booth Cost**

   As determined by your sponsorship package (see page 3), you have been allocated booth space as outlined in your 2018 ICFP Sponsorship Agreement. Booth location will be designated on a first-come, first-served basis upon full execution and payment of your 2018 ICFP Sponsorship Agreement
3. **Standard Provisions (See renderings and booth set-up examples below)**  
Each 2m deep x 3m wide x 2.5m tall (78.74in deep x 118.11in wide x 98.425in tall) shell scheme booth (see attached renderings) will have the following standard items:

- 1 information counter (100cm length x 80cm height x 50cm depth) = (39.3701in length x 31.4961in height x 19.685in depth)
- 1 round table (80cm diameter x 100cm height) = (31.496in diameter x 39.370in height)
- 2 foldable chairs
- 1 brochure stand
- 1 230V electrical socket
- 2 lights
- 1 waste paper basket.

Exhibitors wishing to add extra items may find the link to this easy order form on the last page of this document.

4. **Branding**
- All exhibitors will be expected to manage their branding in such a way that it fits completely into only their booth space, without spilling into other exhibitors’ spaces or the aisles.
- All branding that might damage the booths (adhesives, pins, nails...) are prohibited.
- Included with the booth is a 3m length x 0.25m height (118.11in length x 9.84252in height) banner to be placed at the top of the booth with the name of the organization. Please send artwork to include.
- The cost for additional branding:
  - Side wall: 2m x 2.5m (78.74in x 98.43in) = $200
  - Back wall: 3m x 2.5m (118.11in x 98.43in) = $300
  - Information counter: 96cm x 67cm (37.7953in x 26.378in) = $50

5. **Security of Items in the Venue**
- Kigali is one of the safest cities in Africa. We, however, encourage you to be vigilant especially with items of high value (money, jewelry, electronic gadgets) at all times.
- Exhibitors should arrange for a representative to be in their booth during the build-up period to receive all goods and deliveries.

6. **Safety Regulations**
- Safety at the exhibition site is a shared responsibility between the exhibitors and the organizers. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of injury, death or damage to property occurring in or upon the exhibitor’s booth space or because of the acts of the
exhibitor, his/her employees, servants, agents, licensees, or contractors. The exhibitor agrees to and shall indemnify and hold harmless (listing as additional insureds) the Bill & Melinda Gates Institute for Population and Reproductive Health, the Government of Rwanda, and The Events Factory from and against any and all liability and claims and demands which may arise from or be assessed in connection with the foregoing undertakings and responsibilities of the exhibitor.

- Exhibitors are encouraged to ensure that their organization’s regular insurance includes coverage outside of their organization’s home premises and that they have their own theft, public liability and property damage insurance. You are also encouraged to secure insurance coverage that covers any such damage for both your goods and those of a third party that may occur because of your actions or omissions.
- Proof of insurance by way of a Certificate of Insurance is required in advance of your booth set-up in the amounts of at least:

<table>
<thead>
<tr>
<th>Coverage and Limits</th>
<th>Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each Occurrence</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>General Liability</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Products – Complete Operations</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Personal and Advertising Injury</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Damage to Premises</td>
<td>$300,000</td>
</tr>
<tr>
<td>Medical Payments</td>
<td>$0</td>
</tr>
</tbody>
</table>

- Please email your Certificate of Insurance to: exhibit@fpconference.org by Oct. 1, 2018.

7. **Freight Advisory**

Exhibitors intending to import goods (samples, equipment, signage, etc.) need to adhere to the following:

- All goods/exhibits should arrive in Rwanda no later than 1 November 2018 to allow time for customs clearance.
- All goods must be accompanied by a packing list and a commercial invoice stating the value of the items you are shipping.
- Goods that intend to be re-exported shall not incur an import duty.
- There is a service fee paid to clearing agencies to handle all of the paperwork related to importation clearance. This fee will be charged by your clearing agency.
- For exhibitors who are able to send us their commercial invoice and packing list documents in time (approximately ten days prior to the event set-up), we will give you the fee structure applicable to your imports.
- You should determine re-export of remaining items before you arrive in order to easily arrange with the clearing agency.
Our designated customs clearing agency for ordinary freight is: Spedag Interfreight Rwanda Ltd., ATTN: Bastian, KK 6 Ave., Kigali, Rwanda 1000 - +250 738301195

The following express courier companies are operational in Rwanda and are able to provide a turnkey solution for your imports and re-exports: DHL, FedEx, Skynet, TNT & UPS. These companies also handle clearing at an additional charge.

Please let us know the transporter/courier you choose and the expected time of arrival, so that we ensure follow-up is made on our end.

8. **Load-in**
   - The event organizers will begin booth construction on 9 November, but exhibitors will load-in large items needing a hand-cart/dolly on 11 November from 5:30 pm-9 pm. Hand-carried items may be moved in on 12 November from 7:30 am - 2 pm. All exhibits must be fully set-up by 2 pm. Exhibitors are requested to abide by the time slots allocated to them to avoid any inconveniences.
   - As soon as unloading has taken place during the allocated time period, vehicles are to be removed from the Kigali Convention Centre area to allow other exhibitors access. The organizers cannot accept delivery of any goods on behalf of an exhibitor, nor will the organizers accept any responsibility whatsoever for the safety or condition of any items unloaded and/or left on site, in the absence of exhibitors. The organizers cannot accept any responsibility for goods damaged on the exhibition premises.
   - Deliveries cannot take place during the open hours of the Exhibition. Access to the exhibitor area will be allowed by way of an Exhibitor’s Badge. Please ensure that you are wearing your badge in order to eliminate unnecessary disturbance and frustration at the point of entry.
   - Exhibitor badges allow you to enter the exhibition area and access the conference lunch. These exhibitor badges **DO NOT** allow access to any of the conference sessions or special events, including the Opening and Closing Ceremonies, plenaries, panels, pre-conferences or side events.

9. **Booth Clearing**
   - Waste bins will be available at each stand. Exhibitors are responsible to remove any waste build-up and tear down large waste materials, such as cardboard boxes, and put it into your waste bin.
   - Exhibitors are to ensure that they keep the inside of their booths clean.
   - Cleaning will occur daily after the exhibition’s closing time. However, for the security of your property, no cleaning will be performed by the organizers inside of the booths. To eliminate any confusion and for security purposes, only trash left in the aisle **after closing times**, will be removed.
10. **Dismantling and Move-out** (see schedule below)

- Dismantling of exhibits may begin at the end of the last day of the exhibition. All booths should be cleared and all exhibitor materials removed by 6:00 pm on 15 November 2018 (unless extra time for move-out has been agreed upon with the Organizer.)
- Booth break-down may only occur once the public have vacated the site and the break-down announcement has been made. The organizing committee reserves the right to amend the times should the need arise. No dismantling or packing will be permitted prior to the close of the show.
11. **Timetable of Important Deadlines**

The following schedule has been agreed upon for booth set-up, event execution and breakdown:

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
<th>Deadline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Custom built stand design approvals and Certificate of Insurance deadline</td>
<td>1 October 2018</td>
</tr>
<tr>
<td>2</td>
<td>Deadline to deliver artwork for Organization Name Banner (free) and wall panels (additional charge) and front of information counter (additional charge)</td>
<td>20 October 2018</td>
</tr>
<tr>
<td>3</td>
<td>Registration for local and international exhibitor staffing</td>
<td>1 November 2018</td>
</tr>
<tr>
<td>4</td>
<td>Build up start date (event management company only)</td>
<td>9 November 2018</td>
</tr>
<tr>
<td>5</td>
<td>Deadline to complete booth move-in**</td>
<td>12 November 2018, by 2 pm</td>
</tr>
<tr>
<td>6</td>
<td>Booth Exhibition Hours</td>
<td>12 November from 5 pm - 9 pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13 &amp; 14 November from 9 am - 8 pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15 November from 9 am - 1:30 pm</td>
</tr>
<tr>
<td>7</td>
<td>Booth Exhibition Move-out</td>
<td>15 November 2018, from 4-6:30 pm</td>
</tr>
<tr>
<td>8</td>
<td>Deadline to complete booth move-out**</td>
<td>15 November 2018, by 6:30 pm</td>
</tr>
</tbody>
</table>

* Additional fees will apply if these deadlines are not respected.

**If you wish to request additional set-up or break-down hours due to the complex nature of your booth, please contact Younouss from The Events Factory at exhibition@theeventsfactory.biz.

12. **Exhibition Layout**
13. **Booth Renderings**

1 booth = 2m deep x 3m wide x 2.5m tall

2 booths = 2m deep x 6m wide x 2.5m tall
Side panels are removable (see below)
14. **Sample Branded Booths**

*Booth dimensions in pictures below may differ from ICFP booth dimensions.*
15. **Extra Rentals**

If you are in need of any extra item rentals for your booth (TVs, high tables, branded walls, cables, carpet, computers, etc.), please place an order through the online [Extra Rental Order and Payment Form](http://theeventsfactory.biz/exhibition).

Please contact the following for more information on additional booth elements, booth branding and general exhibit questions:

Contact: Younouss Uwase  
Email: exhibition@theeventsfactory.biz  
Telephone: +250 788358188