



24 – 28 October 2022

Panama

The International Society for
Research in
Human Milk and Lactation

PROSPECTUS



Sponsorship Manager:

Miss Tasneem Jedaar tjedaar@paragong.com

Congress Secretariat:

secretariat@isrhml-conference.org



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ABOUT ISRHML

OBJECTIVES

The International Society for Research in Human Milk and Lactation (ISRHML) is a non-profit organization dedicated to the promotion of excellence in research and the dissemination of research findings in the field of human milk and lactation.

DATE

24 – 28 October 2022

VENUE

Hilton Hotel, Panama
Av. Balboa con calle Aquilino de la Guardia, Bella Vista, 0000 Panama City, Panama

LOCATION

Panama

EVENT TIME

EST

LANGUAGE

The official language of the congress is Spanish with in real-time English translation

WELCOME LETTER

Dear colleagues interested in human milk and lactation research, dear ISRHML members,

It is our immense pleasure to invite you to join the 21st. conference of the International Society for Research on Human Milk and Lactation! After an extended period during which a small virus forced us to meet online only, we are extremely excited to come together again at a physical meeting to share and discuss the latest research findings in this rapidly moving field of multidisciplinary science. However, we will also capitalize on the learnings during the last couple of years and offer state of the art hybrid access for those who prefer to join the meeting and discussions from home.

The research conference will include interactive workshops on hot topics on the field, invited presentations by outstanding speakers presenting the latest research relating to human milk and lactation, plenty of abstract and poster presentations, and lots of space to meet, network and discuss. Special sessions will be devoted to trainees and new investigators. The conference will provide perfect opportunities to meet and link with colleagues actively working in this exciting research area from all over the world.

Come and enjoy the unique and welcoming capital of Panama, a place where the Northern and Southern worlds meet and the Atlantic and the Pacific are linked through the impressive canal, where the best of traditional and contemporary aspects of life coexist, where a metropolitan city lies in close vicinity to healthy rainforests, and where a variety of vibrant cultures and delicious cuisines come together. We know you will very much enjoy your stay!

We look forward to welcoming you to Panama in October 2022.



Berthold Koletzko
LMU University of Munich, Germany
ISRHML President 2020-2022



Dan Sellen
University of Toronto, Canada
ISRHML President 2022-2024

welcome to
PANAMA

Panama is a place where worlds come together.

Where rich biodiversity and commerce flourish.
where many cultures coexist.

Where the sharp contrasts of the Caribbean and
the Pacific, traditional and modern, cosmopolitan
and rural live in Harmony.

Panama is the place where worlds converge.

We are happy to greet you and invite you to visit
Panama.



ELECTED OFFICERS



President: Daniel Sellen



Past President: Bert Koletzko



President Elect: Carol Wagner



Secretary: David Sela



Treasurer: Diane Spatz

REASONS TO BE INVOLVED

Whether your intention is to increase brand awareness, introduce a new product or service, or to network and meet new contacts, ISRHML 2022 is your most valuable opportunity for success.

STRENGTHEN YOUR BRAND IN THE MARKET

Aligning your company with this powerful educational and international experience demonstrates your commitment to assisting professional development within maternal and child health, child development and health professionals and further strengthens your brand within the market

HEIGHTENED VISIBILITY

You will have significant exposure prior to the conference through the website and marketing materials. There is no better way to position your organisation to up to 2,000 maternal and child health, child development and health professionals from around the world.

STAND OUT OF THE CROWD

Create your competitor difference by producing a unique and dynamic presence either at the conference exhibiting, with your virtual profile, or both!

MEET WITH KEY CLIENTS AND BUSINESS PARTNERS FACE TO FACE

Have you missed getting together in a room to talk face to face? This conference will give you limitless opportunities to meet and move forward with your business partners

NETWORK IN AN EDUCATIONAL AND SOCIAL ENVIRONMENT

Networking develops quality business relationships by having direct one to one engagement in a relaxed environment. Meet at one of our many social events, in the exhibition, or online from across the globe.

ATTENDEE PROFILE

To bring together scientists from many different disciplines including:

- Anthropology
- Biochemistry
- Immunology
- Lactation performance
- Maternal and child health
- Metabolism
- Molecular biology
- Nutrition
- Physiology
- Toxicology
- Researchers on human milk and lactation
- Health care professionals incl. medical doctors, nurses, midwives, dieticians, lactation consultants
- And related areas

TARGET

REGIONS

LOCAL

Panama

GLOBAL

Europe

South America

North America

Oceania

Asia - Pacific

EXPECTED PARTICIPANTS

400



ISRHML SPONSORSHIP GUIDELINES

Please find below link outlining guidelines based on the terms and conditions to become a sponsor at the 21st edition of ISRHML 2022.

<https://isrhml.org/news-resources/isrhml-guidelines-on-interaction-with-commercial-entities/>

Please contact Miss Tasneem Jedaar to schedule a zoom call to further discuss the guidelines in more detail.

PREMIUM SPONSORSHIP TIERS

PLATINUM \$ 50, 000

LIMITED
TO 1

PRE-EVENT

- Clickable logo placement
On the congress website
On the event landing page
Committee Email Signatures
- 4 Newsletters [Pre-Congress]
- 4 Social media posts [Pre-Congress]
- **Sponsor feature, including 60 second video + 250-word profile bio*

DURING EVENT

- 60 Minute Symposium in scientific program | subject to programme committee approval.
- 24sqm Exhibition Open Space
- 6x Exhibitor badges
- 6x Full Conference Passes
- 6x Social Event Passes
- Recognition during the opening and closing ceremony
- Branding inside breastfeeding room ([collaboration with premium sponsors confirmed](#)) and branding at Registration desk
- Full advertising opportunity on congress app
- Clickable logo and branding opportunity on QR code providing access to the local guide of Panama City.

GOLD \$ 35, 000

LIMITED
TO 2

PRE-EVENT

- Clickable logo placement
On the congress website
On the event landing page
Committee Email Signatures
- 3 Newsletters [Pre-Congress]
- 3 Social media posts [Pre-Congress]
- **Sponsor feature, including 30 second video + 150-word profile bio*

DURING EVENT

- 45 Minute Symposium in scientific program | subject to programme committee approval.
- 18sqm Exhibition Open Space
- 3x Exhibitor badges
- 3x Full Conference Passes
- 3x Social Event Passes
- Recognition during the opening ceremony
- Branding inside breastfeeding room ([collaboration with premium sponsors confirmed](#))
- Full advertising opportunity on congress app
- Clickable logo and branding opportunity on QR code providing access to the local guide of Panama City.

SILVER \$ 20, 000

LIMITED
TO 2

PRE-EVENT

- Clickable logo placement
On the congress website
- 2 Newsletters [Pre-Congress]
- 2 Social media posts [Pre-Congress]
- **Sponsor feature, including 100-word profile bio*

DURING EVENT

- 30 Minute Symposium in scientific program | subject to programme committee approval.
- 12sqm Exhibition Open Space
- 2x Exhibitor badges
- 2x Full Conference Passes
- 2x Social Event Passes
- Branding inside breastfeeding room ([collaboration with premium sponsors confirmed](#))
- Full advertising opportunity on congress app
- Clickable logo and branding opportunity on QR code providing access to the local guide of Panama City.

SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION

\$ 7, 000

**LIMITED
TO 1**

An exclusive opportunity for branding rights at the Official Conference Welcome Reception.

This eventful evening sets the tone for the conference and is the first opportunity where delegates get to mingle, reconnect and relax with a drink after their travels.

The Welcome Cocktail is open to all delegates, and is an informal, fun evening with good food, gentle music and lots of catching up and networking.

The sponsor will have the opportunity to place branding at the event on the evening, in accordance with guidelines stipulated by the ISRHML 2022 LOC and the venue (sponsor to provide banners and any additional items they would like to brand the venue with)

Acknowledgement:

- Sponsor recognition on each page on conference website [High-res logo & hyperlink]
- Sponsor recognition in final programme (printed and/or app-based) including one full page advertisement inside the printed programme

Attendance:

- 2x Full Registration passes

GALA DINNER

\$ 25, 000

**LIMITED
TO 1**

The Gala Dinner is a highly-anticipated, exclusive event where attendees come together to experience an evening of magic and culinary delights.

The sponsor will have the opportunity to place branding at the event on the evening, in accordance with guidelines stipulated by the ISRHML 2022 LOC and the venue (sponsor to provide banners and any additional items they would like to brand the venue with)

Acknowledgement:

- Sponsor recognition on each page on conference website [High-res logo & hyperlink]
- Sponsor recognition on in final programme (printed and/or app-based) including one full page advertisement inside the printed programme

Attendance:

- 2x Full Registration passes
- 4x Gala Dinner Tickets

SPONSORSHIP OPPORTUNITIES

WEBSITE SPONSOR **LIMITED TO 1** **\$ 2, 500**

Annual website sponsor benefits:

- Sponsor recognition on each page on conference website [High-res logo & hyperlink]
- Sponsor product or company recognition on conference website [High-res logo, hyperlink, 250-word bio and 30 sec video]
- Sponsor company / product bio included in ISRHML 2x newsletter distribution [500 words]
- Recognition on ISRHML social media platforms [1x post per month]

SESSION SPONSOR **\$ 10, 500**

Clickable logo placement

- On the congress website

Logo branding on

- Sponsorship board in congress hall
- On screen during the sponsored session, all presentation screens in main and parallel halls, during the session breaks

4 Newsletters / Posts

- 2x Pre-Congress
- 2x Post on conference app

Attendance

- 2x Full Conference Passes

The company has the right to 1x pop up banner (600mm x 1600mm) displayed in the sponsored session hall for the allocated time provided.

The company is responsible for the production, set-up and strike of the banners in the venue before and after the sponsored session.

ADVERTISING OPPORTUNITIES ON CONFERENCE APP

\$ 2, 500

- Banner on all tabs with clickable hyperlink to sponsor website
- Advert/ Brochure in resource gallery will be made available on app for all attendees to access

\$ 1, 500

- Advert/ Brochure in resource gallery will be made available on app for all attendees to access

\$ 1, 000

- Inclusion of push notification on conference app during the conference to all ISHRML delegates.
- 1x Push notification on **one** selected day during conference

SPONSORSHIP OPPORTUNITIES

LANYARDS \$ 4, 000

LIMITED
TO 1

The sponsoring company will provide approximately 400 lanyards, on which the Congress and Sponsor's logo will be displayed.
The design of the lanyards needs to be approved by the organizers.

BAGDES \$ 3, 200

LIMITED
TO 1

The sponsoring company will provide approximately 400 badges, on which the Congress and Sponsor's logo will be displayed.
The design of the badges needs to be approved by the organizers.

EXHIBITION \$ 450 PER SQM

Open Space
Minimum 6sqm
Including: 2 Exhibitors badges

Additional exhibition items will be sent with exhibitor manual 2 months prior to event, including shell scheme booths.

CONFERENCE APP \$ 3, 500

LIMITED
TO 1

The sponsoring company will have the opportunity to have full recognition on the conference app.

Including company profile, logo, contact details on the home page

1x Push notification per day during the conference

WI-FI SPONSOR \$ 10, 500

LIMITED
TO 1

The sponsoring company will have the opportunity to brand the Wi-Fi log-in / landing page and add your logo on Wi-Fi notices at the conference.

Including an open space for a "Wi-Fi Hub" of 24sqm within the exhibition hall. Including 4 exhibitor badges.

The branding needs to be approved by the organizers.

TERMS OF RESERVATION

Becoming a sponsor is easy: there are sponsorship opportunities at various price points, and all the opportunities come with significant benefits. Create a custom-made package that suits your organization's goals and budget by selecting from the wide range of opportunities.

Application for Sponsorship & Exhibition can be made in writing with the enclosed booking form to:

Paragon Group: Ms. Tasneem Jedaar | tjedaar@paragong.com

Once an application is made, a contract will be sent for completion.

The contract should be signed and returned with a 50% deposit payment to the above Sponsorship/Exhibition email address. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of Sponsorship and an invoice will be sent to the sponsor/exhibitor.

General acknowledgement for all confirmed sponsors & exhibitors

1. Company logo, including 100 Word bio included on conference website
2. 1x Post on all social media platforms, content provided by sponsor / exhibitor

TERMS OF RESERVATION

Terms of Payment

50% due with signed contract, payable within receipt of receiving invoice.

50% due by August 01, 2022 –The total amount should be received before the opening date of the Congress.

No reimbursement will be possible from August 01, 2022

Payment Methods

Option 1: Payment by credit card

Option 2: Payment by bank transfer:

Details will be provided in the invoice.

Bank charges are the responsibility of the payer.

Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received by July 1, 2022, will entitle a reimbursement of 50% of the sponsorship payment, under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after August 01, 2022

Terms and Conditions

The terms and conditions of Sponsorship and Exhibition are included in this prospectus. Please note that a signature on the Exhibition contract indicates the acceptance of these terms and conditions.

APPLICATION FORM

We, the undersigned, express our wish to Sponsor/Exhibit the items marked below in accordance with the terms described in the "Terms of Reservation" above.

COMPANY NAME	
CONTACT NAME	
ADDRESS	
POST / ZIP CODE	
COUNTRY	
TELEPHONE / MOBILE	
EMAIL	
SPONSORSHIP TYPE	
SPONSORSHIP AMOUNT	
WEBSITE LINK	
100 WORD BIO	

Please share high resolution logo in png or jpg format to tjedaar@paragong.com

We hereby confirm that we have read all "Terms of Reservation" specified above and agree that we are obligated to follow them all.

SIGNATURE: _____

DATE: _____