NACIC2020
SPONSORSHIP OPPORTUNITIES

INFLUENCE       REACH       CREDIBILITY

CONTACT
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About the Foundation’s International Conferences

The International Foundation for Integrated Care has been organizing a European based International conference since 2000. The 19th International Conference took place in San Sebastian, the Basque Region, Spain in April 2019 and attracted more than 1400 delegates. The next International Conference will take place in Sibenik, Croatia in April 2020. Since 2013 the Foundation has also organized a World Congress taking place in countries around the World outside of Europe including to date cities like Singapore, Sydney, Brisbane, Mexico and Wellington and most recently Melbourne. Our World Congresses attract in the region of 600 delegates.

This World Congress which takes place from 5-7 October in Toronto is the first congress to take place in North America. It is organized in cooperation with IFIC Canada and will support the continued development of Integrated Care as a discipline for improving population health and improved health outcomes for the region. It is expected that up to 600 delegates will attend from around the world including North America, Latin America, Europe and the Asia Pacific region.

The expected benefits of NACIC2020 are to:

► Create a space for discussion, debate and learning around the future challenges and opportunities relating to integrated care and specifically to the main conference themes
► Bring together a mixed audience of policy-makers, managers, care professionals, academics and patients and caregivers to share ideas and best practice
► Build relationships between organizations
► Connect commercial partners with health and care professionals and patient and caregivers organizations
► Enable organizations to refine and strengthen messages
► Provide organizations with content knowledge and expert input
Meet the core logistics team:

**Fiona Lyne**  
Director of Communications  
IFIC (Conference Director)  
fionalyne@integratedcarefoundation.org  
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**Darren Curran**  
Marketing and Events Assistant  
IFIC (Marketing and Communications)  
darrencurran@integratedcarefoundation.org

**Sally Clelford**  
President and Event Strategist  
Face 2 Face Events Management

**Yinka Macaulay**  
Senior Program, Strategy and Innovation  
The Change Foundation

**Dr Toni Dedeu**  
Interim CEO and Director of Programmes  
International Foundation for Integrated Care (IFIC)

**Walter P. Wodchis**  
Professor  
Institute of Health Policy, Management and Evaluation  
University of Toronto

**Philiz Goh**  
Lived Experience Partner and Registered Oncology Nurse

**Deana Heroux**  
Partner KPMG

**Jodene Goldhar**  
Executive Lead, Strategy and Innovation  
The Change Foundation

**Ross Baker**  
Professor  
Institute of Health Policy, Management and Evaluation  
University of Toronto

**Carole Ann Alloway**  
Co-founder, Family Caregivers Voice

**Darryl King**  
Senior Manager KPMG
About NACIC2020

The 1st North American Conference on Integrated Care in association with the 6th World Congress on Integrated Care will take place in Toronto, Canada, from 5 – 7 October 2020. With the overarching theme ‘Co-designing for health and wellbeing with individuals and communities’, the conference is a partnership of University of Toronto, KPMG Canada, and The Change Foundation. The conference will bring together researchers, clinicians and managers from around the world who are engaged in the design and delivery of integrated health and social care.

The aim of the conference is to exchange knowledge, experience and new ideas in the design and delivery of integrated health and social care. With internationally renowned keynote speakers and plenary panels, invited speakers, oral abstracts and poster presentations from across the many disciplines that contribute to the growth and development of integrated care, 1st North American Conference on Integrated Care will be an exciting and educational event for any practitioner, policy-maker, researcher or learner in this trending field.

Key Themes

► Meaningful partnership with patients and families
► Integrating Care: top-down and bottom-up approaches
► Cutting edge technology and innovations in integrated care
► Adaptive strategies & change management: the softer side of integrated care
► Transferable lessons in spread and scale of integrated care
Support from organizations such as yours is critical to the success of the Conference

Participation and partnering can occur in several ways. 1st North American Conference on Integrated Care provides partners with many opportunities to connect with policy-makers, practitioners and researchers working towards integrated care. Over 600 global health invested practitioners, academic, researchers and students from around the world are expected to participate in the Conference in Toronto in 2020.

In addition to connecting participants with the valuable resources your organization provides, your support enables community based leaders and students to attend by offsetting travel and registration expenses. Support from establishments such as yours is critical to the success of the conference. IFIC a not-for-profit network that crosses organizational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice. IFIC is the main supporter of the International Journal of Integrated Care (IJIC).

At NACIC2020 we will reduce our carbon footprint and become a greener conference. We will reduce the use of plastic, increase our digital offer over print and recycle where possible. You will find a range of green sponsorship options here and will be recognised from the podium for supporting a greener conference.
Conference Partner

Our main partnering package (Principal Conference Partner- $50,000) includes the opportunity to have a senior person representing your organization in the Organizing Committee of the Conference.

As a Principal Partner of the 2020 Conference, your company will enjoy the highest level of exposure offered. The package includes extensive benefits and branding opportunities for widespread visibility at the Conference. The Principal Partner will have the premier exhibition stand and 'headline' status on the Conference website, marketing outlets and Conference literature.

**Principle Conference Partner benefits include:**

- Logo on main conference slide noting Principal Conference Partner status (with equal prominence to conference hosts)
- Inclusion of one person representing the supporter in the organizing committee of the Conference and/or Scientific Committee
- Your company may nominate a spokesperson to make a presentation to the full Conference as part of the main agenda. This will be agreed with the programme designer in advance so that your presentation is appropriately placed within the programme and compliments other presentations in that session
- Private pre-conference meeting organized in partnership with IFIC. IFIC to advise on agenda and invitations. IFIC to manage subscriptions
- Lunchtime or breakfast workshop. Personalized invitation will be sent to all delegates and signups taken in advance. Contacts of attendees to be provided to the sponsor
- Four complimentary invitations to the Conference
- Four complimentary invitations to the conference dinner
- Exhibition stand (3x3 meters) including 2 exhibition only passes for stand staff
- Name, logo and profile included in the delegate guide app (approx. 100 words)
- Profile on the Conference delegate app
- Opportunity to distribute corporate material e.g. a report, brochure or branded materials
As a Theme Sponsor ($40,000) you will have exclusive logo rights against your chosen theme. You will also have the opportunity to host your own breakfast or lunch workshop as part of that subject area, providing you with direct access to the delegates. Workshops may be invitation only when you choose which delegates you would like to attend or be open to all delegates.

The conference themes are:

► Meaningful partnership with patients and families
► Integrating Care: top-down and bottom-up approaches
► Cutting edge technology and innovations in integrated care
► Adaptive strategies and change management: the softer side of integrated care
► Transferable lessons in spread and scale of integrated care

The package includes the following benefits:

► Your organization logo will appear next to your chosen conference stream across the programme
► A branded email invitation inviting delegates to your workshop or breakfast session
► Access to contact details of delegates who attend your session
► Opportunity to write a post-conference blog summarizing your session
► Logo on main conference slide noting supporter status
► Four complimentary invitations to the conference
► Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff
► Logo, company profile and hyperlink on the homepage of the conference website
► Name, logo and profile included in the delegate guide app (approx. 100 words)
► Opportunity to distribute corporate material e.g report, brochure or branding materials
► Four complimentary invitations to the conference dinner
Patient Support

NACIC2020 proudly meets the Patients Included charter. The Patients Included designation demonstrates that the North American Conference on Integrated Care is committed to incorporating the experience of patients and caregivers as experts while ensuring they are neither excluded nor exploited.

How we are meeting the charter clauses?

► Patients and caregivers will sit within the scientific committee and organizing committee working in equal partnership with all stakeholders to help organize the conference. This is also noted within the NACIC2020 principles: “Patients and caregivers are actively engaged as partners that inform the planning and co-design of the conference and initiatives during the two year build”

► Patients and caregivers will be part of our key note speakers team for plenary sessions. They will also lead and take part in breakout sessions

► All patients and caregivers taking part in the advertised program will have their travel and accommodation expenses covered in advance and in full

► Scholarships are being explored between conference partners to support patients and caregivers attending the conference. The University of Waterloo has offered 10 scholarships to date, with others showing great interest

► The first NACIC2020 conference will be held at The Beanfield Centre. This venue has the required standards in place to meet accessibility requirements. A wellness room will also be provided at the venue for participants

► The main conference sessions are live streamed. The live stream is free to access and is widely advertised via patient and caregiver advocacy groups, and via social media. All recorded sessions are also available for free on the IFIC Vimeo channel after the conference. We will be live tweeting from our account @IFICinfo but also our conference partners will be social reporting via platforms using #NACIC2020

You can further support the charter by becoming a bursary sponsor.

BURSARY SPONSOR*

Raise the profile of your organization while supporting health and social care professionals and students and/or patients and carers to attend the conference. Not everyone can afford to attend the conference and companies like yours can help extend the learning and have a beneficial impact on outcomes for communities and health and care systems. We have a wide range of options available at various prices points. Contact us for more details.

* Price on Application and benefits commensurate with contribution and in line with other headline sponsors
‘Go live’ to a Global Audience

By making the conference available to view live online we extend our reach to thousands of integrated care professionals around the world. 5,000 online delegates access our conference each year. By aligning your organization to the live video stream you too can connect directly with potential customers and raise awareness of your brand and its work in the field of integrated care.

Reasons to get involved:

► ‘Go live’ to your website! The conference will be filmed and simultaneously live streamed and available on Twitter
► Digital marketing campaigns with your brand and weblink will be deployed throughout the conference to promote the live stream and boost online viewer sign up rates. Your mailing list subscribers will be able to simply click a link and watch live from anywhere in the world
► All our delegates and everyone on our mailing list and social media channels will received branded mailshots promoting the live stream – before, during and after the event
► Your clients and viewers will also be able to ask questions via live question and answer facilities
► We will provide co-branded graphics for Twitter, Facebook and LinkedIn. You will receive rich, real-time feedback from customers and influencers
► All videos will be made available for viewing on the IFIC Canada website

LIVE STREAM SPONSOR $30,000

► Logo on main conference slide noting Live Stream Partner status (with equal prominence to conference hosts)
► Logo on the live video player screen (company logo with hyperlink on the live stream/VOD page)
► Logo and link featured on all live stream and conference marketing campaigns
► Pre-roll video advertisements, company videos and live interviews with your people can be arranged and played before, during and after the conference
► Your message and brand will feature on the video-on-demand archive. The entire live stream will be archived for one year on the Foundation’s website
► Four complimentary invitations to the Conference
► Two complimentary invitations to the conference dinner
► Exhibition stand (3x3 meters) including 2 exhibition only passes for stand staff
► Name, logo and profile included in the delegate guide app (approx. 100 words)
► Profile on the Conference delegate app
► Opportunity to distribute corporate material e.g. a report, brochure or branded materials
We have a wide range of supporting packages ranging from $7,500 - $20,000 which offer you the chance to make direct contact with delegates.

As a supporter of the 2020 conference your company will enjoy extensive benefits and branding opportunities for widespread visibility at the conference.

**WORKSHOP SPONSOR $20,000**

As a Workshop Sponsor you will have the opportunity to host your own breakfast or lunch workshop associated with one of the conference themes or on a topic of specific interest to your organization. Workshops may be invitation only when you choose which delegates you would like to attend or be open to all delegates.

The package includes the following benefits:

- A branded email invitation inviting delegates to your session
- Access to contact details of delegates who attend your session
- Opportunity to write a post-conference blog summarizing your session
- Logo on main conference slide noting supporter status
- Four complimentary invitations to the conference
- Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff
- Logo, company profile and hyperlink on the homepage of the conference website
- Name, logo and profile included in the delegate guide app (approx. 100 words)
- Opportunity to distribute corporate material e.g report, brochure or branding materials
- Two complimentary invitations to the conference dinner
CONFERENCE DINNER SPONSOR $20,000

We will be hosting a dinner for participants on Tuesday, 6 October. The supporter can enjoy exclusive branding throughout the evening. The package includes the following benefits:

► Supporter logo on external communications relating to the dinner
► Name, logo and profile included in the conference delegate guide app (approx. 100 words)
► Exhibition stand (3x3 meters) including 2 exhibition only passes for stand staff
► Logo on main conference slide noting supporter status
► Opportunity to brand dinner space as agreed with the conference organizers (materials supplied by supporter)
► Logo on dinner menus
► Acknowledgement as supporter during the dinner by IFIC Chair
► Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company’s services and competitive advantages, as well as position your company as an industry leader
► Four complimentary invitations to the conference, drinks reception and conference dinner
► Opportunity to offer corporate gifts gifts to dinner attendees

CONFERENCE BUFFET LUNCH SPONSOR $15,000

The Conference lunch acts as the main opportunity for networking and is an ideal opportunity to raise awareness of your brand to the full Conference delegation. The package includes the following benefits:

► Supporter logo on external communications relating to the Conference lunch
► Exhibition space (3x3 meters) including 2 exhibitor only passes for stand staff
► Name, logo and profile included in the delegate guide app (approx 100 words)
► Logo on main conference slide noting supporter status
► Logo displayed on poser tables during lunch
► Two complimentary invitations to the Conference
The welcome reception acts as an excellent opportunity for networking.

**WELCOME RECEPTION SPONSOR $15,000**

We will be hosting a Welcome Reception on Monday, 5 October. The package will include the following benefits.

- Supporter logo on external communications relating to the drinks reception
- Prominent promotion as a supporter of the welcome reception
- Logo on main conference slide noting supporter status
- Name, logo and profile included in the delegate guide app (approx. 100 words)
- Your organization may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader
- Two complimentary delegate places and two complimentary dinner tickets
- Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff
Promotional Opportunities

The Conference includes many ways for organizations to position their brand and to inform the delegates of your company’s services and competitive advantages, as well as position your company as an industry leader.

ALL PACKAGES INCLUDE:
► Logo and hyperlink on appropriate pages of the Conference website
► Logo on appropriate pages of the Conference delegate app

THE CONTRIBUTION IS AS FOLLOWS:
► Registration Sponsor - $17,500
► Digital Poster Sponsor - $15,000
► Exhibition Stand - $2,000 - $7,500
► Onsite Video Commercial - $7,500
► Online Video Livestream Commercial - $7,500
► Conference Travel Mug Sponsor - $15,000
► Conference App Banner Ads - $1,500
► Recharging Station - $5,000
► Seat Drop - $1,500

In 2019, we introduced self-service registration kiosks to improve efficiency of the check-in process. The self-service registration kiosks is available for sponsorship. Your logo will appear on the screens. Not only that but your logo will appear on the printed badge and lanyard.

► Logo on pull up banner in registration area recognizing you as Registration Sponsor
► Logo and profile in delegate information email
► Logo on main conference slide noting supporter status
► Logo on check-in screens
► Logo on delegate badge
► Logo on lanyards
► Company profile in delegate guide app
► Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff

REGISTRATION SPONSOR - $17,500

In 2019, we introduced self-service registration kiosks to improve efficiency of the check-in process. The self-service registration kiosks is available for sponsorship. Your logo will appear on the screens. Not only that but your logo will appear on the printed badge and lanyard.

► Logo on pull up banner in registration area recognizing you as Registration Sponsor
► Logo and profile in delegate information email
► Logo on main conference slide noting supporter status
► Logo on check-in screens
► Logo on delegate badge
► Logo on lanyards
► Company profile in delegate guide app
► Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff

► Logo, company profile and hyperlink on the homepage of the conference website
► Name, logo and profile included in the delegate guide app (approx. 100 words)
► Opportunity to distribute corporate material e.g report, brochure or branded materials
► Two complimentary delegate places to the conference
► Two complimentary invitations to the conference dinner
Promotional Opportunities

DIGITAL POSTER SPONSOR - $15,000

Posters are on display in the exhibition area via e-poster stations for the duration of the conference and there are several oral poster sessions on the programme. By becoming the Digital Poster Sponsor your organization can exclusively brand these e-poster screens or place banners in the e-poster section of the venue, place company cards on tables within the e-poster poster display area and be recognized on main slides on display during the oral poster sessions.

► Logo on e-poster station/ pull up banner recognizing you as Poster Sponsor
► Logo and profile in communication about e-poster submission process and logo noted in e-poster submission system
► Logo on main conference slide noting supporter status
► Company profile in delegate guide app
► Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff
► Logo, company profile and hyperlink on the homepage of the conference website
► Name, logo and profile included in the delegate guide app (approx. 100 words)
► Opportunity to distribute corporate material e.g report, brochure or branded materials
► Two complimentary delegate places to the conference
► Two complimentary invitations to the conference dinner

EXHIBITION STAND - $2,000 - $7,500

The Conference exhibition allows extended exposure and networking opportunities during the entire Conference. Connect with professionals in the field of integrated care and showcase your products and services over 3 days. The exhibition is connected to the refreshment areas to allow delegates to learn first-hand about suppliers in a relaxed environment. Limited availability. Exhibition price includes, 3x3m space, table and power point, morning and afternoon tea or coffee and lunch and your company profile included the conference delegate app (approx. 100 words).

► SMEs/NGOs/Not for profit - $2,000 (includes one exhibitor pass)
► NHS/Public Sector/Academic Institutions - $5,000 (includes two exhibitor passes)
► Commercial Organizations - $7,500 (includes two exhibitor passes and one delegate pass)
Promotional Opportunities

**DELEGATE APP SPONSOR $10,000**

Delegates will download the conference delegate guide in advance of the conference to access the programme, speaker biographies and abstracts. This will also act as the conference delegate app on the day providing delegates will all the information they require to navigate the event. It will also provide delegates with opportunities to make connections with other delegates and to rate sessions. The delegate app sponsor will have the following benefits:

► Prominent branding on the delegate app and recognition as app sponsor
► Supporter logo on external communications relating to the delegate app
► Two complimentary delegate places and two complimentary dinner tickets
► Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff

**ONLINE VIDEO LIVESTREAM COMMERCIAL - $7,500**

Make your presentation to thousands of virtual delegates watching the live stream. 60+ sessions are broadcast over the 3 days of the conference to thousands of online delegates. These 30-second commercials will be played after each session. Sponsor is responsible for providing their commercial.

**ONSITE VIDEO COMMERCIAL (ONLY AVAILABLE TO HEADLINE SPONSORS AS AN ADD ON) - $7,500**

Include your 30-second spot immediately after conference welcome video. This video will be playing in a continuous loop in conference venue and on the website before the Conference. There will be approximately 5 monitors scattered throughout the conference meeting areas playing the welcome video. This is a sure way for your company message to reach all the NACIC2020 delegates! General content must be approved by IFIC. Sponsor is responsible for providing their commercial.

**CONFERENCE TRAVEL MUG SPONSOR - $15,000**

Keep delegates hydrated during the conference and help the environment by reducing plastic use. Sponsoring the Conference Mug is a refreshing way to get your name out to delegates. The Conference Mug is made with stainless steel and Polypropylene, a (recyclable) thermoplastic polymer. The Conference Mugs are imprinted with the conference logo and the sponsoring company’s logo (one-color) on all conference cups given to each delegate at registration.

**CONFERENCE APP BANNER ADS - $1,500**

Get your customized banner ad in the conference guide delegate app which includes a clickable banner and description of your products and services.
Promotional Opportunities

RECHARGING STATION - $5,000

The Recharging Station is where all the delegates can gather to network, refresh and recharge their personal batteries as well as their laptops, tables and phones! Signage will be placed throughout the lounge, and your company logo will be displayed throughout. You will also be welcome to place someone from your company at the recharging station for the duration for the conference if you so choose.

SEAT DROP - $1,500

Advertising space in the form of a flyer or other material to be agreed, to connect participants with your valuable resources for improving health. Content to be approved and placement to be determined by conference organizers. Artwork to be supplied by the supporter.
## SUMMARY

<table>
<thead>
<tr>
<th>Headline packages include</th>
<th>Principal Partner $50,000</th>
<th>Theme Sponsor $40,000</th>
<th>Live Stream Sponsor $30,000</th>
<th>Workshop Sponsor $20,000</th>
<th>Conference Dinner Sponsor $20,000</th>
<th>Lunch Sponsor $15,000</th>
<th>Welcome Reception Sponsor $15,000</th>
<th>Delegate App Sponsor $10,000</th>
<th>Registration Sponsor $17,500</th>
<th>Digital Poster Sponsor $15,000</th>
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<td>Plenary speaking opportunity</td>
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<td>Conference workshop as part of programme (incl email to delegates)</td>
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<td>Profile in delegate app</td>
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<td>Opportunity to distribute flier as seat drop</td>
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<td>Company logo on conference website</td>
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<td>Discounted registration for additional delegates</td>
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</table>
EXHIBITION SPACE

Exhibition space is assigned by the conference organizers with priority given to headline sponsors. Remaining space is assigned on a first come basis. Full details of exhibitor set up, delivery and locations of stands will be distributed prior to the conference.

PAYMENT AND CANCELLATION

Payment is required in full for all sponsorship and exhibit fees. After May 1st, 2020, no refunds will be available. IFIC reserves the right to cancel the exhibition or terminate a sponsorship agreement for any reason at any time upon written notice to the exhibitor/sponsor. In the event an exhibit or sponsorship is cancelled by IFIC, a full refund will be applied.

LIABILITY

The organizers accept no responsibility should the conference be cancelled due to force majeure cases. Materials and equipment belonging to exhibitors are their responsibility. The exhibitor is responsible for the safety of all their property onsite at the conference venue. It is advised that the exhibitors carry their own insurance against any risk of loss due to theft/negligence, damage, injury or liability.

LET US TAILOR YOUR PACKAGE!

Should you have other ideas for sponsoring NACIC2020 that are in line with your own organizational strategy we would be more than happy to discuss a bespoke package!
ABOUT THE FOUNDATION

The International Foundation for Integrated Care (IFIC) is a not-for-profit educational network that crosses organizational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice.

The Foundation seeks to achieve this through the development and exchange of ideas among academics, researchers, managers, clinicians, policy makers and users and carers of services throughout the World.

The Foundation's goal is to provide a unique forum to bring these various perspectives together with the ultimate aim of improving the experience of care for patients, their families and communities, while improving the overall effectiveness of health and care systems.