



# CONFERENCE SPONSORSHIP PROSPECTUS



## Overview

The 2018 Bioregulatory Medicine Institute Conference will be held May 10-12, 2018 in Louisville, KY, USA. The theme of this year's conference is *Understanding, Optimizing, and Maintaining the Bioregulatory Terrain*.

Now in its 2nd year, the BRMI conference will present strategies to identify and treat exogenous and endogenous disturbance variables that affect the biological terrain, specifically the extracellular matrix and internal organ milieu. Influences both physical (such as environmental chemicals, pathogenic organisms, and nonphysical (such as psychoemotional stress, trauma interference fields, and the all-encompassing electro-smog) will be discussed as causative forces that must be addressed for healing to occur.

This conference is designed with workshops, plenary lectures, and a case presentation to allow a more in-depth understanding of the principles and practices of bioregulatory medicine. The conference also includes networking opportunities (starting with a Welcome Reception on the evening of Thursday, May 10) and the BRMI EXPO, a gathering of vendors and bioregulatory organizations.



### **You are invited to join as a partner sponsor of the 2018 BRMI Conference:**

As a conference sponsor, your company will benefit from meeting one-on-one with your customer base – bioregulatory practitioners and progressive healthcare providers from around the country. The 2018 BRMI Conference offers excellent opportunities to gather business leads to raise the visibility of your company within the progressive healthcare community and demonstrate the value of your bioregulatory solutions and services.

# About BRMI

The Bioregulatory Medicine Institute (BRMI) is a non-profit program of the Marion Institute, founded to promote the science and art of biological regulatory (“bioregulatory”) medicine, and to increase public knowledge and integration of bioregulatory medicine as a holistic and evidence-based medical system. BRMI

- hosts conferences that introduce participants to the fundamental principles, diagnostics and therapeutics of bioregulatory medicine.
- seeks to provide a global network for practitioners, clinics and organizations around the world to share their ongoing research and best practices.
- promotes the global advancement and cross-cultural perspectives of bioregulatory medicine through a variety of media – from our informational website and e-Journal, to training modules and books.





## Conference Venue

The Galt House Hotel, 140 N Fourth St, Louisville, KY 40202

The Galt House is Louisville's only waterfront hotel, located in the heart of downtown, and is the official hotel of Churchill Downs and the Kentucky Derby. The hotel offers world-class luxury rooms and suites as well as top notch amenities. It also has one of the world's largest GeoExchange systems used to heat/cool the Galt House's SUITE Tower for over 25 years.

## Secure Your Sponsorship

All sponsorships are granted on a first-come, first-served basis. Please confirm your intent to sponsor by completing the contract on page 13. Your sponsorship will be secured upon execution of the contract and receipt of full payment to BRMI.



**For additional information,  
please contact:**

**Darla Gardiner**  
BRMI EXPO Coordinator  
646.598.6864  
[expo@brmi.online](mailto:expo@brmi.online)

## Conference Sponsorships

BRMI is offering the following conference sponsorships:

- One (1) Premier
- Twenty (20) Exhibitor
- One (1) Conference Bag
- Two (2) Lunch
- Four (4) Conference Bag Insert



# Sponsorship Levels

## Premier Sponsor – \$5,500

As the Premier Sponsor, your company will be able to maximize your connection with attendees leading up to and during the conference.

- 200 Square Feet of Exhibit Space (10' x 20') in a prime location: the Meeting/Registration area (entrance/exit point for all attendees)
  - Includes power strip, waste paper basket, an 8ft table, and 2 chairs
  - Also includes (1) 120V/20 Amp electrical connection, wireless Internet connection for up to 4 devices
  - Ability for sponsor to bring its own 10' booth<sup>1</sup>
- Two (2) complimentary full conference passes with accommodations included (\$1,790 value)<sup>2</sup>
- One 25-minute “Sponsor Spotlight” speaking/ demonstration slot in the Workshop Room<sup>3</sup>
- Mention in all event promotional correspondence, including emails
- Acknowledgement in conference opening remarks plenary session
- Exposure on the BRMI website
  - 150-word company description on the Exhibitor page on the BRMI website
  - Logo and website link on the BRMI website
- Logo on select conference signage and recognition as Premier Sponsor

- One piece of company literature or promotional item inserted in the conference bag and distributed to all attendees<sup>4</sup>
- Co-sponsorship of the Welcome Reception (Thursday, 5/10)
  - Table tent signs highlighting your company as the Premier Sponsor<sup>5</sup>
  - (1) 20 x 30 promotional poster created by BRMI located at the Reception Site<sup>5</sup>
  - Cocktail napkins imprinted with your logo<sup>6</sup>

## Exhibit Sponsor – \$2,500

As an Exhibit Sponsor, your company will receive:

- 100 Square Feet of Exhibit Space (10' x 10') inside the Main EXPO room, where all meals and breaks will take place for maximum exposure to attendees
  - Includes power strip, waste paper basket, an 8ft table, and 2 chairs
  - Also includes (1) 120V/20 Amp electrical connection, wireless Internet connection for up to 3 devices
  - Ability for sponsor to bring freestanding custom signage or backdrop<sup>3</sup>
- One (1) complimentary full conference pass with accommodations included (\$895 value)<sup>2</sup>
- Mention in all event promotional correspondence,

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## Sponsorship Levels (Continued)

including emails

- Exposure on the BRMI website
  - 50-word company description on the Exhibitor page on the BRMI website
  - Logo and website link on the BRMI website
- Logo and website link on the BRMI website
- Logo on BRMI EXPO welcome sign

### Conference Bag Sponsor – \$2,000

This exclusive opportunity ensures that your company is recognized by all BRMI conference attendees. When our attendees leave the conference, they will “carry” your company around the world! The Conference Bag Sponsor receives:

- Your company logo prominently displayed on the conference bag
- One piece of company literature or giveaway in the conference bag<sup>4</sup>
- Logo and website link on the BRMI website

### Lunch Sponsor – \$1,000

Lunch Sponsorships are available on Friday 5/11 and Saturday 5/12. As a Lunch Sponsor, your company will receive:

- Tent cards on each dining table highlighting your company as the Lunch Sponsor<sup>5</sup>
- (1) 20 x 30 promotional poster created by BRMI, located at the entrance of the dining area<sup>5</sup>

- Opportunity to address attendees during lunch (5-minute max)
- Mention in all event promotional correspondence, including emails
- Logo and website link on SCC website

### Conference Bag Insert – \$500

Your company will have the opportunity to place one piece of company literature or a giveaway in the conference bags that are distributed to all attendees<sup>4</sup>. Your company will be recognized as a sponsor on the BRMI website with a logo and link to your website.



# Additional Sponsorship Opportunities

## Happy/Healthy Hour – \$1,000 (Limit of 4)

At the close of the opening day of the conference, connect and entertain attendees at your booth with a hosted Happy/Healthy Hour!

- A staffed tall cocktail table will be set up near your booth with wine (6 bottles per booth). As an alternative, BRMI can research local options for a co-sponsorship with a fresh juice vendor for a healthy spin on this engaging opportunity to connect with attendees.<sup>6</sup>
- (1) 20 x 30 promotional poster created by BRMI, located near your booth.<sup>5</sup>

## Hotel Key Cards – \$2,000 (Limit of 1)

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. As the Hotel Key Card Sponsor, your company will have their logo and web address branded on one side of the hotel room keys for each attendee (2 per.)

This is a fantastic opportunity to gain exposure and recognition.

## Custom Opportunities

Do you have an idea for a sponsorship or promotion within the conference? Let's get creative! We can custom create an opportunity based on your company's needs. Contact [expo@brmi.online](mailto:expo@brmi.online) to start the discussion.

1. Booths, freestanding signage or backdrops must be approved by BRMI in advance. No hanging signs or large displays. Final setup must comply with hotel regulations. BRMI will contact sponsor for logos, images, and content for the website, if applicable.
2. There is a maximum of three attendees allowed for every sponsor. Additional passes to meet your maximum attendee limit can be purchased at a 50% discount (on full conference passes only, with or without accommodations.)
3. Content subject to review by BRMI prior to conference.
4. Bag inserts must be printed and provided by the sponsor; subject to approval by BRMI. Promotional giveaways are also subject to review and approval by BRMI.
5. Cocktail napkins, tent cards and 20x30 posters for Lunch, Happy/Healthy Hour, and Premier sponsorships will be produced by BRMI based on content supplied by the sponsor.
6. Subject to change, based on ability to secure suitable co-sponsor. Additional food items can be purchased from the hotel, at the cost of the sponsor.



# Additional Information

**Booth Sharing** is not permitted. One company/organization per booth. Exhibit Sponsor shall not assign a third party any conference passes (nor may conference passes be shared or split among sponsor employees) or display area or any portion without prior consent of BRMI, which BRMI may grant or withhold at its sole discretion. If such permission is given, the Sponsor shall assume full responsibility for the conduct of its assignee and all of its representatives.

## **Payment/Confirmation/Space**

**Assignments:** All applications require full payment for the booth selection type and requested location. Applications must be received by April 15, 2018. Once received and approved, BRMI will confirm the space assignment and provide a fully executed contract for record-keeping. Sponsor display areas are assigned on a first-come, first-served basis and will be made solely at the discretion of BRMI.

## **Sale of Food and Beverage Items:**

Exhibitors requesting to sell food and beverage items must have written pre-

approval from the Galt House Hotel Food & Beverage Director. Fees may be applicable on a per day basis and will be the responsibility of the sponsor. Likewise, any exhibitor planning to give away food or beverage items must notify BRMI in advance so the Hotel can be made aware. Please notify Darla Gardiner of your request and she will facilitate the approval process.

**Display Area Guidelines:** Sponsors will be responsible for informing BRMI of final display design, including signage, backdrops, and all materials that will be handed out or sampled at the booth area.

- Sound systems: No noisy or obstructive work will be permitted during exhibit hours, nor will noisily operating displays, flashing lights, or exhibits producing questionable odors be allowed. All sound systems used by Exhibitor must incorporate volume controls or earphones. BRMI reserves the right to turn off open sound systems.

- Literature/Samples: Any distribution of literature or samples shall be limited to the Exhibitor's display area, except as otherwise expressly permitted under any particular sponsorship package.
- Booth Activities/Opening: Sponsor shall not schedule, foster, or conduct outside activities that would take qualified attendees from the exhibition area during exhibit hours.
- Recruitment: Sponsor agrees, without exception, that no recruiting of personnel will occur in the display area or within the convention facilities provided. Order taking and product sales shall be restricted to the sponsor's display area.
- Promotions, contests, printed materials, etc: All giveaway items, with the exception of small, moderately priced promotional items (i.e. pens, pencils, book

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## Additional Information (*Continued*)

marks, and similar items) must be submitted for approval to BRMI prior to the conference. Sideshow tactics, or other methods, including marketing material considered to be objectionable by BRMI, are expressly prohibited. Prizes, drawings, raffles, lotteries or contests may be permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to BRMI 3 weeks prior to the opening of the conference. Distribution of promotional material to BRMI conference attendees' hotel sleeping rooms, public area, or in workshops/ plenary sessions is strictly prohibited without prior approval from BRMI.

**Shipping:** All packages are received by the UPS Store located on the 2nd floor of the Galt House Suite Tower. Receiving and shipping costs will apply and will be the sole responsibility of the exhibitor. Pricing sheets will be sent to you by Darla

Gardiner upon receipt of sponsor's completed contract.

**Security:** The EXPO room main entrance/ exit will be adequately secured each evening but staff and fire doors remain unlocked for necessary access. BRMI does not provide security. Anything you leave in the exhibit area will be at your own risk. Neither the Galt House nor BRMI will accept liability for any items in the exhibit area at any time. Please speak to Darla Gardiner to discuss possible arrangements for securing valuables in the Staff Room; subject to discretion.

**Set-up:** Exhibit space must be set up by 5:00 pm EST on Thursday, May 10, 2018. Thursday is the ONLY set up day and Friday morning setups will not be accepted. Failure to meet this setup and display deadline on Thursday will cause forfeiture of your booth space, and BRMI may use or reassign the space or booth location without refund.

**Staffing:** Booths must be staffed during breaks and lunch.

**Conduct:** Exhibitor Sponsor and all of its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good taste. BRMI reserves the right to eject from the conference any Sponsor or representative violating those standards.

**Exhibitor Cancellation:** The exhibit cancellation deadline is April 1, 2018. BRMI will refund up to 50% of the total exhibit fee. After April 1, no refunds will be granted under any circumstances.

**Liability:** Neither BRMI nor the Facility, nor the employees thereof, shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit except for any injury, loss, or damage to the extent arising from the gross negligence or willful misconduct of BRMI, the Facility, or their employees. The Exhibitor agrees to indemnify BRMI, the Facility and their employees, and volunteers from any and all claims for loss,

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## Additional Information (Continued)

damage, or injury except for any claims for loss, damage or injury to the extent arising from the gross negligence or willful misconduct of BRMI, the Facility, their employees, and volunteers. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability. Exhibitor understands and agrees that, for the safety of conference attendees, the Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

### **Recording and Photography Clause:**

BRMI reserves exclusive rights to record (audio and video) and photograph all conference proceedings for use in marketing materials, presentations and course content sales. In order for an Exhibitor/Sponsor to take, use, or reproduce any photography, audio or video from the exhibition or conference proceedings, they must first receive written permission from BRMI. Please note that licensing fees will apply.

**Application Review:** For an exhibit application to be accepted by BRMI, the products and services must be educational in nature and relate to the educational activity content for a medical and health-related exhibition. BRMI reserves the right to accept or reject a potential exhibitor based on assessment of whether the company or organization's products and/or services are relevant to the conference content.

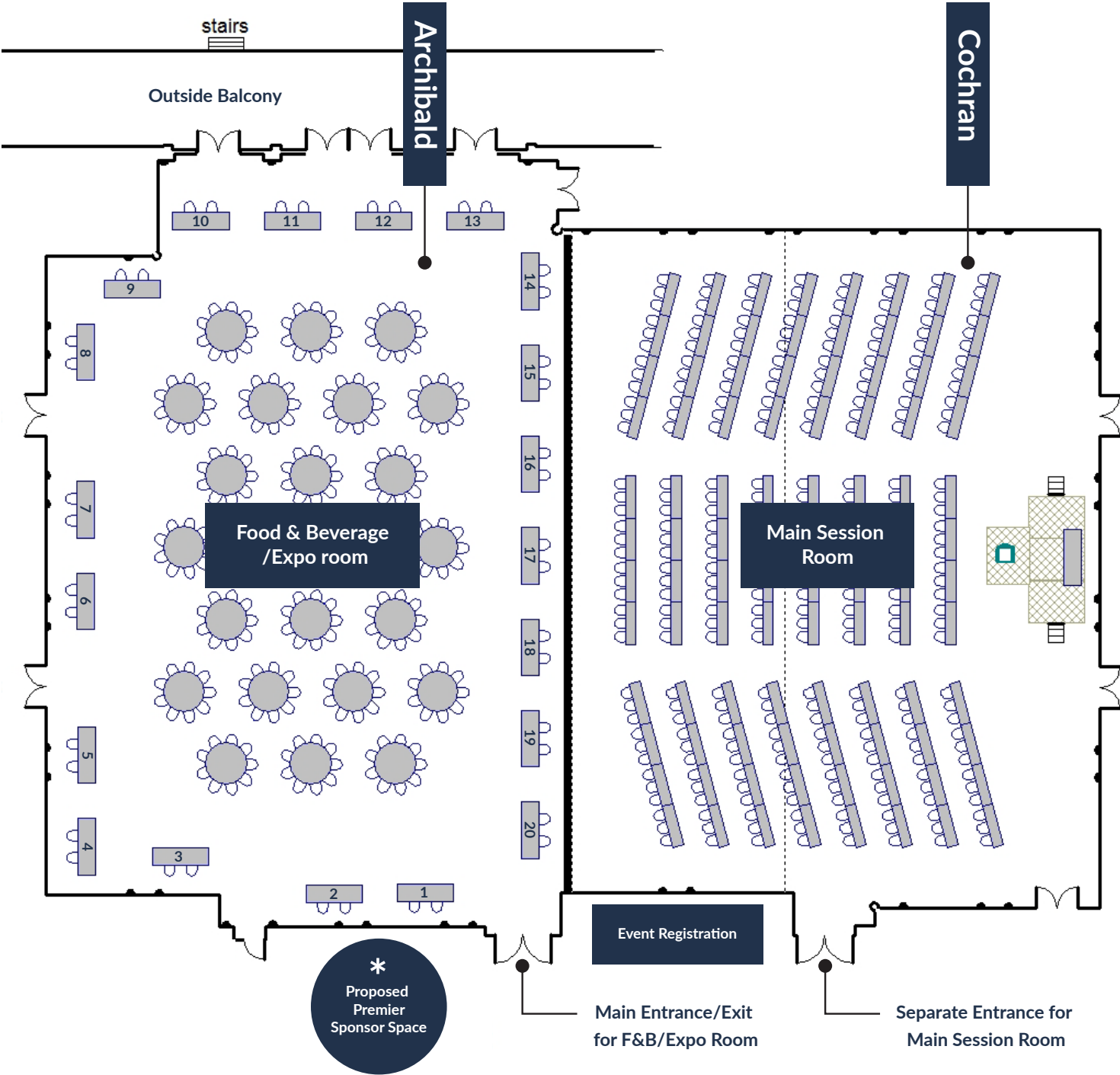
**Housing:** All room reservations MUST be made through BRMI, using the BRMI registration system:  
[give.classy.org/BRMI2018](http://give.classy.org/BRMI2018).

### **Conference Modification or Cancellation:**

BRMI reserves the right to modify the schedule or program as necessary. BRMI also reserves the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, ground transport, etc.) in the case of unanticipated cancellation.



# Floor Plan



# Sponsorship Contract

THIS AGREEMENT IS BETWEEN MARION INSTITUTE/BRMI (BIOREGULATORY MEDICINE INSTITUTE) AND:

Sponsor Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP SELECTIONS:

Make your sponsorship selections below by checking the appropriate box(es):

- Premier Sponsor: \$5,500
- Exhibitor Sponsor: \$2,500

Please specify your preference for an Exhibitor display area as denoted from 1 to 20 on the Exhibitor floor plan on the next page. BRMI will try to accommodate your request, but cannot guarantee fulfillment of your preferred locations.

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

- Conference Bag Sponsor: \$2,000
- Lunch Sponsor: \$1,000
- Conference Bag Insert Sponsor: \$500
- Happy/Healthy Hour Sponsor: \$1,000
- Hotel Key Card Sponsor: \$2,000

## PAYMENT INFORMATION:

*In order to secure a sponsorship package, you must complete and return this contract and provide full payment in the form of a credit card:*

Sponsor Company Name: \_\_\_\_\_  
Credit Card:  
 Visa  MasterCard  American Express  Discover  
Name on Credit Card: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
CSV/Security Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Billing City, State, Zip, Country: \_\_\_\_\_  
Signature of Card Holder: \_\_\_\_\_

## TERMS AND CONDITIONS AGREEMENT:

*The above named Sponsor hereby agrees to the Sponsorship Terms and Conditions provided as part of the Sponsorship Prospectus:*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Marion Institute/BRMI hereby confirms this Sponsorship Contract:*

\_\_\_\_\_ Date: \_\_\_\_\_

*Jane Dolan, Bioregulatory Medicine Programs Manager, The Marion Institute, Inc.*

**Send your signed contract to:**  
**Email (preferred): [expo@brmi.online](mailto:expo@brmi.online)**

**Postal Address:**  
**Darla Gardiner | BRMI EXPO Coordinator | 202 Spring Street | Marion, MA 02738**