

VIRTUAL CONFERENCE ESTSS 2021

"Trauma and Mental Health during the Global Pandemic"

June 17th + 18th, 2021



Sponsorship Brochure

ESTSS Conference Secretariat
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WELCOME TO THE VIRTUAL CONFERENCE ESTSS 2021

Dear partners,

The COVID-19 pandemic is a significant global public health challenge which has had an unprecedented impact on people's lives and well-being. Therefore, it has never been more important to come together and discuss the latest research findings, clinical work experiences and policy requirements related to the global pandemic.

The European Society for Traumatic Stress Studies is delighted to invite interested colleagues and the broader audience to attend and present at the Virtual Conference ESTSS 2021:

“Trauma and Mental Health during the Global Pandemic”.

This conference will create opportunities, over the course of the three days, to explore the impact of the COVID-19 pandemic on mental health with presentations, workshops, and networking events.

The conference will take place on June 17th and 18th 2021 with pre-conference workshops on June 16th. After the conference, an e-community for attendees is set up where all recorded sessions, abstracts, research and sponsor content will be available during 6 more months.

Industry support will be key to the success of the Virtual Conference ESTSS 2021. In the first place your organization has the opportunity to reach a wide international professional audience.

At the same time, you will be given the opportunity to demonstrate your commitment to mental health care. You will also show your support to hundreds of professionals who deal with the effects of COVID-19 on a daily basis. Your presence and generous contributions will enable to set an affordable registration rate, making it possible for a wider global audience to attend.

On the following pages, various marketing and sponsorship options are listed, from which you may select different elements up to the amount of your company's financial contribution. We welcome you to review the marketing and sponsorship opportunities and combine those options that suit your needs best. We would like to inform you that all options can be paid separately.

On behalf of the organizing committee, we are excited to welcome you as a partner of the Virtual Conference ESTSS 2021.

Yours sincerely,

The chairs of the Virtual ESTSS Conference 2021:

Manik Djelantik PhD, Marloes Eidhof MSc, Anke de Haan PhD, & Annett Lotzin PhD

GENERAL INFORMATION

Event:	Virtual Conference ESTSS 2021 “Trauma and Mental Health during the Global Pandemic”.
Conference date:	June 17 th and 18 th , 2021. Pre-conference workshops on June 16 th , 2021.
Venue:	Online
Expected viewers:	500+ viewers
Conference host:	The European Society for Traumatic Stress Studies (ESTSS)
Organising Committee:	Manik Djelantik PhD, Marloes Eidhof MSc, Anke de Haan PhD, Annett Lotzin PhD & Jana Kiralj MSc
Assisting Committee:	Jennie van Gerven MSc & Stéphanie van der Stap BSc
Conference Secretariat:	Loraine Gerards, Klinkhamer Group conferences & events (loraine@klinkhamergroup.com)
Website:	www.virtual-estss2021.com

ABOUT ESTSS

The European Society of Traumatic Stress Studies promotes the sharing of knowledge and experience about all aspects of psychotraumatology. We do this by fostering research and best practice, building networks, and by contributing to public policy at a European level. **Website:** www.estss.org

INDUSTRY SUPPORT AND SPONSORSHIP LEVELS

When selecting a sponsorship option, you will be given a sponsorship category status based on the final amount of your support. The total contribution may consist of items such as advertisements, sponsored sessions or speaker sponsoring. You will benefit from outstanding advantages linked to your sponsorship category.

The conference is expected to attract 500+ professional viewers such as psychologists, psychiatrists, physicians, nurses and social workers. Participants will come mainly from Europe.

Reasons why you should sponsor Virtual Conference ESTSS 2021:

- Show your support to healthcare professionals
- Contribute to improving mental healthcare
- Put your business in the spotlight
- Get your brand noticed
- Attract new clients, customers, and business
- Give attendees a taste of your business
- Explore and broaden your network
- Market your business inexpensively

Sponsorship opportunities are an excellent way to promote your company's name!

SPONSORSHIP CATEGORIES

The sponsorship category status will be based on the final amount of your support. The total contribution may consist of items such as advertisements, sponsored sessions or speaker sponsoring. You will benefit from outstanding advantages linked to your sponsorship category.

You may choose between Platinum, Gold, Silver and Bronze packages or choose one (or more) items from the shopping list. If the total amount of the shopping list items reaches one of the sponsorship categories, you will be granted the type of accompanying sponsorship (for example, for € 3.500: granted Silver sponsorship) and will receive the following benefits in addition to the items you choose from the shopping list:

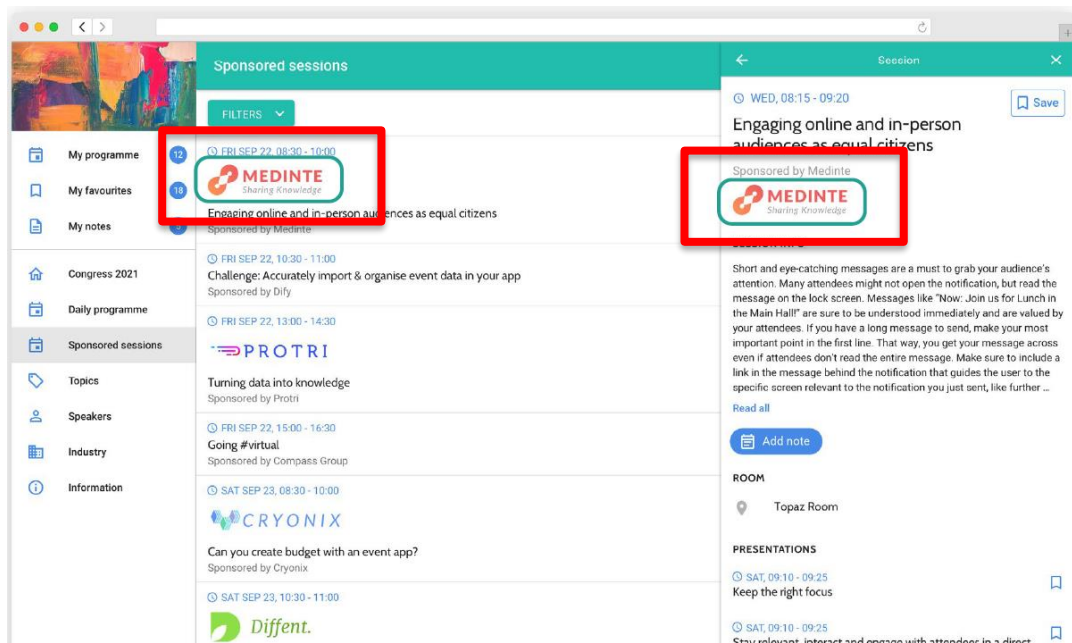
Sponsorship category:	Platinum	Gold	Silver	Bronze
Minimum amount:	€ 10.000	€ 5,000	€ 3,500	€ 2,000
Availability:	<i>exclusive</i>	<i>unlimited</i>	<i>unlimited</i>	<i>unlimited</i>
Items:				
<i>Logo and sponsor profile on Virtual Conference ESTSS 2021 website and virtual platform with link to company's homepage (until 6 months after the conference).</i>	✓	✓	✓	✓
<i>Acknowledgement in the final program.</i>	<i>logo and 100-word company profile</i>	<i>logo and 20-word company profile</i>	<i>logo</i>	<i>logo</i>
<i>Acknowledgement as Sponsor during the live-stream (with logo on screen).</i>	✓	✓	✓	✓
<i>Complimentary registrations</i>	12	5	2	1
<i>Possibility to schedule unlimited 1 on 1 meetings.</i>	✓	✓	✗	✗
<i>Possibility to organize a meeting within the conference platform and invite (max) 15 delegates of interest</i>	✓	✗	✗	✗
<i>Be included in the word of welcome and closing as one of the main sponsors to all the viewers at the conference.</i>	✓	✗	✗	✗
<i>Promote one of your employees or your organizational goals/achievements with a 5 minute pitch during the conference</i>	✓	✗	✗	✗

SPONSORSHIP SHOPPING LIST

What you can choose from to compose your sponsorship:

ITEM	PRICE	DESCRIPTION
PRE-CONFERENCE PROMOTION		
Blog post	€ 1000	Your guest blog featured on our website. The blog will also be promoted on our LinkedIn and Twitter pages, via our newsletter, as well as through our media partners.
Logo visibility	€ 1000	Your logo on our website, social media channels and conference materials with a direct link to your website.

Example of logo mentioned in the program:



PRE-CONFERENCE PROMOTION

Digital Conference Bag insert	€ 1500	1 advertisement/brochure (.PDF, max. 4 x A4 pages) to be put in our digital conference bag which will be sent to all registrants before the conference.
Exclusive: Registration page sponsor	€ 2,000	Your logo and a company profile will be visible on the registration page of the conference and in confirmation e-mails.
Exclusive: Virtual Conference ESTSS 2021 pre-conference package sent to all attendees by post.	€ 5,000	All attendees will receive a Virtual Conference ESTSS 2021 box. The box is customized with your logo and you can include promotional items.

PROGRAM

Organize a session	€ 3,500- 10,000 (depending on duration)	Organize your own session or small workshop during the conference. The sponsor will be responsible for speakers and content. The organizers will provide a digital meeting room. Including 2 complimentary registrations on top of the complimentary registrations in your sponsorship package.
Partner up with a session	€ 1,000- 5,000 (depending on session)	Sponsor a session already programmed. After approval of the session organizer and speaker your name, logo and link will be added to the session on the website and in the program.
Sponsor a Q&A Session	€ 1,000	Host and sponsor a 20-minute live Q&A session to give viewers the chance to interact with you — and

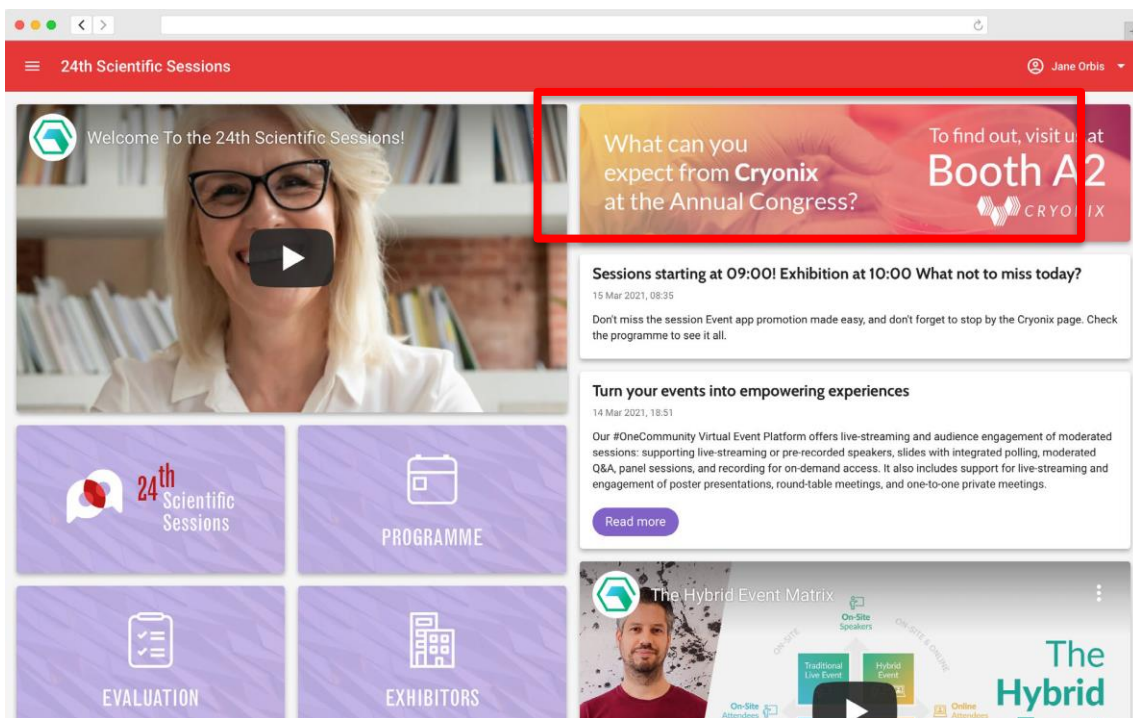
each other — and find out more about your services and products.

Sponsor a pitch	€1,000-5,000	Deliver a pre-recorded 2 to 5-minute pitch during the live stream.
Sponsor a trained pitch	€2,000-6,000	Deliver a pre-recorded 2 to 5-minute pitch during the live stream and receive a pitch training from professional trainer.
Exclusive: In-your-home scavenger hunt	€ 2,000	Organize an in-your-home scavenger hunt (dedicated branded time slot in the program).

MARKETING DURING LIVESTREAM

News push messages	1x € 300 2x € 500 4x € 1,000	Post sponsored messages during the conference to share news and updates to the news feed and landing page of the conference. Messages support rich text and links and can be accompanied with an image or a video.
Welcome message for the virtual attendees	€ 5,000	Be included in the word of welcome and/or closing to all the viewers at the conference.
Organize a meeting in conference platform	€ 2,000	Possibility to organize a meeting within the conference platform and invite (max) 15 delegates of interest

<p>Banner on news feed & landing page (see example below)</p>	<p>€ 1,000</p>	<p>Banner at the top of the news feed. This banner will be shown twice a day and can be linked to the sponsor's profile, a session or a website.</p>
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<p>Exclusive: Branded "thanks for attending" at end of the conference</p>	<p>€ 1.000-5,000</p>	<p>Have your logo and a few words about your organization included in the conference wrap-up.</p>
<p>Logo visibility during live stream</p>	<p>€ 1,000</p>	<p>Your logo will be visible during the live stream of the conference.</p>

Please note: All marketing and sponsorship prices are collected on behalf of the conference host and organizer, excluding 21% Dutch V.A.T. The deadline for all sponsorship applications is June 1st, 2021.

ORGANIZING COMMITTEE

Manik Djelantik, PhD

Marloes Eidhof, Msc

Anke de Haan, PhD

Annett Lotzin, PhD

Jana Kiralj, MSc

Conference Secretariat: Klinkhamer Group | conferences & events:

- Loraine Gerards, Maastricht, the Netherlands
- Robbin Grouwels, Maastricht, the Netherlands

We look forward to working with you!

For the most up-to-date information on the Virtual Conference ESTSS 2021, please visit our website: www.virtual-estss2021.com.