



ADDRESSING EQUITY IN IMPLEMENTATION:

*Building capacity in research, practice, and
policy across the globe*

May 3 - 6, 2021

Global Implementation Conference Sponsor and Exhibitor Prospectus

Conference Background

The Global Implementation Conference (GIC) is one of the world's leading implementation conferences, which draws over 500 participants from around the globe. Hosted biennially by the Global Implementation Society (GIS), the conference aims to promote implementation science, practice, and policy and their active application in human services in order to contribute to socially significant benefits to people and society. Previous GIC Conferences have engaged delegates from 25 countries representing a wide range of disciplines. With a focus on addressing equity and building capacity throughout the world, GIC 2021 will continue to engage the expanding global implementation community through dialogue and interactive learning opportunities. The conference will feature cutting edge implementation research and real-world application of implementation practice and policy in diverse contexts and help to overcome inequity in human service systems by targeting its root causes.

Conference Audience:

Our conference audience includes individuals and organisations that use, evaluate, support, and promote effective implementation practices. The core audience for the GIC include the “changemakers” within systems, including implementation specialists, applied researchers, quality improvement managers, purveyors, intermediaries, implementing organisations, implementation networks, funders, policy makers, decision makers, and students. The GIC emphasizes the application of implementation science and effective implementation practices at its core, with implementation research serving a foundation for translating evidence to applied settings.

We encourage all interested organisations to support their staff in becoming GIS members and attending the conference, thereby supporting staff learning and building networks.

Benefits Sponsoring the GIC

- 1. Promotional Opportunities:** Sponsors will receive multiple opportunities for visibility throughout the conference, including recognition on the virtual conference platform and recognition on the website, and marketing materials.
- 2. Network Opportunities:** Exhibitors will have the opportunity to participate in a virtual exhibit space on the conference platform and network with conference attendees.
- 3. Customized Packages:** Organizations looking to serve as a sponsor or purchase an exhibit at the conference can choose which level of sponsorship meets their marketing needs.
- 4. Scholarships:** You can specify that a certain percentage of your sponsorship be devoted to scholarships. We are currently offering scholarships to attend the conference for individuals from under-represented countries (countries outside of Australia, New Zealand, North America, Western Europe, and Singapore), and already have a wide range of qualified applicants from Africa, Asia, and other regions.

Diamond Sponsor (\$10,000)

- **Conference Registrations:** Four (4) all access passes. (\$2,000 value)
- **Exhibit Hall Booth:** A dedicated space where each organisation can express themselves with more graphics, videos, files, and dedicated conversations (group/private video meetings). Exhibiting sponsors have the full ability to manage most of their presence via their own private exhibitor portals. (\$750 value)
- **Session Sponsorship:** Select two (2) sessions to be affiliated with your organisation. Your logo becomes attached to the session and appears in the schedule view in the virtual event portal and on the event website. Sponsorship verbally acknowledged and included on opening PowerPoint.
- **Sponsor Listing:** Sponsors are listed by sponsor level on the home page of the event website with large logos which can be linked to the sponsors website.
- **Portal Header Sponsor Carousel:** Constantly rotating carousel on virtual portal that loops through sponsor logos. The logos are clickable and lead to the sponsor's website.
- **Branded announcement:** Announcements are posted in the conference and appear permanently in the virtual event portal lobby in chronological order of posting (which means they move down over time).
- **Social Media Post:** Two (2) posts on GIS LinkedIn and Twitter pages acknowledging support. One prior to the event and one during the event (which will also appear in the live feed on the event portal)
- **Listing included in:**
 - Lobby Banner (Text)
 - "Thanks for Attending" video posted on virtual site at end of the conference (logo)
 - Lobby welcome video (logo - if received by April 20)
 - Listing on sponsor slide on all recorded sessions post event. (logo)
 - Marketing materials
 - Verbal recognition by event MCs

† Bonus Item (select 1)

- A. Introduction of speaker(s) of your sponsored session and/or play 2 minute video or share 2 PowerPoint slides.
- B. Inclusion of a pre-roll video (max 2 min) on your sponsored session, runs entire time portal is open
- C. Guest post in pre- or post-event email blast

Platinum Sponsor (\$5,000)

- **Conference Registrations:** Two (2) all access passes. (\$1,000 value)
- **Exhibit Hall Booth:** A dedicated space where each organisation can express themselves with more graphics, videos, files, and dedicated conversations (group/private video meetings). Exhibiting sponsors have the full ability to manage most of their presence via their own private exhibitor portals. (\$750 value)
- **Session Sponsorship:** Select one (1) session to be affiliated with your organisation. Your logo becomes attached to the session and appears in the schedule view in the virtual event portal and on the event website. Sponsorship verbally acknowledged and included on opening PowerPoint.
- **Sponsor Listing:** Sponsors are listed by sponsor level on the home page of the event website with large logos which can be linked to the sponsors website.
- **Social Media Post:** One (1) post on GIS LinkedIn and Twitter pages acknowledging support. One prior to the event and one during the event (which will also appear in the live feed on the event portal)
- **Listing included in:**
 - Lobby Banner (Text)
 - "Thanks for Attending" video posted on virtual site at end of the conference (text)
 - Lobby welcome video (logo - if received by April 20)

- Listing on sponsor slide on all recorded sessions post event. (logo)
- Marketing materials
- Verbal recognition by event MCs

Gold Sponsor (\$1,500)

- **Conference Registrations:** One (1) all access pass. (\$500 value)
- **Exhibit Hall Booth:** A dedicated space where each organisation can express themselves with more graphics, videos, files, and dedicated conversations (group/private video meetings. Exhibiting sponsors have the full ability to manage most of their presence via their own private exhibitor portals. (\$750 value)
- **Sponsor Listing:** Sponsors are listed by sponsor level on the home page of the event website with large logos which can be linked to the sponsors website.
- **Listing included in:**
 - Lobby Banner (Text)
 - “Thanks for Attending” video posted on virtual site at end of the conference (text)
 - Lobby welcome video (logo - if received by April 20)
 - Listing on sponsor slide on all recorded sessions post event. (text)
 - Marketing materials
 - Verbal recognition by event MCs

VIRTUAL EXHIBITOR OPPORTUNITY

There are no organisational restrictions on exhibit purchase. We welcome vendors who promote specific products or services that would be of interest to GIS membership.

Virtual exhibitors can network with conference participants by joining the interactive virtual exhibitor hall. Participants can view your exhibitor page at any time; one hour will be scheduled each day for attendees to have the opportunity to direct questions, live to exhibitors by one-one-one text or video chat.

Your “booth” is a dedicated page on the virtual platform. This includes:

- A banner which can include your logo, an ad or conference specific message
- One uploaded informational video, up to 3 minutes (100 mg max)
- One linked, streamed video (i.e. YouTube)
- Uploaded documents (flyers, fact sheets, resources, etc.)

Rate: \$750

Upgrade to a premium booth (\$1000) which allows you to host a live meeting at your booth for up to 25 people. Meeting platform supports both video and screen sharing.

Request more Information:

To request more information or apply, please contact Aaron at aaron.sawyer@globalimplementation.org or apply at the following link: <https://form.jotform.com/KessJones/GIS2021Support>

Please note: Sponsorship opportunities will be reserved for organisations promoting implementation science, research and practice versus organisations with a primary interest in selling products or services. GIS reserves the right to remove or relocate any objectionable sponsors, exhibits, persons, advertisements, or any feature that detracts from the objective of the GIS or its image and values. Exhibitors shall abide by and observe all laws, rules, regulations and ordinances of any applicable governmental authority.