



# 23<sup>rd</sup> Annual Conference of the International Society for Bipolar Disorders

May 13-15, 2021

## **GLOBAL VIRTUAL CONFERENCE**

[ISBD2021.org](http://ISBD2021.org)

*Join us on a  
new interactive  
platform for  
2021!*

# **Sponsorship Prospectus**



## A Message from the ISBD President

Building on the success of this year's virtual meeting, in 2021 the International Society for Bipolar Disorders (ISBD) will be offering an interactive virtual conference with live presentations as part of an engaging and stimulating scientific program that will also include pre-recorded material that can be viewed at leisure.

The ISBD 2021 Global annual conference will be a unique, one-of-a-kind experience that will meet the needs of everyone around the world. The live program will be delivered online and across different time zones worldwide making it an event not to be missed.

We invite you to become a Supporting Corporation of the International Society for Bipolar Disorders. Your support will contribute to the success of the Society, to the Annual Conference, and to advancing scientific progress in the field of Bipolar Disorder. As outlined below, your involvement as a Supporting Corporation will be widely acknowledged and staff from your company will have the opportunity to participate in both the Society as well as the Annual Conference.

Yours Sincerely,

Prof. Gin Malhi  
ISBD President



# About ISBD

## THE MISSION

The mission of the International Society for Bipolar Disorders (ISBD) is to foster international collaboration in education, research and clinical care to improve the lives of those with bipolar disorder and related conditions. The intent of this collaboration is to advance the treatment of bipolar disorders and to improve outcomes and the quality of life for those living with bipolar disorder and their caregivers.



## WHO WE ARE

The ISBD has an elected board representing 8 countries and over 500 members representing nearly 50 countries including 26 international chapters. The ISBD is a major source for emerging research and clinical data on bipolar disorders and is the only bipolar focused, research-oriented Society working to bring this data to patients, families and other mental health professionals working on the front lines of bipolar care.

The Society currently offers several educational programs and Awards, including the Samuel Gershon Awards for Junior Investigators for best original research manuscripts, the Mogens Schou Awards honoring leaders in the field, and an extensive online library of webinars and other resources for the benefit of our members. In addition, the ISBD is also moving the field forward through the development of task forces in the areas of big data analytics, older age bipolar disorder, cognition, chronobiology, staging, vascular, and a joint task force on lithium with the International Group for the Study of Lithium-Treated Patients (IGSLi), to name a few. *Bipolar Disorders – An International Journal of Psychiatry and Neurosciences*, which is the official journal of the Society, is published 8 times a year and is dedicated to publishing the results of all research relevant to the basic mechanisms, clinical aspects, or treatment of bipolar disorders.

## ISBD EXECUTIVE COMMITTEE



**Gin Malhi**  
Australia



**Shigenobu Kanba**  
Japan



**Holly Swartz**  
USA



**Ralph Kupka**  
Netherlands



**Trisha Suppes**  
USA



**Erika Saunders**  
USA



**Anne Duffy**  
Canada

# WHY SPONSOR?

As a Supporting Corporation, you will not only receive a number of registrations for the 2021 Virtual Conference, but also a number of memberships into the Society with access to ISBD Members Only content and resources through the ISBD Society website, including online subscriptions to *Bipolar Disorders* journal.

In addition to Supporting Corporation opportunities, ISBD is pleased to offer additional sponsorship opportunities specifically for the virtual conference.

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*A Hybrid* approach to the virtual conference with both live, interactive sessions as well as hours of recorded content that can be viewed on demand.

*Interact* with over 800 experts in the field of bipolar and mood disorders through the virtual platform including discussion boards, private messaging, and interactive video sessions throughout the live event.

*A Unique Program* featuring conference courses, brainstorming sessions, keynote lectures from some of the leading experts in the field, a diverse array of parallel symposia and oral presentations, and interactive ePoster sessions.

*Member Benefits* that extend beyond the virtual conference including access to certain slides and presentations from previous ISBD conferences, webinars, the member directory, an online subscription to *Bipolar Disorders*, and many other resources for professionals and patients.

*Recognition* as a Supporting Corporation on a platform reaching over 800 attendees worldwide and a membership of over 500.



# Supporting Corporation Levels



## PLATINUM LEVEL - \$40,000

- ❖(10) Conference registrations to the 2021 Virtual Conference
- ❖(10) ISBD Professional Memberships for one year
- ❖(1) Full-page ad in the online conference materials guide
- ❖Recognition on the conference walk-in slides and the ISBD Conference website with company logo
- ❖Recognition as a Supporting Corporation (with no logo) on ISBD.org
- ❖Company contact information made available to conference attendees
- ❖Company will be recognized as a platinum sponsor on the virtual conference platform homepage with their logo displayed on a banner. Logo can be linked to either the company website or to an informational presentation video provided by the company.\*

\*Exclusive only to platinum and gold supporters

- ❖(5) Company Sponsored Poster Awards at the Annual Conference that are presented on a topic or topics that align with their area of interest \*

\*Awardees will be selected by the ISBD Program Committee but can be narrowed by a topic of the company's choosing. Awardees will be recognized in the conference general information guide and presented with an electronic certificate of award they can print. Company will also receive contact information for awardees pending they give permission. This benefit is exclusive to platinum supporters only.

Sponsoring poster awards is an exclusive benefit for Platinum Level Corporations!



*This is a sample photo only to show a sample of logo placement. Final renderings and final logo placement will be determined by ISBD.*

# Supporting Corporation Levels (cont.)

## GOLD LEVEL - \$30,000

- ❖ (7) Conference registrations to the 2021 Virtual Conference
- ❖ (7) ISBD Professional Memberships for one year
- ❖ (1) 1/2-page ad in the online conference materials guide
- ❖ Recognition on the conference walk-in slides and the ISBD Conference website with company logo
- ❖ Recognition as a Supporting Corporation (with no logo) on ISBD.org
- ❖ Company contact information made available to conference attendees
- ❖ Company will be recognized as a gold sponsor on the virtual conference platform homepage with their logo displayed on a banner. Logo can be linked to either the company website or to an informational presentation video provided by the company.\*

*\*Exclusive only to platinum and gold supporters*

## SILVER LEVEL- \$20,000

- ❖ (5) Conference registrations to the 2021 Virtual Conference
- ❖ (5) ISBD Professional Memberships for one year
- ❖ Recognition on the conference walk-in slides and the ISBD Conference website with company logo
- ❖ Recognition as a Supporting Corporation (with no logo) on ISBD.org
- ❖ Acknowledgement through company logo in online conference materials guide.
- ❖ Company contact information made available to conference attendees

## BRONZE LEVEL- \$10,000

- ❖ (3) Conference registrations to the 2021 Virtual Conference
- ❖ (3) ISBD Professional Memberships for one year
- ❖ Recognition on the conference walk-in slides and the ISBD Conference website with company logo
- ❖ Recognition as a Supporting Corporation (with no logo) on ISBD.org
- ❖ Acknowledgement through company logo in online conference materials guide.
- ❖ Company contact information made available to conference attendees

Participating as a Supporting Corporation will allow ISBD to continue to offer valuable resources for professionals, patients, and caregivers as well as further research initiatives to advance the diagnosis and treatment of Bipolar and related disorders.

Thank you in advance for considering becoming a Supporting Corporation for the International Society for Bipolar Disorders.

# Additional Virtual Meeting Sponsorship Opportunities



## GROUP REGISTRATIONS

### Pricing Varies

Company group registration of 40 or more delegates will be eligible for the ISBD Member rate when purchased together as a package. Companies that register a group of 40 or more delegates will be acknowledged as a Conference sponsor on the conference website as well as in the online program book and the walk-in slides.

## VIRTUAL SATELLITE SYMPOSIUM- Presented live with audience interaction opportunity

**30,000 USD**

**60 Minutes**

### Benefits include:

- ❖ Ability to hold a live-symposium event via the virtual platform in an unopposed time spot that has been approved by the Program Committee. Company can either hold a live 60-minute symposium that includes Q&A time with the audience or pre-record the presentation to be made available prior to the event and use the 60-minute live time spot for interactive Q&A.
- ❖ If live, session will be recorded and made available on demand to all conference registrants for a period of 30 days after the live event.
- ❖ One mail blast that will be exclusive for the supporting company to invite attendees to the live event. The designed mail blast (html format with ISBD 2021 design requirements) and the preferred 'Subject' to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. 'From' field will be ISBD 2021 and will include a disclaimer about ISBD's privacy policy for attendee contact information.
- ❖ Sponsored Symposium overview and speaker lists will be included in a designated industry section of the Online Program.
- ❖ Time slot is allocated on a first come, first served basis with priority given to the company with the highest support level.
- ❖ Industry sessions will be clearly indicated in the meeting timetable/Program as: "Industry Session' not included in the main event CME/CPD credit offering"

*\* Companies who wish to get CME accreditation, may do so directly with CME accreditation bodies.*

# Additional Virtual Meeting Sponsorship Opportunities

## **PRE-RECORDED VIRTUAL SATELLITE SYMPOSIUM- No audience interaction**

**20,000 USD**

**60 Minutes**

### **Benefits include:**

- ❖ Ability to pre-record a satellite symposium that can be viewed by the audience on demand when they choose that will be released with the other conference content and available for 30 days after the event. This option DOES NOT include an additional live spot for Q&A.
- ❖ Sponsored Symposium Programs will be included in a designated industry section of the Online Program
- ❖ Industry sessions will be clearly indicated in the meeting timetable/Program as: “‘Industry Session’ not included in the main event CME/CPD credit offering”

*\* Companies who wish to get CME accreditation, may do so directly with CME accreditation bodies.*

## **VIRTUAL NETWORKING/PRODUCT THEATER SESSION**

**25,000 USD**

**60 Minutes**

### **Benefits include:**

- ❖ A 60-minute live time spot on the program to network with attendees. Can include a short presentation or product theater but cannot include a full symposium session. Available times are TBD and will be agreed upon by ISBD and Sponsor.
- ❖ One mail blast that will be exclusive for the supporting company to invite attendees to the live event. The designed mail blast (html format with ISBD 2021 design requirements) and the preferred ‘Subject’ to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. ‘From’ field will be ISBD 2021 and will include a disclaimer about ISBD’s privacy policy for attendee contact information.
- ❖ Sponsored session will be included in a designated industry section of the Online Program
- ❖ Industry sessions will be clearly indicated in the meeting timetable/Program as: “‘Industry Session’ not included in the main event CME/CPD credit offering”

*\* Companies who wish to get CME accreditation, may do so directly with CME accreditation bodies.*





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## Important Information

Please note that branded items will carry company logos only. No product logos or advertisements are permitted. One company logo shall be recognized for each Supporting Corporation or additional item such as satellite symposia.

Sponsorship packages will be allocated by the Conference Organizer and confirmed in writing in the form of a Letter of Agreement signed by both involved parties.

All sponsorship entitlements will not be activated until final payment is received.

## Sponsorship Reservation and Contact Information

To become a sponsor, please click the below link to complete the Sponsorship Request form. Our Conference Organizers will contact you within 48 hours to continue the process. You can also find a link to the Sponsorship form on our website, [ISBD2021.org](http://ISBD2021.org).

[Sponsorship Application Form](#)

### Conference Organizers:

Parthenon Management Group, LLC.  
5034A Thoroughbred Lane, Brentwood, TN 37027 USA  
[ISBD@ParthenonMgmt.com](mailto:ISBD@ParthenonMgmt.com) | 01.615.324.2365

