

The Union

# SPONSORSHIP OPPORTUNITIES

## ENDING THE EMERGENCY

SCIENCE, LEADERSHIP, ACTION

THE 50<sup>TH</sup> UNION WORLD CONFERENCE ON LUNG HEALTH  
30 OCTOBER – 2 NOVEMBER 2019 | HYDERABAD, INDIA

# JOIN US AT THE 50<sup>TH</sup> UNION WORLD CONFERENCE ON LUNG HEALTH

**The 50<sup>th</sup> Union World Conference on Lung Health offers excellent opportunities for corporate partners and organisations to demonstrate their support for tuberculosis (TB) and lung health efforts, and to showcase their products and services to an expected 6,000 participants from all over the world.**

The conference theme *Ending the Emergency: Science, Leadership, Action* focuses on what is needed to ensure commitments to end TB become action, and that lifesaving targets are met following the success of the first United Nations High-Level Meeting on TB in 2018. The theme resonates strongly with TB, but it also raises awareness that all threats to lung health — TB, air pollution, tobacco and many more — are emergencies that our science, leadership and action needs to meet head on.

This is the first time that India has hosted the conference in its current modern day format, and provides a unique backdrop to discussions on ending TB and lung disease with the current highest burden of TB in the world, and ambitious targets to eliminate TB by 2025.

The conference provides a proven way to connect sponsors with delegates leading the work in TB and lung health around the world. By promoting your company or organisation at the Union World Conference, you will:

- Connect with an expected 6,000 participants, including renowned experts, government representatives, public health officials, policy-makers, media and opinion leaders.
- Showcase your products or services to leaders in TB and lung health from over 130 countries.
- Participate in the largest international event focusing on lung health issues as they affect low- and middle-income populations and countries.

- Build contacts and strengthen networks year after year.
- Support the continued efforts to eliminate TB.
- Gain visibility and recognition in the world of lung health.

In this document you will find ways in which you can partner with The Union as a sponsor.

If you would like to discuss opportunities further, please contact [partner@theunion.org](mailto:partner@theunion.org)

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# ABOUT THE UNION AND THE UNION WORLD CONFERENCE ON LUNG HEALTH

**The Union was founded in 1920 and is the world's first global health organisation. The Union is a global leader in ending TB, fighting the tobacco industry, and solving key problems in treating major diseases. The Union uses science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. Since its founding, The Union has grown to include members, staff and consultants in more than 150 countries.**

The Union World Conference on Lung Health has been an integral part of The Union's work since shortly after its founding. Today, the international conference attracts thousands of delegates who come to learn about the latest research, programmatic and policy developments; share their successes and challenges; and re-connect with others dedicated to fighting for lung health.

This year marks the 50<sup>th</sup> anniversary for the conference and is expected to be the biggest yet. The 50<sup>th</sup> Union World Conference on Lung Health to be held in Hyderabad, India. Some 6000 delegates — political leaders, doctors, researchers, nurses, celebrities and activists — are expected to attend.

## RECENT ATTENDANCE FIGURES

CAPE TOWN 2015		LIVERPOOL 2016		GUADALAJARA 2017		THE HAGUE 2018	
TOTAL PARTICIPANTS: 3,800		TOTAL PARTICIPANTS: 3,000		TOTAL PARTICIPANTS: 3,200		TOTAL PARTICIPANTS: 4,000	
South Africa	1300	USA	489	Mexico	580	USA	540
USA	557	United Kingdom	435	USA	469	The Netherlands	531
India	204	India	176	India	125	United Kingdom	219
United Kingdom	164	South Africa	159	United Kingdom	121	South Africa	182
Switzerland	123	Switzerland	125	South Africa	121	India	181
France	85	The Netherlands	93	Switzerland	78	Switzerland	120
The Netherlands	76	France	90	France	69	France	104
Nigeria	76	China	88	China	59	China	89
Kenya	69	Nigeria	78	The Netherlands	58	Nigeria	81
China	61	Canada	53	Peru	53	Indonesia	74

# ABOUT THE UNION AND THE UNION WORLD CONFERENCE ON LUNG HEALTH

## SCIENTIFIC PROGRAMME

Abstract and session submissions come from professionals working in a variety of fields, from scientific researchers and clinicians to community advocates and public health workers. Research presented will be drawn from nearly 2,000 submissions from around the world and organised by tracks spanning TB, tobacco control, air pollution, childhood lung diseases and human rights.

## PREVIOUS SUPPORTERS AND SPONSORS

- Aeras
- American Thoracic Society (ATS)
- AstraZeneca
- BD Diagnostics
- Carl Zeiss Microscopy GmbH
- Celltrion Inc.
- Cepheid
- Damien Foundation
- Delft Imaging Systems
- DNA Genotek
- Equity Pharmaceuticals (Pty) Ltd
- European Respiratory Society
- Expertise France
- GlaxoSmithKline
- Global Alliance for TB Drug Development
- Global Asthma Network
- Hain Lifescience SA (Pty) Ltd
- Hangzhou Shangchi Technology Co., Ltd.
- Human Diagnostics Worldwide
- Japan Anti-Tuberculosis Association (JATA)
- Johnson & Johnson Global Public Health
- KNCV Tuberculosis Foundation
- Laboratory Infrastructure Solutions (LIS)
- Longhorn Vaccines and Diagnostics LLC
- Macleods Pharmaceuticals Ltd
- Management Sciences for Health
- Médecins Sans Frontières
- Oxford Immunotec LTD
- PLOS, Inc.
- Qiagen GmbH
- Qure.ai
- Sanofi
- Silanes
- SureAdhere Mobile Technology, Inc.
- SystemOne
- TB Alliance
- TB Education and Training Materials Display
- UNIMA
- University of New South Wales
- University Research Co.,LLC
- Vital Strategies
- World Health Organization

## SPONSORSHIP PACKAGES

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**Choosing a sponsorship package for the 50<sup>th</sup> Union World Conference on Lung Health allows your organisation to engage with a unique and influential audience. This engagement reaches our audience in a rich way, beyond the event itself, enabling out-reach to the wider lung health community.**

As a sponsor, your organisation can show its commitment to your broader social responsibility through sharing the Union World Conference official sponsor logo.

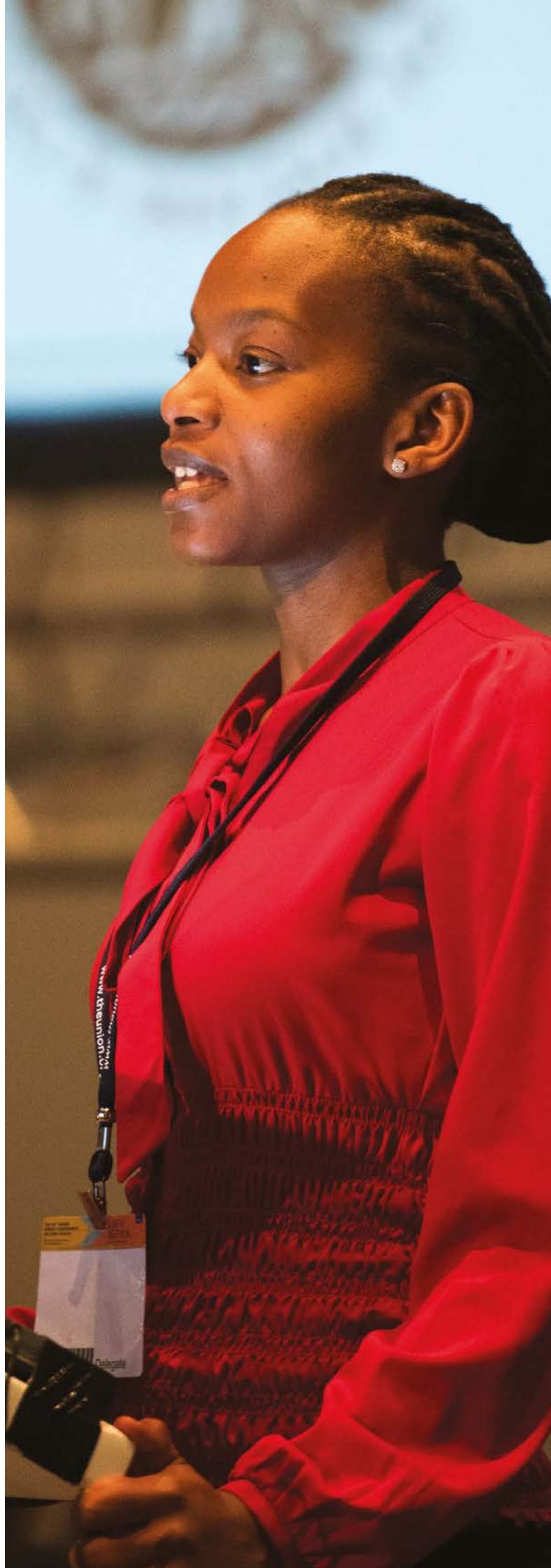
Sponsorship packages are available at a range of levels to suit the promotional needs of your organisation. If you would like to be an exhibitor at the Union World Conference, please choose from the package that best suits your needs.

Please note that some sponsorship opportunities may not be available to pharmaceutical companies for reasons of compliance with codes and regulations.

The following outlines the benefits for each of the five different packages available, namely:

- Leadership
- Visionary
- Progress
- Promise
- Advance

Non-governmental organisations (NGOs) with limited budgets may be eligible for discounted rates. Please talk to our team for details.



# SPONSORSHIP PACKAGES

PACKAGE	ADVANCE	PROMISE	PROGRESS	VISIONARY	LEADERSHIP
<b>Number available</b>	20 available	10 available	6 available	3 available	1 available
<b>Price</b>	€10,000 Price from 1 June: €12,500	€20,000 Price from 1 June: €24,000	€40,000 Price from 1 June: €46,000	€80,000 Price from 1 June: €88,000	€160,000 Price from 1 June: €180,000
<b>Booth space</b>	9 sqm	9 sqm	18 sqm	36 sqm	36 sqm
<b>Exhibitor entry badges</b>	2	4	6	8	VIP
<b>Inclusion in one sponsor dedicated pre-conference email</b>	Name with Link	Logo with link	Logo with link	Large logo with link	Primary placement
<b>Logo with link on the Union World Conference website</b>	Logo on sponsor page	Plus, company profile, with downloadable PDF			
<b>Use of conference partner logo</b>	Dedicated 'Advance' logo	Dedicated 'Promise' logo	Dedicated 'Progress' logo	Dedicated 'Visionary' logo	Dedicated 'Leadership' logo
<b>Printed advertisement in the IJTLD</b>	1/8 Page	1/4 Page	1/2 Page	3/4 Page	Full Page
<b>Discount on digital banner advertisement in the online IJTLD</b>	-	10%	20%	30%	Included
<b>Recognition in conference printed programme</b>	Company name – small	Company name – medium	Company name – large	Logo	Company profile
<b>Listing in conference app</b>	Company name	Logo with link	Logo, company description and link	Logo, company description and link	Company profile, link, personalised profile banner and downloadable PDF
<b>Digital signage on screens around the conference venue</b>	-	1 slide	2 slides	3 slides	Up to 10
<b>Discount on bag insert</b>	-	15%	25%	50%	100%

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

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**The following exclusive sponsorship opportunities allow your organisation to reach our delegates in a way that is unique to you. We guarantee no other sponsor organisation will be represented when you sponsor one of these key conference features.**

### **E-Poster Lounge Sponsor €60,000**

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Your organisation will be featured throughout this key learning area — where scientific posters will be presented at key sessions during the conference.

#### **Sponsor logo will be**

- on signage in e-poster lounge
- on touch screen monitors used during presentations, and throughout the conference for participants
- in conference programme
- displayed in the sponsors section of the conference app
- on the conference website, with link to company website

### **Delegate Lounge €60,000**

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Show your support of this pivotal networking space at the heart of the exhibition hall. This seated meeting space will allow delegates to meet informally throughout the conference.

#### **Sponsor logo will be**

- on signage in lounge area
- in conference programme
- displayed in the sponsors section of the conference app
- on the conference website, with link to company website

### **Community Connect €60,000**

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This is an exclusive partnership, which requires the right partner organisation. The sponsor will be a partner of this vibrant, busy, engaging community space. Have your organisation recognised as the official partner of the space, on the website, conference app and onsite signage.

Support of Community Connect is subject to approval by the conference community committee. This is not open to pharmaceutical companies.

### **Delegate Bag €45,000**

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Sponsor the delegate conference bags and your logo will appear on each of conference bags, which are given to all of the expected 6,000 delegates.

### **Mobile App €45,000**

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As official mobile app sponsor, you will have dedicated advertising throughout app, with banners, in-app promotion, and two push alerts per day (content subject to approval).

**Wireless Internet** **€30,000**

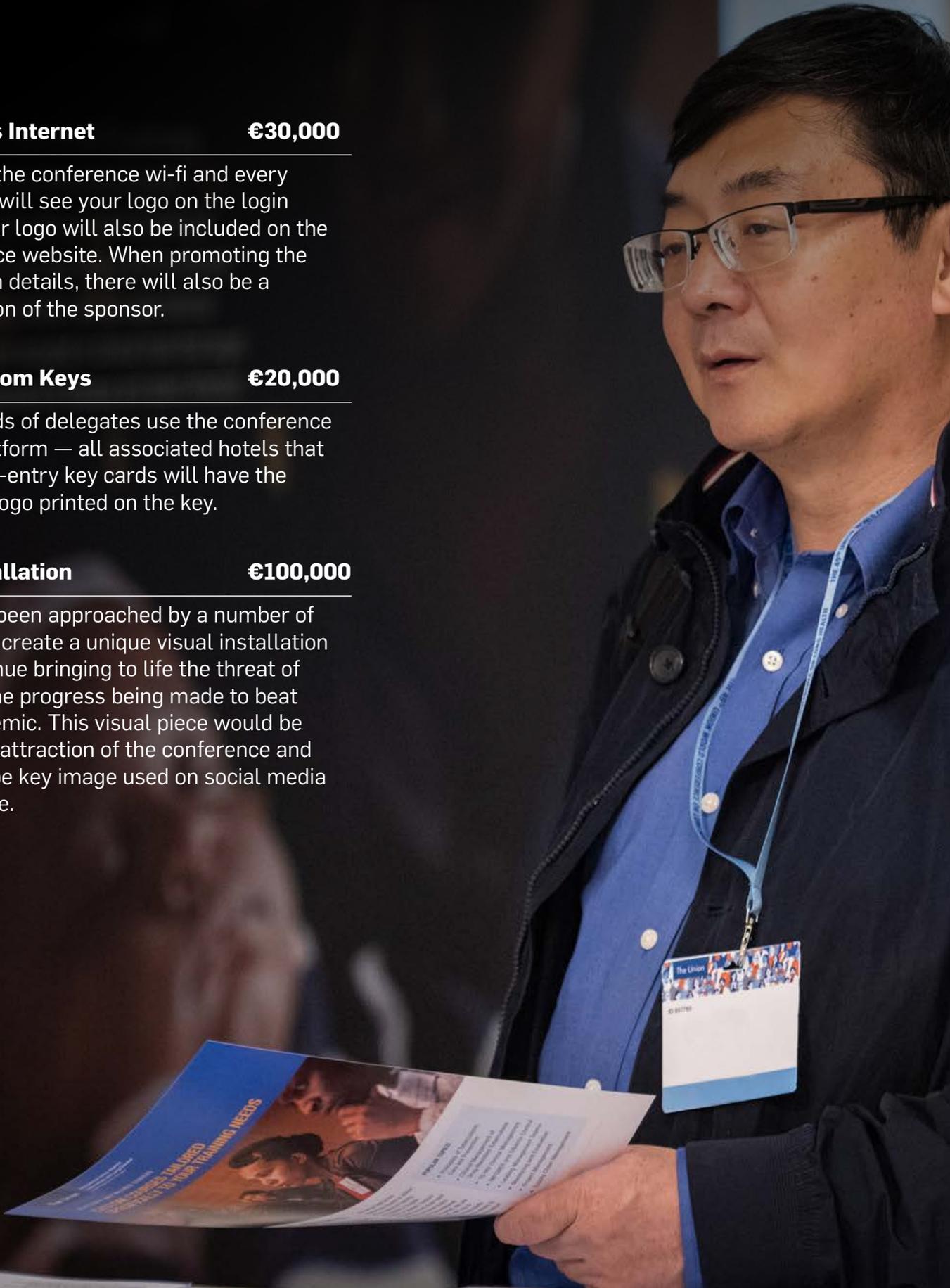
Sponsor the conference wi-fi and every delegate will see your logo on the login page. Your logo will also be included on the conference website. When promoting the wi-fi login details, there will also be a recognition of the sponsor.

**Hotel Room Keys** **€20,000**

Thousands of delegates use the conference hotel platform — all associated hotels that use room-entry key cards will have the sponsor logo printed on the key.

**Art Installation** **€100,000**

We have been approached by a number of artists to create a unique visual installation at the venue bringing to life the threat of TB and the progress being made to beat this epidemic. This visual piece would be a central attraction of the conference and likely to be key image used on social media worldwide.



# PRINT, DIGITAL AND ONSITE ADVERTISING OPPORTUNITIES

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## Gifts for Delegate Bag **€12,500**

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Include branded giveaways, such as luggage tags, phone chargers, adaptors and more, in the conference bags distributed to all delegates.

The partner is responsible for production and delivery of the materials to the conference centre.

## Flyer for Delegate Bag **€12,500**

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Include a flyer or leaflet in the conference bags, distributed to all delegates. Four pages maximum, no larger than A4.

## Official supporter of scholarship programme **€3,000**

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The Union proudly provides a limited number of scholarships to select speakers and presenters of scientific sessions and to participants from affected communities or community volunteers from low and lower-middle income countries.

As a supporter, your organisation will contribute to this vital programme, which funds the travel and attendance of the people who most need support in attending.

Your organisation will be recognised in a dedicated scholarship page on the conference website.

**NOTE:** Sponsors have no input in the selection of candidates.

## Hospitality/Coffee Breaks **€6,000** — six available

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Sponsor a mid-morning or mid-afternoon coffee break and have your logo displayed around the coffee stations.

## Webcasting **€Price on Request**

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Selected key sessions will be live-broadcast during the conference. Sponsor will receive recognition during broadcast.

## ATMs **€6,000**

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Your organisation could provide a fully branded ATMs, which would be placed at key points in the conference venue.

## Charging Stations **€6,000**

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Nestled in the heart of the exhibition, your organisation could provide a fully branded phone charging station.

# SATELLITE SESSIONS

**Satellite sessions are organised and supported by individuals, non-profit groups, organisations, or commercial entities. The Union offers these groups the opportunity to showcase their work, research and programmes, or draw more attention to a specific subject or area by organising a satellite.**

- Satellite sessions will be held from Thursday, 31 October to Saturday 2 November, outside of the core programme hours.
- Standard sessions will run for 75 minutes and Prime Time sessions will be allotted 90 minutes.
- Sessions will be reviewed for compliance with The Union's mission and vision.
- There will be two rounds of review and notification. Satellite sessions submitted in the first round will have priority in the selection of time slots. Space permitting, there will be a second round of submissions.
- The session organiser is responsible for the session, including communicating with speakers and promptly informing the Secretariat of changes.
- The satellite session organiser should ensure costs of travel, accommodation and registration for the speakers and chairpersons will be covered.
- Full payment must be made within six weeks of approval. If no payment is received, the slot will be allocated to another satellite.

## **EXCLUSIVE 'Plenary Hall' Sessions (up to 600 participants)**

Prime time, 90 minutes €45,000

On Thursday 31 October and Friday 1 November, showcase your work through exclusive use of the Plenary Hall, which seats up to 600 people.

There are only two prime time satellite sessions available, one each day, so make sure to book early.

	<b>STANDARD 75 MINUTES</b>	<b>PRIME TIME 90 MINUTES</b>
Less than 200 participants	€12,000	€16,000
200 – 300 participants	€15,000	€20,000
Up to 600 participants	—	€45,000

Non-commercial organisations with limited budgets may be eligible for discounted rates. Please talk to our team for details.

## TECH INNOVATION ZONE

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**Cost €15,000**

**The Tech Innovation Zone welcomes partners from the health-tech community to exhibit exciting innovations in technology and health at the conference.**

### **Benefits include**

- An individual showcase space each
- An allocated 25-minute timeslot for product demos and company presentations
- A centrally located spot in a high-traffic area of the exhibition hall
- Access to other exhibiting companies and networking opportunities
- Two exhibitor's badges

## TECH START-UPS

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**Cost €5,000**

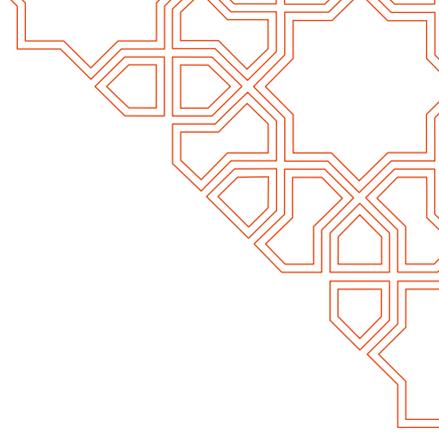
**The Tech Innovation Zone also welcomes new health-tech to showcase their products, prototypes and ideas at a discounted rate.**

### **Eligibility**

In order to be eligible to exhibit as a tech start-up, companies must:

- Be actively working on new technology related to health
- Be an independently established tech start-up
- Have been founded in the last five years





## SPONSOR TBSCIENCE 2019

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**The 50<sup>th</sup> Union World Conference on Lung Health is pleased to host the second annual TBScience pre-conference, an official event entirely devoted to basic and translational TB research.**

TBScience brings together scientists from microbiology, immunology, molecular biology, pharmacology, epidemiology and mathematical modelling to present and discuss recent findings on TB transmission, infection and disease. Additional focus is also given to the development of better vaccines, new drugs and diagnostics for TB.

TBScience 2019 offers excellent opportunities for a select group of partners to demonstrate their support for basic and translational research on TB.

We are currently seeking four corporate underwriters who would support the meeting, with a €30,000 commitment per sponsor.

Last year's TBScience 2018 sold out four months prior to the meeting. This year we are expecting as many as 800 people to attend the TBScience 2019 onsite. In addition, TB Science 2019 sponsors will be recognised to all the anticipated attendees of the 50<sup>th</sup> Union World Conference on Lung Health.

**In recognition of this contribution, sponsoring organisations would receive:**

- Brand logo in the TBScience 2019 programme
- Brand logo in the TBScience 2019 onsite signage
- Hyperlinked mention in the TBScience 2019 page of the conference website
- Hyperlinked mention in the TBScience 2019 sponsor page in the conference app
- Approved education material distributed onsite for all TB Science 2019 attendees
- Ability to use, subject to approval, TBScience 2019 supporter logo.

**In addition, supporters will receive recognition:**

- In official 50<sup>th</sup> Union World Conference on Lung Health programme
- On 50<sup>th</sup> Union World Conference on Lung Health main sponsor page of website
- Inclusion in one pre-conference email, with recognition as TBScience supporter.

# SUPPORT THE CENTENNIAL CAMPAIGN AND CENTENNIAL DINNER

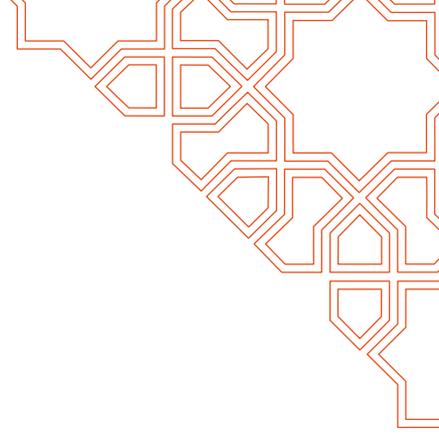
**As we approach our centennial, we commemorate our progress against tuberculosis and other diseases and towards building capacity at every level of the health system. We have come far, but our work is not over. The Centennial Campaign will support our next century of global impact.**

The President's Centennial Dinner commemorates the many advances The Union has made against tuberculosis, HIV/AIDS, and illnesses caused by tobacco use, as well as considering the public health challenges we still face. This occasion, on the eve of the Union World Conference on Lung Health, gathers friends of The Union, like-minded scientists, academics, activists and politicians all united in continuing the fight against these deadly diseases that too often target the world's most vulnerable people. The funds raised from this dinner will be used to support our next century of global impact.

Corporations and foundations can invest in the Centennial Campaign, recognising that millions of lives have been improved and saved through The Union's work in its first 100 years and that many more will benefit over the coming decades.

	<b>BRONZE €5,000</b>	<b>SILVER €10,000</b>	<b>GOLD €15,000</b>	<b>PRESIDENT'S CIRCLE €20,000</b>
<b>Centennial Dinner guests</b>	Bronze sponsor table for up to 10	Silver sponsor table for up to 10	Gold sponsor table for up to 10	President's Circle table for up to 10
<b>Printed advert in Centennial Dinner programme</b>	-	Quarter page	Half page	Full Page
<b>Sponsor recognition</b>	Name/Logo featured in below as Bronze sponsor:	Name/Logo featured in below as Silver sponsor:	Name/Logo featured in below as Gold sponsor:	Name/Logo featured in below as President's Circle sponsor:

- Centennial Dinner Invitation
- Centennial Dinner Programme
- Sponsor acknowledgment at cocktail reception, dinner, throughout the conference and at The Union Village
- Centennial Campaign sponsors page in The Union Annual Report, website, and on all promotional material for the 8th President's Centennial Dinner



## SUPPORT THE UNION AWARDS

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**Every year The Union presents a series of awards at the Union World Conference to honour outstanding contributions to lung health. The awards are an important and valued way to recognise the work being conducted around the world, from young researchers to lifetime achievers.**

As the sponsor of a Union Award, you will be featured during the award presentation at a key session during the conference. Your organisation will be recognised wherever the awards are promoted, including the conference website, the conference programme, and the conference app.

Uniquely for conference sponsors, your organisation will also be recognised on the main Union website.

Get in touch to find out more about how to exclusively support a Union award.

### **Sponsor The Union Medal**

The Union Medal is The Union's highest honour. It is awarded to Union members who have made an outstanding contribution to the control of tuberculosis or lung health by their scientific work and/or actions in the field.

### **Sponsorship is also available for the following prizes**

#### **The Union Young Investigator Prize**

Acknowledges a researcher for work in lung health published in the past five years, when aged 35 years or younger.

#### **The Union Scientific Prize**

Acknowledges researchers at any stage of their career for work in lung health published in the past five years.

#### **The Karel Styblo Public Health Prize**

Acknowledges a health worker or a community organisation for contributions to tuberculosis control over a period of 10 years or more.



## CONTACT

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To take advantage of any of the opportunities listed above or to find our further information, please contact **[partners@theunion.org](mailto:partners@theunion.org)**

**[worldlunghealth.org](http://worldlunghealth.org)**