



HEADACHE COOPERATIVE OF THE PACIFIC



JANUARY 29-30, 2021

VIRTUAL SPONSORSHIP PROSPECTUS

Dear Colleagues:

It is our pleasure to invite you to support the **HCOP 2021 Winter Conference** (“HCOP21”) as a commercial supporter and/or exhibitor.

About the Headache Cooperative of the Pacific

The Headache Cooperative of the Pacific (HCOP) was formed in the summer of 2007 in response to a growing desire for better communication and education among healthcare providers who treat headache patients.

Modeled after the very successful Headache Cooperative of New England (HCNE) and under the guidance of its Founding President, Steven Graff-Radford, DDS (deceased) and Founding Director Alan Rapoport, MD, HCOP has been incorporated as a non-profit organization whose mission is to promote communication and spread headache information among headache caregivers and researchers, to provide headache education for non-headache specialists, and to increase understanding of headache in the community. Membership is open to all types of headache caregivers and we encourage our patients to form community support groups.

Attendee Profile

HCOP 2021 is open to all healthcare professionals who are focused on improving the quality of patient care for those individuals who suffer from headaches. Some of those attendees are:

- Neurologists
- Emergency medicine physicians
- Family practice physicians
- Internal medicine physicians
- Obstetricians/Gynecologists
- Pain management physicians
- Dentists

Others in attendance include: scientists, researchers, medical educators, nurse practitioners, physician assistants, psychiatrists, and psychologists.

HCOP Mission Statement

The mission of the Headache Cooperative of the Pacific is to promote communication and spread headache information among headache caregivers and researchers, to provide headache education for non-headache specialists, and to increase understanding of headache in the healthcare community through:

- Advancing the science of headache through education and coordinated research
- Providing a forum to link providers of headache care throughout the western states
- Supporting access to appropriate care for our patients
- Increasing awareness about national and international organizations and journals devoted to headache research and patient care

Increase your visibility in the headache and migraine community by sponsoring the HCOP 2021 Conference! Sponsors can expect:

- A focused conference environment ideal for companies dedicated to delivering products and services that support research, diagnostics, and treatment for headache and migraine sufferers.
- Engage with an anticipated audience of 200 physicians, nurses, pharmacists, and other allied healthcare professionals from the U.S. and Canada
- Key branding and direct contact with your audience, with prolonged visibility via conference archives
- Name recognition in the HCOP 2021 meeting program, on the conference website with a link to your company website and on the Sponsorship portal of the virtual event microsite.
- Support the educational mission of HCOP

Why You Should Sponsor HCOP 2021:

- Over 75% of the attendees are prescription writing physicians.
- Complimentary hotlink listing on the HCOP website www.hcop.com
- An Exhibit Hall designed to maximize visibility by increasing the exposure time of sponsors to attendees. A virtual event will allow HCOP to keep content up longer to allow for maximum visibility of sponsors to the 2021 Conference
- Attendance is expected to increase for a virtual event. Since not all attendees will be able to log on at a specific time, the platform will be available for longer, thus giving more exposure to our sponsors to the attendees who are joining either the live or recorded session.
- Each sponsor will be able to offer a variety of promotional materials through the virtual exhibit hall. Additionally, each sponsor will have contact details prominently on display for attendees to easily connect with you for more information.

Thank you for taking the time to review this prospectus and for your consideration as a potential sponsor. We hope that you will join us at our very first virtual HCOP Conference!

Level Support Opportunities

Bronze Level Sponsor

- Final Program and Website Recognition
- Sponsor’s Banner
- Pre-Event Mailing List (only to those that have opted-in to receive emails)
- One Complimentary Registration
- Brochure for Virtual Conference Bag
- Virtual Event Microsite (Sponsor Portal) – Logo, Link to Website, Contact Information
- 10x10 Virtual Exhibit Hall Booth
- One Email blast to Registrants (only to those that have opted-in to receive emails from our marketing partners). PDF format required, and final asset needs to be approved by HCOP.

Silver Level Sponsor

- Everything the Bronze Level Sponsor receives above, PLUS
- Two Complimentary Registrations (instead of 1)
- Post-Event Mailing List (only to those that have opted-in to receive emails).
- 5% off any additional support opportunities (see page 5)

Gold Level Sponsor

- Everything the Silver Level Sponsor receives, PLUS
- 10x20 Virtual Exhibit Hall Booth (instead of 10x10)
- Three Complimentary Registrations (instead of 2)
- 15% off any additional support opportunities (see page 5)

Platinum Level Sponsor

- Everything the Gold Level Sponsor receives above, PLUS
- Two Pre-Event Mailing List (instead of 1)
- Four Complimentary Registrations (instead of 3)
- Two Email blasts to Registrants (instead of 1) (only to those that have opted-in to receive emails). PDF format required, and final asset needs to be approved by HCOP
- 25% off any additional support opportunities (see page 5)

2021 Recognition	Platinum \$60,000+	Gold \$40,000+	Silver \$30,000+	Bronze \$20,000+
<i>Final Program and Website Recognition</i>	✓	✓	✓	✓
<i>Sponsor’s Banner</i>	✓	✓	✓	✓
<i>Pre-Event Mailing List (to those that have opted-in to receive emails)</i>	2	1	1	1
<i>Post-Event Mailing List (to those that have opted-in to receive emails)</i>	✓	✓	✓	
<i>Complimentary Registration(s)</i>	4	3	2	1
<i>Brochure for Virtual Conference Bag</i>	✓	✓	✓	✓
<i>Virtual Event Portal – Logo, Link to Website, Contact Information</i>	✓	✓	✓	✓
<i>Virtual Exhibit Hall Booth</i>	✓	✓	✓	✓
<i>Email blasts to Registrants</i>	2	1	1	1
<i>25% discount on any additional support opportunities (see page 5)</i>	✓			
<i>15% discount on any additional support opportunities (see page 5)</i>		✓		
<i>5% discount on any additional support opportunities (see page 5)</i>			✓	

Additional Support Opportunities

HCOP Refreshment Breaks (3 Opportunities) \$8,000

HCOP will send a package of snacks and/or items to the first 150 attendees who register (i.e.: branded mug or water bottle; mask, etc.). For the lunch break, HCOP will send a “lunch box” or a food delivery gift card from Uber Eats, Door Dash, Grub Hub, etc.

- Friday Afternoon Break
- Saturday Morning Break
- Saturday Lunch Break

HCOP Virtual Conference Bag Advertising \$5,000

A high-visibility opportunity with prime advertising space on the official 2021 HCOP Virtual Conference Bag. This opportunity includes your insert placed prominently at the top of “bag” landing page and your branding on the “bag” wallpaper.

HCOP Virtual Conference Bag Inserts \$3,000

Heighten brand awareness, drive traffic to your exhibit, or promote your product theater presentation with your insert in the 2021 HCOP Digital Exhibitor Bag.

HCOP Virtual Satellite Symposium \$20,000

Level Support Exclusive

The Thursday Satellite Symposia are industry-supported, CME-certified symposia that are offered the day preceding the annual HCOP winter conference. These sessions are not part of the official HCOP winter conference program and are planned solely by the sponsoring company.

Post-Meeting Podcasts \$15,000

Level Support Exclusive

Extend the reach of your research and bring the latest developments to attendees. Available to Platinum and Gold level sponsors, your post-meeting podcast will be available in the industry section of the annual meeting.

Platinum level podcasts will be available January 29, 2021 – April 29, 2021. Gold and Silver level theaters will be available January 29, 2021 – March 1, 2021.

Rotating Digital Ads \$15,000

- Industry Landing Page Top Rotating Banner Ad
- Industry Landing Page Side Rotating Tower Ad
- Industry Landing Page Bottom Rotating Banner Ad
- Secondary Industry Landing Page Top Rotating Banner Ad
- Exhibit Landing Page Top Rotating Banner Ad
- Networking Center Ad

Virtual Product Theater \$15,000

Level Support Exclusive

Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations. Posted in the industry section of the meeting, product theaters are solely promotional in nature and continuing medical education credits may not be offered. Each product theater will be allotted 15 minutes.

Platinum level theaters will be available January 29, 2021 – April 29, 2021. Gold and Silver level theaters will be available January 29, 2021 – March 1, 2021.

Wait Wait Don't Tell Me Wine & Cheese \$15,000

Virtual Reception

HCOP will send sparkling wine and cheese packages to the first 150 attendees that register with a branded item of your choice (i.e.: cheese cutting board, wine opener, etc.)

Zen Sessions \$2,500

Morning yoga and afternoon brain breaks will be available to attendees Friday-Saturday morning. Supporter will receive recognition on the zen session landing page and in remarks at the beginning and end of each zen session.

To secure your opportunity, contact:

HCOP Exposition and Support Sales
 Maripat Traino, Program Manager
hcop@hcop.com / 856.423.7222 x263

Offerings and pricing are subject to change.

Exhibit Opportunities

The exhibit hall will be moving to the virtual platform, the mock floor plan will allow attendees to navigate through each company's enhanced listing with added visibility to promote their program, services, provide handouts/literature, and video demonstrations.

Note that the new format enables far longer exposure that would otherwise have been the case: registered attendees can access sessions a day before the conference officially launches, throughout the conference, and for 6 months afterward. Sponsors and exhibitors will have added visibility through the virtual platform with more opportunities for logo recognition, enhanced company listings, videos, and advertisements.

10x20 VIRTUAL EXHIBIT BOOTH	\$10,000	10x20 Non-Profit Booth	\$5,000
10x10 VIRTUAL EXHIBIT BOOTH	\$6,000	10x10 Non-Profit Booth	\$3,000

Exhibitors will be able to connect with attendees and generate leads through our event portal which will feature opportunities for leads and an interactive trade show floor plan.

Exhibit Space Includes:

- 10x10 or 10x20 Virtual Exhibit Hall Booth
- Complimentary Registration (1 for 10x10 booth, 3 for 10x20 booth)
- Company Contact Information (including contact, website, and phone number listings)
- Recognition on Event Website
- Extended Visibility for 6 months Post Conference

TERMS AND CONDITIONS

SHOW MANAGEMENT for the HCOP 2021 Conference of the Headache Cooperative of the Pacific ("HCOP 2021") is provided by TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222 x435, Fax (856) 423-3420. Email HCOP@hcop.com with any questions about these Terms and Conditions.

ELIGIBLE SPONSORS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product applying to sponsor the Show and further reserves the right to reject ineligible applications.

CANCELLATION OR WITHDRAWAL: Cancellation of sponsorship, reduction of sponsorship, and any refund of fees are subject to the following conditions: Sponsors shall give written notice of cancellation to SHOW MANAGEMENT no less than 60 days prior to the opening of the Conference. If written notice is received more than 60 days prior to Conference opening, the sponsorship fee less a 50% cancellation charge will be refunded to the Sponsor. No refunds will be allowed for any cancellation less than 60 days prior to the opening of the Conference. SHOW MANAGEMENT reserves the right to re-sell sponsorships upon cancellation.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of New Jersey.

LIMITATION OF LIABILITY: Sponsors and Exhibitors agree to make no claim for any reason whatsoever against SHOW MANAGEMENT, HCOP, and the virtual platform, including the respective officers, directors, employees, and agents of these entities, and save them free and harmless from any and all liability whatsoever for loss nor any consequential damage to business for failure to provide space for the exhibit, or for failure to hold the Show as scheduled. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend and save SHOW MANAGEMENT, HCOP, and the Venue from claims, losses, including governmental charges for fines and attorney's fees related to the use of the Show platform or any

part thereof. In addition, Sponsors and Exhibitors acknowledge that HCOP cannot and will not maintain insurance covering the Exhibitor's property, and that it is the sole responsibility of each Exhibitor to obtain business interruption and property insurance covering any such losses. THE ABOVE-CITED REGULATIONS, as well as all conditions stated in the Prospectus and the exhibit application, become a part of the contract between the Exhibitor, SHOW MANAGEMENT, and HCOP.

FORCE MAJEURE: In the event the Show is impacted, whether for the entire event or a portion of the event, as a result of technical difficulties, health pandemics, company restrictions, or other such cause, or as a result of government intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT or HCOP has no control; or should SHOW MANAGEMENT or HCOP decide, because of such cause, that it is necessary to cancel or postpone the exposition or reduce Show time, SHOW MANAGEMENT and HCOP shall not be liable to indemnify or reimburse Exhibitors in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO SPONSOR: SHOW MANAGEMENT and HCOP reserve the right to terminate without notice any Sponsor's right to sponsor if the Sponsor or any of its representatives fail to observe the conditions of these Terms and Conditions or, in the opinion of SHOW MANAGEMENT or HCOP, the Sponsor is conducting business in an unethical or unprofessional manner. Such Sponsors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT and HCOP reserve the right to make changes, amendments, and additions to these Terms and Conditions as considered advisable for the proper conduct of the Show, with the provision that all Sponsors will be notified of such changes.



APPLICATION FOR SUPPORT/EXHIBIT SPACE AT HCOP 2021

EXHIBITOR / SUPPORTER CONTACT INFORMATION

First: _____ Last: _____ Credentials (MD, PharmD, etc.) _____
 Company: _____ Title _____
 Address: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

LEVEL SPONSORSHIPS

- Platinum Sponsor - \$60,000
- Silver Sponsor - \$30,000
- Gold Sponsor - \$40,000
- Bronze Sponsor - \$20,000

SPONSORSHIP OPPORTUNITIES

- Virtual Satellite Symposium* - \$20,000
 - Virtual Product Theater* - \$15,000
 - Wait, Wait Don't Tell Me Wine & Cheese Virtual Reception - \$15,000
 - Post Meeting Podcasts* - \$15,000
 - Rotating Digital Ads - \$15,000
 - Refreshment Break (Friday Afternoon) - \$8,000
 - Refreshment Break (Saturday Morning) - \$8,000
 - Refreshment Break (Saturday Lunch) - \$8,000
 - Virtual Conference Bag Advertising - \$5,000
 - Virtual Conference Bag Inserts - \$3,000
 - Zen Sessions - \$2,500
 - Mailing Lists - \$1,250
- *Level Support Exclusive*

VIRTUAL EXHIBIT OPPORTUNITIES

- 10x20 Virtual Exhibit Booth - \$10,000
- 10x20 Non-Profit Booth - \$6,000
- 10x10 Virtual Exhibit Booth - \$5,000
- 10x10 Non-Profit Booth - \$3,000

DEADLINE TO SUBMIT APPLICATION IS MONDAY, NOVEMBER 16, 2020

PAYMENT INFORMATION

Once this application is received by Maripat Traino at Talley Management Group, Inc. ("SHOW MANAGEMENT"), and if the opportunity is still available, the Company contact person will receive a formal Letter of Agreement. If the opportunity is no longer available, the Company contact person will receive notification so that another opportunity may be selected. **Payment IN FULL from the Company is expected within 15 business days of submission of application to exhibit or support.**

Check Payment (PREFERRED METHOD):

Please make check(s) payable in U.S. funds to: **Headache Cooperative of the Pacific**
 Send check with completed Application/Contract to: **HCOP 2021 Winter Conference – Exhibits** 147 Acorn Drive, Mt. Royal, NJ 08061

Credit Card Payment (please note, final amount will include a 2.2% credit card processing fee):

Visa MasterCard American Express Amount to be charged to card: _____
 Account # _____ Exp. Date _____ Sec. Code _____
 Name on card: _____ Signature: _____
 Billing Address if different from above: _____