Phoenix World Burn Congress is the world’s largest gathering of burn survivors, their families, and medical and fire service professionals. It is a life-changing event that connects attendees with support resources, educational programming and most importantly, each other. It is through these shared experiences that healing begins, because we have learned that nothing heals survivors like other survivors.

Phoenix World Burn Congress is a reflection of our community in action where all come together to offer support, increase their knowledge of burn recovery and share inspiring stories. For many burn survivors, it is their first opportunity to connect with others on the journey of burn recovery.

The Congress is also a valued learning experience for burn care professionals. Through workshops, speakers and peer-to-peer dialogue, professionals gain a better understanding of the issues that impact the lives of burn survivors.

**EVENT DETAILS**

September 12 - 15, 2018
Grand Rapids, MI

**CONFERENCE HOTEL:**
Amway Grand Plaza Hotel
187 Monroe NW
Grand Rapids, MI 49503
Who is the Phoenix Society for Burn Survivors?

Medical advancements have increased burn survival rates significantly. But survival is not enough. People who suffer burn injuries often have a challenging time getting back to living. Working with survivors, families, healthcare professionals, fire service professionals and donors, the Phoenix Society for Burn Survivors is uniting the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery and burn prevention. We bring hope and healing to survivors and loved ones—anytime, anywhere.

PHOENIX UBelong Youth & Family Programming

Young burn survivors, their siblings, and children of adult burn survivors often face unique challenges. Phoenix UBelong provides developmentally appropriate programming designed to meet the needs of the entire family. Approximately 200 attendees benefit from this unique 3-day experience that is run by a collaborative team of experts from across the globe.

UBelong Highlights

• Age-focused, innovative small group programs for 7-17 year olds, including a focused program track for youth attendees and a focused program track for teen attendees
• Young adult program and mentor opportunities for 18-25 year olds
• Supportive workshops for parents and family members

PHOENIX WORLD BURN CONGRESS IMPACT

• Over 900 participants from 10 countries attend WBC
• Attendee composition: 69% - burn survivors/families 22% - burn care professionals 5% - firefighters
• 42% of participants are first-time attendees each year
• Over 100 organizations invested in burn care come together
• Over 80 speakers deliver vital burn recovery information
• More than 300 volunteers offer time and talent to make the event possible
• Public perception of disfigurement is changed through newsprint articles, TV and radio spots, and social media exchanges throughout the year

PROGRAM HIGHLIGHTS

Celebrate a powerful week of connection and community including:

• A Walk of Remembrance to honor those who have lost loved ones to burn injuries and advocates for burn prevention
• Inspirational presentations from survivors, burn care professionals, therapists and firefighters
• Sessions and workshops on the latest burn care treatments as well as physical, psychological, and social recovery initiatives
• Inspiration and strength from others who’ve walked the same journey
• Continuing education opportunities with sessions customized to your role as a healthcare professional
Phoenix Society is the only national nonprofit bringing together all constituents of the burn community: survivors, their families, burn care professionals and the fire services, to ensure that no survivor ever has to make the journey alone. We are uniting the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery and burn prevention. **Join us today and put hope and healing into action.**

Sponsorships help to underwrite program costs for attendees. Keeping registration fees low makes Phoenix World Burn Congress accessible to thousands each year.

**Sponsor Benefits**

Sponsorship of Phoenix World Burn Congress provides valuable support to the burn community. Our sponsorship program is adaptable to meet the needs of your organization. We view you as a partner in our mission and will customize a sponsorship package that meets your goals and the needs of your organization.
Exclusive Signature Sponsorship

SIGNATURE SPONSOR BENEFITS

Phoenix Society offers the opportunity for one sponsor to be the exclusive supporter and co-presenter of the Phoenix World Burn Congress event. The Signature Sponsor provides the cornerstone of support for this life-changing event and involves a minimum 3-year commitment of $100,000 annually.

Your support as a Signature Sponsor places you center-stage at this major event and innovative center of healing for burn survivors. You not only sponsor the Phoenix World Burn Congress program, but also provide innovative programs that rebuild lives of survivors and families across the country and around the globe.

The $300,000 ($100,000 for 3-years) investment serves to both underwrite expenses associated with the Phoenix World Burn Congress program, as well as provide meaningful support of the Phoenix Society’s mission to build a community for transformational healing.

As a Signature Sponsor, you receive all of the benefits of the Lead Event Sponsor and much more with reach well beyond the event:

• Opportunity to be part of the Phoenix World Burn Congress branding that is placed on every piece connected with Phoenix World Burn Congress (i.e. Phoenix World Burn Congress – Presented by: )
• Prominent recognition on Phoenix Society World Burn Congress information and promotional materials including: flyer, social media posts and electronic communication, printed registration brochure, event program and signs, and webpages containing Phoenix World Burn Congress information
• Recognition on enduring resources and materials such as articles in Burn Support Magazine, webinars, and audio recordings
• Opportunity to customize your sponsorship package with features that bring you the greatest impact before opportunities are offered to other sponsors

Your exclusive sponsorship will make a significant impact in the lives of burn survivors. If you have any questions about the benefits listed or would like to customize your package, please call our Development Department at 800.888.2876.
Lead Event Sponsorship

LEAD EVENT SPONSOR BENEFITS

Lead Event Sponsor is a commitment for one Phoenix World Burn Congress event and is limited to two sponsors at $75,000 each.

- Opportunities to raise awareness, advance recovery, educate the community and strengthen relationships. Inclusion in all media and public communication platforms.
  - Quoted in Phoenix World Burn Congress Press Releases for media coverage
  - Logo recognition on promotional materials as Lead Sponsor—flyer, registration brochure, Phoenix WBC website, and conference program

- Visibility at Phoenix World Burn Congress Event
  - Speaking opportunity to address Phoenix WBC 2018 attendees
  - Optional opportunity to host an additional gathering or conduct a tour of your facility for event attendees (at expense of sponsor)
  - Placement of branded give-away and organization information in each attendee gift/info bag
  - Logo on event signs and on main auditorium presentation screens
  - Complimentary exhibit booth (includes 1 exhibitor registration)
  - Admission for up to 10 organization representatives to the annual donor reception, Walk of Remembrance, and Closing Celebration celebration
  - 12 complimentary full registrations to attend Phoenix WBC including a table at the Saturday evening Closing Celebration
  - Reserved VIP seating at sessions
  - Customizable features exclusive to your organization including opportunities for your staff to engage in volunteer capacities to advance greater social responsibility

Your event sponsorship will make a significant impact in the lives of burn survivors. If you have any questions about the benefits listed or would like to customize your package, please call our Development Department at 800.888.2876.
Sponsorship Packages

PHOENIX WBC DIAMOND SPONSOR BENEFITS
$$50,000$$

- 10 complimentary registrations to attend Phoenix World Burn Congress including the Phoenix WBC Closing Celebration
- Complimentary exhibit booth (includes 1 exhibitor registration)
- On-stage recognition in main auditorium during program
- Sponsor recognition in Phoenix Society social media posts
- Logo and link to your website featured on the Phoenix World Burn Congress website
- Prominent placement of your logo on all event signage and main auditorium scrolling presentation screens during breaks
- Logo and sponsor message printed in registration brochure and conference program
- Introduce speaker during a general session or breakout of choice
- Invitation to the annual donor reception, Walk of Remembrance, and Closing Celebration
- Privilege of including printed material or a token gift in all attendee tote bags

RECOGNITION CHOICES

Choose one of the following features:
- Presenting sponsor of Phoenix UBelong youth and family program
- Walk of Remembrance sponsor
- Closing Celebration sponsor
- Customizable recognition features available

SOLD

PHOENIX WBC PLATINUM SPONSOR BENEFITS
$$25,000$$

- 2 complimentary registrations to attend Phoenix World Burn Congress, including the Phoenix WBC Closing Celebration
- Complimentary exhibit booth (includes 1 exhibitor registration)
- On-stage recognition in main auditorium during program
- Sponsor recognition in Phoenix Society social media posts
- Logo and link to your website featured on the Phoenix World Burn Congress website
- Logo on all sponsor signage at the event and main auditorium presentation screens during breaks
- Logo printed in registration brochure and conference program
- Invitation to the annual donor reception, Walk of Remembrance, and Closing Celebration

RECOGNITION CHOICES

Choose one of the following features:
- Congress attendee bags
- Attendee t-shirts
- Wellness Center Sponsor
- Talent Show Sponsor
- Phoenix UBelong t-shirts
- Customizable recognition features available

SOLD
Sponsorship Packages

PHOENIX WBC GOLD SPONSOR BENEFITS

$10,000

- Logo and link to your website featured on the Phoenix World Burn Congress website
- Logo on all sponsor signage at the event and main auditorium presentation screens during breaks
- Logo printed in registration brochure and conference program
- On-stage recognition in main auditorium during program
- Invitation to the annual donor reception, Walk of Remembrance, and Closing Celebration

RECOGNITION CHOICES

Choose one of the following features:
- Attendee at-a-glance
- Attendee Lanyards
- Customizable recognition features available

PHOENIX WBC BRONZE SPONSOR BENEFITS

$2,500

- Name on the Phoenix World Burn Congress website
- Name on all sponsor signage at the event
- Name printed in registration brochure and conference syllabus
- Invitation to annual donor reception, Walk of Remembrance, and Closing Celebration

CONTRIBUTOR LEVEL SPONSORSHIP

Sponsor support of all levels is appreciated and goes directly to making this life-changing program available to those who need it most.
## Sponsorship Comparison Chart

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>DIAMOND $50,000</th>
<th>PLATINUM $25,000</th>
<th>GOLD $10,000</th>
<th>SILVER $5,000</th>
<th>BRONZE $2,500</th>
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<tbody>
<tr>
<td>Complimentary registrations for WBC including Saturday Closing Celebration</td>
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<td>Complimentary exhibit booth (3-day event) + 1 exhibitor registration</td>
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<td>On-stage recognition in main auditorium during program</td>
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<td>Recognition in Phoenix Society social media posts</td>
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<tr>
<td>Company name (Logo upgrade)* and website link featured on Phoenix WBC website</td>
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<td>SIGNAGE</td>
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<td>Prominent logo on all event signage and main auditorium scrolling presentation screens during breaks</td>
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<tr>
<td>Company name (Logo upgrade)* on sponsor signage and main auditorium scrolling presentations during breaks</td>
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<td>Name on all sponsor signage at event</td>
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<td>PRINTED MATERIALS</td>
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<td>Company name (Logo upgrade)* (and message upgrade)** printed in registration brochure and conference program</td>
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<td>Introduction of speaker during general session or breakout of choice</td>
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<td>Inclusion of printed material or token gift in all attendee tote bags</td>
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<td>Invitation to Annual Donor Reception, Walk of Remembrance, and Closing Celebration</td>
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<td>EXCLUSIVE RECOGNITION IN CHOICE OF ONE ITEM FROM LIST NOTED</td>
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<td>A • Presenting sponsor of Phoenix UBelong youth &amp; family program</td>
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<td>• Walk of Remembrance sponsor</td>
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<td>• Closing Celebration sponsor</td>
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<td>• Recognition feature customized for you</td>
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<td>B • Congress attendee bags</td>
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<td>• Attendee t-shirts</td>
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<td>• Wellness center sponsor</td>
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<td>• Phoenix UBelong t-shirts</td>
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<td>C • Attendee at-a-glance guide</td>
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<td>• Attendee lanyards</td>
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<td>• Recognition feature customized for you</td>
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<td>D • UBelong kids and teens lunch (3 available)</td>
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<td>• Young adult workshop and team building experience</td>
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<td>• Phoenix UBelong – kids and teens special experience</td>
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<tr>
<td>• Family recovery series</td>
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* = Available in all tiers
** = Available in Diamond and Platinum tiers
Phoenix World Burn Congress

Exhibitor Opportunities

WHY EXHIBIT?
Phoenix World Burn Congress 2018 is your opportunity to unite your company with the largest gathering of burn survivors in the world!

Exhibitors will have the opportunity to:
• Meet burn center staff, burn survivors, and fire fighters from across the nation and internationally who are actively involved in burn care support and prevention at their local level
• Display current advancements in burn care, rehabilitation, and prevention
• Network with attendees in the exhibit area and at social events
• Attend the educational and inspirational sessions throughout the conference
• Gain inspiration and knowledge from our community

EXHIBIT HALL LOCATION AND SCHEDULE

Location
Devos Place
303 Monroe Ave NW
Grand Rapids, MI 49503

Wednesday, September 12, 2018
Exhibitor Load-in:
12:00pm - 3:00pm
(Exhibitions must be intact by 3:00pm)
Exhibition Hours:
3:00pm - 7:30pm

Thursday, September 13, 2018
Exhibition Hours:
8:00pm - 5:00pm

Friday, September 14, 2018
Exhibition Hours:
8:00am - 2:00pm
Exhibitor Load-out:
2:00pm - 4:00pm
(Exhibitions must be dismantled by 4:00pm)

BOOTH EXHIBITS

As a Signature, Lead Event, Diamond or Platinum sponsor, you enjoy complimentary booth space.
• Standard exhibit booth rates for non-sponsors is $1,000 US.
• All other sponsors receive a specially reduced rate of $750 US.

To assist your marketing efforts, exhibitors will receive the following included with each 10’ x 10’ exhibit space:
• One (1) full-access registration for the conference and social events
• Two (2) exhibit-only registrations for booth personnel
• A company profile in our conference program

ON-SITE SPECIAL EVENTS
Several special events and attractions are planned to offer maximum exposure for exhibitors and to drive traffic through the exhibit hall, including:
• Exhibitor acknowledgement during the general sessions
• Designated exhibit times
• Events within exhibit area
• Drawing for attendees that visit all exhibitor booths
• Meal functions on site
• Closing Celebration event on Saturday night
EXHIBITOR/SPONSORSHIP FORM

SIGN ME UP!

Name _______________________________ Phone ____________________

Company ______________________________________________________

Address _______________________________________________________

City ___________________________ State _______ Zip _____________

Email ________________________________

Exhibitor Booth Contact ___________________________ Phone _________________

Email ________________________________

PLEASE SELECT YOUR EXHIBITOR OR SPONSORSHIP LEVEL

Upper Tier Sponsor: **Booth cost is complimentary**


Sponsor Level: **Booth cost is $750**


| Sponsor discount | Booth cost: $750 | Sponsor comp booth cost: $0 |

(Upper Tier sponsor levels only)

Notes & Recognition ________________________________

PAYMENT SELECTION

<table>
<thead>
<tr>
<th>Invoice Me</th>
<th>Check (made payable to Phoenix Society Inc.)</th>
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<tr>
<th>Credit Card:</th>
<th>Card Type: VISA MasterCard Am. Exp.</th>
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<tr>
<th>AMOUNT DUE</th>
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<tr>
<th>Booth Cost:</th>
<th>Sponsorship:</th>
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| TOTAL DUE: | |

Sponsor and Exhibitor Agreement: To secure your sponsorship, a 50% deposit of the sponsorship amount must be received by Phoenix Society along with this completed form. Exhibitors must submit payment along with this completed form to secure space. Final payments must be received by July 20, 2018. Due to the nature of sponsorships and the benefits received, sponsorship cancellations are not accepted.

Signature ___________________________ Date __________________

Questions about the Phoenix WBC or sponsorships? Contact us at 800.888.2876 or development@phoenix-society.org.
Vision
Uniting the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery, and burn prevention.

Mission
Phoenix Society for Burn Survivors
Building a Community for Transformational Healing

FUTURE EVENTS
Phoenix World Burn Congress:
2019 - Anaheim, CA (October 2-6)  
2020 - Providence, RI (October 21-24)

Questions about Phoenix World Burn Congress or sponsorship? Contact us at 800.888.2876 or development@phoenix-society.org

Vision Partner: AlloSource

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