



2025 INVITATION TO PARTNER



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An invitation to Engage with SOAP in 2025



Heather Nixon, MD,
SOAP President

The Society for Obstetric Anesthesia and Perinatology (SOAP) is excited to invite you to join us as a corporate sponsor. With over 2,000 members globally, SOAP is the premier community for obstetric anesthesiology. Our mission is to advance and advocate for the health of pregnant women and their babies through research and education.

SOAP sponsorship offers year-round engagement for commercial organizations, enabling knowledge-sharing and collaboration with SOAP leaders and members. Importantly, we listen to our sponsors' feedback to optimize their experience. We are excited to share improvements that we have made based on solicited feedback from last year's annual meeting.



Brandon Togioka, MD
SOAP Industry and Sponsor
Subcommittee Chair

Sponsorship benefits include opportunities at the 2025 Annual Meeting, Virtual Fall Forum, and year-round communication benefits, which allow you to showcase products and services, gain recognition and exposure, and differentiate yourself from your competitors. SOAP members represent leaders within obstetric anesthesiology. This is your opportunity to "influence the influencers" that shape obstetric anesthesia practice nationally and internationally.

Thank you for considering SOAP as a potential partner for the upcoming year.

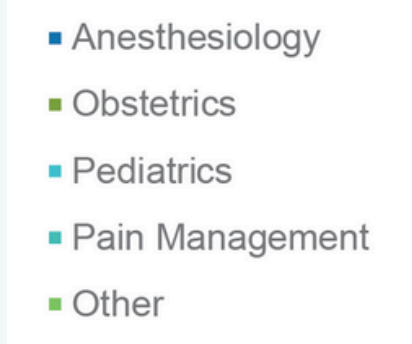
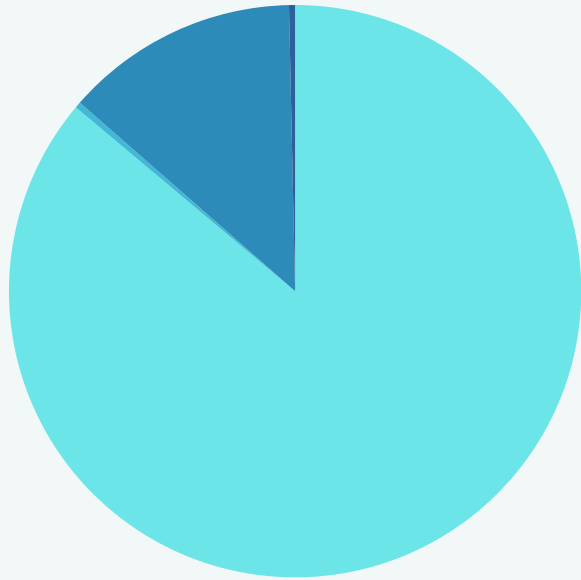
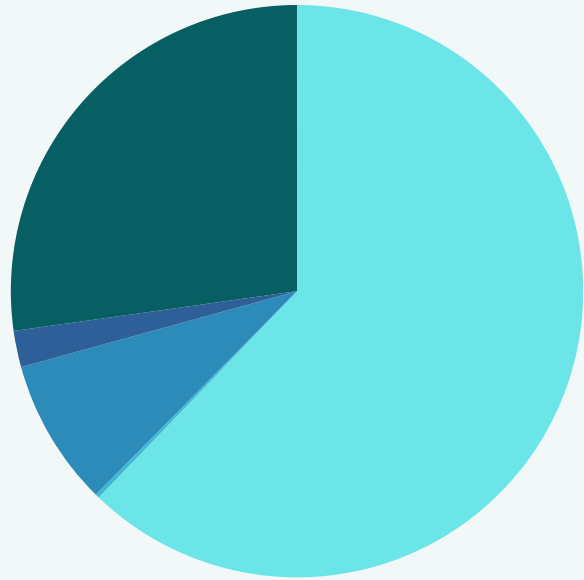
About SOAP

The Society for Obstetric Anesthesia and Perinatology (SOAP) was founded in 1968 to provide a forum for discussing problems unique to the peripartum period. With a global community of over **2,000 members**, SOAP is comprised of anesthesiologists, obstetricians, nurse anesthetists, pediatricians, and basic scientists who share an interest in the care of the pregnant patient and the newborn.

SOAP's mission is to advance and advocate for the health of pregnant women and their babies through research, education, and best practices in obstetric anesthesia care.

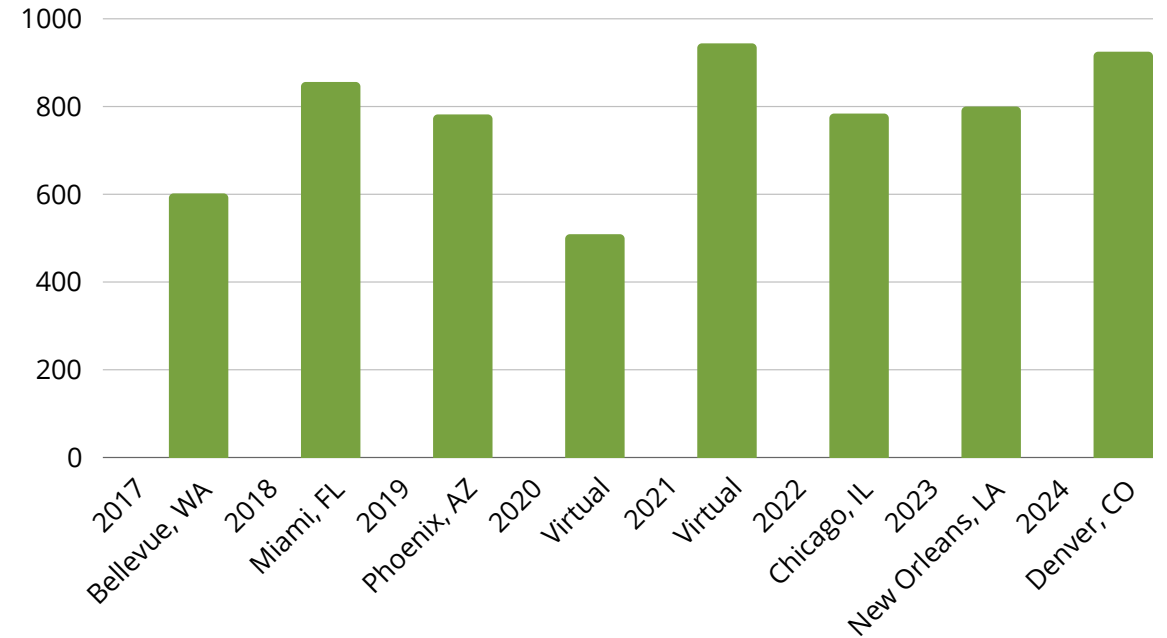
Our vision is safe and equitable care for women and newborns everywhere, and you can be an important contributor toward achieving that vision.





Why be a Sponsor?

Obtain access to the SOAP Global Audience.
Consistent Access to Qualified Leads.





What our Sponsors are Saying

Our company sees attending SOAP as an outstanding opportunity to collaborate with obstetric anesthesiologists, a partnership crucial for developing relevant and effective healthcare solutions. We encourage other companies to attend SOAP to strengthen their clinician partnerships. It's an excellent platform for discussing healthcare challenges and purposefully innovating to meet unmet clinical needs and elevate the standard of care.





ABOUT THE 2025 ANNUAL MEETING

Portland, Oregon
April 30th – May 4th

Now, in its 57th year, the SOAP Annual Meeting brings together leaders in the field of obstetric anesthesia and perinatology to share the latest research and advances in the practice of obstetric anesthesia and collaborate for future advancements in the field.

EVENTS & ATTRACTIONS

to drive traffic to your booth!



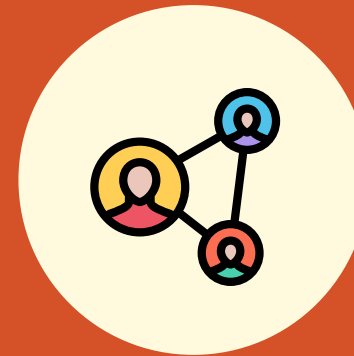
Hours of dedicated
Exhibit Hall time



Welcome Reception
in the Exhibit Hall



Breakfasts and
breaks in the
Exhibit Hall



Add on partner
opportunities to drive
Exhibit Hall traffic



Marketing and main
stage promotion to
encourage traffic to
the Exhibit Hall

IMPORTANT DATES



Sponsorship Opens

October 1, 2024

Sponsorship Closes

April 16, 2025

Move In

April 30, 2025

Move Out

May 4, 2025

Exhibit Hall Hours

(tentative - subject to change)

Wednesday, April 30

Welcome Reception
6:00pm-8:00pm

Thursday, May 1

Exhibit Hall: 7:00am-3:30pm

Friday, May 2

Exhibit Hall: 7:00am-3:30pm

Saturday, May 3

Exhibit Hall: 7:00am-1pm

Breakfast and Coffee Breaks will be held in Exhibit Hall, which will close each day after last break.

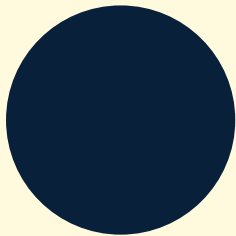


Sponsor Packages

Please select one of the following Sponsor Packages to suit your needs and budget. Annual Meeting participation requires the purchase of a Sponsorship Package.

Diamond Sponsor

\$35,000



1 available

Benefits at the Annual Meeting in Portland

- One 10'x20' booth
- Six complimentary badges for booth staff; register additional staff at \$250 each
- Sponsored luncheon OR happy hour, in addition to a 1.5 hour moderated product development/research session
- One hour-long focus group to garner market insight at the Annual Meeting
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list
- Lead retrieval opportunity (additional cost)

Marketing Opportunities in 2025

- Two full-page ads in the digital program and two banner ads on the mobile app
- Two email distributions to SOAP membership list, by 12/31/25
- Two social media posts across SOAP social media platforms, by 12/31/25

Virtual Event Opportunities in 2025

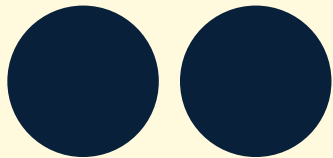
- Acknowledgement as a Diamond Sponsor of SOAP's Virtual Highlights Event, SOAP Fundamentals, and the SOAP Fall Forum
- Promotion of a sponsor-produced non-CME webinar to SOAP membership, by 12/31/25
- Up to four sponsor-produced non-CME virtual learning webinars hosted in the SOAP Learning Center for on-demand accessibility through 12/31/25
- Opportunity to provide SOAP with list of individuals to advertise two sponsor-produced virtual focus group meetings through 12/31/25

SELECT

SELECT

Platinum Sponsor

\$25,000



2 available

Benefits at the Annual Meeting in Portland

- One 10'x10' booth in a choice location
- Four complimentary registrations for booth staff
- Opportunity to register additional staff for exhibit-only badges at \$250 each
- One lunch or happy hour workshop (diamond sponsors get first choice; selection opportunities on first-come basis; see page 12)
- One 1-hour in-person focus group with SOAP members (selected by the Annual Meeting Committee) during the Annual Meeting
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list
- Lead retrieval opportunity at additional cost

Marketing Opportunities in 2025

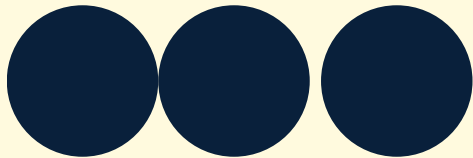
- Banner ad in the annual meeting mobile app
- One full-page ad in annual meeting the digital program
- One email distribution to full SOAP membership list by 12/31/2025
- Two social media posts across SOAP social media platforms by 12/31/2025

Presentation Opportunities in 2025

- Acknowledgement as a Diamond Sponsor of SOAP's Virtual Highlights Event, SOAP Fundamentals, and the SOAP Fall Forum
- Promotion of a sponsor-produced non-CME webinar to SOAP membership during 2025
- Up to three sponsor-produced non-CME virtual learning webinars hosted in the SOAP Learning Center for on-demand accessibility through 12/31/25
- Opportunity to advertise one sponsor-produced virtual focus group meeting through 12/31/2025

Gold Sponsor

\$18,000



3 available

Benefits at the Annual Meeting in Portland

- One 10'x10' booth in a choice location
- Three complimentary registrations for booth staff; register additional staff at \$250 each
- One happy hour workshop (selection opportunities on first-come basis after the diamond sponsors have selected their luncheon times)
- One thirty minute focus group with SOAP members
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list
- Lead retrieval opportunity (additional cost)

Marketing Opportunities in 2025

- One half-page ad in the digital program and one banner ad on mobile app
- One email distribution to SOAP membership list, by 12/31/2025
- One social media posts across SOAP social media platforms, by 12/31/2025

Presentation Opportunities in 2025

- Acknowledgement as a Platinum Sponsor of SOAP's Virtual Fall Forum in 2025
- Promotion of a sponsor-produced webinar to SOAP membership by 12/31/2025
- Up to two sponsor-produced virtual learning webinars hosted in the SOAP Learning Center
- for on-demand accessibility until 12/31/24

SELECT

SILVER SPONSOR

\$6,000

UNLIMITED

Benefits at the Annual Meeting in Portland

- One 10'x10' booth
- Two complimentary meeting registrations for booth staff; register additional staff at \$250 each
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list

Marketing Opportunities (additional cost)

- Lead retrieval opportunity (additional cost)
- One quarter-page ad in the digital program and one banner ad on mobile app (additional cost)
- One email distribution to SOAP membership list (additional cost)
- Two social media posts across SOAP social media platforms (additional cost)

SELECT

TABLETOP NON-PROFIT PARTNERS ONLY

\$1,000

Unlimited

Benefits at the Annual Meeting in Portland

- One 8' table with two chairs, in foyer outside exhibit hall
- One complimentary meeting badge for booth staff

SELECT



SHOWCASE YOUR BRAND AT THE SOAP ANNUAL MEETING WELCOME RECEPTION

Ensure attendees know of your support for SOAP by adding a special Welcome Reception sponsorship. This year's Welcome Reception will be held Wednesday, April 30, from 6-8 pm.

SHOWCASE YOUR BRAND AT THE SOAP ANNUAL MEETING WELCOME RECEPTION



BRANDED 3-D PHOTO BOOTH

**\$3,000
Exclusive**

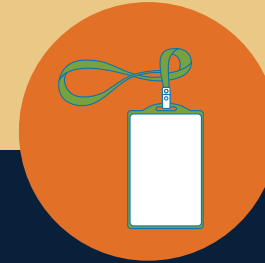
**Provide attendees with a
lasting memory tied to
your brand!**

- **Includes logo integrated into photo booth**
- **Photos are texted/emailed to attendees**
- **See examples**



SELECT

ADD VISIBILITY THROUGHOUT THE CONFERENCE



Lanyards

\$2,500

Exclusive

**Includes one-color sponsor
logo on lanyards distributed
at registration**

SELECT

**PROMOTE YOUR BRAND
THROUGH THESE EXCITING
PARTNER OPPORTUNITIES**



thank
· Y · O · U ·

TO OUR 2024 SPONSORS

1



Diamond



Platinum

Silver



Non-profit Partners



SIGN UP TODAY!

We look forward to working with you, not only for the Annual Meeting, but also for year-round exposure.

Sponsorship opportunities are designed for organizations offering products, equipment, and services that benefit the development of SOAP members or promote maternal health. SOAP reserves the right to determine eligibility of any sponsor.

Availability may be limited. Sponsorship opportunities are offered on a first-come, first-served basis.

- ✔ **Select your opportunities and complete the purchase agreement**
Selection & Purchase Form
- ✔ **Review terms and conditions**
 - Policies, Terms and Conditions
- ✔ **Provide materials**
 - Exhibitor Kit to be provided
 - Art upload link to be provided
- ✔ **Register your Annual Meeting attendees/booth staff**
- ✔ **Make hotel and travel reservations**