



# 2027 INVITATION TO PARTNER

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# An invitation to Engage with SOAP in 2027



Grace Lim, MD  
SOAP President



Melissa Kreso, MD  
SOAP Industry and Sponsor  
Subcommittee Chair

The Society for Obstetric Anesthesia and Perinatology (SOAP) invites you to partner with us as a valued corporate sponsor.

With over 2,000 members worldwide, SOAP is recognized as the leading community for obstetric anesthesiology, uniting experts, innovators, and decision-makers dedicated to advancing the care of pregnant patients and their babies.

Sponsorship with SOAP offers more than just visibility; it provides meaningful year-round engagement with the leaders shaping the future of obstetric anesthesia. From premier exposure at our 2027 Annual Meeting to ongoing opportunities to showcase your products, services, and expertise, SOAP provides a platform to elevate your brand, drive impactful connections, and gain exclusive access to key influencers in the field.

We value our industry partners and actively incorporate sponsor feedback to enhance your experience. Many of the improvements for this year's sponsorship program are a direct result of listening to our partners.

When you partner with SOAP, you're not just sponsoring an event; you're becoming part of a global network committed to innovation, education, and excellence in maternal and neonatal health.

We would be thrilled to welcome you as a corporate sponsor for the upcoming year.

Let's advance the future of obstetric anesthesia together.

# 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.

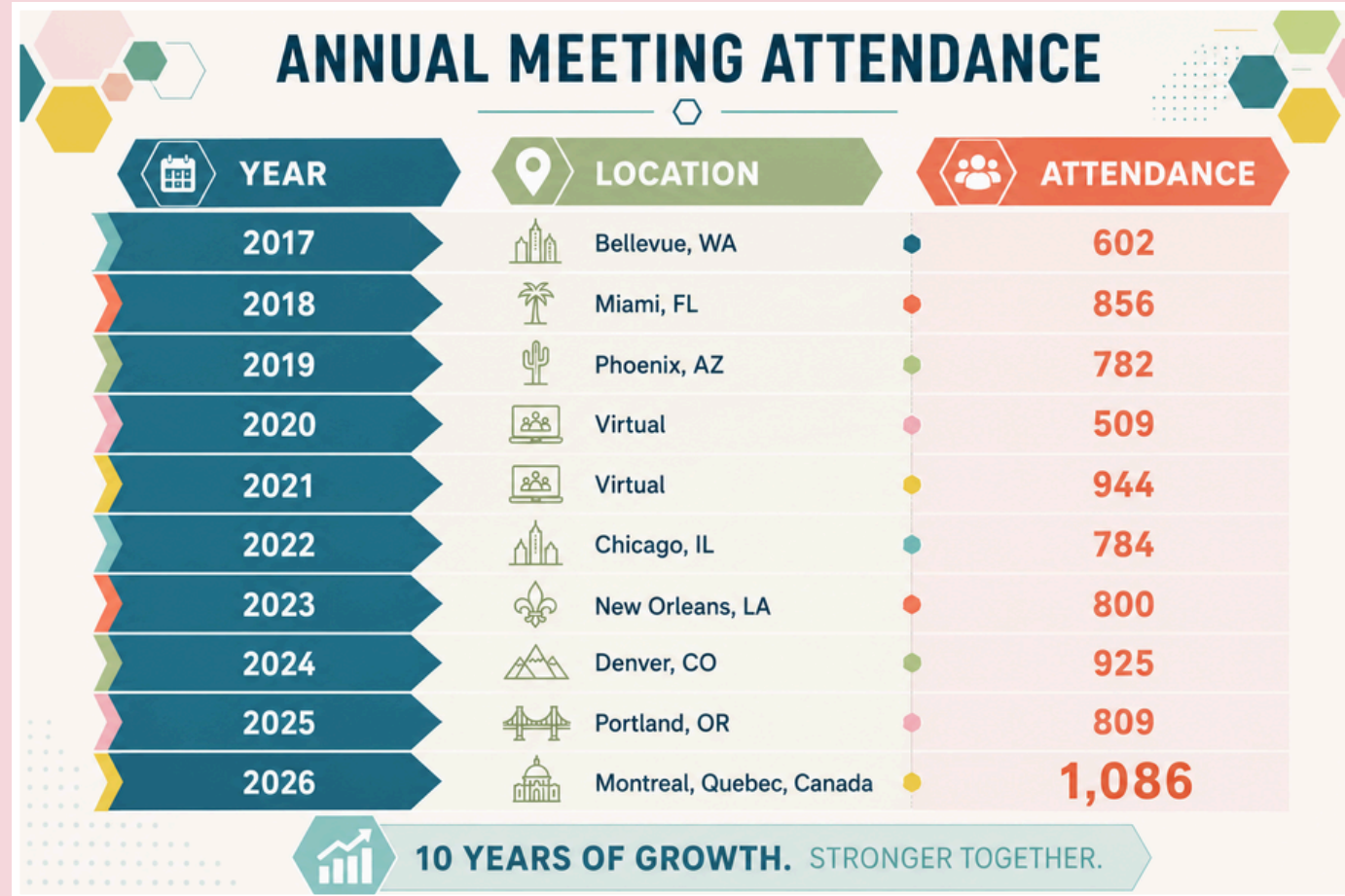
SOAP's mission is to **advance and advocate for the health** of pregnant women and their babies through research, education, and best practices in obstetric anesthesia care.

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.

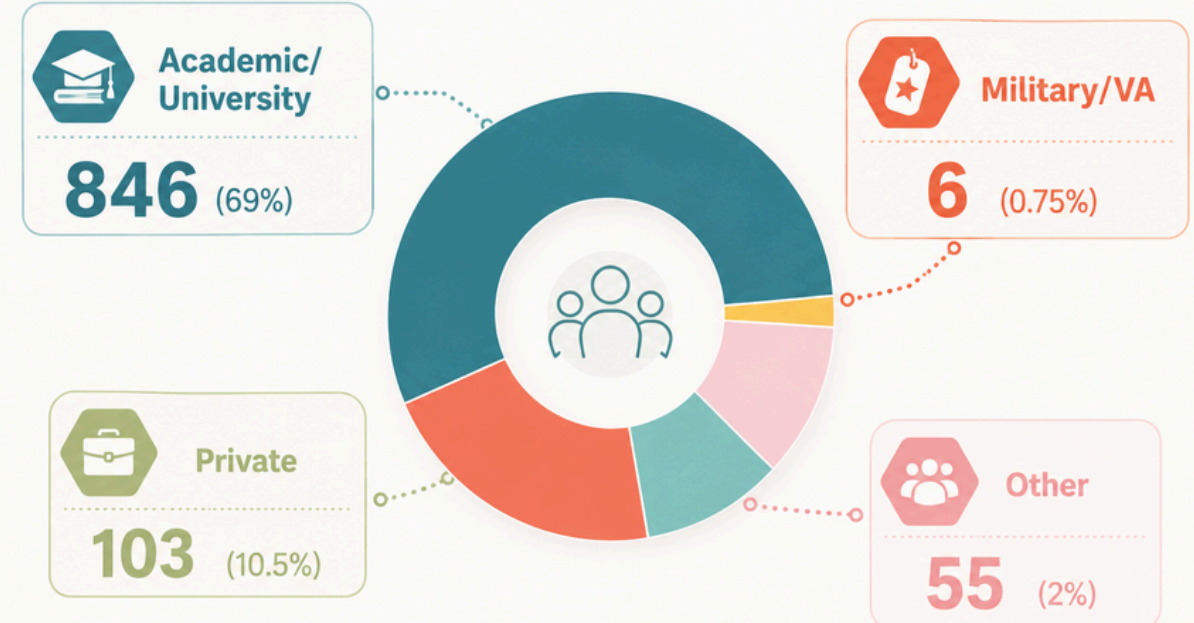


# WHO ATTENDS?

## SPECIALTY



## Practice Type



# “What our Sponsors are Saying?”

“We’re incredibly grateful for the support and care the SOAP team puts into making this event successful for exhibitors. This show stands out from others in the industry because of the strong collaboration, attention to exhibitors, and shared commitment to advancing the field. We always enjoy working with the SOAP team throughout the year and value the opportunity to collaborate on future capabilities and goals.”



“What a great multi-disciplinary event! It was very beneficial receiving perspectives from so many different countries, resource settings, and experts.”

“We always love meeting with the leaders in the SOAP community from the USA, Canada, and the world. Having clinicians try our device for the first time is the best experience, as we love to see the amazing reactions!”



# ABOUT THE 2027 SOAP ANNUAL MEETING

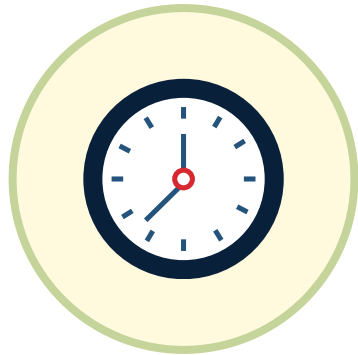
**May 20-23, 2027**

**The Westin Rancho Mirage Golf Resort & Spa**

Now, in its **59th 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!



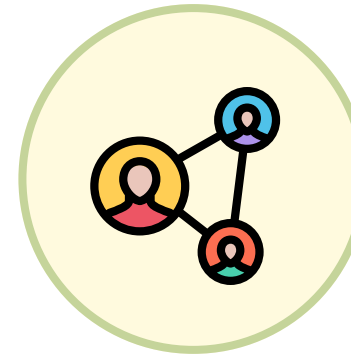
**9 Hours of Dedicated  
Exhibit Hall Time**



**Welcome Reception  
w/ Sponsor  
Opportunities**



**Breakfasts and  
Breaks in the  
Exhibit Hall**



**Additional Opportunities  
to Drive Engagement  
with Our Members**



**Marketing and Main  
Stage Promotion to  
Encourage Traffic to  
the Exhibit Hall**

# IMPORTANT DATES



## Sponsorship Opens

September 21, 2026

## Sponsorship Closes

March 2, 2027

## Move In

May 19, 2027

## Move Out

May 22, 2027 – 1 PM EST

## Exhibit Hall Hours

(tentative - subject to change)

**Wednesday, May 19**

Exhibitor Move In

**Thursday, May 20**

Exhibit Hall: 6:30 am - 3:30 pm  
& 5:30 pm - 7:30 pm Eastern

**Friday, May 21**

Exhibit Hall: 7am-3:30pm

**Saturday, May 22**

Exhibit Hall: 7am-1pm

*Breakfast and Coffee Breaks will be held in  
Exhibit Hall, which will close each day at  
conclusion of last break.*



# Why Partner With SOAP?

- 2500+ Members
- More Than 1000 Meeting Attendees
- International Reach
- Academic Leaders
- Maternal Health Impact



# 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.

# Various Sponsorship Levels

| Feature                    | Diamond \$35,000                            | Platinum \$25,000                                   | Gold \$18,000                                                                     | Silver \$6,000                              | Nonprofit Tabletop \$1,000                  |
|----------------------------|---------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|
| Booth/Table                | 10'x20'                                     | 10'X10'                                             | 10'X10'                                                                           | 10'X10'                                     | 6' Table                                    |
| Workshop Included          | Exclusive Lunch Workshop                    | Lunch Workshop (2 Platinum Sponsor Lunches Per Day) | Choice of:<br>Post Education Workshop OR<br>One afternoon enhanced snack in booth | ×                                           | ×                                           |
| Moderated Research Session | 1 hour                                      | ×                                                   | ×                                                                                 | ×                                           | ×                                           |
| Focus Group                | 1 hour                                      | 1 hour                                              | 30-min                                                                            | ×                                           | ×                                           |
| Complimentary Badges       | 6 included                                  | 4 included                                          | 3 included                                                                        | 2 included                                  | 1 included                                  |
| Registrant List            | 1-month prior<br>1-week prior<br>Post event | 1-month prior<br>1-week prior<br>Post event         | 1-month prior<br>1-week prior<br>Post event                                       | 1-month prior<br>1-week prior<br>Post event | 1-month prior<br>1-week prior<br>Post event |
| Lead Retrieval             | Additional Cost                             | Additional Cost                                     | Additional Cost                                                                   | Additional Cost                             | Additional Cost                             |

# Diamond Sponsor

**\$35,000**



**1 available**

## Benefits at the Annual Meeting in Palm Springs

- One 10'x20' booth
- Six complimentary badges for booth staff; register additional staff at \$250 each
- Exclusive Sponsored Luncheon – Only Sponsored Lunch of the Day
- 1 hour moderated product development/research session led by industry partner (SOAP will assist with sending invitations to attendees of your choice)
- One hour-long focus group to garner market insight at the Annual Meeting
- Breaks Listed as “Sponsored by [Company]” in the Meeting App
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list (one-month prior, one-week prior, and post event)
- Lead retrieval opportunity (additional cost purchase directly from registration vendor)

## Marketing Opportunities in 2027

- Two full-page ads in the digital program and two banner ads on the mobile app
- Two email distributions to SOAP membership list, by 12/31/27
- Two social media posts across SOAP social media platforms, by 12/31/27
- Listed as Annual Meeting Sponsor on SOAP webpage through 12/31/27

## Virtual Event Opportunities in 2027

- Acknowledgement as a Diamond Sponsor of SOAP's Virtual Highlights Event
- Promotion of a sponsor-produced non-CME webinar to SOAP membership, by 12/31/27
- Up to four sponsor-produced non-CME virtual learning webinars hosted in the SOAP Learning Center for on-demand accessibility through 12/31/27
- Opportunity to provide SOAP with list of individuals to advertise two sponsor-produced virtual focus group meetings through 12/31/27

## EXCLUSIVE DIAMOND SPONSOR ADD-ON OPPORTUNITIES



### Branded Lounge \$5,000

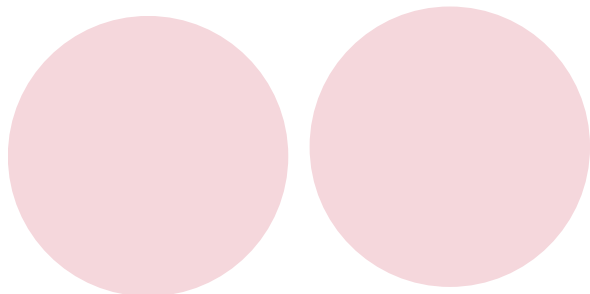
Deadline to select: March 31

**Provide attendees with a comfortable, inviting space to relax, recharge, and connect between sessions. Showcase your brand through prominent lounge signage and customized décor in a high-traffic area of the Annual Meeting.**

**SELECT**

# Platinum Sponsor

**\$25,000**



**4 available**

## Benefits at the Annual Meeting in Palm Springs

- One 10'x10' booth in a choice location; upgrade to 10'x20' at additional cost (\$4,500)
- Four complimentary badges for booth staff; register additional staff at \$250 each
- One 60-minute Lunch Workshop\* (two platinum sponsor lunches per day)
- One one-hour focus group with SOAP members
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list (one-month prior, one-week prior, and post event)
- Lead retrieval opportunity (additional cost purchase directly from registration vendor)

## Marketing Opportunities in 2027

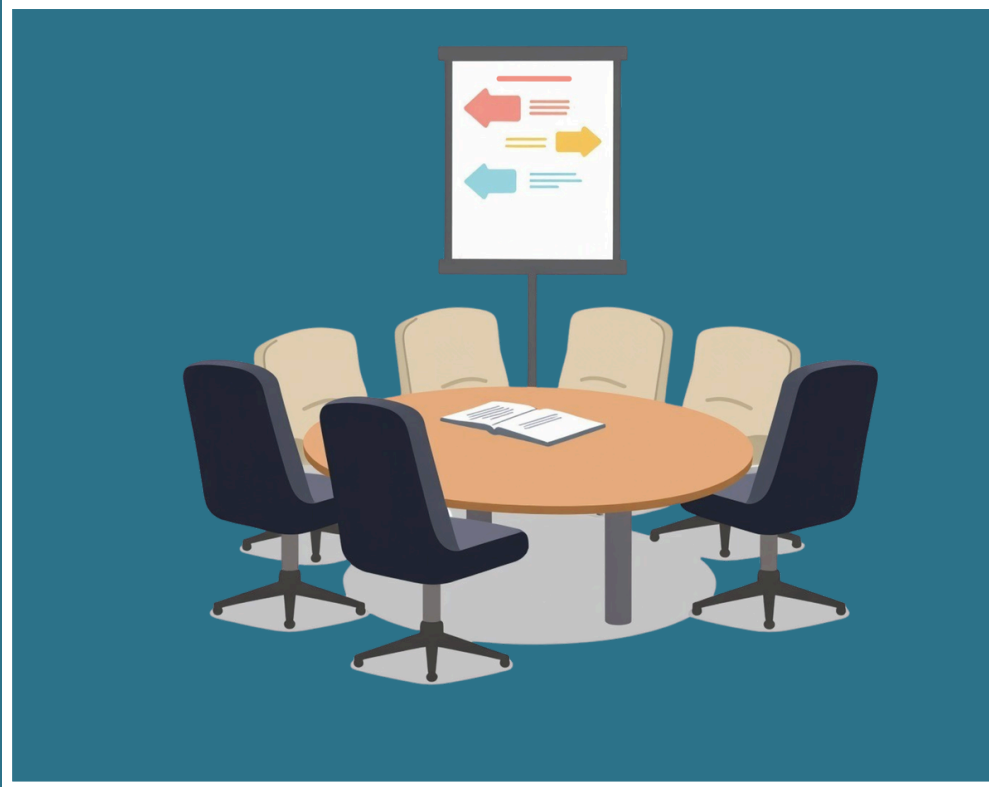
- One full-page ad in the digital program and one banner ad on mobile app
- One email distribution to SOAP membership list, by 12/31/27
- Two social media posts across SOAP social media platforms, by 12/31/27
- Listed as Annual Meeting Sponsor on SOAP webpage through 12/31/27

## Virtual Opportunities in 2027

- Acknowledgement as a Platinum Sponsor of SOAP's Virtual Highlights Event
- Promotion of a sponsor-produced non-CME webinar to SOAP membership during 2027, by 12/31/27
- Up to three sponsor-produced non-CME virtual learning webinars hosted in the SOAP Learning Center for on-demand accessibility through 12/31/27
- Opportunity to advertise one sponsor-produced virtual focus group meeting through 12/31/2027

\*Seating capacity based on hotel space availability

## EXCLUSIVE DIAMOND & PLATINUM SPONSOR ADD-ON OPPORTUNITY



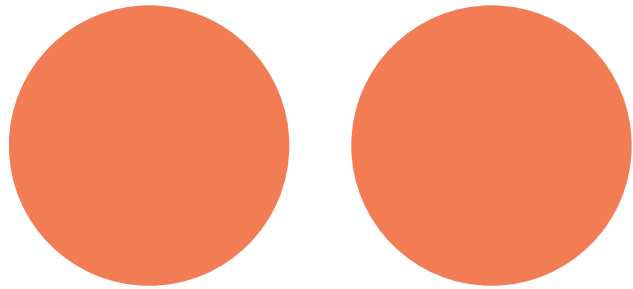
### Meeting Room Rental ½ day \$1,500/ full day \$3,000

Deadline to select: March 31

Create a dedicated space for meaningful, one-on-one conversations with Annual Meeting attendees. Meeting room space provides a private, professional setting to connect with key audiences, host discussions, and build valuable relationships throughout the meeting. Subject to availability.

# Gold Sponsor

**\$18,000**



**2 available**

**SELECT**

## Benefits at the Annual Meeting in Palm Springs

- One 10'x10' booth in a choice location
- Three complimentary registrations for booth staff; register additional staff at \$250 each
- Post Education Workshop OR one afternoon enhanced snack in booth
- Logo recognition across SOAP platforms and during the Annual Meeting
- Pre-conference and post-conference registrant list (one-month prior, one-week prior, and post event)
- Lead retrieval opportunity (additional cost purchase directly from registration vendor)

## Marketing Opportunities in 2027

- One half-page ad in the digital program and one banner ad on mobile app
- One email distribution to SOAP membership list, by 12/31/2027
- Three social media posts across SOAP social media platforms, by 12/31/2027

## Presentation Opportunities in 2027

- Acknowledgement as a Platinum Sponsor of SOAP's Virtual Highlights Event
- Promotion of a sponsor-produced non-CME webinar to SOAP membership during 2027
- Up to two sponsor-produced virtual learning non-CME webinars hosted in the SOAP Learning Center for on-demand accessibility during 2027

# Silver Sponsor

**\$6,000**

**UNLIMITED**

**SELECT**

## Benefits at the Annual Meeting in Palm Springs

- 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 (one-month prior, one-week prior, and post event)

## Marketing Opportunities (additional cost)

- Lead retrieval opportunity (additional cost; purchase directly from registration vendor)
- One quarter-page ad in the digital program (\$250)
- One banner ad on mobile app (\$250)
- One email distribution to SOAP membership list (\$1000)
- Two social media posts across SOAP social media platforms (\$2000)

# NON-PROFIT PARTNERS ONLY TABLETOP

\$1,000

UNLIMITED

SELECT

## Benefits at the Annual Meeting in Palm Springs

- One 6' table with two chairs, in foyer outside exhibit hall
- One complimentary meeting badge for booth staff



**GET NOTICED!**  
**EXCITING SPONSORSHIP**  
**OPPORTUNITIES TO SPOTLIGHT**  
**YOUR BRAND**



# **SPOTLIGHT 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 Thursday, May 20, from 5:30-7:30 pm.**

# SPOTLIGHT YOUR BRAND AT THE 2027 SOAP ANNUAL MEETING WELCOME RECEPTION



## BRANDED 3-D PHOTO STATION

Deadline to select: February 18

**\$3,000**  
**Exclusive**

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

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



**SELECT**

## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING



**Lanyards**

**\$2,500**

Exclusive

Deadline to select: February 18

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

**SELECT**

## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING



### Hotel Key Cards

**\$3,600**

Deadline to select: March 31

**Unlock brand visibility! Feature your logo on the hotel key cards distributed to conference attendees throughout the event.**

**SELECT**

## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING



### Yard Game

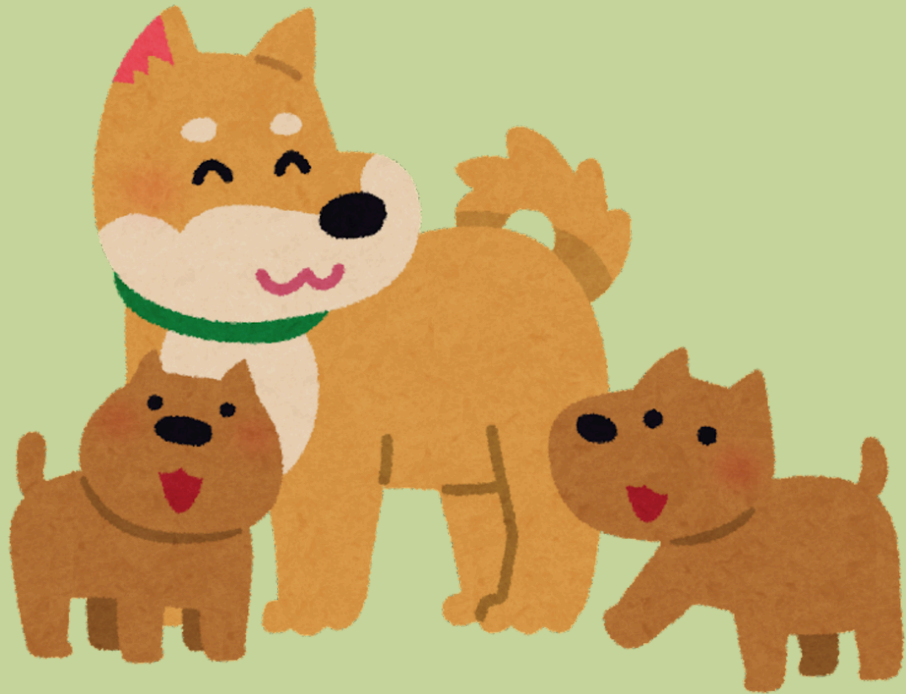
\$450

Deadline to select: February 13

**Bring your brand to life with a sponsored yard game in the driveway! Includes branded signage and the opportunity to add your logo to the games. Representatives may engage attendees and host the games during scheduled breaks.**

**SELECT**

## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING



### Puppy Lounge \$3,000

Deadline to select: February 13

Give attendees a chance to relax, recharge, and enjoy time with adorable puppies while connecting with your brand in a fun and engaging environment. The puppy lounge is open 2-4 hours one day of the meeting.

Includes: Branded signage and recognition throughout the Puppy Lounge, providing high-visibility exposure and a unique attendee experience.

**SELECT**

## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING

### Branded Mesh Totes

Deadline to select: February 13

**Minimum Order: 250 Bags | \$2,000**

Put your brand in the hands of attendees! Sponsors can purchase a minimum of 250 beach totes (clear or mesh) or mesh travel bags and add your logo for a custom, branded giveaway.



**SELECT**

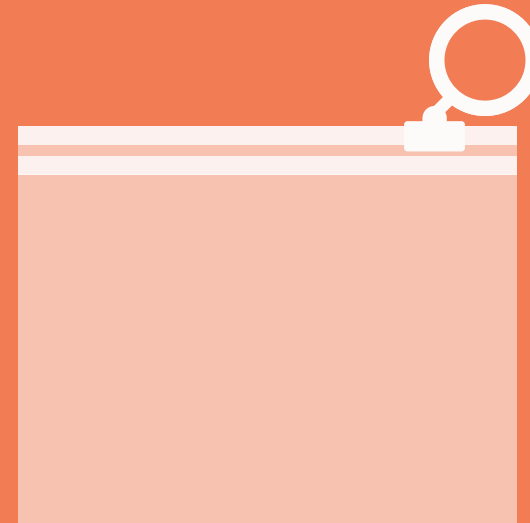
## ADD VISIBILITY THROUGHOUT THE 2027 SOAP ANNUAL MEETING

### Branded Mesh Travel Bags

**Minimum Order: 500 Bags | \$2,000**

Deadline to select: February 13

**Put your brand in the hands of attendees! Sponsors can purchase a minimum of 500 mesh travel bags and add your logo for a custom, branded giveaway.**



**SELECT**

# INAUGURAL GOLF TOURNAMENT



## Breakfast Sponsor \$700

Deadline to select: March 31

**Start the day with your brand front and center. Breakfast sponsorship provides an opportunity to welcome golfers, build visibility, and connect with attendees before they head out onto the course.**

**Includes prominent logo displayed at breakfast and recognition as the official breakfast sponsor in event marketing materials.**

**The fee listed above covers the sponsorship opportunity. Sponsors will work directly with the hotel to arrange and purchase all food and beverage.**

**SELECT**

# INAUGURAL GOLF TOURNAMENT



## Lunch Sponsor \$1,000

Deadline to select: March 31

**Keep your brand top of mind as golfers gather after the tournament. Lunch sponsorship offers a relaxed setting to engage with attendees and provides prominent recognition during the post-tournament meal.**

**Includes prominent logo displayed at lunch and recognition as the official lunch sponsor in event marketing materials.**

**The fee listed above covers the sponsorship opportunity. Sponsors will work directly with the hotel to arrange and purchase all food and beverage.**

**SELECT**

# INAUGURAL GOLF TOURNAMENT



## Beverage Cart Sponsor \$1,000

Deadline to select: March 31

**Take your brand on the course! Beverage Cart Sponsorship provides visibility throughout the tournament as golfers enjoy refreshments while playing. Includes signage on golf cart to feature logo.**

**The fee listed above covers the sponsorship opportunity. Sponsors will work directly with the hotel to arrange and purchase all food and beverage.**

**SELECT**

# INAUGURAL GOLF TOURNAMENT



## Hole Sponsor \$250

Deadline to select: March 31

**Make an impression where it matters most. Hole sponsorship places your company prominently on the course with branded signage at a designated hole, providing repeated visibility and an opportunity to engage directly with participating golfers.**

**SELECT**

# INAUGURAL GOLF TOURNAMENT



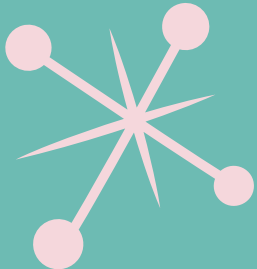
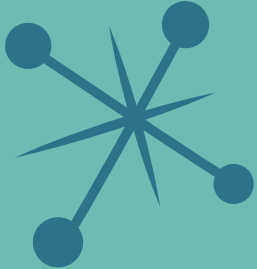
## Contest Sponsor \$700 per Contest

Deadline to select: March 31

Add excitement to the tournament while showcasing your brand. Contest sponsorship gives your company recognition alongside a featured competition: Longest Drive (Men's or Women's) or Closest to the Pin, with opportunities for branded signage and prize recognition.

**SELECT**

# PARTY WITH A PURPOSE



## Entertainment

**\$5,000 - \$10,000**

Deadline to select: March 31

**Bring the vibrant spirit of Palm Springs to life with a unique entertainment experience inspired by the destination's iconic style, energy, and atmosphere. Sponsors will work with SOAP to create a memorable experience for attendees through live entertainment, music, or other Palm Springs-inspired activations.**

**Sponsorship fees go directly to SOAP Endowment Fund as a charitable donation.**

**If selected, SOAP will reach out to you with entertainment options and pricing.**

**SELECT**

thank  
• Y • O • U •

# TO OUR 2026 SPONSORS

## Diamond

**RIVANNA**<sup>®</sup>

## Platinum



## Gold

**octa**pharma

## Silver

**B|BRAUN**  
SHARING EXPERTISE

**BELMONT**  
MEDICAL  
TECHNOLOGIES

**chs**<sup>®</sup>

**Flat** Medical

**FUJIFILM**  
**SONOSITE**

**GUIDE STAR**  
MEDICAL DEVICES

**HEMOSONICS**  
A Stago Group Company



[WWW.IMD-INC.COM](http://WWW.IMD-INC.COM)

**PAJUNK**<sup>®</sup>  
Real People. Real Care.

**UT Southwestern**  
Medical Center  
Department of Anesthesiology  
and Pain Management

## Non-profit Partners

**FAER**  
Foundation for Anesthesia  
Education and Research

**VCU** Health<sup>™</sup>

# 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/Ad upload link to be provided
- ✓ **Register your Annual Meeting attendees**
  - Link and discount code will be provided
- ✓ **Make hotel and travel reservations**