Welcome Sponsors and Exhibitors to the International Short Break Conference

#ISBA2020


Consider becoming a sponsor or exhibitor at the only international conference that focuses on respite for family caregivers! Internationally recognized speakers are expected to draw a record number of attendees.

SPONSORSHIP DEADLINE IS FEBRUARY 1, 2020!

According to AARP, an anticipated $17.2 billion of future market opportunity to protect the quality of life for family caregivers in the United States alone exists through respite and backup care, social support, health, wellness, and financial/job security.

However, caregiving is not unique to the United States. It is a global phenomenon. In every country around the world, children and adults with disabilities, chronic conditions, or frailty depend on family and friends to provide care. According to the International Alliance of Carer Organizations, "unpaid caregiving has become one of the most important social and economic policy issues worldwide."

Demonstrate and market your global leadership in the field of respite and family caregiving -- consider becoming a conference sponsor or exhibitor. There are many exciting sponsorship opportunities with benefits to choose from!

Sponsor and Exhibitor Packages
Welcome Sponsors and Exhibitors!

The 2020 International Short Break Conference is hosted by the International Short Break Association in partnership with the University of Wisconsin - Madison School of Nursing, the ARCH National Respite Network and Resource Center, and the Respite Care Association of Wisconsin. The conference theme is *Moving Respite Forward* and it will be held in Madison, WI, June 16-19, 2020.

**Audience:** We expect 200-400 participants from all over the world to attend. Conference attendees will include individuals from government agencies, caregiving, disability, health and aging organizations, community and faith-based agencies, home care and respite providers, businesses, policymakers, family caregivers and consumers.

**Benefits of Sponsorship:** In addition to the global reach of the conference, you will be able to interact with the movers and shakers in the international respite service, research, and policy arenas as well as family caregivers and consumers. Benefits to supporting the conference, depending on the level of sponsorship, include free registration, exhibit tables, and optimal ad placements.

**Sponsorship and Exhibitor Opportunities:** Please consider sponsoring or exhibiting at the 2020 ISBA Conference. A variety of sponsorship and exhibitor options are available.

**Questions?** If you need more information about sponsorship or exhibitor opportunities, please contact Laura Richards at isba2020@union.wisc.edu or call 608-265-6534.