

Society for Maternal-Fetal Medicine

EXHIBITOR PROSPECTUS

Royal Jaarbeurs Center
Utrecht, Netherlands
7 - 10 October



Be at the forefront of innovation and connect with obstetrics care decision makers

The Society for Maternal-Fetal Medicine (SMFM) is currently in the process of securing an exhibit decorator for the SMFM Global Congress. Information about shipping, the Exhibit Technical Manual, rules and regulations, and the specifics regarding booth size will be available online and emailed to your company representative when available.



About the Venue: Royal Jaarbeurs Center - Beatrix Theater



Royal Jaarbeurs is the largest Exhibition and Conference venue in the Netherlands. Located in the centre of the city of Utrecht next to Utrecht Station, only 30 minutes away from Schiphol airport by car and train. Discover the endless possibilities of Jaarbeurs as the venue for your conference or event.

Be at the forefront of innovation and connect with obstetrics care decision makers

Position your organization at the forefront of obstetrics care by partnering with SMFM at the Global Congress. This is an exclusive opportunity to connect with leaders in obstetrics and maternal care, researchers, and healthcare professionals.

Global Exposure

Promote your brand internationally with over 800 leaders in obstetrics health.

Partnerships

Connect face-to-face with experts across research, practice, and technology.

Brand Alliance

Align your brand with innovative research and development, and demonstrate your commitment to obstetrics care.

Reach for the Future

Highlight your latest products to a focused audience and influence the future of obstetrics care.



Benefits of Exhibiting



- Boost your visibility with 800+ leaders in obstetrics and maternal-fetal medicine.
- Exhibit booths will be strategically placed near scientific posters and food/beverage areas to maximize visibility.
- Each booth includes two exhibitor registrations with access to scientific sessions, one reception, and the exhibit/poster hall during all show hours. Additional registrations are 305 USD (incl. VAT), and ticketed sessions require an extra fee.
- Exhibitors receive one pre-registration and one post-meeting attendee mailing list (physical addresses only; no emails or phone numbers). Release dates are determined by SMFM.
- Exclusive opportunities to purchase print or digital advertising.
- Complimentary company logo listing.
 - SMFM onsite signage
 - Digital floor map
 - SMFM Global Congress website
 - SMFM Global Congress walk-in slides
- Exhibitor acknowledgement on SMFM's social media platforms.
 - Facebook: 41K
 - Instagram: 20.2K
 - LinkedIn: 9K
- Opportunities to connect with industry leaders, investors, and collaborators to expand your business.
- Morning and afternoon coffee/tea for registered exhibitors during official program breaks.
- Overnight roving security personnel.
- Daily cleaning of aisles and common areas.



Investment

Booth/Stand Specifications	Value
Standard 3x3 meter board/stand	\$6,500 USD
Non-Profit 3x3 meter stand based on approval from SMFM	\$4,500 USD
Tabletop 6FT/8FT table based on approval from SMFM	\$1,000 USD

The standard booth/stand is a space of 9 square meters with a fully designable back wall. The walls are made of a modular aluminum frame covered with 100% recycled and recyclable fabric and a black backlight block printed using eco-sustainable UV technology. The floor space will be carpeted with the same color for all exhibitors. Additional carpet can be requested when the Exhibit Technical Manual becomes available.



Non-profit organizations are eligible for a deeply discounted booth or tabletop. Interested organizations must submit a letter on company letterhead to SMFM by email requesting non-profit status booth fees. The letter must describe the organization and why it is considered a non-profit organization.

Tabletop spaces are limited and will be approved on a first-come, first-served basis. They are for the space only—exhibitors are responsible for all shipping, electrical, and furniture fees.

Please note that the exhibit booth and stand fee is for space only—exhibitors are responsible for all shipping, electrical, and furniture fees. A 50% deposit is due with application submission, and the final payment is due on 29 May 2026.

Terms and Conditions

Contract for Space

Once SMFM approves the order for a booth/stand, the assignment of space and payment of rental charges constitute a contract for renting the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the total rental price. If not occupied by the time set for completion of display installation, SMFM may repossess such space. Said contract will not be binding upon SMFM in the event of strikes or other circumstances beyond SMFM's control.

It is agreed that:

- 1. If a company cancels its space on or before 29 May 2026, it will be responsible for paying half of the booth price.*
- 2. If a cancellation occurs after 29 May 2026, the company will be responsible for paying the total cost of the booth space.*

Certificate of Insurance

The Society does not provide liability or property damage insurance for exhibitor property. Exhibitors are responsible for adequately insuring their exhibit materials, goods, and equipment against theft, damage by fire, accident, or loss of any kind, but they are not required to submit a certificate of insurance to SMFM.

Meeting Cancellation

It is mutually agreed that in the event of cancellation of the SMFM 2026 Global Congress Exhibits due to fire, strikes, government regulations, health epidemics, or other causes that would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated, and the Global Congress Steering Committee, in conjunction with the Global Congress Planning Committee, shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible.

By applying to exhibit, the exhibitor agrees to and does indemnify, hold harmless, and defend SMFM from and against all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever that SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by an exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of the exhibitor or injury to an exhibitor or its representatives, agents, employees, licensees, or attendees.

Terms and Conditions

Rules and Regulations

SMFM reserves the right to amend these rules and regulations and other terms and conditions at any time. Breaches or infractions in the letter or spirit of the policies, terms, rules, and regulations in this contract by a current or prospective exhibitor at any time may be considered by SMFM, in its sole discretion, in determining whether to close an exhibit or to refuse an application or provide a less desirable location for any future year. Such action may also be taken against any current or prospective exhibitor that engages in practices in connection with the exhibition deemed unfair or deceptive by SMFM, in its sole discretion, including but not limited to past violation of any policies, rules, or regulations of SMFM.

As a condition of exhibiting under this contract, each exhibitor agrees to observe all applicable SMFM rules, regulations, and policies and all applicable federal, state, and local laws, rules, regulations, and policies. SMFM has the right to amend the rules and regulations.

Terms of Payment

Companies submitting applications must submit at least a 50 percent (50%) deposit with their application. The deposit amount will be charged upon receipt of the application unless otherwise noted to charge payment in full. **FINAL PAYMENT IS DUE BY Friday, 29 May 2026.** If full payment is not received by Friday, 29 May 2026, booth space will be forfeited and returned to inventory. All payments for exhibit space are nonrefundable.



Sponsorship Opportunities

Opening Reception | \$50,000 USD | Two Opportunities Available
Wednesday, 7 October

The Global Congress excitement starts here! The Opening reception immediately follows the Opening Ceremonies and is included in the Global Congress registration. It is the social event of the congress where attendees get their first taste of local cuisine, enjoy local entertainment, and meet up with colleagues and friends. Your company will be the sponsor; over 800 attendees will see your brand everywhere.



Benefits:

- Your brand will be on display during the reception.
- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions immediately preceding the reception.
- Acknowledgment on Congress walk-in slides.
- Enhance your visibility by supplying branded cups, cup sleeves, napkins, or anything to complement the reception. SMFM must approve items.

Sponsorship Opportunities

Beverage Break | \$15,000 USD

3 opportunities available

Beverage stations (coffee, tea, and water) will be available throughout the Exhibit Hall for maximum exposure and open to all registered delegates. Highlight your company's brand in front of a group of the most grateful attendees!

Benefits:

- Your brand will be on display during the break.
- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions immediately preceding the break.
- A tabletop sign for the catering station will feature the company's logo.
- Acknowledgement on Congress walk-in slides.
- Enhance your visibility by supplying branded cups, cup sleeves, napkins, or anything to complement the reception. SMFM must approve items.

Charging Locker | \$8,000 USD

Secure charging stations store valuables like wallets, keys, and cameras while providing cables for phones and tablets. Located in high-traffic areas, each kiosk is fully brandable, offering 360-degree visibility as attendees charge their devices.

Benefits:

- Display your logo/branding prominently
- Include a QR code linking to your website
- Feature a single promotional item on the kiosk



Sponsorship Opportunities

Lactation Lounge | \$15,000 USD | EXCLUSIVE

Show your support by sponsoring the Lactation Lounge, a serene retreat for nursing attendees. This comfortable, thoughtfully designed space features cozy seating, soft lighting, private areas, and light refreshments—providing a peaceful environment to pump or nurse.

Sponsors may also enhance the lounge with supportive amenities, such as branded blankets, pillows, or other approved items, offering a meaningful way to connect with attendees while promoting comfort and care.

Benefits:

- Logo/company name recognition on the following:
 - On the SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions at the start of each day.
- Signage inside the Lactation Lounge.
- Enhance your visibility by supplying branded items such as water bottles, pillows, or other items that complement the nursing attendees. SMFM must approve items.

Table Clings | [Contact for Pricing](#)

Place your company branding/logo on tables that will be spread throughout the Exhibit Hall for congress attendees to stand and talk, stop and take a call or sit down to eat. The branding can include a message to visit your booth or information about your brand, you decide.

Sponsorship Opportunities

Industry Supported Events | \$25,000 USD

Limited spots available.

These events provide exhibitors with a platform to discuss specific products, therapeutic areas, and relevant issues. Exhibitors can share information on topics of their choice while showcasing their products and services within their respective markets. Final application will need to be reviewed and approved by the Global Congress Program Committee.

Benefits:

- Pre-registration services (event will be listed on the event website, where attendees can register for free to attend the event.
- The capacity for participants is a maximum of 100 attendees.
- Complete attendee data will be sent to those that attended the event.
- Audio Visual equipment included: (1) Laptop, (1) Projector, (1) Screen, (1) Lectern with Microphone, (1) Laser Pointer, (2) Tabletop Microphones on speaker table, (1) Wireless Handheld Microphone and electrical hook up for included Audio Visual, and electricity.
- One mailing list of conference attendees addresses only.
- Logo/company name recognition on the following:
 - On SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions directly before the session.

Global Congress Website Advertisements

Three (3) Right-Side Navigation Banner.....\$5,000 USD each

Three (3) Left-Side Navigation Banner.....\$10,000 USD each

Three (3) Middle Banner..... \$12,000 USD each

Purchase ad space on the official meeting website to increase your exposure. Prospective attendees frequently visit the official site for the latest information about abstracts, exhibits, and the final meeting schedule. Your advertisements will stay online for the entire meeting cycle through December 2026. Advertisements can include a link to your exhibitor listing or website of your choice.

Sponsorship Opportunities

Know Before You Go | \$5,000 USD | EXCLUSIVE

Get ahead of other participants attending the Global Congress meeting by advertising your brand and message in the 'Know Before You Go' email. This email informs attendees about all the exciting events and activities that will take place during the meeting. You can insert your logo and personalized message to this email to increase your visibility among the attendees. Secure your placement today and make the most out of this opportunity!



Charging Lounge | [Contact for Pricing](#)

Provide attendees a charging lounge completely equipped with furniture (chairs and sofas) and high-top tables with sponsor clings. Attendees will also have the opportunity to charge their phones, laptops, and other wireless devices in the sponsored lounge. Additional amenities for the lounge will be left up to the sponsor; all additional items must be approved by SMFM.

Benefits:

- Logo/company name recognition on the following:
 - On SMFM onsite signage
 - On the SMFM Global Congress website
 - Congress walk-in slides
 - Social media posts by the SMFM Global Congress marketing team
- Acknowledgment by the Chairs of sessions throughout the congress.

Connect with the SMFM Exhibits and Sponsorship Team



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