

2026

IADMS International Association
for Dance Medicine & Science

36TH ANNUAL CONFERENCE SPONSORSHIP PROSPECTUS

September 24-27, 2026
Melbourne, Australia
Victorian College of the Arts

WHEN YOU

BECOME A SPONSOR

YOU ARE SUPPORTING THE
DANCE COMMUNITY AND
THE PROVIDERS WHO
CARE FOR THEM

WWW.IADMS.ORG
CONFERENCE@IADMS.ORG

OUR MISSION

The International Association for Dance Medicine & Science (IADMS) is an inclusive organization for professionals who care for those who dance by evolving best practices in dance science, education, research, and medical care to support optimal health, well-being, training, and performance.

OUR CONFERENCE

The **IADMS 36th Annual Conference** takes place September 24-25, 2026 at the Victorian College of the Arts in Melbourne, Australia.

Attendees include physicians, allied healthcare professionals, researchers, dance educators, dance scientists, dance for health professionals, somatic practitioners, and students.

The conference includes **concurrent sessions** including lectures and interactive presentations on the most **up to date research** in the dance science field. Presentation topics include mental health, orthopedics, somatics, physiology, psychology, sociology, medicine, science, and more.

The conference includes various **networking** opportunities and a chance to visit local highlights.

OUR SPONORS

Sponsors have several ways to support the IADMS Annual Conference:

- **General Conference Support:** Join as a **Friend** or **Exhibitor**.
- **Tiered Sponsorship Levels:** Showcase your support at the **Bronze**, **Silver**, **Gold**, or **Platinum** level. Each tier includes exciting benefits, such as the opportunity to host a Demonstration Session to engage directly with attendees.
- **Special Recognition Opportunities:** Be acknowledged as an **Award Sponsor** or **Event Sponsor** with unique naming opportunities.

Ready to get involved? Please contact us at conference@iadms.org.



VISIBILITY

IADMS MEMBER PROFILE

- 575+ Conference Attendees
- 1,400+ Members
- 40 Countries
- 700+ Mobile App Users
- Membership includes professionals from medical, healthcare, education, research and science, dancers, performers, and students

IADMS FOLLOWERS

- Over 8,100 mailing list subscribers
- Facebook: 15,000 (+ 4 x private groups ranging from 300-3,500 members)
- Instagram: 9,880
- Twitter: 2,642
- LinkedIn: 1,122 (+ 2,200 members on private networking forum)
- 6,000 average monthly website visitors

SPONSOR LEVELS

Benefits	Bronze* \$1,600	Silver \$2,500	Gold \$5,000	Platinum \$7,500
Recognition at the Opening Remarks	✓	✓	✓	✓
Conference Platform Profile	✓	✓	✓	✓
Flyer or Product Sample in Delegate Bags*	✓	✓	✓	✓
Exhibit Table*	✓	✓	✓	✓
Listed on IADMS Website & Conference Emails	✓	✓	✓	✓
Logo on conference t-shirt			✓	✓
Social Media Engagement*	One Story Feature	One Story Feature	Collaborative Instagram Post on Feed	Collaborative Instagram Post on Feed
Conference App Access & Engagement		✓	✓	✓
Demonstration Session*		15 min	30 min	45 min

SPONSOR LEVELS

Benefits	Friend \$500	Exhibitor* \$1,000	Event Sponsor* \$5,000 or \$10,000	Coffee Break Sponsor* \$5,000
Recognition at the Opening Remarks	✓	✓	✓	✓
Conference Platform Profile	✓	✓	✓	✓
Flyer and/or Product Sample in Delegate Bags*	✓	✓	✓	✓
Exhibit Table*		✓	✓	✓
Listed on IADMS Website & Conference Emails	✓	✓	✓	✓
Logo on conference t-shirt			✓	✓
Recognition at Sponsored Event			✓	✓
Social Media Engagement*	Add on post for \$500	Add on post for \$500	One Reel Post Highlighting Event	One Reel Post Highlighting Event

Benefit Details

Additional fees may apply for shipping and handling.

Discounts apply if signing a consecutive three-year agreement at the sponsorship level.

- **Bronze Three-Year Agreement:** \$1,300/year.
- **Exhibitor Three-Year Agreement:** \$900/year.

Event Sponsor can select either the *Welcome Reception* or the *Dance Party*. \$5,000 is partial sponsor of selected event, \$10,000 is full sponsor of selected event. Limited availability.

Coffee Break Sponsor: Coffee is served to 500+ attendees daily during the conference. Company recognition at selected coffee break. Limited availability.

Demo Session Information: Demo Sessions offer your company the opportunity to showcase products, services, or innovations directly to conference attendees in a dedicated presentation slot. This is your moment to demonstrate value, highlight new features, or provide a hands-on overview of what sets your organization apart. IADMS Staff will assign available Demo Session times once the conference schedule is finalized. Each session room will be equipped with standard audiovisual support, including a projector, screen, PowerPoint capability, and microphone.



Social Media Visibility & Digital Promotion Benefits

In addition to on-site recognition and conference program placement, certain sponsorship tiers receive strategic digital visibility through IADMS' social media channels. Our platforms continue to grow year over year, with projected reach exceeding 10,000 engaged followers across dance, medicine, research, and allied health fields by the 2026 Annual Conference. Sponsors benefit from placement in high-visibility content designed to drive awareness, enhance brand alignment with dance wellness and science, and extend impact beyond the conference dates.

Platinum & Gold Sponsors: Premium Digital Placement – Collaborative Instagram Feed Post

This placement positions Platinum and Gold partners as leading supporters of dance science and wellness globally.

Benefits include:

- Co-published post to both IADMS' and sponsor's feeds for maximum reach
- Long-lasting visibility (vs. 24-hour stories)
- High engagement opportunity through likes, saves, shares, and comments
- Strong brand association with IADMS' mission and conference programming
- Extended lifespan for continued visibility post-conference

Silver, Bronze, Friend & Exhibitor Sponsors: Conference-Week Instagram Story Feature

All Silver, Bronze, Friend, and Exhibitor sponsors receive an Instagram Story feature during peak conference attendance, spotlighting their contribution and driving real-time engagement.

Stories deliver:

- High visibility during the busiest days of the conference
- Direct engagement from participants onsite and online
- A clear call-to-action encouraging attendees to visit sponsor booths, sessions, or materials

Optional Upgrade:

Sponsors may upgrade to a collaborative Instagram Feed post for an additional \$500.

This upgrade provides the same premium visibility typically valued much higher in the digital marketing space (e.g., comparable micro-influencer branded story posts often begin at ~\$1,000, without guaranteed grid placement).

This add-on offers an accessible path for mid-tier sponsors to meaningfully expand their visibility and align more prominently with IADMS content.

Event & Coffee Break Sponsors

- Dedicated Event Recap Placement
- Event and Coffee Break sponsors will receive a tagged inclusion in recap content following their sponsored session or activation.

Examples may include:

- "Dance Party powered by [Sponsor Name]"
- "Coffee Break provided in partnership with [Sponsor Name]"

This content highlights sponsor contributions in a natural, high-engagement format while reinforcing brand presence within specific conference experiences.

Why This Matters

- Social media visibility enhances sponsor value by:
- Reaching a global audience of dancers, educators, researchers, clinicians, and allied health professionals
- Providing lasting exposure beyond the conference
- Creating opportunities for alignment with IADMS thought leadership and mission
- Supporting measurable brand awareness through digital impressions and engagement



These benefits help our sponsors extend their impact and connect with highly qualified, deeply engaged communities across dance and science.

CONTACT US

CONFERENCE@IADMS.ORG

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