International Sudden Infant & Child Death Conference 2027

Evidence, Empathy & Action

Monday 28 June – Thursday 1 July 2027

University of Birmingham, UK

ISPID
International Society for the Study and Prevention of Perinatal and Infant Death

SUDC UK
Sudden Unexplained Death in Childhood
an affiliate of the SUDC Foundation

the lullaby trust

2wish

UNIVERSITY OF BIRMINGHAM

Sponsor Brochure

Welcome to the ISPID 2027 International Conference on Sudden Infant and Child Death

This brochure gives you details of the conference and how you can support the conference to work towards a world where fewer infants and children die, globally.

About the ISPID 2027 International Conference

ISPID has joined force with three highly respected UK charities: The Lullaby Trust, 2Wish and SUDC UK, to host the 2027 International Conference. Together we are proud to host a landmark summit uniting the world's leading researchers, clinicians, advocates, public health leaders and bereaved families to advance research and prevent sudden infant and child death.

Evidence, Empathy & Action

The conference is being held with the theme ‘Evidence, Empathy & Action’ as we share the latest scientific evidence, promote compassion and discuss coordinating action globally to reduce sudden infant and child deaths and promote improved support for families affected by devastating loss.

The conference will be held at the University of Birmingham, a World Top 100 University, in the UK. With its campus near the centre of Birmingham, the UK’s second largest city, the venue offers state-of-the-art facilities with exceptional transport links to the rest of the UK and global destinations.

Your support could help turn evidence into action

Those attending ISPID 2027 may come from different countries, professions and areas of expertise, but they share one goal: to reduce preventable deaths and improve the experiences of families when a baby or child dies.

Corporate and organisational partners have an important role to play in helping us make that possible. By supporting ISPID 2027, you will help bring together expertise that would rarely exist in one room and extend the impact of that shared knowledge far beyond the conference itself.

Why partner with ISPID 2027?

Reach a highly specialist international audience

ISPID 2027 will welcome:

- Researchers at all career stages, especially new and emerging investigators
- Parents, families, and those with lived experience
- Paediatricians, neonatologists, GPs, family doctors, nurses, midwives, and health visitors, community health workers.
- Neurologists, cardiologists, geneticists, physiologists, epidemiologists
- Pathologists, medical examiners, coroners, and first responders
- Bereavement specialists, psychologists, counsellors, and social care professionals
- Public health officials and policymakers
- Advocacy organisations and charity leaders

This unique mix of scientific expertise, professional practice and lived experience creates an opportunity for sponsors to build visibility and meaningful connections within a highly engaged international community working at the forefront of infant and child health.

Drive meaningful change

ISPID conferences provide a rare space for new evidence to be shared, different disciplines and perspectives to come together and international collaborations to develop. The research, learning and relationships created through ISPID can help improve our understanding of why babies and children die suddenly and unexpectedly, strengthen approaches to prevention, influence professional practice and improve the care and support available to families.

Extend your reach beyond the conference hall

ISPID 2027 will reach far beyond the delegates attending in Birmingham. The conference will be supported and promoted through the combined networks of ISPID, The Lullaby Trust, 2wish and SUDC UK, connecting with new and expectant families, bereaved families, researchers, healthcare professionals, policymakers, supporters and organisations across the UK and internationally. Together, our host organisations reach:

- 330,000+ social media followers
- 30,000+ email subscribers, members and supporters
- 4 million+ annual website visits
- 15 countries across ISPID's international network

Selected sponsorship packages include opportunities for recognition across these wider channels before, during and after the conference, helping sponsors extend their brand visibility and reach while increasing the impact of their support beyond the event itself.

Sponsorship Opportunities

Our sponsorship opportunities have been designed to offer different levels of involvement, from major conference sponsorship and exhibition opportunities through to simple ways for organisations to show their support.

By becoming an ISPID 2027 Sponsor, your organisation will help bring together researchers, clinicians, public health leaders, charities and bereaved families from across the world to share evidence, build new collaborations and influence what happens next in research, prevention and family support.

In return, your organisation will receive a strong and highly visible association with ISPID 2027, with opportunities to extend your reach beyond the conference itself through the combined communications networks of ISPID and the organisations hosting the event. The following levels are available:

- Gold Sponsor
- Silver sponsor
- Bronze sponsor
- Exhibition Partner
- Conference Supporter

Conference Sponsors may choose to align their sponsorship with one of three/four key areas of ISPID 2027, subject to availability:

Welcome reception | Memorial Service | Gala Dinner | Gala dinner drinks

Details on these events can be found here.

Gold Sponsor: £12,000 (3 available)

As one of our key ISPID 2027 Gold Sponsors, your partnership will include:

- Exclusive recognition as an ISPID 2027 Gold Sponsor
- A dedicated Gold Sponsor announcement published collaboratively across agreed ISPID 2027 host social media channels
- Inclusion of your logo and organisation tagged within two additional conference social media posts, published collaboratively across agreed ISPID 2027 host social media channels
- A dedicated post-conference thank-you post published collaboratively across agreed ISPID 2027 host social media channels
- One dedicated ISPID 2027 email announcing your organisation as the exclusive Gold Sponsor, featuring your logo, a short quote from a senior representative, a headshot or team image where available, and a link to a company owned ISPID-related webpage or blog
- A dedicated 300-word organisation profile on the ISPID 2027 website, including a link to your website
- Prominent logo placement on the ISPID 2027 registration page
- Logo placement, short bio and link to your website on the ISPID 2027 ‘Meet our Exhibition Partners’ webpage
- Logo included within the sponsor footer on selected ISPID 2027 conference emails
- An exclusive online staff engagement session exploring ISPID, the aims of the conference and the life-saving impact your organisation’s support will help make possible
- Digital Gold Sponsor of ISPID 2027 badge for use across your own communications

At the conference, your organisation will receive:

- Prominent logo placement on conference holding slides and sponsor recognition screens between sessions
- Logo placement on the conference app Sponsor tab
- Formal recognition during the conference opening, closing and Gala Dinner welcome remarks
- Priority exhibition stand placement throughout the conference
- Two full conference registrations
- Two complimentary Gala Dinner tickets

Silver Sponsor: £7,500 (5 available)

As one of our Silver Sponsors, your partnership will include:

- Recognition as an official ISPID 2027 Conference Sponsor
- Inclusion in an ISPID 2027 Conference Sponsor spotlight post, with your logo and organisation tagged, published collaboratively across agreed ISPID 2027 host social media channels
- Inclusion in a collective ISPID 2027 Conference Sponsor announcement email, featuring your logo, a short quote from a senior representative and a headshot or team image, where available
- A dedicated 200-word organisation profile on the ISPID 2027 website, including your logo and a link to your website
- Logo placement on the ISPID 2027 registration page
- Logo placement and short bio on the ISPID 2027 ‘Meet our Exhibition Partners’ webpage
- Logo included within the sponsor footer on selected ISPID 2027 conference emails
- Inclusion in the post-conference sponsor thank-you post, with your logo and organisation tagged, published collaboratively across agreed ISPID 2027 host social media channels
- Digital ‘Proud Sponsor of ISPID 2027’ badge for use across your own communications

At the conference, your organisation will receive:

- Logo placement on conference holding slides and sponsor recognition screens throughout the event
- Logo placement on the conference app Sponsor tab
- Formal recognition during the opening remarks of your designated event
- Prominent exhibition stand placement at the conference
- Two full conference registrations
- Two complimentary Gala Dinner tickets

Bronze Sponsor: £3,000 (7 available)

As one of our Bronze Sponsors, your partnership will include:

- Recognition as an official ISPID 2027 Conference Sponsor
- Inclusion in an ISPID 2027 Conference Sponsor spotlight post, with your logo and organisation tagged, published collaboratively across agreed ISPID 2027 host social media channels
- Logo placement on the ISPID 2027 registration page
- Logo placement and short bio on the ISPID 2027 'Meet our Exhibition Partners' webpage
- Logo included within the sponsor footer on selected ISPID 2027 conference emails
- Inclusion in the post-conference sponsor thank-you post, with your logo and organisation tagged, published collaboratively across agreed ISPID 2027 host social media channels
- Digital 'Proud Sponsor of ISPID 2027' badge for use across your own communications

At the conference, your organisation will receive:

- Logo placement on conference holding slides and sponsor recognition screens throughout the event
- Logo placement on the conference app Sponsor tab
- Exhibition stand placement at the conference
- One full conference registration

**Gala Dinner tickets are not included within the Bronze Sponsor package but can be purchased separately.*

Exhibition Partner (15 available)

Charity/not-for-profit organisation price: £2,500

ISPID organisational member offer (limited time) price: £2,000

As an Exhibition Partner, your organisation will have the opportunity to directly engage with researchers, clinicians, public health professionals, charities, bereavement specialists and other organisations throughout the conference, while also benefiting from visibility before and during the event.

As an Exhibition Partner, your organisation will benefit from:

- Inclusion of your organisation's logo, a 100-word company profile and website link on the ISPID 2027 Exhibition Partner webpage
- Inclusion in a collective 'Meet the ISPID 2027 Exhibition Partners' email to conference delegates ahead of the event, featuring your logo, a short organisation description and website link
- Inclusion in the ISPID 2027 'Meet our Exhibition Partners' Instagram story series, featuring your logo, organisation tag and website link where possible. The series will be saved to an 'Exhibition Partners' Highlight for the duration of the conference campaign
- Logo placement and company name on the ISPID 2027 'Meet our Exhibition Partners' webpage
- Logo inclusion on collective sponsor, partner and exhibitor recognition screens throughout the conference
- Inclusion within the digital conference programme

At the conference, your organisation will receive:

- Dedicated exhibition space throughout the conference
- One exhibitor pass to enable your team to access sessions, conference networking events and refreshment areas*

**Gala Dinner tickets are not included within the Exhibition Partner package but can be purchased separately.*

ISPID 2027 Conference Supporter: £1,500

If your organisation is unable to attend ISPID 2027 but shares our ambition to reduce the number of babies and children dying suddenly and unexpectedly, we would love to offer you the opportunity to support the conference from afar.

Becoming a Conference Supporter is a simple but effective way to stand behind the research, collaboration and shared learning that ISPID 2027 will make possible.

As an ISPID 2027 Conference Supporter, your organisation will receive:

- Organisation logo on the ISPID 2027 sponsorship webpage
- Logo inclusion on collective sponsor recognition screens throughout the conference
- Logo inclusion within the digital conference programme

Ethical Sponsorship Commitment

This conference addresses sensitive issues relating to the death of infants and children. Sponsorship reflects shared values and a commitment to learning, care and improvement. Promotion of products, services or sales activity is not permitted. Sponsorship does not imply endorsement, and no delegate data is shared.

Further information on can be found on the conference website.

If you wish to discuss any of the opportunities in more detail or would like some more information regarding the conference, please contact the ISPID 2027 Event Management Team on academic.conferences@contacts.bham.ac.uk

Scan to go to the Conference Website



Appendix 1: ISPID Key Events

Sponsorship can be aligned to one of the events below, please contact for more information and we will consider this based on the level of sponsorship.

Welcome reception

The evening prior to the conference, there is a welcome reception planned in central Birmingham. This is an event well attended by ISPID researchers as well as families and other professionals.

Memorial Service

Hosted at the University of Birmingham, the Memorial Service is one of the most poignant and memorable events of the conference. Open to all delegates, it brings together bereaved families, researchers, clinicians and professionals from around the world to remember and honour babies and children who died too soon. Through music, readings and a shared act of remembrance, the service creates a powerful space for reflection, connection and hope, embodying the conference theme of Evidence, Empathy & Action.

Sponsoring the Memorial Service demonstrates a commitment not only to advancing research and prevention, but also to recognising the profound impact of loss and the importance of supporting families with compassion, dignity and understanding.

A reception will follow the service, providing an opportunity for attendees to connect, reflect and continue conversations in an informal and supportive setting.

Gala Dinner

The Gala Dinner is one of the highlights of the ISPID Conference, offering delegates a valuable opportunity to connect in a relaxed and informal setting away from the scientific programme. It provides a chance to meet new colleagues, strengthen existing relationships, and exchange ideas in a more social environment. The evening also offers attendees the opportunity to dress up, celebrate the achievements of the community, and enjoy great food, conversation, and entertainment. Above all, the Gala Dinner helps foster a sense of camaraderie and collaboration, creating memorable experiences that extend well beyond the conference itself. There are opportunities to sponsor the full gala dinner or the gala drinks before the dinner.

Appendix 2: The 2027 Conference Hosts

ISPID: The International Society for the Study and Prevention of Perinatal and Infant Death

The International Society for the Study and Prevention of Perinatal and Infant Death (ISPID) is a not-for-profit organisation dedicated to researching and preventing sudden infant and child death and promoting effective support for families affected by this devastating loss.

Our mission is to save the lives of babies and children through increasing knowledge of prevention and advancing research in areas of perinatal, infant and child health and underlying causes of unexplained death.

As a leading international body, ISPID is dedicated to the exchange of information among families, scientists and other specialists in the field of perinatal, infant and child health and educating the global community on the prevention of sudden unexpected infant and child death.

The Lullaby Trust

The Lullaby Trust exists to keep babies safe and to keep grieving families supported. Our mission is to stop babies dying unexpectedly from sudden infant death syndrome (SIDS), accident or illness.

We empower families and professionals with trusted advice and provide a supportive space for anyone whose baby or infant has died suddenly or unexpectedly. Every year, we train thousands of health professionals to support parents in sleeping their baby safely and answer thousands of questions from parents and carers. Our life-saving advice reaches millions of families, and we provide crucial bereavement support to around 1,000 families in their darkest hours.

Since 1991 The Lullaby Trust has been instrumental in reducing SIDS in the UK by 82%, saving the lives of nearly 32,000 babies. We have also invested £12 million into research to develop our understanding of sudden and unexplained death in infancy.

2wish

2wish is a UK-based charity that supports families who have lost a child or young person suddenly and unexpectedly. We provide immediate and ongoing emotional support, practical guidance, and advocacy to help families navigate the traumatic days, weeks, and months after their loss. This can include help with understanding official processes,

liaising with professionals, counselling, and creating memory-making opportunities to honour their loved one.

Alongside direct family support, 2wish also works to improve the systems around sudden death in young people. The charity delivers training for professionals such as emergency services, healthcare staff, and schools to ensure families receive compassionate, consistent care. We also raise awareness, influence policy, and build networks so that no bereaved family has to face their grief alone or unsupported.

SUDC UK

SUDC UK is a specialist national charity dedicated to funding life-saving medical research and supporting families when a child aged 1–18 dies suddenly and without an immediately apparent cause.

We inform, empower and advocate for bereaved families through a unique, nurse-led service, providing expert guidance in the aftermath of these devastating deaths. Our team brings deep expertise in Sudden Unexplained Death in Childhood (SUDC), the child death review process, genetic investigation, medical screening and research, while also leading the way in shaping policy, improving professional understanding, and advancing training across the UK.

The majority of our funding is dedicated to vital research to make unexplained child deaths predictable and preventable. We provide hope to a connected community of families who love and miss their children, while working towards a future where no child dies without answers.