SPONSORSHIP AND EXHIBITOR PROSPECTUS

NOVEMBER 11 - 13, 2021  CHICAGO, ILLINOIS
Sheraton Grand Chicago  |  301 E North Water St, Chicago, IL 60611
pffsummit.org  #PFFSummit
Join the largest pulmonary fibrosis conference in the world
Expand your visibility to a targeted audience of PF specialists and patients
Network with PF healthcare professionals, thought-leaders, patients, and caregivers
Showcase your reputation as a leader in PF treatment or services

PFF Summit is the largest healthcare conference on pulmonary fibrosis (PF) in the world. The Summit is unlike any other PF conference, because we welcome everyone who has been impacted by the disease, including patients, caregivers, healthcare professionals, researchers, transplant recipients, and those who have lost a loved one. A wide variety of sessions are offered to appeal to attendees from all backgrounds and experiences.

The Summit provides an opportunity to network with others who have shared experiences. Numerous roundtable discussions, networking breaks, and the Friday dinner allow attendees to mingle and make meaningful connections. In addition, the Poster Presentation held during the welcome reception allows all attendees to interact with leading researchers in the PF field.

For healthcare professionals, the Summit will feature an innovative continuing medical education (CME) program, Maintenance of Certification (MOC), and a continuing education (CE) program for nurses, respiratory therapists, and pharmacists.
### PFF Summit Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Patients/Caregivers</th>
<th>Physicians/Researchers</th>
<th>Nurses/Allied Health</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>125</td>
<td>170</td>
<td>48</td>
<td>161</td>
</tr>
<tr>
<td>2017</td>
<td>227</td>
<td>180</td>
<td>86</td>
<td>141</td>
</tr>
<tr>
<td>2019</td>
<td>310</td>
<td>245</td>
<td>125</td>
<td>141</td>
</tr>
</tbody>
</table>

- **2019 SPONSORS AND EXHIBITORS**

  - Accredo Specialty Pharmacy
  - AllianceRx Walgreens + PRIME
  - Apria Healthcare
  - Avalyn Pharma
  - Bellerophon Therapeutics
  - Bristol Myers Squibb
  - Boehringer Ingelheim
  - Brigham & Women’s Hospital
  - Celgene
  - CVS Specialty Pharmacy
  - FibroGen
  - FLUIDDA
  - Galapagos
  - Galecto
  - Genentech
  - Lung Biotechnology
  - Mayo Clinic
  - Nitto BioPharma
  - PF Warriors
  - Pliant Therapeutics
  - Promedior
  - Raremark
  - RepeatDx
  - Respivant
  - Responsum Health
  - Scleroderma Foundation
  - Temple Health Lung Center
  - Three Lakes Foundation
  - University of Colorado – IPF Genetics Research
  - University Transplant Center
  - San Antonio
  - Veracyte
# Sponsorship benefits at a glance

## BENEFITS AND MENTIONS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond ($225,000)</th>
<th>Platinum ($125,000)</th>
<th>Gold ($40,000)</th>
<th>Silver ($20,000)</th>
<th>Bronze ($8,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PFF Summit Website and Banner (logo with hyperlink)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PFF Summit eBlasts (up to 4)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite/Virtual Signage (arranged by level)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Thank you in PFF Breathe Bulletin and PFF 2021 Annual Report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additional Branding Opportunity (arranged by level)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Designated Seating with PFF Core Constituents at Networking Dinner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Insert(s) in Conference Tote Bag (sponsor provided print/promo item, subject to PFF approval)</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal Thank You at Welcome Reception</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage at PFF Booth (ATS &amp; CHEST 2021 Conferences)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PFF Newsletter eBlasts (up to 3)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Custom PFF homepage Summit Slider Image</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three-minute speaking opportunity at Networking Dinner</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Staff Room during the Summit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Thank You Posts (up to 4)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PFF Summit National Press Release</td>
<td>Pre and post</td>
<td>Pre and post</td>
<td>Post</td>
<td>Post</td>
<td></td>
</tr>
<tr>
<td>All-Access Summit Passes (sponsor ribbons included)</td>
<td>20</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

## ADD ONS

Benefits listed below are not included in the above sponsorship packages, but are available to add-on for additional fees as indicated. Space is limited.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Fee</th>
<th>Up to 5</th>
<th>Up to 2</th>
<th>Up to 1</th>
<th>Up to 1</th>
<th>Up to 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Booth Space 10’ x 10’</td>
<td>$3,500 each</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Only Passes</td>
<td>$500 each</td>
<td>Up to 6</td>
<td>Up to 6</td>
<td>Up to 4</td>
<td>Up to 2</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Clinical Trials Innovation Series</td>
<td>$15,000</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Event Meeting Space</td>
<td>$25,000</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship opportunities

DIAMOND: $225,000

Public acknowledgment in key PFF communications including:
- Onsite/Virtual signage by sponsorship level
- Additional branding opportunity (all sponsors at this level will be recognized on event signage):
  ◊ Networking Dinner & Cocktail Reception Sponsor
- Seating with PFF core constituents at the Networking Dinner
- Branded insert in conference registration bags (up to three items, subject to approval)
- Verbal recognition at the Welcome Reception
- Logo inclusion in custom Summit slider on PFF homepage (pulmonaryfibrosis.org)
- Three-minute speaking opportunity at the Networking Dinner
- Private staff meeting room during the Summit
- Twenty (20) All-Access Summit Passes & sponsor ribbons ($1,495 per ticket)

Public acknowledgment (logo unless specified) in key PFF communications including:
- PFF Summit website (pffsummit.org) sponsor banner and webpage
- PFF Summit e-mail blasts (up to four)
- PFF’s biannual Breathe magazine and 2021 annual report
- PFF newsletter e-mail blast to all constituents (up to three)
- Signage at PFF booth for 2021 ATS and CHEST conferences
- Social media thank-you messaging (up to four)
- Pre- and post-Summit national press releases (company name only)

PLATINUM: $125,000

Public acknowledgment in key PFF communications including:
- Onsite/Virtual signage by sponsorship level
- Additional branding opportunity (all sponsors at this level will be recognized on event signage):
  ◊ Welcome Reception Sponsor
- Seating with PFF core constituents at the Networking Dinner
- Branded insert in conference registration bags (up to two items, subject to approval)
- Verbal recognition at the Welcome Reception
- Logo inclusion in custom Summit slider on PFF homepage (pulmonaryfibrosis.org)
- Ten (10) All-Access Summit Passes & sponsor ribbons ($1,495 per ticket)

Summit engagement and visibility benefits that include:
- PFF Summit website (pffsummit.org) sponsor banner and webpage
- PFF Summit e-mail blasts (up to four)
- PFF’s biannual Breathe magazine and 2021 annual report
- PFF newsletter e-mail blast to all constituents (up to three)
- Signage at PFF booth for 2021 ATS and CHEST conferences
- Pre- and post-Summit national press releases (company name only)
Sponsorship opportunities

GOLD: $40,000

Public acknowledgment in key PFF communications including:
- Onsite/Virtual signage by sponsorship level
- Additional branding opportunity (all sponsors at this level will be recognized on event signage):
  ◊ Lunch Sponsor
  - Seating with PFF core constituents at the Networking Dinner
  - Branded insert in conference registration bags (up to one item, subject to approval)
  - Eight (8) All-Access Summit Passes & sponsor ribbons ($1,495 per ticket)

Summit engagement and visibility benefits that include:
- PFF Summit website (pffsummit.org) sponsor banner and webpage
- PFF Summit e-mail blasts (up to four)
- PFF's biannual Breathe magazine and 2021 annual report
- Post-Summit national press releases (company name only)

SILVER: $20,000

Public acknowledgment in key PFF communications including:
- Onsite/Virtual signage by sponsorship level
- Additional branding opportunity (all sponsors at this level will be recognized on event signage):
  ◊ Breakfast Sponsor
  - Six (6) All-Access Summit Passes & sponsor ribbons ($1,495 per ticket)

Summit engagement and visibility benefits that include:
- PFF Summit website (pffsummit.org) sponsor banner and webpage
- PFF Summit e-mail blasts (up to four)
- PFF’s biannual Breathe magazine and 2021 annual report
- Post-Summit national press releases (company name only)
Sponsorship opportunities

BRONZE: $8,000

Public acknowledgment in key PFF communications including:
  • Onsite/Virtual signage by sponsorship level
  • Four (4) All-Access Summit Passes & sponsor ribbons ($1,495 per ticket)

Summit engagement and visibility benefits that include:
  • PFF Summit website (pffsummit.org) sponsor banner and webpage
  • PFF Summit e-mail blasts (up to four)
  • PFF’s biannual Breathe magazine and 2021 annual report

EXCLUSIVE BRANDING OPPORTUNITIES
The following exclusive sponsorship opportunities are available on a first-contracted/paid, first-served basis to companies confirmed at any sponsorship level. Sponsor recognition will include acknowledgment on signage throughout the Summit, within the Program, and within the Virtual platform, as appropriate.

<table>
<thead>
<tr>
<th>SPONSOR ADD ONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Patient Session Sponsor</td>
<td>$75,000</td>
</tr>
<tr>
<td>WiFi Sponsor</td>
<td>$30,000</td>
</tr>
<tr>
<td>Hand Sanitizer Station Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Therapy Dog Session Sponsor</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

EXHIBITOR FEES
Exhibit Booth spaces are available to non-sponsors at the below listed rates and include All-Access Summit Passes for two (2) attendees. Booth spaces for non-sponsors will be assigned on a first-contracted/paid, first-served basis following the assignment of space for all sponsor companies. Each booth space comes furnished with one (1) 6’ skirted table and two chairs. Space is limited.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SPACE</th>
<th>AMOUNT</th>
<th>ALL ACCESS SUMMIT PASSES</th>
<th>EXHIBIT HALL ONLY PASSES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>6’ x 6’</td>
<td>$5,000</td>
<td>2</td>
<td>$500 each, up to 4</td>
</tr>
<tr>
<td>Care Center Network Site</td>
<td>6’ x 6’</td>
<td>$3,500</td>
<td>2</td>
<td>$400 each, up to 2</td>
</tr>
<tr>
<td>Patient Advocacy Organization</td>
<td>6’ x 6’</td>
<td>$2,000</td>
<td>2</td>
<td>$200 each, up to 2</td>
</tr>
</tbody>
</table>

*Exhibit Hall Only Passes are available for additional booth staff that do not wish to attend conference sessions and include: Access to Exhibit Hall during Load In/Load Out and Conference Hours; meals, snacks & beverages provided during the conference.
Key dates and deadlines

APRIL 2021
Summit communications begin

APRIL 19, 2021
PFF Summit registration opens

JUNE 14, 2021
Scientific poster application process opens

AUGUST 13, 2021
Poster application closes

AUGUST 23, 2021
Completed sponsor and exhibitor applications due (including all add-ons)

SEPTEMBER 9, 2021
Full sponsor and exhibitor payment due

SEPTEMBER 17, 2021
Notification of poster acceptance

OCTOBER 22, 2021
Final names for all attendees due

NOVEMBER 10, 2021
Exhibit hall set-up opens

NOVEMBER 11-13, 2021
PFF Summit 2021

Questions?
For questions about sponsoring, exhibiting, or additional marketing opportunities, please contact Jennifer Mefford at partnerships@pulmonaryfibrosis.org or 312.546.4105.