



NOVEMBER 8 - 13, 2021

VIRTUAL

Sponsorship and
Exhibitor Prospectus

pffsummit.org

#PFFSummit

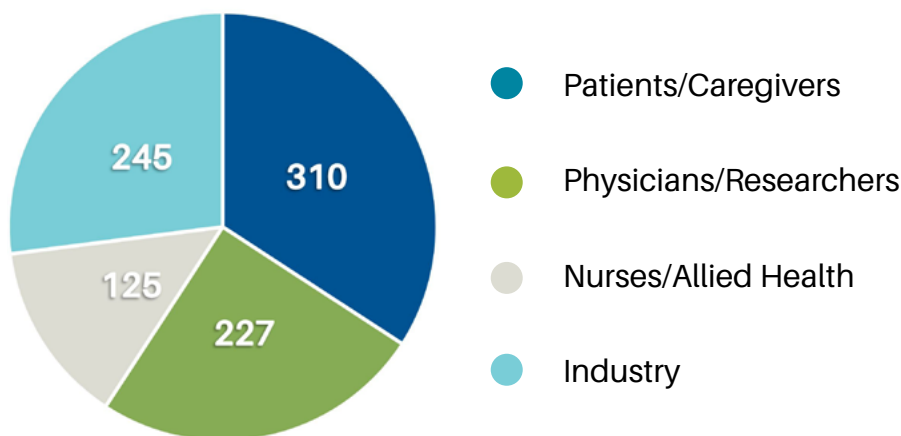


Introduction

PFF Summit is the largest healthcare conference on pulmonary fibrosis (PF) in the world. Based on continued concerns over COVID-19 and our at-risk patient population, **we have decided that for 2021, we're going virtual.** 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.

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.

2019 Summit Attendance



63,100

Summit website visits in 2019



1,400

Total hours watched Summit 2019 sessions (YouTube)



42,000

Email recipients



14,500

Summit 2019 session views on YouTube



57,400

Facebook, Twitter, Instagram, LinkedIn and YouTube



75

Posters at PFF Summit 2019

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



Virtual Program Highlights

6 Days & 30+ Sessions

Live & On-Demand Content
2 Primary Learning Tracks

Poster Presentation

Live Awards Ceremony
1:1 Video Chat Capabilities

Keynote Speakers

Gary H. Gibbons, MD

Director at NIH National Heart,
Lung, and Blood Institute

Kathleen Lindell, PhD, RN

Associate Professor, Palliative Care
Health at Medical University of
South Carolina

Virtual Meeting Provider

MedscapeLIVE! is the virtual event provider for PFF Summit 2021. MedscapeLIVE! brings over 25 years of experience working with healthcare professionals to produce and deliver digital and live medical education activities worldwide.

Host a Special Event

This unique engagement opportunity is included with our Diamond Sponsorship Package or can be added on to a Gold or Silver Sponsorship Package (add-on fee of \$30,000).

- Scheduled during off-hours during the conference week
- Duration of up to 1-hour in length
- Highlighted in up to three (3) eBlasts
- Inclusion on the PFF Summit Agenda (optional)
- Events could include, but are not limited to: presentations targeted to HCPs or patients, product Q&A, KOL roundtable, CME Symposium, networking, Meet the Experts, etc.
- Expenses outside of providing the platform and listed marketing related benefits would be the sponsor's responsibility (i.e. vendors, shipping, entertainment, etc.)

Present at the Clinical Trials Innovation Series

This audience favorite will take place across several days and is included with our Gold and Diamond Sponsorship Packages.

- 10-minute pre-recorded speaking opportunity
- Highlight PF-related drug development and clinical trial related activity
- CTI Series will be highlighted to all attendees in pre-conference eBlast
- CTI Series videos will be available on the platform for 90 days post-conference

Registration Fees

Patients, Caregivers, Transplant Recipients	\$25
Nurses & Allied Health Professionals	\$50
Physicians & Researchers (In Training)	\$50
Physicians & Researchers	\$125
Corporate/Industry Employee	\$200

Sponsorship levels at a glance



BENEFITS	DIAMOND \$125,000	GOLD \$50,000	SILVER \$10,000
Exhibitor Booth	✓	✓	✓
Logo on Event Signage (arranged by level)	✓	✓	✓
Logo on PFF Summit Website (sponsor page and banner)	✓	✓	✓
Logo in PFF Summit eBlasts (up to 4)	✓	✓	✓
Logo in PFF Breathe Bulletin & PFF 2021 Annual Report	✓	✓	✓
Clinical Trial Innovation Series (informational speaking opportunity)	✓	✓	
Insert(s) in Virtual Tote Bag (PDF)	3	1	
Verbal Recognition during Fireside Chat	✓	✓	
Recognition as a Presenting Sponsor (arranged by level)	Poster Presentation	Networking Lounge	
Recognition in PFF Summit Press Release	Pre & Post	Post	
Special Event	✓	+\$30,000	+\$30,000
Insert in Mailed Swag Bag (print/promo item)	1		
Welcome Pop-Up Message to Attendees	✓		
Sponsor Content eBlast to PFF Summit Registrants	✓		
Logo on PFF Homepage Summit Slider Image	✓		
Logo in PFF Monthly eNewsletter (up to 3)	✓		
Logo in Social Media Thank You Posts (up to 4)	✓		
All-Access Summit Passes (All open Sessions and Events)	12	8	4
Exhibit Booth Staff Passes (No Session or Event Access)	Unlimited	Unlimited	Unlimited



DIAMOND: \$125,000

Engagement Benefits:

- Special Event hosting opportunity* (see description on Page 3)
- Clinical Trials Innovation Series informational speaking opportunity (see description on Page 3)
- Exhibitor Booth
- Insert in swag bags mailed to first 1,000 registrants* (one sponsor provided print/promo item, unbranded**)
- Inserts in virtual tote bags to all attendees* (up to three sponsor provided PDFs, unbranded**)
- Sponsor Content eBlast to PFF Summit registrants (one email sent by the PFF 11/8 – 11/13)
- Welcome Pop-Up Message to Attendees*
- Twelve (12) All-Access Summit Passes
- Unlimited Exhibit Booth Staff Passes (access to booth set up and monitoring; no session access)

Recognition Benefits:

- Event Signage
 - ◊ Logo on Conference Entrance page (Diamond Level only)
 - ◊ Logo on Navigation Banner visible in every room of the Conference (Diamond Level only)
 - ◊ Logo in Conference Lobby Exhibitor Navigation Panel
- Logo on PFF Summit website sponsor page and banner (pffsummit.org)
- Logo in PFF Summit specific eBlast to all PFF constituents (up to four)
- Logo in PFF's biannual Breathe Bulletin and 2021 Annual Report
- Verbal recognition during PFF Summit Fireside Chat
- Recognition as a Presenting Sponsor of the PFF Summit Poster Presentation
- Recognition in pre- and post-Summit national press releases
- Logo on PFF homepage Summit slider (pulmonaryfibrosis.org)
- Logo in PFF monthly eNewsletter to all PFF constituents (up to three)
- Logo in social media thank you posts (up to four)

*Subject to pre-approval by the Pulmonary Fibrosis Foundation.

**Unbranded materials do not link a product with a company.



GOLD: \$50,000

Engagement Benefits:

- Clinical Trials Innovation Series informational speaking opportunity (see description on Page 3)
- Exhibitor Booth
- Insert in virtual tote bags to all attendees* (one sponsor provided PDF, unbranded**)
- Eight (8) All-Access Summit Passes
- Unlimited Exhibit Booth Staff Passes (access to booth set up and monitoring; no session access)

Recognition Benefits:

- Event Signage
 - ◊ Logo in Conference Lobby Exhibitor Navigation Panel
- Logo on PFF Summit website sponsor page and banner (pffsummit.org)
- Logo in PFF Summit specific eBlast to all PFF constituents (up to four)
- Logo in PFF's biannual Breathe Bulletin and 2021 Annual Report
- Verbal recognition during PFF Summit Fireside Chat
- Recognition as a Presenting Sponsor of the PFF Summit Networking Lounge
- Recognition in post-Summit national press release

Add-On (\$30,000):

- Special Event hosting opportunity* (see description on page 3)

SILVER: \$10,000

Engagement Benefits:

- Exhibitor Booth
- Four (4) All-Access Summit Passes
- Unlimited Exhibit Booth Staff Passes (access to booth set up and monitoring; no session access)

Recognition Benefits:

- Event Signage
 - ◊ Logo in Conference Lobby Exhibitor Navigation Panel
- Logo on PFF Summit website sponsor page and banner (pffsummit.org)
- Logo in PFF Summit specific eBlast to all PFF constituents (up to four)
- Logo in PFF's biannual Breathe Bulletin and 2021 Annual Report

Add-On (\$30,000):

- Special Event hosting opportunity* (see description on Page 3)

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EXHIBITOR FEES

Category	Amount	All Access Summit Passes	Exhibit Booth Staff Passes
Corporate (Non-Sponsor)	\$3,500	2	Unlimited
Care Center Network Site	\$2,000	2	Unlimited
Patient Advocacy Org.	\$1,000	2	Unlimited

Exhibit Booth Features

- **Logo in Exhibit Hall Spotlight eBlast** to all registrants featuring all Exhibitors.
- **Custom Booth Template** based on logo and brand colors.
- **Back Display Panel** including a brief promotional video with auto-play upon attendee's first visit, company description, or an image.
- **Interaction Panel** including a display of designated staff headshots/bios, direct messaging, video chat, browser alerts upon attendee booth entrance, and a log of visitors.
- **Group Chat** for booth staff and attendees to interact publicly.
- **Resource Panel** featuring provided collateral, videos, surveys, hyperlinks, and more.
- **Contact Us** counter including email inquiry and social media links.
- **Visitor Log** will be available to booth staff during the event with timestamps.
- **Metrics** after the event will include total number of visitors, resource use, number of inquiries, and number of group chats.

Wider Outreach

Virtual meetings provide greater access to information and education across the PF patient and caregiver community. With an increased and more inclusive audience, sponsors may have the opportunity to interact with attendees that are more representative of the PF Community at large.

The virtual conference has been designed to:

- Immerse attendees in an environment that promotes education, interaction, and networking
- Facilitate a virtual exhibit hall, allowing information sharing and 1:1 communication through text and video chat

Customer Support & Flexibility

Sponsors and exhibitors will be assigned a designated manager who will collect assets and facilitate all the details of your participation in the conference.

All conference content, including Exhibits, will be available to registered attendees for 90 days post-Summit.

Lead Generation

The digital footprint that attendees leave behind in a virtual meeting environment will be made available to you for your exhibit booth.

Key dates and deadlines



JUNE 2021

Sponsor recognition in PFF communications begins

JUNE 14, 2021

PFF Summit registration opens

JUNE 14, 2021

Poster application process opens

AUGUST 30, 2021

Deadline to submit sponsorship and exhibitor applications to PFF

SEPTEMBER 10, 2021

Deadline to submit poster application

SEPTEMBER 13, 2021

Sponsor and exhibitor payment due in full

OCTOBER 15, 2021

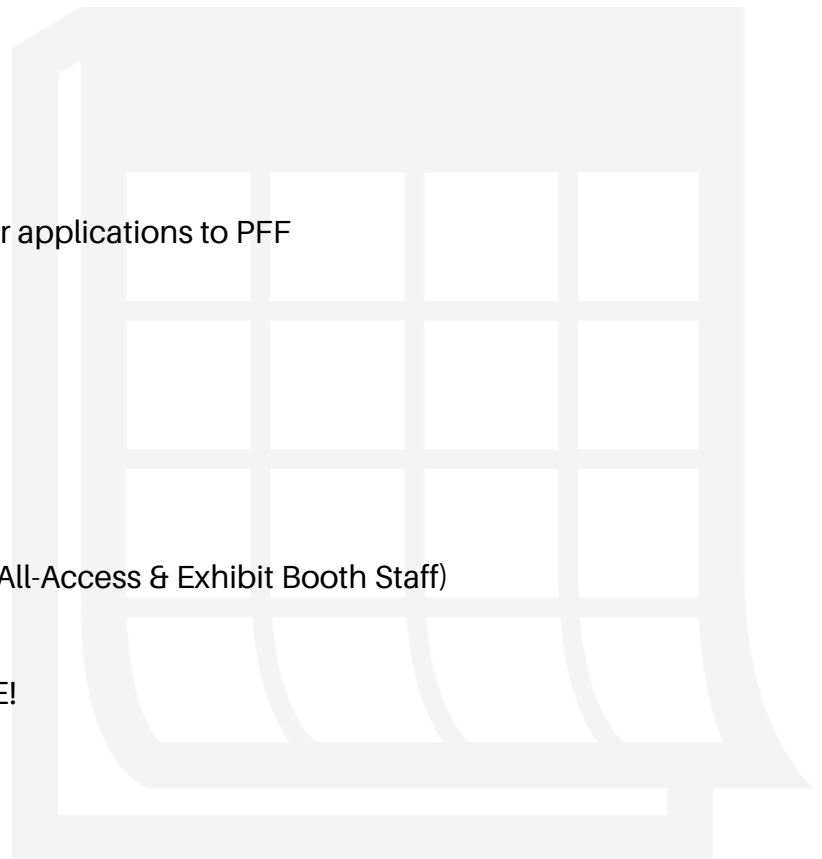
Sponsor and exhibitor attendee names due (All-Access & Exhibit Booth Staff)

NOVEMBER 1 - 7, 2021

Exhibit Booth Staff training by MedscapeLIVE!

NOVEMBER 8 - 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](tel:312.546.4105).