

SPONSOR & EXHIBITOR APPLICATION

The Pulmonary Fibrosis Foundation is pleased to offer sponsorship and exhibit space to businesses and nonprofits wishing to connect with the pulmonary fibrosis community. We thank you for being an integral part of PFF Summit 2021. Check the boxes below to select your sponsorship level, exhibit space and any add-ons. Please complete pages 1 & 2 and return to partnerships@pulmonaryfibrosis.org.

SPONSORSHIP										
STEP 1: PICK YOUR SPONSORSHIP LEVEL										
LEVEL	<input type="checkbox"/>	DIAMOND \$225,000	<input type="checkbox"/>	PLATINUM \$125,000	<input type="checkbox"/>	GOLD \$40,000	<input type="checkbox"/>	SILVER \$20,000	<input type="checkbox"/>	BRONZE \$8,000
STEP 2: ADD ON EXHIBIT HALL, CLINICAL TRIALS INNOVATION SERIES AND SPECIAL EVENT SPACE										
10' x 10' EXHIBIT SPACE	<input type="checkbox"/>	\$3,500 x _____	<input type="checkbox"/>	\$3,500 x _____	<input type="checkbox"/>	\$3,500 x _____	<input type="checkbox"/>	\$3,500 x _____	<input type="checkbox"/>	\$3,500 x _____
CLINICAL TRIALS SERIES	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>		<input type="checkbox"/>	
SPECIAL EVENT SPACE	<input type="checkbox"/>	\$25,000	<input type="checkbox"/>	\$25,000	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
STEP 3: ADD ON EXCLUSIVE BRANDING BENEFITS, AVAILABLE ON A FIRST-CONTRACTED/FIRST-SERVED BASIS										
VIRTUAL PATIENT SESSIONS	<input type="checkbox"/>	\$75,000	<input type="checkbox"/>	\$75,000	<input type="checkbox"/>	\$75,000	<input type="checkbox"/>	\$75,000	<input type="checkbox"/>	\$75,000
WI-FI	<input type="checkbox"/>	\$30,000	<input type="checkbox"/>	\$30,000	<input type="checkbox"/>	\$30,000	<input type="checkbox"/>	\$30,000	<input type="checkbox"/>	\$30,000
HAND SANITIZER STATIONS	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000	<input type="checkbox"/>	\$15,000
THERAPY DOGS	<input type="checkbox"/>	\$7,500	<input type="checkbox"/>	\$7,500	<input type="checkbox"/>	\$7,500	<input type="checkbox"/>	\$7,500	<input type="checkbox"/>	\$7,500
TOTAL		\$ _____		\$ _____		\$ _____		\$ _____		\$ _____

EXHIBIT SPACE ONLY						
6' X 6' EXHIBIT SPACE	<input type="checkbox"/>	CORPORATE \$5,000	<input type="checkbox"/>	CARE CENTER NETWORK SITE \$3,500	<input type="checkbox"/>	PATIENT ADVOCACY ORGANIZATION \$2,000
TOTAL		\$ _____		\$ _____		\$ _____

SPONSOR & EXHIBITOR AGREEMENT

COMPANY _____

(Please provide the company name as you would like to be recognized in print.)

TOTAL AMOUNT \$ _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

EMAIL _____ **PHONE** _____ **FAX** _____

SECURING PARTICIPATION

Sponsorship and exhibit space at the PFF Summit 2021 are limited and can only be secured as long as booths are still available in the exhibit hall. Application is due by no later than August 23, 2021. Payment is due in full by September 9, 2021.

CANCELLATION POLICY

All cancellations must be submitted in writing and received by the PFF to be official. Please contact Jennifer Mefford at jmefford@pulmonaryfibrosis.org. Sponsors canceling their agreement:

- On or before September 16, 2021, will forfeit 25% of the total sponsorship/exhibitor fee.
- On or after September 17, 2021, will forfeit 100% of the total sponsorship/exhibitor fee.

AGREEMENT

Our company agrees to participate in the PFF Summit 2021 and to abide by the all rules and regulations for the conference.

QUESTIONS?

For questions about sponsoring or exhibiting at the PFF Summit 2021 please contact Jennifer Mefford at partnerships@pulmonaryfibrosis.org or **312.546.4105**.

COMPANY SIGNATURE _____ **DATE** _____

PRINTED NAME _____ **TITLE** _____

For the Pulmonary Fibrosis Foundation

SIGNATURE _____ **DATE** _____

PRINTED NAME _____ **TITLE** _____

KEY DATES AND DEADLINES

April 2021

- Communications regarding PFF Summit 2021, which include mention of sponsors, begin.

August 23, 2021

- Completed sponsor and exhibitor applications due to the PFF.

September 9, 2021

- Full sponsor and exhibitor payment must be received by the PFF to ensure placement in the exhibit hall and on meeting materials including the Summit 2021 program. Payment after September 9, 2021 may incur a late fee of 3% total sponsorship/exhibitor fee.
- Logo artwork must be submitted to the PFF for placement on event materials.

October 4, 2021

- Exhibitors wishing to distribute items other than product samples or educational materials must submit a request in writing for approval by the PFF.
- Attention-getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services, as well as such activities as prizes, contests and/or lotteries must be submitted in writing for approval by the PFF.
- If applicable, music licensing agreements must be submitted to the PFF.

October 19, 2021

- Cutoff date for preferred room rate of \$229.00 at the Sheraton Grand Chicago.
- Booth assignments communicated to exhibitors.

October 22, 2021

- Final names of all exhibitor and sponsor attendees due to the PFF, including exhibit hall only attendees.
- Insurance certificate due to the PFF.

November 9, 10, 11, 12 & 13, 2021

Load In

Tuesday, November 9

- 12:00 pm – 8:00 pm

Wednesday, November 10

- 9:00 am – 8:00 pm

Thursday, November 11

- 9:00 am – 4:00 pm

Exhibit Hall Hours

Thursday, November 11

- 5:00 pm to 8:30 pm

Friday, November 12

- 7:00 am to 7:00 pm

Saturday, November 13

- 7:00 am to 3:30 pm

Load Out

Saturday, November 13

- 3:30 pm to 5:30 pm

(Dismantling or removing exhibits prior to 3:30 pm is prohibited.)

- *Times are subject to change. The PFF will notify all exhibitors of any changes.*

RULES & REGULATIONS

EXHIBITOR PROGRAM MANAGEMENT

- The PFF Summit 2021 Exhibitor Program is managed by the Pulmonary Fibrosis Foundation (PFF). The PFF reserves the right to accept or reject any application for exhibit space at the PFF Summit 2021 at its sole discretion and without exception.

EXHIBITOR ELIGIBILITY

- All products and services exhibited at the PFF Summit must be directly related to the practice and advancement of research and/or treatment of pulmonary fibrosis. Medical research companies, non-profit organizations, educational institutions, and related businesses are invited to apply to exhibit. Individuals may not exhibit at PFF Summit. Support Groups who wish to exhibit must submit an application with an affiliate medical center. Exhibitors must follow the rules and regulations that appear in the exhibitor prospectus. The PFF has the right to withhold approval of exhibitor's products and services. At the request of the PFF, an exhibitor shall remove any product or service included in a display for which approval has not been given. Applications from exhibitors who have balances due to the PFF must pay in full before exhibition space is granted. The PFF Summit Planning Committee will determine the final list of approved exhibitors.

EXHIBITOR SPACE ASSIGNMENT

- Space is limited. The PFF will assign exhibit space to the sponsors on a first-contracted/paid, first-served basis. The PFF reserves the right to make changes to the exhibit hall floor plan as necessary and at its sole discretion.
- Summit 2021 will have a virtual component for patients and caregivers, which will include a virtual Exhibit Hall. All exhibitors will have the opportunity to create and staff a virtual booth.
- Booth assignments will be communicated by October 15, 2021, to each exhibitor with a signed agreement and all fees paid in full.
- Any exhibit space not occupied by company staff by 4:00 pm on Thursday, November 11, 2021, will be regarded as a no-show and will be terminated unless the PFF has pre-authorized late set-up. All freight will be removed from the booth and returned to the loading dock at the exhibitor's expense. No refunds will be provided.

PAYMENT

- Payment is due in full no later than September 9, 2021. An invoice including payment instructions will be issued by the PFF upon execution of agreement. Companies making payment after September 9, 2021 will be assessed a late fee of 3% of the total amount. No company is allowed to exhibit or participate in the meeting unless full payment has been received.
- The Pulmonary Fibrosis Foundation accepts payment by credit card, company check, and wire transfer. Companies will be invoiced upon executed agreement and provided full payment instruction details.

CANCELLATION POLICY

- Sponsors cancelling their agreement: On or before September 16, 2021, will forfeit 25% of the total fee. On or after September 17, 2021, will forfeit 100% of the total fee.
- All cancellations must be submitted in writing and received by the PFF to be official. Please contact Jennifer Mefford at jmefford@pulmonaryfibrosis.org

SHIPPING AND EXHIBITOR SERVICES

- Detailed information for delivery services and other exhibitor services will be provided once exhibitors have been approved and have paid their exhibitor fees.

BADGES AND CONFERENCE ACCESS

- Conference badges must be worn at all times. No one will be allowed on the conference level without a badge.
- The PFF reserves the right to specify which sessions exhibitors may attend and/or to specify an exhibitor seating area for any session.

RULES & REGULATIONS

- All Exhibitors using the services of an Exhibitor Appointed Contractor (EAC) are responsible for ensuring that EAC staff conform to all Rules & Regulations. Exhibitor must provide a list of EAC staff names to the PFF no later than Monday November 1, 2021. Named EACs will be supplied with a work badge which is only valid during Load In and Load Out hours. If EAC personnel must enter the Exhibit Hall during Exhibit Hall dates and times, they must have a paid Exhibit Hall Only badge.
- All exhibitor personnel must be registered for PFF Summit. This includes booth representatives and any EAC staff working during Exhibit Hall dates and times. Badges are personal and are not to be shared.

SAFETY AND SECURITY

- No one under the age of 18 is allowed in the exhibit hall during load-in or load-out times.
- Exhibitors must adhere to all municipal and state laws, rules, and regulations.
- Fire marshal rules and regulations are rigorously enforced; all drapes, table coverings, and other materials must comply.
- Exhibitors are responsible for taking steps to secure booth items and personal belongings during the conference.
- The exhibit hall will be locked during non-exhibit hours, but additional security will not be provided nor is there additional locked storage available.
- Neither the Pulmonary Fibrosis Foundation nor the Sheraton Grand Chicago will be responsible for any exhibit materials.

INSURANCE

- For the term of the agreement the exhibitor will maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by the Pulmonary Fibrosis Foundation.
- Such insurance shall include contractual liability and product liability coverage of \$1,000,000 per occurrence with a \$2,000,000 aggregated.
- The Pulmonary Fibrosis Foundation, the Sheraton Grand Chicago, and their members shall be added as additional insureds to such insurance.
- Each exhibitor shall confirm to the PFF such insurance cannot be cancelled or changed prior to the PFF Summit 2021.
- Each exhibitor agrees to provide the PFF a suitable certificate no later than October 22, 2021, verifying that the required insurance is and will remain in force for the duration of the Summit.
- The PFF will bear no liability for personal injuries or illness, whether suffered by an exhibitor, its employees, its contractors, agents or business invitees.
- The PFF will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of the PFF.

BOOTH ACTIVITIES & PROMOTIONAL ITEMS

- Exhibitors are permitted to demonstrate company equipment and to make informal presentations regarding the product line or service at their booth.
- **NO INVASIVE PROCEDURES OR CONSUMER TESTING ARE PERMITTED AT THE CONFERENCE.**
- Attention-getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved in writing by the PFF by October 4, 2021.
- Scientific posters may not be displayed in commercial exhibit booths.
- No accredited continuing education activity (i.e. for which CME or CEU certification is awarded) may be conducted.
- Prizes, contests and/or lotteries are permitted; however, such activities must be submitted for approval by the PFF in writing by October 4, 2021.

RULES & REGULATIONS

- Alcohol will not be permitted as a prize.
- Exhibitors are solely responsible for notifying winners.
- Gambling devices of any kind are not allowed in the exhibit hall.
- The distribution of surveys or questionnaires is not permitted outside the exhibitor's individual booth.
- Exhibitors may not distribute materials to hotel rooms or throughout the hotel without the written permission of the PFF.
- To maintain a safe Exhibit Hall floor, no more than two (2) exhibitor personnel may work a 6' x 6' exhibit space, and no more than four (4) exhibitor personnel may work any 10' x 10' exhibit space at any given time.
- Canvassing or distributing advertising materials outside an Exhibitor's booth is not permitted. Exhibitors shall not distribute, or permit to be distributed, any advertising matter, literature, souvenir items or promotional material in or about the exhibit areas or convention center, except from their own allotted exhibit space.

PHOTOGRAPHY & FILMING

- Photography or filming by companies and organizations at the PFF Summit 2021, including sessions, speakers and attendees, is strictly prohibited without the express written consent of the Pulmonary Fibrosis Foundation. Requests must be received by October 4, 2021.
- Photographing or filming another presenter's poster or at an exhibitor's booth, graphics/display or staff without their permission is strictly prohibited. Photographing or filming during Summit sessions is not permitted.

ADVERTISING

- All exhibitors must adhere to all applicable regulations, guidelines, and rulings of the FDA.
- The PFF does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise.
- Exhibitors will not use the PFF or PFF Summit logos, trademarks, trade names, or service marks either prior to, during or after exhibiting, unless expressly authorized in writing by the PFF prior to any such use.
- The use of the words "PFF Summit 2021" is permissible when referencing the sponsor's Summit participation in marketing materials for the conference in accordance with PFF guidelines.
- The exhibit is limited to those persons, firms, and corporations that have contracted for exhibit space in the exhibit hall.
- Promotions are limited to the assigned exhibit space.
- No other persons, firms, or corporations will be permitted to demonstrate products, solicit orders, or distribute advertising matter in the exhibit hall.

DEMONSTRATIONS

- All demonstrations must be confined to the space allowed to each exhibitor.
- Activities that interfere with normal aisle traffic flow or infringe on other exhibits are prohibited.
- Any exhibit deemed not able to meet these requirements may be closed at the discretion of the PFF.

PRODUCT SAMPLES

- Exhibitors may distribute non-pharmaceutical samples of their listed products and educational materials to Summit attendees.
- Exhibitors wishing to distribute items other than non-pharmaceutical samples or educational material must submit a request in writing, along with a product description and sample to the PFF by October 4, 2021.

"PRIVATE" SOCIAL EVENTS OR MEETINGS

- Sponsors wishing to conduct a meeting or social event for Summit attendees at any time during the Summit either at the hotel or off-property must get PFF approval in writing.
- No social events or meetings will be allowed to occur in conflict with scheduled Summit events.

RULES & REGULATIONS

AMERICANS WITH DISABILITIES ACT

- The PFF and the Sheraton Grand Chicago comply with all ADA regulations throughout the Summit. We ask that all exhibitors also comply within their booth space.

INDEMNIFICATION

- The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Sheraton Grand Chicago premises and will indemnify, defend, and hold harmless the Sheraton Grand Chicago, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
- The exhibitor shall protect, indemnify, hold harmless, and defend the PFF, its officers, directors, agents, servants, and employees from all such claims, liabilities, losses, damages, and expenses, including attorneys' fees and costs, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the sole negligence or willful misconduct of the PFF, the Sheraton Grand Chicago, its officers, directors, agents, or employees.
- In case any part of the exhibit hall is destroyed or damaged so as to prevent the PFF from permitting an exhibitor to occupy assigned space during the exhibition period (in part or in whole), or except as set forth in the Virtual Contingency Rider, set forth below, in case occupation of assigned space during the exhibit period (in part or in whole) is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the PFF, then the exhibitor will be charged for space only of the period the space was or could have been occupied by exhibitor, and the exhibitor hereby waives any claim against the PFF, its directors, officers, agents, or employees for losses or damage which may arise in consequence of such inability to occupy assigned space.
- In the event of failure by the PFF to provide assigned space for any other reason, the PFF shall not be liable for damage, costs, or expense for such failure.

LITIGATION EXPENSES

- The parties agree that, in the event litigation relating to this agreement is filed by either party, the non-prevailing party in such litigation will pay the prevailing party's costs resulting from the litigation, including reasonable attorneys' fees and costs.

ASSIGNMENT AND USE BY OTHERS

- No exhibitor may assign its contract for exhibit space to another, nor permit any other person, firm, or company to use any part of such space.

FAILURE TO HOLD CONFERENCE OR PROVIDE SPACE

- Except as set forth in the Virtual Contingency Rider, set forth below, should the PFF fail to hold its conference as herein provided, or to furnish to exhibitor the space herein described, it shall promptly refund to exhibitor all sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of all loss or damage suffered.

REJECTION OF EXHIBITS

- The PFF reserves the right to reject or prohibit any exhibit, proposed exhibit, or part thereof, including without limitation, any person, article, conduct, printed matter, catalog or souvenir that, in the opinion of the PFF, is not suitable to or in keeping with the character of the Summit.

SUBSTITUTION OF SPACE

- Except as set forth in the Virtual Contingency Rider, set forth below, if for any cause or condition beyond the control of the PFF, the space assigned to exhibitor becomes unavailable, exhibitor hereby authorizes the PFF to assign to the exhibitor, in lieu of the space described herein, such space, regardless of size or location in such other location as the PFF may be able to procure for the holding of such exhibitions, regardless of the location thereof.
- Exhibitor shall use and occupy such substituted space at the same fee and under the same terms and con-

RULES & REGULATIONS

ditions as are set forth in this contract, and the PFF shall not be liable to exhibitor for any loss or damage suffered by the exhibitor by any reason of such unavoidable postponement and relocation of the exhibitor.

MUSIC

- No music of any kind may be broadcast from the exhibit area, unless arrangements have been made by the exhibitor with ASCAP, BMI, or a similar authorized licensing agency.
- Copies of such agreements must be provided to the PFF no later than October 4, 2021.

SANCTIONS FOR VIOLATION

- If an exhibitor is determined by the PFF to have violated any provision of these rules and regulations, the PFF may impose appropriate sanctions regarding current or future participation in the Exhibit Program.
- The sanction imposed will be determined on the basis of the particular circumstance of each case, but in cases involving major violations the sanctions may include the immediate closing of an exhibit without refund to the exhibitor and/or the exclusion of the exhibitor from any
- PFF Exhibit Programs.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

- All matters and questions not specifically covered by these rules and regulations, as well as booth assignments, are subject to the decision of the PFF.

CHOICE OF LAW; VENUE

- This Agreement shall be construed and interpreted according to the laws of the state of Illinois. The parties agree that any suit, action, or proceeding arising out of or relating to this agreement shall be instituted in the federal or state courts of Illinois located in Cook County.

HOTEL ACCOMMODATIONS

- Group rates of \$229 per night (single and double) at the Sheraton Grand Chicago will be available starting April 19, 2021. Group rates will close on October 19, 2021 at 5:00 pm Central Time.
- Reservations will be accepted on a space and rate available basis.

ACCME COMPLIANCE REQUIREMENTS

- Exhibitors must abide by the ACCME Standards for Commercial Support.
- Any actions that are not in accordance with the ACCME stated policies may result in the removal of the exhibit company and its representatives from the conference site; in which case, the PFF will not refund exhibit fees.

VIRTUAL CONTINGENCY RIDER

- Sponsors and Exhibitors acknowledge that, due to the dangers posed by the COVID-19 pandemic upon the general public and the PF community in particular, and the inability to predict at this time the future status of the pandemic, the Pulmonary Fibrosis Foundation, may, **in its sole discretion**, following consultation with its medical team and public health officials, convert the PFF Summit 2021 to a fully virtual format. Sponsors and Exhibitors further acknowledge that a decision to go fully virtual may be made by the Pulmonary Fibrosis Foundation even if not legally required by government order. In the event of Summit 2021 being put on in a fully virtual format, the PFF will work with Exhibitors and Sponsors to provide reasonably equivalent (under the circumstances) virtual exhibit booths and sponsorship opportunities for Exhibitors and Sponsors and will provide information to Summit attendees publicizing links to such virtual exhibit booths and events. Any decision to convert will be made prior to the deadlines set forth in the Cancellation Policy described above in these Rules and Regulations, and such cancellation rights shall be Exhibitors' and Sponsors' sole remedy. Except as otherwise set forth in this Section, all terms and conditions of the Rules and Regulations, including the Fee Schedule, remain in force and effect.