NOVEMBER 8 - 13, 2021
VIRTUAL
Sponsorship and Exhibitor Prospectus
pffsummit.org
#PFFSummit
Pulmonary Fibrosis Foundation
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

- Patients/Caregivers: 310
- Physicians/Researchers: 245
- Nurses/Allied Health: 227
- Industry: 125

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

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

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.
Sponsorship opportunities

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)

*Subject to pre-approval by the Pulmonary Fibrosis Foundation.
**Unbranded materials do not link a product with a company.
Exhibitor opportunities

EXHIBITOR FEES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>All Access Summit Passes</th>
<th>Exhibit Booth Staff Passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate (Non-Sponsor)</td>
<td>$3,500</td>
<td>2</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Care Center Network Site</td>
<td>$2,000</td>
<td>2</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Patient Advocacy Org.</td>
<td>$1,000</td>
<td>2</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

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.