



INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

PHA 2020 SPONSORSHIP OPPORTUNITIES

June 12 - 14, 2020

Anaheim, Calif.



Pulmonary Hypertension Association
Empowered by hope

PHA 2020 International PH Conference and Scientific Sessions (PHA 2020) is the largest gathering of patients, caregivers and healthcare professionals in the pulmonary hypertension community. After more than 25 years of building a strong and effective community to fight PH, we expect the 14th biennial PHA International PH Conference and Scientific Sessions will be the largest one yet. Taking place in Anaheim, Calif., patients, caregivers and families will love this fun, vibrant atmosphere.

Inspiring, informative, life changing and powerful are just some of the words attendees have used to describe their Conference experiences. PHA warmly extends an invitation to your company to be a part of this amazing event through the many sponsorship, exhibiting and advertising opportunities offered here.

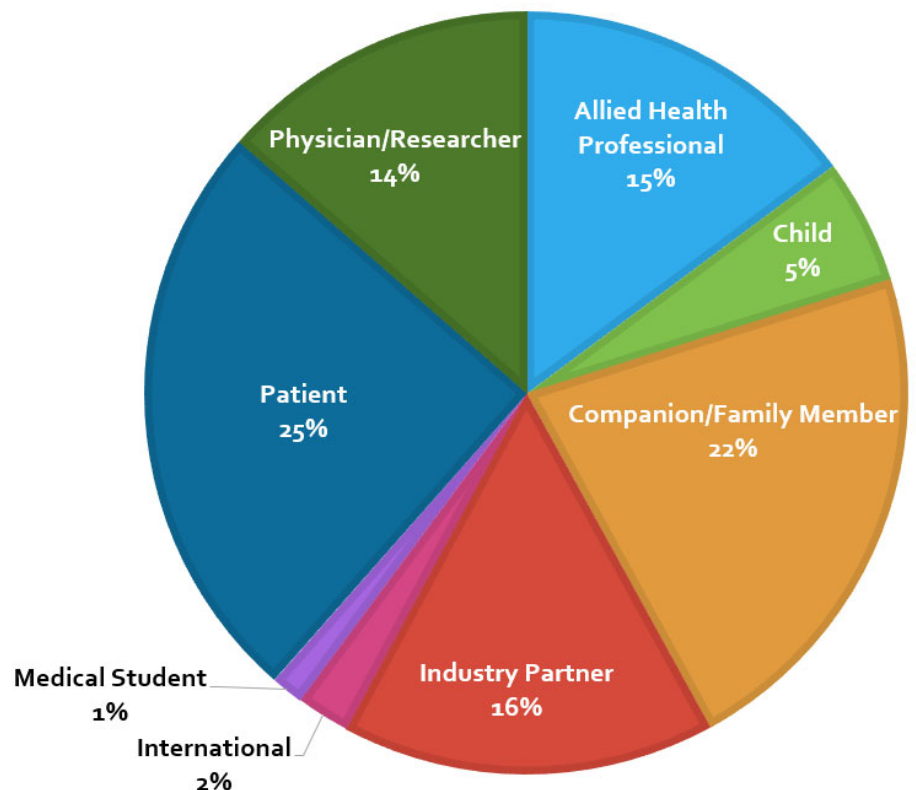
For additional information or to secure sponsorships please contact PHA at Sponsorships@PHAssociation.org or 301-565-3004.

We look forward to welcoming you to Anaheim for this event!!

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PHA 2018 Registration Breakdown



Recognized Sponsorship Levels

PHA is pleased to recognize sponsors of the PHA 2020 International PH Conference and Scientific Sessions at the following levels:

Diamond Sponsor	\$320,000
Platinum Sponsor	\$245,000
Gold Sponsor	\$180,000
Silver Sponsor	\$125,000
Bronze Sponsor	\$85,000
General Sponsor	\$50,000

Sponsorship levels will be based on the total amount of funding committed to sponsorship opportunities. The opportunities listed in this document are designed to fit a variety of budgets and may be combined to meet the desired levels. Exhibit booth and advertising space purchases will not be applied toward sponsorship levels.

Recognized Sponsor Benefits

All General Sponsors and higher are recognized prominently before, during and after PHA 2020 as leading supporters of PHA and the PH community through this community-defining event.

In addition to the benefits listed in the sponsor benefit chart, on page 4, sponsors of non-CME accredited programs that include a meal will be recognized with signage, placards on each table, and the sponsor will be offered the opportunity to make brief remarks at the beginning of the program. Some sponsorships offer additional opportunities for recognition; details are specified in the individual sponsorship descriptions.

Sponsorship levels must be confirmed and the appropriate advertising, exhibiting or meeting space must be purchased by Friday, May 8, 2020 to take advantage of the benefits listed below, except where otherwise noted.

Individual Item Sponsor

Individual item sponsorships are available on select items. These items are available for companies which are unable to engage in the Recognized Sponsor levels and include sponsor recognition for the sponsored item itself. Select individual items below \$50,000 are available for sponsorship; if an item sponsor selects individual items amounting to \$50,000 of sponsorships or more, they will be placed in the appropriate sponsorship level and receive the benefits listed on page 4.

Sponsorship Add-Ons

Select sponsorship opportunities now include Add-On sponsorships to enhance the experience of that particular component of PHA 2020. These items are available for companies unable to meet the Recognized Sponsor levels and include sponsor recognition for the sponsored item itself. They include a Photobooth! For the Early-Bird Reception (pg. 9) and a Networking Connection for the PHA 2020 Countdown Lunch (pg. 9)

Information On Recognized Sponsorship Benefits

Diamond, Platinum and Gold sponsors will be able to use PHA's hotel contact to book space for Corporate Sponsored Events. We have made adjustments to the schedule for PHA 2020 and have opened up Thursday, Friday and Saturday evenings starting at 9:00 p.m. for Recognized Sponsors to host their own receptions, get together and parties. To reserve your space please contact Meetings@PHAssociation.org or 301-565-3004.

Sponsorship Benefits and Policies

General Benefits:	Diamond	Platinum	Gold	Silver	Bronze	General
Push Notification on mobile app to visit booth	X					
Thank you message on Facebook (26,000+ followers)	X					
Right of first refusal for sole-sponsorships at PHA 2022	X	X				
Thank you message on Twitter (5,300+ followers)	X	X				
Logo printed on tote bag*	X	X				
Link from PHA 2020 website to list of all PHA initiatives supported by the sponsor in 2020	X	X	X			
Recognition on the Know Before You Go email to all registered participants	X	X	X			
Recognition on Exhibit Hall entranceway	X	X	X	X	X	
Thank you in PH Roundup email newsletters	X	X	X	X	X	
Priority booth selection**	X	X	X	X	X	
Thank you in pre-PHA 2020 e-news blast	X	X	X	X	X	X
Thank you in post-event issue of <i>Pathlight</i>	X	X	X	X	X	X
Book hotel space for Corporate Sponsor events	X	X	X	X	X	X
Special recognition at PHA 2020 opening (by level)	X	X	X	X	X	X
Recognition in PHA 2020 program book (by level)	X	X	X	X	X	X
Recognition on PHA 2020 website (by level)	X	X	X	X	X	X
Recognition on event signage (by level)	X	X	X	X	X	X
Special Benefits:						
Inclusion of non-commercial inserts in attendee registration materials (PHA approval required)	Up to 2	1	1			
Thank you slide on general sessions walk-in slides	Individual Slide	Platinum Together	Gold Together	Silver Together	Bronze Together	
Company description on PHA 2020 app and program book (with character limit)	750 Char.	600 Char.	450 Char.	300 Char.	150 Char.	150 Char.
Sponsor ribbons to distribute to company attendees	25	20	15	10	5	5
Discounted Booth Rate	X	X	X	X	X	X
Maximum booths available for purchase	Up to 8	Up to 7	Up to 6	Up to 4	Up to 3	Up to 2

*Sponsorship level must be confirmed by April 15, 2020 to take advantage of this benefit

**Sponsorship level must be confirmed and exhibit space must be purchased by Friday, March 27, 2020 to take advantage of this benefit

***A PDF of the insert(s) must be sent to PHA for approval by April 1, 2020; and inserts must be mailed to PHA by Wednesday, May 20, 2020.

Placing Sponsorships On Hold

PHA understands that most companies require a formal review process before funding commitments can be made. When a sponsor indicates interest in an opportunity that is offered as a sole sponsorship, PHA will place that item on hold for a maximum of three weeks, after receiving an email, while the appropriate approvals are sought. After three weeks, the sponsorship will be made available to other interested parties if no final commitment can be made.

Right Of First Refusal

While most items are co-sponsorships, for those sole-sponsorship items, Diamond-level sponsors from the PHA 2018 International PH Conference and Scientific Sessions can begin first reservation rights on all sole-sponsorships for 2020 on day one of the right of first refusal process Monday, January 13, 2020. Following that, Platinum-level sponsors can begin first reservation rights on business day five (January 20, 2020). All others can begin making their reservations for PHA 2020 sponsorship opportunities on business day ten (January 27, 2020). There will be a brief preview period prior to this process during which PHA will distribute the document for review and planning purposes. PHA will contact Diamond and Platinum companies with previous sole sponsorship information.

The right of first refusal benefit will be continued for Diamond and Platinum sponsors of PHA 2020 for sponsorship opportunities offered for the PHA 2022 International PH Conference and Scientific Sessions. PHA reserves the right to change sole sponsorships to co-sponsorships (or vice versa) at its discretion.

Giveaways

Distribution by an exhibitor or Sponsor of any promotional material may not be duplicative or conflict with PHA's materials, which includes neck lanyards, tote bags, t-shirts, welcome bag items, etc. All promotional materials intended for distribution to PHA 2020 attendees must be approved in advance by PHA. PHA reserves the right to refuse distribution by an exhibitor or Sponsor if it deems the items to be duplicative to PHA materials/items or Sponsored items. Sponsors who do not exhibit may not distribute promotional materials. For additional questions or guidance please contact PHA at Exhibitor@PHAssociation.org.

Circulation and Solicitation

Distribution by an exhibitor or Sponsor of any printed matter, souvenirs or other articles must be confined to their assigned booth, exhibitors may not ask other exhibitors or Sponsors of PHA 2020 to distribute items (invitations that can be slid under guests room doors are not permitted; please contact PHA to discuss the possibility of a room drop). No manner of attracting attention which distracts from PHA 2020, its attendees or the exhibit hall will be permitted. All aisle space in the exhibit hall belongs to PHA. No exhibitor or advertising material will be allowed to extend beyond the space allotted to the exhibitor.

Recording

PHA reserves the exclusive right to record audio and video at PHA 2020. Exhibitors may record within the confines of their booths, as long as recording equipment does not extend beyond the boundaries of the exhibitor's contracted space and does not interfere with attendees and other exhibitors, as determined by the sole discretion of PHA.

Contact Information

To learn more about the PHA 2020 International PH Conference and Scientific Sessions or to propose a unique sponsorship opportunity, please contact PHA at Sponsorships@PHAssociation.org or 301-565-3004.

Sponsorship Opportunities

General Sessions

Conference Opening Session and Video

Sponsorship: \$110,000

The Conference Opening Session is the official kick-off to PHA 2020 and sets the stage for the upcoming weekend of learning, sharing and networking. Not to be missed, this inspirational session will be sure to motivate the community to get the most out of their Conference experience. A key element of the Conference Opening is the accompanying Conference Opening Video, which energizes attendees and positions them to maximize their Conference experiences.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the Opening Session and at the conclusion of the video. The sponsor will also be offered reserved seating for 10 near the front of the session.

Friday - Medical Update Dinner

Sponsorship: \$140,000

The PHA 2020 Medical Update Dinner on Friday evening is the first meal that the full PHA community shares together. Patients, caregivers and healthcare professionals connect, and old friends renew acquaintances, forming bonds and friendships that will last throughout PHA 2020 and beyond. During the dinner, a member of PHA's community will provide an update on recent medical news for the PH community.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the meal session and placards on each table. The sponsor will also be offered the opportunity to make brief remarks at the beginning of the program and two dinner tables will be reserved for the sponsor at the front of the room.

Saturday Breakfast – Networking With a Healthcare Professional Breakfast

Sponsorship: \$65,000

This Saturday morning breakfast offers patients and caregivers the unique opportunity to interact with healthcare professionals in a non-clinical setting. Healthcare professionals specializing in various areas of interest in the PH field will be seated at specific tables for discussion with patients and caregivers over breakfast.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the meal session and placards on each table. The sponsor will also be offered the opportunity to make brief remarks at the beginning of the program and two breakfast tables will be reserved for the sponsor at the front of the room.

Saturday Lunch – Journeys Luncheon

Sponsorship: \$100,000

A Conference favorite, initiated at the first Conference in 1994, the Journeys Luncheon is PHA's longest Conference tradition. The Journeys Luncheon on Saturday afternoon highlights the experiences that patients and their care teams share together, from diagnosis to treatment, to hope for the future. This Conference tradition, during which physicians give a presentation, each with one of their patients or caregivers, underscores the partnerships that make the PH community both unique and successful.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the meal session and placards on each table. The sponsor will also be offered the opportunity to make brief remarks at the beginning of the program and two lunch tables will be reserved for the sponsor at the front of the room.

Sponsorship Opportunities

Meal Sessions

Saturday Dinner – Awards Dinner

Sponsorship: \$140,000

This Saturday evening program is a PHA 2020 signature event. This year, outstanding PHA Community Member and Philanthropy awards will be presented to recipients while dinner is served, allowing outstanding community contributors to be recognized, but also allowing attendees additional time for networking. Additionally, this event will feature the Conference Highlights Video, a short video filmed during PHA 2020, highlighting programming and events from Thursday and Friday.

Note: The sponsor of this meal also agrees to support the Conference Highlights Video at an additional sponsorship cost of \$24,000. This video will be premiered at the Awards Dinner and used on PHA's website and in future promotions.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the meal session, placards on each table and at the conclusion of the video. The sponsor will also be offered the opportunity to make brief remarks at the beginning of the program and two dinner tables will be reserved for the sponsor at the front of the room.

Conference Highlights Video

Sponsorship: \$24,000

From the moment attendees register, to experiencing the exhibit hall, to the opening session and the fashion show, the videographer captures it all and the true essence of PHA 2020. This video will be shown at the Saturday Dinner and highlights the comradery that this event naturally brings out in the participants.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement at the conclusion of the video.

Sunday – Conference Closing Meal

Sponsorship: \$55,000

This session caps off the weekend with an empowering message that ties in all the experiences of PHA 2020 in an upbeat and uplifting way, celebrating longtime friendships, new connections and the whole PH Community, while looking forward to PHA 2022.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on signage outside the doors of the meal session and placards on each table. The sponsor will also be offered the opportunity to make brief remarks at the beginning of the program and two brunch tables will be reserved for the sponsor at the front of the room.

Sponsorship Opportunities

Community Connections

NEW! PHA 2020 Saturday Night Party

What better way to celebrate all the friendships, connections and triumphs of the weekend, then with a one of a kind party! All attendees are invited to the first-ever PHA 2020 Saturday Night Party, taking place immediately following the Awards Dinner. Attendees will enjoy a DJ with dancing, games and a ton of fun in the outside atrium (weather permitting). This exciting, vibrant party is not to be missed!

Event Sponsorship Levels:

Diamond	\$50,000
Platinum	\$40,000
Silver	\$30,000
Gold	\$20,000
Bronze	\$10,000
General	\$5,000

	Diamond	Platinum	Silver	Gold	Bronze	General
Placards on each table	X					
Verbal acknowledgment during thank you remarks by PHA	X	X				
Verbal acknowledgement throughout the event by the DJ	X	X	X	X		
Signage	Individual Sign	All Platinum on one sign	Sign with all Silver, Gold, Bronze, General	Sign with all Silver, Gold, Bronze, General	Sign with all Silver, Gold, Bronze, General	Sign with all Silver, Gold, Bronze, General

Recognition for this event is separate than the benefits listed on page 4. Sponsors will receive recognition at the event itself only.

Volunteer Appreciation Breakfast

Sponsorship: \$10,000 (co-sponsorships)

PHA has more than 450 volunteers who support the mission of the organization through Support Groups, the Patient Support Helpline, Special Events, mentoring and the PHriends program. As a way to say "Thank You" to these amazing volunteers, we will hold a special Volunteer Appreciation Breakfast on Friday morning, celebrating the hard work and dedication of our amazing volunteers and all that they do to help PHA move the organization's mission forward. In addition, this sponsorship covers the PHA 2020 volunteer training (for those who volunteer for various duties at PHA 2020) and provides t-shirts for PHA 2020 volunteers.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the breakfast, at the PHA 2020 volunteer training and on the PHA 2020 volunteer t-shirts.

Revised! Early-Bird Reception

Sponsorship: \$15,000 (co-sponsorships)

To get the most from their Conference experiences, patients and caregivers often arrive the day before PHA 2020. Early arrival offers the chance for attendees to settle in before Conference begins, plan their Conference experience and network with other attendees. This reception, taking place in the Exhibit Hall will offer beverages, Exhibitors are encouraged to have refreshments at their booth. This fun, laid back environment gives attendees a chance to interact with exhibitors and participants. the evening before PHA 2020 begins.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the Early-Bird Reception.

Add - On! Photoboxx

Sponsorship: \$10,000 (co-sponsorship)

Using the PHA 2020 hashtag accompanying their fun conference photos, attendees will have an opportunity to walk away with a glossy image complete with PHA and Sponsor branding on each picture. A fun and interactive way to get attendees excited about PHA 2020, the Photoboxx will be located at the PHA Resource Center.

Back Again This Year! PHA 2020 Countdown Lunch

Sponsorship: \$40,000 (co-sponsorships)

One of the most popular sessions during 2018, the Conference Countdown Lunch is back! With a focus on the patients and caregivers this event provides these attendees an opportunity to have lunch and network with one another before the official PHA 2020 opening. Patients and caregivers will have the opportunity to network with one another, reconnect with old friends, and make new ones. The PHA 2020 Countdown Lunch will serve as a kick-off for the weekend's festivities.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the lunch.

Add - On! Networking Connection

Sponsorship: \$10,000 (co-sponsorship)

Hands-on technology will allow for attendees to experience and connect with other participants in a meaningful, intentional, and fun way. When attendees who share a similar interest come within a close proximity to each other, the equipment (in this case, a badge attachment) will light up and let them know they have similar interests in common. Thereby helping attendees to break the ice and make connections with others.

Chair Yoga Sessions

Sponsorship: \$5,000 (co-sponsorships)

We have offered morning chair yoga sessions for attendees and they love these early morning sessions. The sessions offered will be geared for everyone regardless of age or ability/disability! Each session will be different and will include breathing techniques, yoga poses for anyone, and relaxation techniques. Sessions will include a variety of poses that can be adapted to each student as needed by the yoga instructor. Attendees will learn how to connect the breath to the movement, chair/seated poses, assisted standing poses for balance and strength, and restorative poses.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on water bottles for session attendees and on signage outside of the session.

Sponsorship Opportunities Community Connections

Fashion Show

Sponsorship: \$10,000 (co-sponsorships)

One of PHA 2020's most loved and anticipated events, the Fashion Show gives select patient models a chance to strut their stuff, revealing or concealing medication pumps and oxygen devices. This Saturday afternoon event empowers patients by giving them an opportunity to demonstrate how they cope with a life-threatening illness, normalize their lives, build confidence and self-esteem and raise awareness about PH in every day life.

In addition to the benefits listed on page 4, sponsor(s) recognition will include verbal acknowledgement at the beginning of the Fashion Show and signage at the event.



Conference Program Book

Sponsorship: \$35,000

Containing a schedule, maps and session descriptions, the program book is a vital tool for all attendees navigating PHA 2020. The program book will contain all essential information for participants and will serve to complement the mobile app. Additionally, the Program Book will also contain all the information for the Scientific Sessions. Note: Additional advertising is available for purchase on the interior pages of this publication.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on a full page thank you ad (created by PHA) on the inside front cover of the Conference Program Book.

Name Badge Holder

Sponsorship: \$16,500

Given to all PHA 2020 attendees, name badge holders will include pockets for keeping track of room keys, business cards and other meeting essentials.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on the name badge holder (company logo).

Patient Rest Stop

Sponsorship: \$17,000 (co-sponsorships)

From early in the morning to late in the evening, PHA 2020 is packed with opportunities for networking and learning. With so many chances to engage, learn and explore, patients sometimes need a break. The Patient Rest Stop is a designated spot where patients can relax and enjoy the use of a seating area, oxygen storage, a water station and ice packs.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the Patient Rest Stop.

Meeting Signage

Sponsorship: \$15,000 (co-sponsorships)

Walking into the meeting space, PHA 2020 attendees will be greeted by PHA-branded signs welcoming them to PHA 2020. Throughout the entire event space signage will be visible directing attendees to sessions and valuable information. Signage will include PHA's logo and a welcome message to PHA 2020.

In addition to the benefits listed on page 4, sponsor(s) will be recognized by acknowledgement on a welcome sign which will hang throughout Conference weekend.

Sponsorship Opportunities Tokens and Takeaways

NEW! Conference Welcome Pack

PHA 2020 promotional items are always a big hit for Conference participants. Creating a welcome pack tailored to the city Conference is in helps participants feel welcomed and give them helpful information and items while they are visiting. Each of the below items are individual sponsorships and will only be provided to participants if they are sponsored. All sponsored items will be included in the Welcome Pack along with a map of Anaheim.

PHA 2022 Save the Date Luggage Tags

Sponsorship: \$5,000

Even before Conference is over, attendees begin looking forward to the next one. What better way to announce PHA 2022, then to send each attendee home with a luggage tag they can use and help remember the important upcoming date? Each attendee will receive a luggage tag, and will be encouraged to fill out their information and attach the tag to their Conference bags to reduce the number of lost/mixed up bags.

Sunglasses

Sponsorship: \$5,000

Attendees will look cool and stylish in their own pair of PHA 2020 Sunglasses. What better way to enjoy the California sun then representing PHA 2020 while out and about? pair of sunglasses in their PHA 2020 Welcome Pack.

Environmentally Friendly Metal Straws

Sponsorship: \$5,000

California is on the forefront of removing plastic straws, but paper straws also produce waste. Attendees will receive a metal straw for use while dining at the hotel and elsewhere.

Room Keys

Sponsorship: \$16,000

PHA 2020 attendees will feel the spirit of the event from the moment they check in at the Anaheim Marriott. All hotel guests registered for PHA 2020 will receive a hotel room key imprinted with a welcome message featuring the sponsor's logo.

In addition to the benefits listed on page 4, sponsor(s) recognition will include co-branded PHA and sponsor acknowledgement on the room key.

T-shirts

Sponsorship: \$18,000 (co-sponsorships)

PHA 2020 t-shirts create a feeling of unity and make for great take-home souvenirs, ensuring the memories of conference and spirit of the PH community last well beyond PHA 2020. All participants will receive a complimentary t-shirt bearing the PHA 2020 logo and recognizing the shirt's sponsor(s). This is a co-sponsorship with up to six sponsors, sponsor placement will be based on sponsor's overall conference funding, confirmation of sponsorship is needed by April 24, 2020.

In addition to the benefits listed on page 4, sponsor(s) recognition will include co-branded PHA and sponsor(s) acknowledgement on the T-shirt.

Scientific Program Package

Sponsorship: \$45,000 (co-sponsorships)

Scientific Poster Session: Posters will be on display throughout the Conference with an unopposed Poster Viewing Session for Scientific Sessions participants on Thursday evening. The call for abstracts includes areas of clinical science (including treatment), basic science and case studies; all accepted abstracts will be invited for poster presentations.

Accreditation: PHA jointly provides CME/CE credit for Scientific Sessions attendees, with accredited provider Professional Education Services Group, for those who attend the PH Clinical Sessions throughout Saturday and Sunday and those who attend Thursday evening's poster presentations. This sponsorship supports the cost of accrediting the independently developed, live CME events.

Young Researcher Participation: Young researchers are a critical element in the path to a cure. At Conference, PHA will present Young Researcher Awards to this year's winners of the competition for research in pulmonary hypertension. PHA will also bring approximately six past and current Young Researcher Award winners to PHA 2020.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the poster viewing session for Scientific Sessions as well as outside the Young Researcher Awards ceremony.

PH Professional Network Reception

Sponsorship: \$40,000 (co-sponsorships)

The PH Professional Network (PHPN) is a strong and growing professional association of PH-treating non-physician clinicians. Building on the momentum from September 2019's PHPN Symposium, the PHPN will meet prior to the start of PHA 2020 on Thursday evening for a networking reception.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the PHPN Reception, and may also provide small gifts (e.g., chocolates, etc.) to those attending.

Scientific Sessions Continental Breakfast

Sponsorship: \$22,000 (co-sponsorships)

The Scientific Sessions open on Friday morning with a networking continental breakfast. Healthcare professionals have the opportunity to renew old acquaintances and make new connections.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage throughout the breakfast area outside the Scientific Sessions room. Sponsor recognition will be organized in compliance with ACCME Standards for Commercial Support.

Sponsorship Opportunities Medical Community

Scientific Sessions Coffee Break Package

Sponsorship: \$16,500 (co-sponsorships)

Two coffee breaks exclusively for Scientific Sessions attendees will be held on Friday in highly trafficked areas outside the Scientific Sessions room. This sponsorship supports both the morning and afternoon coffee breaks, Scientific Sessions will be held at the Anaheim Convention Center, adjacent to the Conference hotel.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at the Friday morning and afternoon Scientific Sessions Coffee Breaks. Sponsor(s) recognition will be organized in compliance with ACCME Standards for Commercial Support.

Save-the-Date Postcards for the PHA 2021 PH Professional Network Symposium

Sponsorship: \$10,000

PHA 2020 will serve as the kickoff point for promotion of the PHA 2021 PH Professional Network Symposium for PH-treating health care professionals. Thousands of postcards will be mailed to the PH community and made available to pharmaceutical company representatives for distribution through their field structures.

In addition to the benefits listed on page 4, sponsor recognition will include acknowledgement on the PHA 2021 PH Professional Network Symposium save the date postcards.



Audiovisual Support

Sponsorship: \$40,000 (co-sponsorships)

High-quality audio visual support is essential to PHA 2020. The laptops, screens and microphones used for sessions and throughout Conference enhance the learning experience for all attendees. Participants are better able to take in information when they can see and hear presentations easily, therefor finding more value in the sessions. This sponsorship does not include AV for meal sessions, these are covered under the meals sessions sponsorship.

In addition to the benefits listed on page 4, sponsor(s) will be recognized in the program book, and with signage throughout Conference.

Wireless Internet

Sponsorship: \$15,000 (co-sponsorships)

The PH community is one of the most active online communities. From patients connecting via social media to busy healthcare professionals, WiFi is a necessity. WiFi throughout the event space will allow PHA 2020 attendees to stay connected and share their Conference journey with family and friends across the globe.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement in the PHA 2020 Program Book, and on log-in instructions given to all attendees.

Power Zone Charging Stations

Sponsorship: \$15,000 (co-sponsorships)

The Power Zone Charging Stations are always buzzing with attendees charging their phones, oxygen concentrators and laptops. Available all weekend throughout the Conference space, these areas allow patients to recharge - their equipment and themselves - and connect with other attendees.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on signage at all Power Zone charging stations throughout the event space.

Sponsorship Opportunities Children and Families

Children and Teens' Program

Sponsorship: \$25,000 (co-sponsorships)

Ensuring that kids and teens have a safe, fun and tailored conference experience brings piece of mind to the parents while they attend sessions. PHA will offer outside professional caregivers for the Kids' Room to ensure the children at conference have an amazing experience. Patient and health care professional attendees' registered children and teens, young patients and their siblings who are registered for PHA 2020 are eligible to participate in this fun kid focused area specially designed just for them. Childcare service will be provided in the Kids' Room for preschool-aged children, and school-aged children will benefit from supervised activities and outings. A Teens' Lounge for teenage attendees to connect, hang out, play video games and just chill with their peers will also be staffed. By contracting with a professional children's caregiving service, our goal is to ensure the safety of participating children and that all ages are attended to. All children enrolled in the Children's Program will receive a special t-shirt.

In addition to the benefits listed on page 4, sponsor(s) recognition will include acknowledgement on the Children's Program t-shirt and on signage outside of the Kids' Room.

Event Sponsorship Levels:

Diamond	\$50,000
Platinum	\$40,000
Silver	\$30,000
Gold	\$20,000
Bronze	\$10,000
General	\$5,000

	Diamond	Platinum	Silver	Gold	Bronze	General
Logo included on t-shirt by level	X	X	X	X		
Signage at Kids Room and Teen Lounge by level	X	X	X	X	X	X



Sponsorship Opportunities

Exhibits General Information

General information

The exhibit hall at the PHA 2020 International PH Conference and Scientific Sessions is not your ordinary tradeshow. Exhibit hall visitors range from kids and adults with pulmonary hypertension to family members of patients to the world's leading PH healthcare professionals. PHA encourages exhibitors to incorporate the vibrancy of PHA 2020 into their booth to make the exhibit hall a dynamic, fun and educational experience for participants of all ages and backgrounds.

All material should be unbranded (no mention of medications) and appropriate for a patient audience. Exhibiting materials can not include product, drug therapy information or clinical trial information. Exhibiting representatives may not promote or discuss therapies or clinical trials directly with patients and/or family members or discuss any disease-specific information at PHA 2020. If collecting any patient contact information, the purpose of the collection must be disclosed (i.e. future promotional mailings, promotional emails, etc.).

A full exhibitor prospectus is available, please contact Exhibitor@PHAssociation.org

Exhibit Fees and Space Allocation

Exhibit booths are available for \$3,500 per booth for General Sponsors and above, and \$4,000 for Individual Item Sponsors or Non-Sponsors. Each booth space is 10'x10'. Understanding that Sponsors often desire a larger booth for a more interactive and energetic exhibits we have increased the number of booths available for purchase for General Sponsors. Diamond Sponsors may purchase up to eight booth spaces; Platinum Sponsors may purchase up to seven booth spaces; Gold Sponsors may purchase up to six booth spaces; Silver Sponsors may purchase up to four booth spaces; Bronze Sponsors may purchase up to three booth spaces; General Sponsors may purchase up to two booth spaces. All other exhibiting companies may purchase one booth space. PHA will assign exhibit booth space based on exhibitors' sponsorship level, stated booth preference and booth availability. Booth spaces for non-sponsors will be assigned on a first-contracted/paid, first-served basis following the assignment of space for all other sponsor companies.

Each booth space comes furnished with one 6' skirted table, two chairs, a waste basket and an ID sign.

Level	Number of Booths Available for Purchase
Diamond	Up to 8
Platinum	Up to 7
Gold	Up to 6
Silver	Up to 4
Bronze	Up to 3
General	2
Non-sponsors	1

Non-Profit Organizations

Nonprofit organizations may purchase one booth space at a 50% discount. Nonprofits are not allowed to fundraise at their booths or anywhere else on the Conference property for the duration of PHA 2020. Additionally, all promotional/branded materials to be distributed to booth visitors must be approved by PHA prior to Conference (see page 5, Giveaways, for details).

Sponsor Hosted Events

Book your after hours events with PHA! This service is for recognized sponsors and allows the sponsor to plan events onsite and PHA will assist you in the coordination of your event with the hotel.

In an effort to create an optional experience for attendees and provide an additional event service to our sponsors, PHA is offering unopposed times Thursday, June 11th through Saturday, June 13th for sponsor hosted receptions. PHA will work with you to provide logistical assistance for your event (food and beverage, audiovisual and room set up).

Criteria

Events must not conflict with PHA Conference programming times.

- Events cannot begin until 15 minutes after the last PHA Conference event ends

Onsite Event Info

- Onsite events can occur for multiple industry partners at the same time; sponsors will list their room choices in order of preference. PHA will assign room spaces based on sponsor level for sponsors who select a date, time and space by April 30, 2020, then first come, first served.
- Meeting rooms in the hotel are utilized for sessions during Conference programming; these rooms may need to be Pre-set for receptions
 - Sponsor can choose to leave the room “as-is” and no fee will be charged; the existing AV set-up can be used.
 - Alternatively, Sponsor can choose to “re-set” the room; in this case a fee of \$500 will be charged.

To Reserve Space

Please contact PHA Meetings@PHAssociation.org or 301-565-3004 to reserve a space.

Sponsorship Opportunities

Advertisements

PHA provides additional advertising opportunities, giving organizations a chance to further engage the PH community. High profile advertisements are available in the in the PHA 2020 International PH Conference Program Book and the PHA 2020 Mobile App for an additional fee.

New! Mobile App Ads

The mobile app helps attendees to get the most out of PHA 2020. The app will allow mobile access to customizable event schedules, maps of the meeting space and exhibit hall, access to PHA's Facebook page and Twitter feed, and speaker information pages. These features, along with updates and push notifications ensure attendees are up to date on all things related to PHA 2020.

Ads will rotate when participants open the app and/or refresh information. Push notifications will be sent to attendees on their app.

Mobile Ads—\$3,000

Push Notification—\$5,000

Advertisements and push notifications are subject to PHA's review and are due April 15, 2020, advertising content must not contain product-specific information that is intended for prescribers. Content must not include information regarding clinical trials.

Program Book Advertisements

The PHA 2020 Conference program book is one of an attendees tool for navigating the Conference. It contains a schedule, maps, session and descriptions. Because the 2020 Conference is an event with participation from many patients and their family members, advertising content must not contain product-specific information that is intended for prescribers. Content must not include information regarding clinical trials. All material must be appropriate for a patient audience. Advertisements are subject to PHA's review and approval.

Final ad materials must be submitted electronically to Sponsorships@PHAssociation.org no later than April 15, 2020. Any materials received after the close date will be placed at PHA's discretion. In such cases, every attempt will be made to include the ad but no guarantee can be made as to if it will or where it will appear.

Full color advertisements in the program guide are available in a variety of page sizes:

Inside back cover	\$4,500
Full page	\$3,500
Half page horizontal	\$2,500
Quarter page	\$950

Advertising Contact

To reserve ad space or for more information, please contact Sponsorships@PHAssociation.org or 301-565-3004 x766.



PHA 2020

INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

Sponsorship Level	Amount
<input type="checkbox"/> Diamond Sponsor	\$ 320,000
<input type="checkbox"/> Platinum Sponsor	\$ 245,000
<input type="checkbox"/> Gold Sponsor	\$ 180,000
<input type="checkbox"/> Silver Sponsor	\$ 125,000
<input type="checkbox"/> Bronze Sponsor	\$85,000
<input type="checkbox"/> General Sponsor	\$50,000
<input type="checkbox"/> Individual Item Sponsor	<\$49,000

Last Name	First Name	Suffix
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Company

Address	City	State	Zip
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Phone	Email
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Agreement

☐ As a Sponsor of the PHA 2020 International PH Conference and Scientific Sessions, the Sponsor agrees and understands that: (1) PHA reserves the right to accept or refuse any Sponsorship Agreement or proposed Sponsorship, at its sole discretion, (2) The Sponsor grants PHA the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided by the Sponsor for sponsor recognition, (3) PHA retains complete control over the design of all materials produced to fulfill the Sponsorship. All materials used to advertise the Event shall remain the property of PHA, (4) PHA shall not be liable for any prevention or delay in performance resulting in whole or in part, directly or indirectly, from an Act of God, terrorism, civil disturbance, court order, natural disasters, wars, riots, actions by Federal, state or local governments, or any other circumstances or causes beyond the reasonable control of PHA or its suppliers. Additionally, no outside events or programs are allowed during PHA 2020 scheduled programming.

Signature	Date	Printed Name
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PHA 2020

INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

Important Deadlines to Note

Monday, Jan. 13, 2020	-Right of first refusal process opens
WEDNESDAY, JAN. 22, 2020	CONFERENCE REGISTRATION OPENS!!
Wednesday, Feb. 14, 2020	-Individual Item Sponsorships become available
Friday, March 27, 2020	-Approved sponsorship funds as of this date to determine exhibit hall space assignments
Friday, April 3, 2020	-Booth assignments for companies with signed contract and paid exhibit fees are communicated
Tuesday, April 7, 2020	-Deadline to reserve advertising space -Deadline for logo inclusion on tote bag (Diamond and Platinum Sponsors only)
Wednesday, April 15, 2020	-Deadline to reserve exhibit hall space -Deadline for sponsorship level confirmation to take advantage of most sponsor benefits; updated logos from all Sponsors due (.eps & .jpg; horizontal & vertical) -Deadline to submit advertisements to PHA for inclusion in the Conference Program Book
Monday, May 4, 2020	-Early Bird Registration closes
Wednesday, May 20, 2020	-Registration closes. Any late registration changes are subject to \$50 administrative fee -Deadline to send non-commercial insert for PHA tote bag (Diamond, Platinum and Gold Sponsors)

CONTACT INFORMATION

To learn more about PHA 2020 or to propose a unique sponsorship opportunity, please contact PHA at Sponsorships@PHAssociation.org or 301-565-3004.

