



# INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

## Introduction

The Pulmonary Hypertension Association (PHA) 2024 International PH Conference and Scientific Sessions (PHA 2024) is the largest gathering of patients, caregivers and health care professionals in the pulmonary hypertension community. After 30+ years of building a strong and effective community to fight PH, we expect the 15th biennial PHA International PH Conference and Scientific Sessions to be the largest one yet. Taking place **August 15-18, 2024 in Indianapolis, Indiana at the JW Marriott**, patients, caregivers health care providers 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 available.

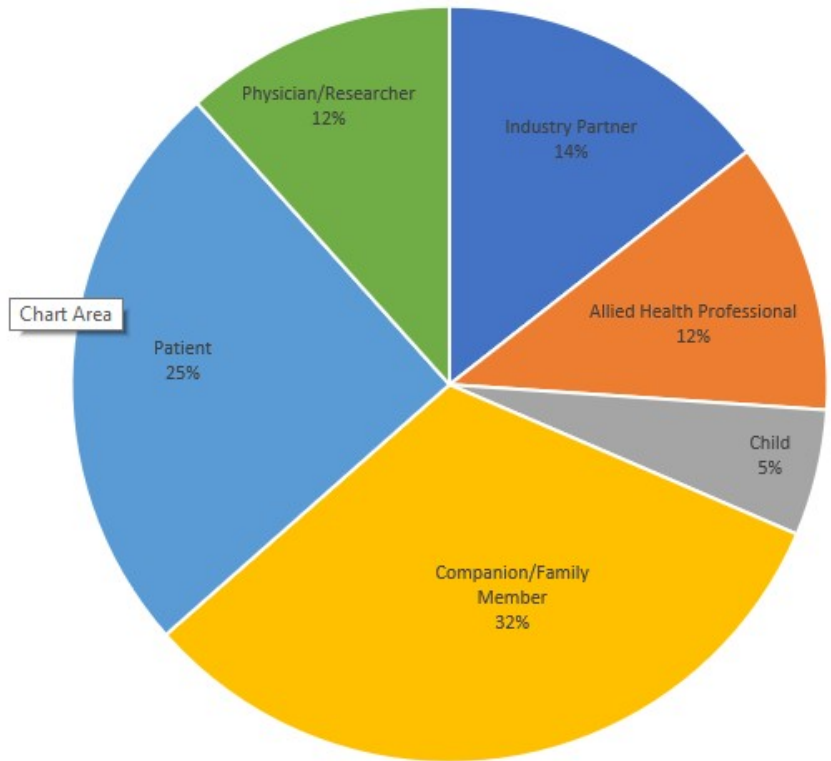
For additional information or to secure sponsorships please contact PHA at [KevinH@PHAssociation.org](mailto:KevinH@PHAssociation.org) or 240-485-0767.

**We look forward to welcoming you to Indianapolis for this event!**

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PHA 2022 Registration Breakdown



# Sponsorship Levels and Policies

## Recognized Sponsorship Levels

PHA is pleased to recognize sponsors of the PHA 2024 International PH Conference and Scientific Sessions at the following levels:

<b>Presenting Sponsor</b>	<b>\$340,000</b>
<b>Elite Sponsor</b>	<b>\$250,000</b>
<b>Premier Sponsor</b>	<b>\$200,000</b>
<b>Patron Sponsor</b>	<b>\$150,000</b>
<b>Community Sponsor</b>	<b>\$125,000</b>
<b>General Sponsor</b>	<b>\$85,000</b>

Sponsorship levels will be based on the total amount of funding committed to sponsorship opportunities. Divided among three main categories:

- 1) **Hospitality Sponsorship Opportunities (pages 7 & 8)**
- 2) **Technology Sponsorship Opportunities (page 9)**
- 3) **Promotional Sponsorship Opportunities (page 10)**

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, industry sponsored sessions and exposure package opportunities will not be applied toward sponsorship levels.**

## Corporate Sponsored Events

Recognized sponsors will be able to use PHA's hotel contact to book space for Corporate Sponsored Events. These events can take place on 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 Pat Reilly at [PatR@phassociation.org](mailto:PatR@phassociation.org).

## 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 2024 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 Pat Reilly at [PatR@phassociation.org](mailto:PatR@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 2024 to distribute items. Invitations that can be slid under guests room doors are only permitted for companies that sponsor the "Room Drop Flyer." No manner of attracting attention which distracts from PHA 2024, 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 2024. 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.

**To learn more about the PHA 2022 International PH Conference and Scientific Sessions or to propose a unique sponsorship opportunity, please contact Kevin Heyen at [kevinh@phassociation.org](mailto:kevinh@phassociation.org) or 240-485-0767**



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# Sponsorship Benefits Grid

General Benefits:	Presenting	Elite	Premier	Patron	Community	General
Push Notification on mobile app to visit booth	X					
Thank you message on all PHA social media	X					
Three Complimentary 10X10 Booth Spaces	X					
Thank you in <i>PHA News</i> story about 2024 Conference (26,000+ subscribers)	X	X				
Thank you in <i>PHA Connects</i> story about 2024 Conference (27,000+ subscribers)	X	X				
Thank you in post-event issue of <i>Pathlight</i>	X	X	X			
Logo on T-Shirt	X	X	X			
Recognition in 2 pre-conference marketing emails	X	X	X	X		
Recognition on the Know Before You Go email to all registered participants	X	X	X	X		
Special recognition at PHA 2024 closing session	X	X	X	X	X	
Special recognition at PHA 2024 opening session	X	X	X	X	X	
Thank you slide on general sessions walk-in slides	X	X	X	X	X	X
Recognition on Exhibit Hall entranceway by level	X	X	X	X	X	X
Priority booth selection**	X	X	X	X	X	X
Opportunity to purchase industry sponsored session. First Come First Serve	X	X	X	X	X	X
Permitted to book hotel space for Corporate Sponsored Events	X	X	X	X	X	X
Recognition in PHA 2024 program book (by level)	X	X	X	X	X	X
Recognition on PHA 2024 website (by level)	X	X	X	X	X	X
Sponsor ribbons to distribute to company attendees	30	25	20	15	10	5
Maximum booths available for purchase	Up to 8	Up to 7	Up to 6	Up to 4	Up to 3	Up to 2

# Selection Process

## Important Dates

Deadline	Date
Right of First Refusal Sponsorship Selection Deadline for 2022 PHA Diamond and Platinum Sponsors.	January 12, 2024
Sponsorship selection deadline for all 2024 PHA sponsors based on sponsor level.	February 23, 2024
Individual Sponsor Items Available For Purchase	March 1, 2024
Industry Session (Product Theater) Time Slot Selection Deadline Right of First Refusal to PHA 2024 Diamond Level Sponsors, then based on PHA Conference Sponsor Levels.	March 15, 2024
Booth Selection Deadline Based on 2024 Sponsor Level	March 15, 2024
Booth Selection for Non-Sponsors Available	March 18, 2024
Secure Group Hotel Rooming List	April 15, 2024
Sponsorship Selection Deadline To Guarantee Full Benefits	April 30, 2024
Deadline To Receive All Sponsorship Payments	May 10, 2024
Deadline To Reserve Exhibit Hall Space	May 17, 2024
Deadline to Reserve Exposure Package Opportunities	May 30, 2024
Deadline for PHA to Receive Inserts for Tote Bags	June 15, 2024
Finalize Group Rooming List	June 30, 2024



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# Hospitality Sponsorship Opportunities

Sponsored Item	Benefits	Sponsorship
<p><b>Peer Support Networking Hour</b> <i>Thursday Evening</i></p> <p><i>New For 2024!</i></p> <p>PHA's vast network of peer support volunteers—support group leaders, support line volunteers, email PHriends, Facebook group moderators and telephone support group facilitators can meet for a rare chance to network with fellow volunteers.</p>	<ul style="list-style-type: none"> <li>• Signage outside doors</li> <li>• Acknowledgement on table tents.</li> </ul>	<p><del>\$35,000</del></p> <p>\$25,000</p>
<p><b>Exhibit Hall Opening Reception</b> (multi– sponsor) <i>Thursday Evening</i></p> <p>The Exhibit Hall Opening Reception will bring PHA 2024 attendees together to celebrate the beginning of Conference and network with exhibitors and other attendees.</p>	<ul style="list-style-type: none"> <li>• Signage at the reception</li> <li>• Verbal recognition during opening remarks</li> </ul>	<p><del>\$40,000</del></p> <p>\$30,000</p>
<p><b>Global PH Leaders Panel Discussion &amp; Networking</b> (multi) <i>Thursday Evening</i></p> <p><i>New for 2024!</i></p> <p>PH leaders from the Americas, Europe and Asia will discuss the triumphs and challenges of living with PH around the world” (which is genetic enough to fit any topic we pick). In the benefits section, don't call it a reception, but “Prominent signate during the panel discussion and networking session.”</p>	<ul style="list-style-type: none"> <li>• Signage during the paned discussion and networking session.</li> </ul>	<p>\$20,000</p>
<p><b>PH Professional Networking Reception</b> <i>Thursday Evening</i></p> <p>The PH Professional Network (PHPN) is a strong and growing professional association of PH-treating non-physician clinicians. Building on the momentum from the 2023 PHPN Symposium, the PHPN will meet prior to the start of PHA 2024 on Thursday evening for a networking reception..</p>	<ul style="list-style-type: none"> <li>• Signage at the reception</li> <li>• Verbal recognition during opening remarks</li> </ul>	<p><del>\$65,000</del></p> <p>\$30,000</p>
<p><b>Kitchen Table Society &amp; Board Alumni Network Reception</b> <i>Thursday Evening</i></p> <p><i>New For 2024!</i></p> <p>In 1991 a group of 4 women sat around a kitchen table and changed the course of Pulmonary Hypertension. The Kitchen Table Society recognizes PHA's most generous benefactors. This reception will allow PHA's most generous benefactors and most involved volunteers the opportunity to connect and socialize.</p>	<ul style="list-style-type: none"> <li>• Signage outside doors</li> <li>• Acknowledgement on table tents.</li> </ul>	<p><del>\$55,000</del></p> <p>\$20,000</p>
<p><b>Volunteer Appreciation Breakfast</b> (multi-sponsor) <i>Friday Breakfast</i></p> <p>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.</p>	<ul style="list-style-type: none"> <li>• Signage at the reception</li> <li>• Verbal recognition during opening remarks</li> <li>• Acknowledgement on rolling slides at the event.</li> </ul>	<p>\$25,000</p>
<p><b>Countdown Lunch</b> (multi-sponsor) <i>Friday Lunch</i></p> <p>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 2024 opening session. Patients and caregivers will have the opportunity to network with one another, reconnect with old friends, and make new ones.</p>	<ul style="list-style-type: none"> <li>• Signage outside doors</li> <li>• Acknowledgement on table tents.</li> </ul>	<p><del>\$50,000</del></p> <p>\$35,000</p>
<p><b>Opening Reception &amp; Video</b> (sole sponsor) <i>Friday Afternoon</i></p> <p>The Conference Opening Session is the official kick-off to PHA 2024 and sets the tone for the upcoming week-end of learning, sharing and networking. 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 to maximize their Conference experiences.</p>	<ul style="list-style-type: none"> <li>• Signage outside doors</li> <li>• Acknowledgement on table tents.</li> <li>• Acknowledgement video</li> <li>• Reserved seating</li> </ul>	<p>\$125,000</p>

**Taken!**



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# Hospitality Sponsorship Opportunities

Sponsored Item	Benefits	Sponsorship
<p><b>Opening Reception Keynote Speaker</b> <i>Speaker For Opening Reception</i></p> <p><i>New For 2024!</i></p> <p><i>Partner with PHA on selecting a well-known and inspiration speaker to energize the conference attendees.</i></p>	<p><b>**Right of First Refusal to Opening Reception Sponsor</b></p> <ul style="list-style-type: none"> <li>• Opportunity to introduce speaker</li> </ul>	<p><b>\$75,000</b></p>
<p><b>Medical Update Dinner</b> (sole sponsor) <i>Friday Dinner</i></p> <p><i>The PHA Medical Update Dinner is the first meal that the full PHA community shares together. Patients, caregivers and health care professionals connect, and old friends renew acquaintances, forming bonds and friendships. During the dinner, a member of PHA's community will provide an update on recent medical news for the PH community.</i></p>	<ul style="list-style-type: none"> <li>• Signage outside doors.</li> <li>• Acknowledgement on table tents.</li> <li>• Opportunity for brief remarks.</li> <li>• Two reserved tables</li> </ul>	<p><b>\$150,000</b></p> <p><b>\$75,000</b></p>
<p><b>Networking Breakfast</b> (sole sponsor) <i>Saturday Morning</i></p> <p><i>This breakfast offers patients and caregivers the unique opportunity to interact with health care professionals in a non-clinical setting. Health care 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.</i></p>	<p><b>Taken!</b></p> <ul style="list-style-type: none"> <li>• Signage outside doors.</li> <li>• Acknowledgement on table tents.</li> <li>• Opportunity for brief remarks.</li> <li>• Two reserved tables</li> </ul>	<p><b>\$75,000</b></p>
<p><b>Journey's Lunch</b> (sole sponsor) <i>Saturday Lunch</i></p> <p><i>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.</i></p>	<p><b>Taken!</b></p> <ul style="list-style-type: none"> <li>• Signage outside doors.</li> <li>• Acknowledgement on table tents.</li> <li>• Opportunity for brief remarks.</li> <li>• Two reserved tables</li> </ul>	<p><b>\$110,000</b></p> <p><b>\$75,000</b></p>
<p><b>Awards Dinner</b> (sole sponsor) <i>Saturday Dinner</i></p> <p><i>This program is a signature event. This 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.</i></p>	<ul style="list-style-type: none"> <li>• Signage outside doors.</li> <li>• Acknowledgement on table tents.</li> <li>• Opportunity for brief remarks.</li> <li>• Two reserved tables</li> </ul>	<p><b>\$150,000</b></p> <p><b>\$75,000</b></p>
<p><b>Conference Highlight Video</b> <i>Shown At Awards Dinner</i></p> <p><i>From the moment attendees register, the videographer captures it all and the true essence of PHA 2022. This video will be shown at the Closing Session and highlights the comradery that this event naturally brings out in the participants.</i></p>	<p><b>**Right of First Refusal to Awards Dinner Sponsor</b></p> <ul style="list-style-type: none"> <li>• Acknowledgement at conclusion of the video.</li> </ul>	<p><b>\$75,000</b></p>
<p><b>Fashion Show &amp; Saturday Night Party</b> (multi-sponsor) <i>Saturday Evening</i></p> <p><i>The Fashion Show gives select patient models a chance to strut their stuff, revealing or concealing medication pumps and oxygen devices. This Saturday evening 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.</i></p>	<ul style="list-style-type: none"> <li>• Signage outside doors</li> <li>• Acknowledgement on table tents.</li> <li>• Verbal recognition during the event.</li> </ul>	<p><b>\$30,000</b></p>
<p><b>Closing Session</b> (sole sponsor) <i>Sunday</i></p> <p><i>This session caps off the weekend with an empowering message that ties in all the experiences of PHA 2024 in an upbeat and uplifting way, celebrating longtime friendships, new connections and the whole PH Community, while looking forward to PHA 2026. Additionally, this event will feature the Conference Highlights Video, a short video filmed during PHA 2024, highlighting programming and events from Thursday and Friday.</i></p>	<ul style="list-style-type: none"> <li>• Signage outside doors.</li> <li>• Acknowledgement on table tents.</li> <li>• Opportunity for brief remarks.</li> <li>• Two reserved tables</li> </ul>	<p><b>\$65,000</b></p>



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# Hospitality Sponsorship Opportunities

Sponsored Item	Benefits	Sponsorship
<p><b>Scientific Sessions Breakfast</b> (multi-sponsor)</p> <p><i>PHA will host a networking continental breakfast on Friday morning before the Scientific Sessions begin. Health care professionals have the opportunity to renew old acquaintances and make new connections.</i></p>	<ul style="list-style-type: none"> <li>Signage in compliance with ACCME Standards for commercial support outside breakfast.</li> </ul>	\$30,000
<p><b>Coffee Breaks</b> (multi-sponsor)</p> <p><i>While the PHA 2024 Conference is packed with meaningful programming, attendees also need time to take a break between sessions. Conference attendees can take advantage of the coffee breaks offered throughout the weekend to relax, renew old friendships, and make new connections. All coffee breaks will take place within the exhibit hall.</i></p>	<ul style="list-style-type: none"> <li>Signage outside of coffee breaks</li> </ul>	\$30,000
<p><b>Community Service Project</b> (sole sponsor)</p> <p><i>Sponsor will work with PHA to choose a community service project to give back to the local community such as stuffing bags for a food bank, etc. Community Service Activity will take place in the exhibit hall on Sunday.</i></p>	<ul style="list-style-type: none"> <li>Signage near community service activity in exhibit hall.</li> <li>Recognition with local Indianapolis Charity.</li> </ul>	\$30,000
<p><b>Children &amp; Teen Program</b> (multi-sponsor)</p> <p><i>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 2024 are eligible to participate in this fun kid focused area specially designed just for them. A Teens' Lounge for teenage attendees to connect, hang out, play video games and just chill with their peers will also be staffed.</i></p>	<ul style="list-style-type: none"> <li>Recognition on signage outside door to children's room.</li> </ul>	\$35,000
<p><b>Exhibit Hall Refreshment Zone</b> (multi-sponsor)</p> <p><i>Associate your brand for all attendees by sponsoring a refreshment zone in the exhibit hall that will include hosted specialty coffee, a masseuse for chair massages and other amenities to pamper attendees.</i></p>	<ul style="list-style-type: none"> <li>Signage in refreshment zone area of exhibit hall</li> </ul>	\$25,000



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# Technology Sponsorship Opportunities

Sponsored Item	Benefits	Sponsorship
<p><b><u>Spanish Language Translation</u></b> (Signature Sponsor—Sole Sponsorship)  <i>New For 2024!</i>  <i>For the first time, PHA will be providing a fully immersive experience for Spanish speaking attendees. All sessions will have Spanish language translation available to help serve this underserved population.</i></p> <p style="text-align: center; color: red; font-size: 2em; font-weight: bold;">Taken!</p>	<ul style="list-style-type: none"> <li>• Signage throughout session rooms.</li> <li>• Signage at translation technology pickup location.</li> <li>• Logo placement and thank you message on bag insert instructions for Spanish language translation.</li> <li>• Acknowledgement in one conference marketing email to the Spanish language PH population.</li> </ul>	<p><b>\$125,000</b></p>
<p><b><u>Spanish Language Translation</u></b> (multi-sponsor)  <i>New For 2024!</i>  <i>For the first time, PHA will be providing a fully immersive experience for Spanish speaking attendees. All sessions will have Spanish language translation available to help serve this underserved population.</i></p>	<ul style="list-style-type: none"> <li>• Signage throughout session rooms.</li> <li>• Signage at translation technology pickup location.</li> </ul>	<p><b>\$40,000</b></p>
<p><b><u>Audience Response Polling</u></b> (multi-sponsor)  <i>New For 2024!</i>  <i>Audience response technology increases retention of presented information, improves attentiveness, speeds decision-making process, confirms audience understanding and creates an engaging learning environment. The audience response system will allow attendees to interact in real-time with the speaker and the information they are presenting, providing an enhanced level of education.</i></p>	<ul style="list-style-type: none"> <li>• Recognition on signage outside of all rooms using the technology.</li> <li>• Ability to collaborate with PHA on 5 participant questions to gain valuable insight.</li> </ul>	<p><b>\$45,000</b></p>
<p><b><u>Audio Visual Support</u></b> (multi-sponsor)  <i>High-quality audio visual support is essential to PHA 2024. The laptops, screens and microphones used for sessions and throughout Conference enhance the learning experience for all attendees. This sponsorship does not include AV for meal sessions, which is covered under the meals sessions sponsorship.</i></p>	<ul style="list-style-type: none"> <li>• Recognition in program book.</li> <li>• Recognition in signage through Conference.</li> </ul>	<p><b>\$40,000</b></p>
<p><b><u>Wireless Internet</u></b> (multi-sponsor)  <i>The PH community is one of the most active online communities. From patients connecting via social media to busy health care professionals, WiFi is a necessity. WiFi throughout the event space will allow PHA 2024 attendees to stay connected and share their Conference journey with family and friends across the globe.</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement in the PHA Program Book and on log-in instructions given to all attendees.</li> </ul>	<p><b>\$20,000</b></p>
<p><b><u>Mobile App</u></b> (multi-sponsor)  <i>The mobile app helps attendees to get the most out of PHA 2024. 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 2024.</i></p>	<ul style="list-style-type: none"> <li>• Logo acknowledgement on a splash screen seen by mobile app users upon opening the app.</li> </ul>	<p><b>\$30,000</b></p>





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# Promotional Sponsorship Opportunities

Sponsored Item	Sponsorship
<p><b>Room Keys</b> (sole sponsorship)</p> <p><i>PHA 2024 attendees will feel the spirit of the event from the moment they check in at the JW Marriott in Indianapolis. All hotel guests registered for PHA 2022 will receive a hotel room key imprinted with a welcome message featuring the sponsor's logo.</i></p>	<b>\$25,000</b>
<p><b>VIP Welcome Amenities</b></p> <p><i>PHA will offer sponsors the opportunity to send VIP Welcome Amenities to the following attendee groups from PHA: PHA Board of Trustees, PHA Scientific Leadership Council, PHPN Executive Committee, Conference Planning Committee, and PHA General Sessions Keynote Speakers (approximately 50 individuals). PHA will reach out to sponsors with a menu of items for the sponsor to select..</i></p>	<b>\$30,000</b>
<p><b>Name Badge Lanyard</b> (sole sponsorship) <b>Taken!</b></p> <p><i>Given to all PHA 2024 attendees, name badge lanyards will hold the name badge and feature your logo.</i></p>	<b>\$15,000</b>
<p><b>Water bottle</b> (sole sponsorship)</p> <p><i>It's important to stay hydrated! Attendees will receive an insulated PHA water bottle . Sponsors will be recognized on the bottle (company logo and PHA logo on the other side).</i></p>	<b>\$25,000</b>
<p><b>Power Bank</b> (sole sponsorship)</p> <p><b>New For 2024!</b></p> <p><i>Help attendees keep their devices fully charged with a power bank co branded with your industry logo and the PHA logo.</i></p>	<b>\$50,000</b>
<p><b>Conference Bag</b></p> <p><i>Provided a co-branded conference bag that attendees will use for years to come.</i></p>	<b>\$30,000</b>
<p><b>Conference Program Book</b> (sole sponsorship)</p> <p><i>Containing a schedule, maps and session descriptions, the program book is a vital tool for all attendees navigating PHA 2024. 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. Sponsor will receive a thank you message in the conference book and complimentary full-page advertisement.</i></p>	<b>\$45,000</b>
<p><b>Save The Date Postcard</b></p> <p><i>PHA 2024 will serve as the kickoff point for promotion of the PHA 2023 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.</i></p>	<b>\$15,000</b>
<p><b>Notebook &amp; Pen</b></p> <p><i>Provide a co-branded pen and notebook for attendees to take notes during sessions.</i></p>	<b>\$20,000</b>
<p><b>Newcomer Experience</b></p> <p><i>A one-page tip sheet will be provided to all first-time attendees containing all of the must-know information for newcomers, including social events, where to go with questions and to meet new people, and how to stay connected throughout Conference. The tip sheet will be available on the PHA 2024 website, within the mobile app, and in the program book. It will also be emailed to attendees as part of the "Know Before You Go" email to all registered participants..</i></p>	<b>\$25,000</b>

## Industry Sponsored Sessions (Product Theaters)

Industry Session Number	Day	Timing	Opposed or Unopposed	Commercial Drug Level	Pre/Non-Market Level
#1	Thursday, August 15th	Afternoon	Opposed	\$40,000	\$30,000
#2	Thursday, August 15th	Afternoon	Opposed	\$40,000	\$30,000
#3	Friday, August 16th	Late Morning	Opposed	\$40,000	\$30,000
#4	Friday, August 16th	Late Morning	Opposed	\$40,000	\$30,000
#5	Friday, August 16th	Evening	Unopposed	\$65,000	\$50,000
#6	Saturday, August 17th	Late Afternoon	Opposed	\$40,000	\$30,000
#7	Saturday, August 17th	Late Afternoon	Opposed	\$40,000	\$30,000

## Industry Sponsored Symposia (CME)

Industry Sponsored Symposium	Commercial Drug Level	Pre/Non-Market Level
<ul style="list-style-type: none"> <li>• 2 available</li> <li>• CME Accredited</li> <li>• Can be multi-sponsored</li> <li>• Pricing is total needed, not per company price</li> </ul>	\$180,000	\$140,000

*See Page 12 For Exposure Package Opportunities to Promote Your Industry Session.*

## General information

The exhibit hall at the PHA 2024 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 health care professionals. PHA encourages exhibitors to incorporate the vibrancy of PHA 2024 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 or drug therapy 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 2024. If collecting any patient contact information, the purpose of the collection must be disclosed (i.e. future promotional mailings, promotional emails, etc.).

To request a full exhibitor prospectus, please contact [MarieG@PHAssociation.org](mailto:MarieG@PHAssociation.org).

## Exhibit Fees and Space Allocation

**Exhibit booths are available for \$4,800 per 10 x 10 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.

**Medical Affairs Tables**

Connect with PHA 2024 participants about current clinical trial opportunities by reserving a Medical Affairs table.

**Medical Affairs Tables \$4,500**

Level	Number of Booths Available for Purchase
<b>Presenting Sponsor</b>	Up to 8
<b>Elite Sponsor</b>	Up to 7
<b>Premier Sponsor</b>	Up to 6
<b>Patron Sponsor</b>	Up to 4
<b>Community Sponsor</b>	Up to 3
<b>General Sponsor</b>	2
<b>Non-sponsors/Item Sponsors</b>	1

## Nonprofit Organizations

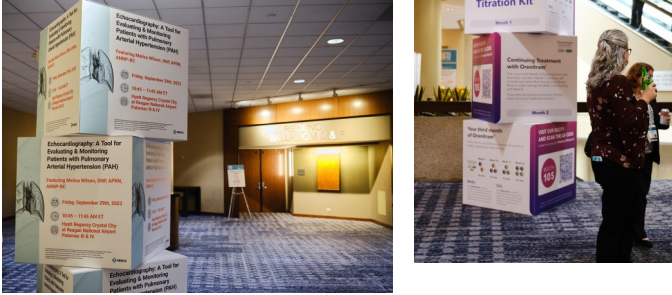
Nonprofit organizations may purchase one booth space at a 50% discount. Nonprofits are not allowed to fundraise at their booths or prior to the conference or anywhere else on the Conference property for the duration of PHA 2024. Additionally, all promotional/branded materials to be distributed to booth visitors must be approved by PHA prior to Conference.



**INTERNATIONAL PH  
CONFERENCE  
AND SCIENTIFIC SESSIONS**

**Exposure Package  
Opportunities  
*New For 2024!***

*Launched at PHPN in 2023, PHA is pleased to bring back exposure opportunities to help further leverage and promote your industry sessions and exhibits.*

Exposure Tactic	Pricing
<p><b>Free standing displays (stacked cubes)</b></p> <p><i>Stacked cube displays are a great option to promote your booth, clinical trial or sponsored session.</i></p> 	<p><b>\$7,500</b></p>
<p><b>Promotional Signage</b></p> <p><i>Limited opportunities for additional signage based on hotel availability.</i></p>	<p><b>Price varies</b></p>
<p><b>Room Drop Flyer</b></p> <p><i>The room drop flyer may promote corporate sponsored events, industry sessions, booth activities, and clinical trials. The flyer must be unbranded (non-product promoting).</i></p>	<p><b>\$20,000</b></p>
<p><b>Bag Insert</b></p> <p><i>Insert a flyer in the conference bag promote corporate sponsored events, industry sessions, booth activities, and clinical trials.</i></p>	<p><b>\$6,500</b></p>
<p><b>Conference Attendee Email Blast Service</b></p> <p><i>PHA will send an email blast to all conference attendees to attend your industry session. Registration link can be included.</i></p>	<p><b>\$2,800</b></p>
<p><b>Mobile App Push Notification</b></p> <p><i>Send a push notification to conference attendees to stop by your booth or attend your industry session.</i></p>	<p><b>\$2,500</b></p>
<b>Program Book Advertising</b>	
<p><b>Back Cover</b></p>	<p><b>\$5,500</b></p>
<p><b>Internal Full Page</b></p>	<p><b>\$4,500</b></p>
<p><b>Internal Half Page</b></p>	<p><b>\$3,000</b></p>
<p><b>Internal Quarter Page</b></p>	<p><b>\$1,200</b></p>



# INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

## Corporate Sponsored Events

Book your after hours events with PHA!

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

In an effort to create additional networking opportunities and provide an event service to our sponsors, PHA is offering unopposed times Thursday, August 15 through Saturday, August 17 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 and should be available for anyone attending Conference.

### 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 15, 2024, 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, sponsors can choose to “re-set” the room; in this case a fee of \$500 will be charged.

### To Reserve Space

Please contact Pat Reilly at [PatR@PHAssociation.org](mailto:PatR@PHAssociation.org) to reserve a space.

