



PHA 2020

INTERNATIONAL PH CONFERENCE AND SCIENTIFIC SESSIONS

PHA 2020 EXHIBITOR GUIDE

June 12 -14, 2020

Anaheim, Calif.



Pulmonary Hypertension Association
Empowered by hope

The 2020 PHA International PH Conference and Scientific Sessions (PHA 2020) is the largest gathering of patients, caregivers and medical 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.

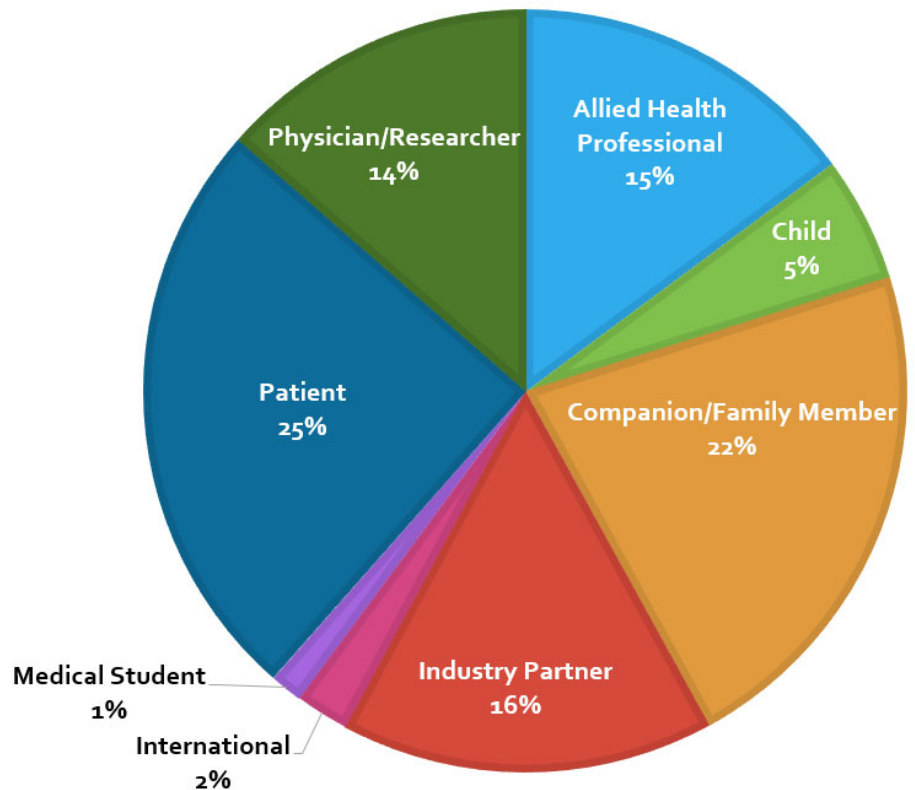
For additional information or to secure sponsorships please contact PHA at Sponsorships@PHAssociation.org or 301-565-3004.

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

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PHA 2018 Registration Breakdown



General Information

The exhibit hall at PHA 2020 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 Conference into their booths to make the exhibit hall a dynamic, fun and educational experience for participants of all ages and backgrounds.

All material must be unbranded; company name and logo are acceptable and appropriate for a patient audience. Exhibiting materials must not include product and drug therapy information or promotion of clinical trials. Exhibiting representatives may not promote or discuss therapies directly with patients and/or family members or discuss any disease-specific information at Conference. If collecting any patient contact information, the purpose of the collection must be disclosed (i.e. future promotional mailings, promotional emails, etc.).

PHA reserves the right to deny any organization space to exhibit, or to remove an exhibitor onsite if guidelines, rules and regulations are not followed.

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’. 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.

Level	Number of Booths
Diamond	Up to 8
Platinum	Up to 7
Gold	Up to 6
Silver	Up to 4
Bronze	Up to 3
General	Up to 2
Individual Item Sponsor/non-sponsors	1

Nonprofit 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 7, Giveaways, for details).

Exhibit Tables

Each booth space comes furnished with one 6' skirted table, two chairs, a waste basket and an ID sign. Alliance, the official general services contractor for PHA 2020, has additional options available at the exhibitor's expense.

Exhibit Space Selection

PHA will assign exhibit booth space based on exhibitors' sponsorship level and booth availability. PHA will be in contact with each exhibiting company's Exhibitor Lead Representative to discuss available options based on booth size and spacing. Diamond, Platinum, Gold, Silver, Bronze, General and Individual Item sponsors who have signed an exhibiting contract and paid in full will have first priority in the assignment of exhibit space. **The order in which space is assigned will be based on received sponsorship funds as of Friday, March 27, 2020, starting with the preferences of the highest Diamond Sponsor.**

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. Booth assignments for companies that have signed contracts and paid the exhibit fee will be communicated by Friday, April 3, 2020. Every effort will be made to accommodate requests for booth assignments. PHA reserves the right to reallocate booth space at any time leading up to and during setup of the event to ensure safety and fire marshal approval.

PHA reserves the right to make changes to the floor plan of booths as may be deemed necessary at its sole discretion.

Payment and Contract

PHA accepts payment by credit card or by check. Please see the Exhibitor Contract online at www.PHAssociation.org/PHA2020/Exhibits for payment details. Signed contracts can be mailed to PHA, Attn: PHA 2020 Exhibits, 801 Roeder Road Suite 1000, Silver Spring, MD 20910; or emailed to Exhibitor@PHAssociation.org.

Exhibitor Registration

Two complimentary PHA 2020 registrations are provided per company to allow access to all meals, breaks and sessions. The two company representatives using the complimentary registrations should register using the exhibitor registration form; all other company representatives should register at the corporate rate online at www.PHAssociation.org/PHA2020/Registration.

- Exhibit Hall Only registration: Free exhibit hall only registrations are available upon request. These registrations allow access only to the exhibit hall and will be clearly marked as "Exhibit Hall Only" or with another designation on their badge.
- Registration changes: A per change fee of \$50 will be charged for any registration changes after online registration officially closes Wed. May 20, 2020.

Cancellation

Full refunds will be made for cancellations if PHA is notified at by May 1, 2020.

Exhibitor Objectives

PHA 2020 International PH Conference and Scientific Sessions is produced by, and is the property of, the Pulmonary Hypertension Association (PHA). The Exhibit Hall is meant to supplement PHA 2020 and provide attendees with various types of programs, services and information available to them. Exhibitors are expected to display their programs and/or discuss their services with awareness of the professional and practical needs of Conference attendees. PHA reserves the right to refuse space to any applicant which, in the opinion of PHA, is unlikely to contribute to the overall objective of the meeting. **PHA may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that is in its opinion not upholding the character and purpose of the conference. Any exhibitor that does not abide by these guidelines will not be invited to participate in future exhibits and may be removed onsite.**

Exhibitor Lead Representative Responsibilities

Each exhibitor must name one person to be their company's lead representative and responsible party. The representative will receive all relevant materials relating to exhibiting at PHA 2020. That representative must be authorized to enter into such contract as may be necessary for fulfillment of obligations to PHA and to other contractors and subcontractors. At least one representative must be at the display during all official hours of the Exhibit Hall. It is the responsibility of the exhibitor lead representative to ensure that all staff affiliated with their exhibit adheres to these regulations.

Exhibitor Representative Guidelines

The purpose of these guidelines is to create a framework for fostering long-term positive interactions between persons with PH and Representatives at PHA 2020.

- Representatives (including but not limited to sales, medical and marketing employees) may only present *unbranded* (non-product promoting) information at exhibit booths; these interactions are subject to the following parameters:
 - Material cannot promote clinical trials or drug therapies
 - Always include safety information in discussions
 - Never provide medical advice
 - If a patient asks questions about his or her health, always inform them to seek the advice of their healthcare provider
 - Present risks and benefits in a fair and balanced way in discussions
 - Always follow your internal corporate policies/procedures and/or PhRMA (Pharmaceutical Research and Manufacturers of America) guidelines
 - Respect privacy and confidentiality of all attendees

Sessions at Conference are carefully planned forums for exchange of information within the medical and patient communities. As such, representatives should not ask questions of presenters or address audiences during patient sessions, unless invited by a member of the panel.

Exhibitors will not have any role in the selection of meeting content, topics or speakers, and cannot attend any planning activities for Conference.

Arrangements of Exhibits

All exhibits must be arranged within the confines of assigned booth space so as not to overly obstruct the general view or hide the exhibits of others, and so as not to impinge on aisle or other space not specifically assigned to exhibitor. Exhibits are limited to 15 feet high.

Safety Regulation

Exhibitors must adhere to all municipal and state laws, rules and regulations. All drapes, table coverings and other materials must comply with fire department regulations.

Liability

The exhibitor agrees to defend, indemnify and hold harmless the Pulmonary Hypertension Association and their respective employees and agents against any claims or expenses arising out of the use of exhibition premises. The exhibitor understands that the Pulmonary Hypertension Association does not maintain insurance covering the exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

Installation and Dismantling Schedule

Below is the schedule for installation and dismantling. **Special accommodations or requests to move-in early will not be given; no exceptions.** Due to safety concerns, exhibitors are not permitted to dismantle until the Exhibit Hall officially closes at 11:00 a.m. on Sunday, June 14th.

Exhibitor Move-in	Thursday, June 11	8:00 a.m.—5:30 p.m.
Exhibitor Move-out	Sunday, June 14	11:00 a.m.—5:00 p.m.

Sound Devices and Noise Level

The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not bothered.

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.

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. 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.

Giveaways, Raffles and Activities

Exhibitors are encouraged to make the exhibit hall inviting and entertaining for all attendees. Exhibitors may provide token giveaway items (see above giveaways for guidelines) or host activities at their booths, but cannot distribute these items in any other space, including registration, meals, sessions, etc. PHA merchandise (car magnets, awareness bracelets, pints, etc.) is available for purchase for exhibit giveaways by contacting Exhibitor@PHAssociation.org.

Raffles are permitted, but must be preapproved by PHA, and must be offered at no expense to attendees. The exhibitor is responsible for the giveaways, announcing the winner and ensuring the winner receives the item.

Refreshments

All refreshment breaks will take place in the Exhibit Hall. Conference attendees can expect beverages in the hall. Exhibitors are welcome and encouraged to provide additional refreshments, such as cookies, granola, yogurt, trail mix, etc. at their booth to increase traffic. Exhibitors should contact PHA at Meetings@PHAssociation.org to purchase food and beverage at the exhibitor's expense. Additional information will be available in the exhibitor kit. Exhibitors must adhere to the hotel's rules for outside food and beverage.

Exhibit Hall Hours

Thursday, June 11	6:30 p.m. - 9:00 p.m.
Friday, June 12	8:00 a.m. - 12:45 p.m. 2:00 p.m. - 6:30 p.m.
Saturday, June 13	9:00 a.m. - 11:45 a.m. 1:00 p.m. - 5:45 p.m.
Sunday, June 14	7:00 a.m. - 11:00 a.m.

*PHA reserves the right to alter the Exhibit Hall Hours as they see fit; any changes will be communicated to exhibitors as soon as the change is finalized.

Location of Exhibit Area

PHA reserves the right to alter the location of the exhibit area as it deems advisable, and in the interest of PHA 2020; however, any change of location will be discussed with the exhibitors affected by such changes.

Security

The exhibit hall will be secured when not in use; if access is needed onsite please contact a PHA staff person. PHA will not be liable for loss or damage to property of the exhibitor or their representatives or employees from theft, fire, accident or any other causes beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss of damage and against liability for personal injury.

General Services Contractor

PHA has appointed Alliance as the official general services contractor for PHA 2020.

Shipping and Exhibit Services

Alliance will send each exhibitor a service kit that contains a full list of exhibit services and complete shipping instructions. Items shipped directly to the Anaheim Marriott may incur additional fees from the hotel.

Safety Regulation

Exhibitors must adhere to all municipal and state laws, rules and regulations. All drapes, table coverings and other materials must comply with fire department regulations.

Outside Activities

Recognized sponsors are eligible to host outside activities at prescribed times that do not take qualified attendees away from official PHA 2020 functions; this meeting space may be reserved by contacting PHA.

Signage

Exhibiting companies are not permitted to produce or post their own signage outside of their own booth space.

Lead Retrieval

PHA does not offer lead retrieval.

Attendee List

PHA does not provide a list of attendees.

Regulations and Contract

These regulations have been formulated in the best interest of all concerned and become part of the contract between the Exhibitor and PHA. All matters and questions not covered by these regulations are subject to the decisions of PHA.

Contact Information

Any questions should be directed to PHA at Exhibitor@PHAssociation.org or 301-565-3004.

Exhibitor Agreement

10' X 10' Exhibit Booth Spaces

FEE

<input type="checkbox"/> Eight 10'X10' Booth Spaces (Diamond Sponsors only)	\$28,000
<input type="checkbox"/> Seven 10'X10' Booth Spaces (Diamond and Platinum Sponsors only)	\$24,500
<input type="checkbox"/> Six 10'X10' Booth Spaces (Diamond, Platinum and Gold Sponsors only)	\$21,000
<input type="checkbox"/> Five 10'X10' Booth Spaces (Diamond, Platinum and Gold Sponsors only)	\$17,500
<input type="checkbox"/> Four 10'X10' Booth Spaces (Diamond, Platinum, Gold and Silver Sponsors only)	\$14,000
<input type="checkbox"/> Three 10'X10' Booth Spaces (Diamond, Platinum, Gold, Silver and Bronze Sponsors only)	\$10,500
<input type="checkbox"/> Two 10'X10' Booth Spaces (Diamond, Platinum, Gold, Silver, Bronze and General Sponsors only)	\$7,000
<input type="checkbox"/> One 10'X10' Booth Space (Sponsors Only)	\$3,500
<input type="checkbox"/> One 10'X10' Booth Space (Non-Sponsors)	\$4,000
<input type="checkbox"/> One 10'X10' Booth Space (Nonprofit organizations only)	\$1,750

Contact Information

Last Name		First Name		Suffix	
Company					
Address		City	State	Zip	
Phone		Email			

Agreement

I have read the Exhibitor Rules and Regulations and agree to the terms of exhibiting at the PHA 2020 International PH Conference and Scientific Sessions.

Signature	Date	Printed Name
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Payment

Credit Card Payment:

- Visa
- MasterCard

Cardholder Name		Card Number		
CVC Code	Exp. Date	Billing Address		
Amount to charge	State	Zip		



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AND SCIENTIFIC SESSIONS

Exhibitor Registration

Use this form for the two complimentary full Conference registrations per exhibiting company. All other corporate registrants should register online at the corporate rate.

Last Name First Name Suffix

Title

Company

Address

City State Zip Phone

Email T-Shirt Size: S M L XL XXL

COMPLIMENTARY EXHIBITOR REGISTRATION 2

Last Name First Name Suffix

Title

Company

Address

City State Zip Phone

Email T-Shirt Size: S M L XL XXL

Please note: A \$50 administrative fee will be charged for any changes made to these or any other corporate registrations. A \$50 administrative fee will also be charged for any registrations submitted after registration officially closes on Wed., May 20, 2020.

Exhibit Hall Only Registration

Use this form to register exhibit booth staff who only need access to the exhibit hall. This type of registration is free, but it only allows access to the exhibit hall. Attendees with an "Exhibit hall only" badge will not be permitted access to education or meal sessions. Food will be available for purchase at restaurants located within the hotel.

Other exhibit booth staff who would like to access Conference programming outside of the exhibit hall may use the two complimentary, full-access registrations provided to each exhibiting company. Any additional, full-access registrations required beyond the two complimentary registrations may be purchased at the corporate rate online at: www.PHAssociation.org/Conference/Registration

Last Name First Name Suffix

Title

Company

Address

City State Zip Phone

Email

Exhibit Hall only Registration

Last Name First Name Suffix

Title

Company

Address

City State Zip Phone

Email

Please note: A \$50 administrative fee will be charged for any changes made to these or any other corporate registrations. A \$50 administrative fee will also be charged for any registrations submitted after registration officially closes on Wed., May 20, 2020.

General Information

PHA provides several advertising opportunities, giving organizations a chance to further engage the PH community. High profile advertisements are available in the PHA PHA International PH Conference & Scientific Sessions Program Book.

Submission Deadline

Final ad materials must be submitted electronically to Advertisements@PHAssociation.org no later than Wed. 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.

Appropriate Content

Because 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 should be appropriate for a patient audience. Advertisements are subject to PHA's review and approval.

Pricing

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

Ad Specifications

Color: All ads must be CMYK; no RGB images will be accepted. PMS and spot colors will be converted to 4-color process.

Scans and Images: Scanned/bitmap images must be CMYK 300 dpi. Extra alpha channels must be deleted in Photoshop files.

Final Files: Files must be submitted as print-optimized PDF (300 dpi) with images and fonts embedded. (Note: PDFs do not embed True Type or Macintosh fonts. They must be converted to outlines before a PDF is created.) Crop marks must be outside the bleed area. Do not add security features. Any fonts not supplied may be substituted. All submitted materials must be clearly marked with company name, contact name, file name and show name. All ads must include the name of the advertiser in the actual file name and must include the appropriate extension.

New! Mobile App Ads

The mobile app helps attendees to get the most out of Conference. 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.

Advertisements — \$3,000

Push Notification — \$5,000

All advertisements and push notifications are subject to PHA's review and approval are due April 15, 2020. 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 & Mobile App Advertisements Agreement

ADVERTISEMENTS	Quantity	Fee	Total
Conference Program Book			
Inside back cover—SOLD		\$4,500	
Full page		\$3,500	
Half page		\$2,500	
Quarter page		\$950	
Sub-Total			
Mobile App Advertisements		\$3,000	
Push Notifications		\$5,000	
Grand Total			

Contact Information

Please include the primary point of contact who will liaise with PHA for this ad:

Last Name	First Name	Suffix	
Company			
Address	City	State	Zip
Phone	Email		

PAYMENT

Credit Card Payment: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Cardholder Name</td> <td style="width: 40%;">Card Number</td> </tr> </table>	Cardholder Name	Card Number	
Cardholder Name	Card Number			
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CVC Code	Exp. Date	Billing Address		
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Amount to charge	State	Zip		

All advertisements and push notifications are subject to PHA’s review and approval are due April 15, 2020.

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.

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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.

