

JOINT EVENT SPONSORSHIP OPPORTUNITIES

RHEUMATOLOGY IMMERSION

FELLOWS' POSTER SESSION &
IMMUNOLOGY INTRODUCTION

EXHIBITOR PROSPECTUS

Dear Potential Exhibitor,

We are thrilled to present you with a remarkable opportunity to maximize your sponsorship exposure by supporting both the NYRIF: Fellows' Poster Session and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases event. By combining these two exceptional events, we offer you an amazing chance to showcase your brand and gain unparalleled visibility among esteemed professionals and the next generation of medical experts.

The Introduction to Immunology event focuses on the fundamental immunology directly applicable to rheumatology and associated disease states. It provides insights into the mechanisms of action and distinctions between targeted biologic treatments for autoimmune diseases. By sponsoring this event alongside the NYRIF: Fellows' Poster Session, you can position your brand as a supporter of cutting-edge research and innovation. Rest assured that your sponsorship will not only contribute to the progress of rheumatology research and education but also align your company with excellence, expertise, and advancement in the field. By engaging with key opinion leaders and fostering relationships with influential healthcare professionals, you will have the opportunity to establish your company as a leader in the industry.

Additionally, your sponsorship will grant you significant brand exposure among a targeted audience, consisting of fellows-in-training, fellows, residents, physicians, nurse practitioners, physician assistants, registered nurses, and pharmacists. This exposure will extend throughout both events, allowing you to showcase your dedication to the field of rheumatology and your commitment to supporting the next generation of medical professionals. We invite you to seize this extraordinary opportunity to demonstrate your company's commitment to advancing rheumatology and gain the visibility and recognition your brand deserves.

Join us in this unparalleled sponsorship opportunity and make a lasting impact on the future of rheumatology research and education.

Sincerely,

A handwritten signature in black ink, appearing to read "David A. McLain".

David A. McLain, M.D., FACP, FACR
North American Young Rheumatology Investigator Forum

OVERVIEW

Event Overview: We are delighted to announce the combined events of the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. Set to take place on September 6th, 2023, this conference promises to be a landmark event in the field of rheumatology, and is the premier event for fellows-in-training.

NYRIF is an established event that supports emerging fellows and residents in presenting their groundbreaking work, providing them with the invaluable opportunity to interact with, and gain insights from, esteemed professionals in the field. Simultaneously, the Introduction to Immunology event emphasizes the core concepts of immunology that are directly applicable to rheumatology, elucidating the distinctions and mechanisms of targeted biologic treatments for autoimmune diseases. This combined event presents a unique opportunity for sponsors to gain extensive exposure to a highly targeted audience, fostering meaningful relationships and showcasing their commitment to the advancement of rheumatology research and education.

Event Details: Marriott Marquis San Diego, California | September 6th, 2023

Target Audience

Target Audience	2023 East Event Attendance
Rheumatology Fellows	Placeholder
Rheumatology Residents	Placeholder
Rheumatologists	Placeholder
Rheumatology Researchers	Placeholder
Nurse Practitioners	Placeholder
Physician Assistants	Placeholder
Registered Nurses	Placeholder
Pharmacists	Placeholder

SPONSORSHIP PACKAGES

	Premier	Diamond	Platinum	Gold	Silver	Bronze
Pre-Event	\$ 25,000	\$ 17,000	\$ 12,000	\$ 10,000	\$ 7,500	\$ 5,000
Brochure Recognition	1	+	+	+	+	+
Save the Date Card	1	1	+	+	+	+
Email Blasts	ALL	5	4	3	2	1
Logo Placement on Website (Relative Size)	6	5	4	3	2	1
On-Site	Premier	Diamond	Platinum	Gold	Silver	Bronze
72x30" Table Space(s)	2	2	1	1	1	1
Booth Location Consultation	YES	YES	YES	YES	YES	YES
Booth Location Tier	1	1	2	2	3	4
Logo on Sponsorship Poster	YES	YES	YES	YES	YES	YES
T-Shirt	YES	-	-	-	-	-
Exhibitor Staff	6	4	1	1	1	1
Additional Exhibitor Staff	+	+	+	+	+	+
Onsite Lead Retrieval	YES	YES	YES	+	+	+
Conference Backpacks	+	+	+	+	+	+
Lanyards	+	+	+	+	+	+

Conference Registration	3	2	2	1	1	0
Syllabus Recognition	YES	YES	YES	YES	YES	YES
Packet Inserts (pages)	2	1	+	+	+	+
Digital Signage Ads	2	1	+	+	+	+
Snack/Meal Recognition	1	0	0	0	0	0
Virtual Sponsorship	Premier	Diamond	Platinum	Gold	Silver	Bronze
Virtual Lobby Signage	YES	YES	+	+	+	+
Pre-Roll Video (Morning CME Session)	YES	YES	+	+	+	+
Advanced Virtual Booth	YES	YES	YES	+	+	+
Push Notifications	YES	YES	YES	+	+	+

ADDITIONAL SPONSORSHIP OPPORTUNITIES

A-la-carte Items	Description	Price
Convention Bags	Brand exposure with every delegate carrying your logo	\$3,500
Lanyards & Flash Drives	Prominent brand visibility on lanyards & flash drives	\$2,500
Event T-Shirts	Your brand on all event T-shirts	\$2,500
Brochure Mailing	Your logo featured in our brochure mailings	\$3,500
"Save the Date" Printed & Mailed Postcards	Brand recognition on "Save the Date" postcards	\$2,500
Sponsorship Position on Website	Prime positioning of your logo on event website	\$2,500
Registration Packet Inserts	Your leaflet in every attendee's registration packet	\$500
Sponsorship Spot on Email Blasts	Featured sponsorship position in our email campaigns	\$1,500
OnDemand Video Recordings & Content	Your logo displayed in our video content	\$2,500
Electronic Signage (Video Available)	Prominent display of your logo on digital signage	\$2,000
Digital Signage in Virtual Lobby	Your logo displayed in the virtual event lobby	\$2,000
Session Pre-Roll Video Prior to Morning CME Session	Your video shown prior to morning CME session	\$3,000
Logo in Lobby	Prime placement of your logo in the physical lobby	Variable
Advanced Virtual Booth	Premium location of your virtual booth in the virtual event	\$500
Push Notifications	Your message delivered directly to attendees' devices	\$1,500

SPONSORSHIP OPPORTUNITIES

Convention Bags - \$3500 - Solo Opportunity

By sponsoring this indispensable item, you'll be endorsing not just one, but two influential events - the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. In doing so, you will be casting your brand's influence across a broad and esteemed audience, while also providing a functional and fashionable necessity for attendees. As they sport this backpack throughout both conferences and beyond, your logo will stand front and center, crafting enduring brand visibility and generating invaluable exposure among leading rheumatologists, researchers, and fellows. Your dual-event sponsorship will not only fuel the success of NYRIF and the Introduction to Immunology event, but it will also underscore your commitment to supporting young investigators as they forge the path to novel research.

Lanyards & Flash Drives - \$1,500 - Solo Opportunity

This unique opportunity to showcase your brand prominently throughout the event. The lanyards will be worn by every attendee, including leading rheumatologists, researchers, and fellows, ensuring your logo receives maximum visibility and exposure. Additionally, the branded flash drives will be distributed to participants, providing a practical and useful tool for storing important research materials and conference proceedings. Your sponsorship will not only demonstrate your commitment to supporting the advancement of rheumatology research but also position your brand as a trusted partner in the field. Join us in shaping the future of rheumatology while gaining valuable brand recognition by sponsoring the lanyards and flash drives at NYRIF & Immunology event.

Event T-Shirts - \$2,500 - Solo Opportunity

By sponsoring these premium shirts, you're not just aligning your brand with comfort, style, and quality, but you're also bridging two prominent events - the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. The attendees, which include esteemed rheumatologists, pioneering researchers, and promising fellows, will

savor the softness and durability of the Comfort Colors shirts, cultivating a positive affiliation with your brand. As they don these shirts with pride during both conferences and even afterwards, your sponsorship logo will be in the limelight, earning extensive exposure across a diverse and influential audience in the rheumatology community. By sponsoring the Comfort Colors t-shirts at both NYRIF and the Introduction to Immunology event, you're illustrating your support for young investigators while offering them a chic and snug apparel choice. Seize this unique chance to make an enduring impression and secure priceless brand recognition. We aim for our shirts to remain trendy, long after the conferences have concluded.

Brochure Mailing - \$3,500 - Solo Opportunity

Amplify your brand's reach by sponsoring the brochure mailings for not just one, but two influential events - the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. This dual event exposure allows your logo to hold a prominent place on the brochures, which will reach a broad network of healthcare professionals and institutions. This dual sponsorship opportunity assures expansive visibility and recognition for your brand, while facilitating the spread of vital event details. By sponsoring the brochure mailings for both the NYRIF and the Introduction to Immunology event, you'll position your brand as a trusted ally in forwarding rheumatology research. Make a sustained impact within the rheumatology community while steering your brand to greater visibility and recognition.

"Save the Date" Printed & Mailed Postcards - \$2,500

Create an indelible imprint and fuel enthusiasm for not just one, but two esteemed events - the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases - by sponsoring the "Save the Date" printed and mailed cards. Reaching over 10,000 recipients, this dual event sponsorship opportunity promises comprehensive reach and exposure for your brand. By prominently featuring your logo and message on these cards, you ensure that healthcare professionals, researchers, and fellows within the rheumatology community reserve their calendar for these crucial events. As the cards are received and displayed, your brand will be aligned with the anticipation and prestige of

both NYRIF and the Introduction to Immunology event. Rise above the industry heavyweights and show your dedication to propelling rheumatology research by sponsoring the "Save the Date" cards, an impactful means to engage and enlighten a broad audience about these essential gatherings.

Sponsorship Position on Website - \$2,500

Ensure a leading sponsorship spot on not just one, but two official event websites - North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases, and boost your brand exposure to the maximum. By capitalizing on this dual-event sponsorship opportunity, your logo and brand messaging will be placed conspicuously on both websites, guaranteeing broad visibility among a diverse audience of rheumatologists, researchers, and fellows. As attendees and industry professionals navigate these websites for event particulars, program details, and registration, your brand will create a powerful impact, casting your organization as a principal supporter of the rheumatology community. Don't bypass the opportunity to place your brand at the cutting edge of the conversation and attain valuable recognition by sponsoring a prime spot on both the NYRIF and CCRHEUMATOLOGY.com websites. We will provide follow links back to the URL of your choice.

Fellows' Registration Packet Inserts - \$500

Elevate your brand's visibility and tap into a targeted audience of rheumatologists, researchers, and fellows by sponsoring registration packet inserts at both the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. This dual event sponsorship opportunity allows you to include your promotional materials, such as brochures, flyers, or branded merchandise, directly in the registration packets distributed to all participants of both events. Your materials will land in the hands of attendees as they engage with the conference content, creating a lasting impression and sparking awareness for your brand. By sponsoring registration packet inserts, you'll have a unique opportunity to spotlight your organization's offerings, services, or products to a captive and influential audience across two events. Join us in sculpting the future of rheumatology and make a resounding impact by sponsoring registration packet inserts at

both NYRIF and the Introduction to Immunology event. All material must be pre-approved and not exceed 8.5"x11". First page included, add \$125 per additional page.

Sponsorship Spot on Email Blasts - \$1,500

Boost your brand's prominence and interact directly with a targeted audience of rheumatologists, researchers, and fellows by sponsoring a highlighted spot in the email blasts for both the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. As a dual event sponsor, your logo and message will be included in our routine email communications, reaching a wide network of healthcare professionals and industry influencers. This dual sponsorship offers valuable exposure and recognition for your brand with every email blast. Don't let this chance slip by to make a profound impact and gain substantial brand visibility by sponsoring a spot in the email blasts for both NYRIF and the Introduction to Immunology event.

On-Demand Video Recordings & Content - \$2,500

Your company could empower Rheumatology fellows with comprehensive video coverage of both the North American Young Rheumatology Investigator Forum (NYRIF) and the Introduction to Immunology: The Immunologically Targeted Treatment of Rheumatic Diseases. This coverage may include individual presentations by fellows and expert commentary from our international faculty, serving as a valuable resource in their training journey. The video will feature your company's splash page and recognition as the sponsor of the video content on the Online Symposia website, bolstering your brand's support for Rheumatology training. Moreover, a distinctive announcement of your sponsorship will be included in the program and registrants' bags for both events. Please note that any video containing pharmaceutical information or branding will not be used for CME purposes; this video is intended for non-CME purposes only.

Electronic Signage (Video Available)- \$2,000

Have your corporate logo or message displayed on 6 digital LCD signs, which will be placed exclusively in strategic, high-traffic areas. Display your company's support for Rheumatology training with either a static or video message. Make an unmistakable

statement with this impactful and built-for-attention sponsorship and keep your company's message in the minds and on the lips of all attendees. Appropriate video content should be provided by the sponsoring company. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

Digital Signage in Virtual Lobby - \$2,000

Have your corporate message displayed with electronic signage, which will be placed in the virtual lobby before and during CCR. Display your company's support for rheumatology training with either a static or video message. Videos will run continuously in the virtual lobby each day. Make an unmistakable statement with this impactful and built-for-attention sponsorship and keep your company in the minds and on the lips of all attendees. Video spots are included for Premier and Diamond sponsors as a part of their sponsorship package. Premier and Diamond sponsors receive one pre-recorded video or advertisement in the virtual lobby as a part of their sponsorship package. Cost is \$2000 for one ad spot, \$4,000 for two, \$5,000 for three and \$6,000 for four ad spots. The sponsoring company is responsible for providing the appropriate content. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

Session Pre-Roll Video Prior to Morning CME Session - \$3,000

Sponsoring companies can provide a branded &/or unbranded video that will be played before the CME event starts on the live stream for virtual attendees. CCR will run a sponsor video in the morning before sessions begin each day. The video's length (long or short) will be determined by CCR's technology team. Premier sponsors will receive one pre-roll video as part of the sponsorship package.

Logo in Lobby - Variable Pricing Dependent Upon Size

A sponsor section will be placed in the lobby. Premier sponsors will have a large size logo, Diamond sponsors will receive a medium size logo, and Platinum sponsors will receive a small size logo. These logos will continuously loop in the header of the lobby page.

Companies can purchase a logo space in the virtual lobby. Large logo is \$5000. Medium logo is \$3500. Small logo is \$2000.

Advanced Virtual Booth - \$500

Companies that purchase an Advanced Virtual Booth will have Virtual Lead Retrieval as a part of their sponsorship package. This option also includes a Request More Information and Join Live button in the virtual exhibitor booth. The Request Information button will allow the capture of attendee "lead" information that will be available to your company. The Join Live button allows your booth staff to host a 1:25 interactive video call with interested booth attendees. In addition, Lead Retrieval gives you the option of requiring attendees to provide their information in order to download documents that you have made available on your booth page. Companies participating in the Advanced Virtual Booth will have their onsite booth placed on the exhibit hall map. Advanced Virtual Booth is included in Premier, Diamond, Platinum, and Gold sponsorship packages. Companies that do not purchase an Advanced Virtual Booth will see only the visitor's name (or their login name).

Push Notifications - \$1,500

Push notifications are virtual platform notifications only. One push notification is included in Premier, Diamond, and Platinum sponsorship packages. Companies can add push notifications to promote your virtual product theater or to invite attendees to your virtual booth.