National Jewish Health

49TH ANNUAL

Pulmonary & Allergy Update

FEBRUARY 3-6, 2027 KEYSTONE, CO NJHealth.org/PAU2027

SPONSOR & EXHIBITOR GUIDE

The **49th Annual Pulmonary & Allergy Update** will bring together world-class faculty from National Jewish Health and physicians and health care professionals from around the country. For more information on exhibiting, please visit NJHealth.org/PAU-Exhibit27

CONFERENCE SPONSORSHIP LEVELS	PREMIER CONFERENCE PARTNER ($30,000)	GOLD SPONSORSHIP ($20,000)	SILVER SPONSORSHIP ($10,000)	PRIME EXHIBITOR PLUS SPONSORSHIP ($4,000)	PRIME EXHIBITOR SPONSORSHIP ($3,500)	EXHIBITOR SPONSORSHIP ($3,000)
Number of Conference Registrations	6	4	3	3	2	1
6 Foot table, 2 chairs, table drape & electricity (if needed)	**X2**	●	●	●	●	●
Acknowledgement on conference webpage and app	●	●	●	●	●	●
Acknowledgement in conference materials	●	●	●	●	●	●
Booth in prime location	●	●	●	●	●	
Eligible to host Product Theater	●	●	●	●		
Company name on conference shirt (Application must be received by 12/19)	●	●	●	●		
Acknowledgement on social media	●	●	●			
Company acknowledgement on signage in exhibit hall	●	●	●			
Placement of promotional material inside attendee bag	●	●	●			
Two exclusive conference-wide branding opportunities*	●					
Hotel key card sponsorship*		●				
Attendee notebook sponsorship*			●			

Premier Conference Partners receive two exclusive conference-wide branding opportunities selected from Conference Wi-Fi, Conference App, Conference Attendee Bag, and Conference Lanyard.
**Hotel key card and attendee notebook sponsorships are exclusive branding benefits and are subject to availability and confirmation.*

Additional Engagement & Sponsorship Opportunities

Product Theater: A high-impact opportunity to engage attendees during a dedicated non-CME time slot and discuss disease states relevant to your company's products and services. Six Product Theater opportunities are available. Organizations must participate at the Prime Exhibitor Plus level or higher to purchase a Product Theater. Four opportunities are currently reserved; 2 Product Theater opportunities remain for 2027. Contact Andrea Harshman, HarshmanA@NJHealth.org for more information.

Additional Event Sponsorship & Branding Opportunities

Thursday Night Dinner and Music Event Title Sponsorship – $15,000 (SOLD): This premier event brings conference attendees together for an evening of food and music at the Keystone Conference Center. The exclusive title sponsorship includes an opportunity to speak directly to attendees, branded signage on food, beverage and dining tables, and acknowledgement in the conference app.

Breakfast/Coffee Sponsorship (3 Options: Thursday, Friday, Saturday) – $5,000: Start the day off right for attendees by hosting the morning breakfast and coffee. Branded signage will be displayed prominently at buffet tables and coffee stations and throughout the designated hospitality area. This sponsorship also includes acknowledgement in the conference app.

Afternoon Break Sponsorship (3 Options: Wednesday, Thursday, Friday) – $3,000: Sponsorship of a daily break includes signage on food, beverage and dining tables in the designated hospitality area, acknowledgement in the conference app, and in-break announcements.

Printed Material in Conference Attendee Bag – $1,000 per piece: Put your booth, product, or special program promotion directly in the hands of attendees at check-in. Each purchased opportunity includes one printed piece, limited to one page (front and back), and must be printed and provided by your company. Additional inserts are subject to availability, and National Jewish Health reserves the right to limit the number of inserts from any one sponsoring organization to maintain balanced sponsor representation. Materials must be received no later than Wednesday, January 20, 2027.

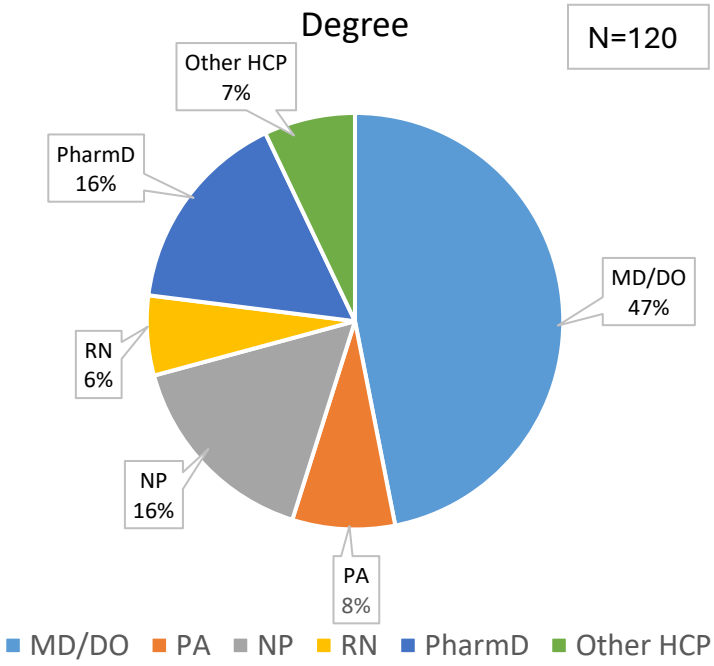
Additional Exhibit Booth – $3,000: Sponsors requiring additional exhibit space may purchase additional 6-foot exhibit booths for $3,000 each, subject to space availability. Premier Conference Partners receive two exhibit booths as part of their sponsorship.

Branding opportunities are limited to designated non-educational areas and hospitality functions and are subject to National Jewish Health review, venue requirements, and applicable accreditation standards. Commercial branding will not be placed within accredited educational content or educational session spaces.

2026 Attendee Breakdown

102 Registered Attendees

18 Presenting Faculty



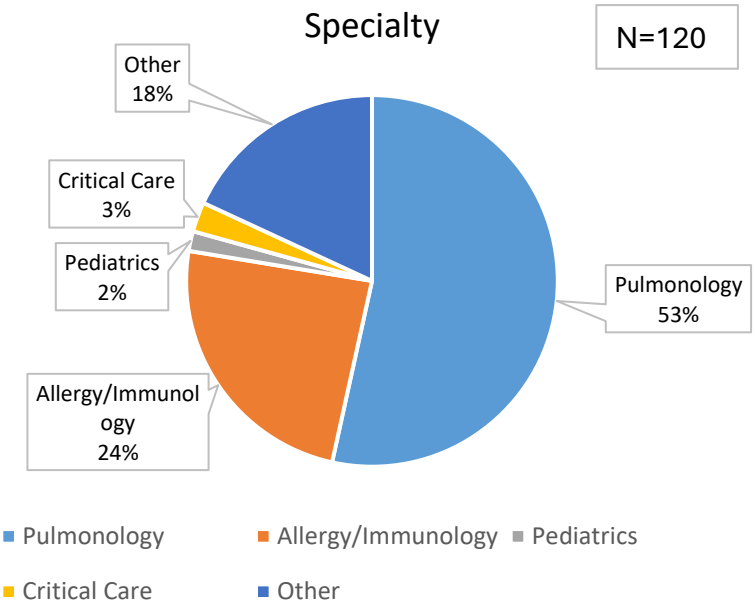


Exhibit Hours

Wednesday, February 3
1-3 p.m. Exhibit Registration and Set Up
3-4 p.m. Exhibits Open
5:15-5:45 p.m. Break and Exhibits Open

Thursday, February 4
6-7 a.m. Breakfast and Exhibits Open
8:20-8:50 a.m. Break and Exhibits Open
4:30-5 p.m. Afternoon Snack and Exhibits Open

Friday, February 5
6-7 a.m. Breakfast and Exhibits Open
8:20-8:50 a.m. Break and Exhibits Open
4:30-5 p.m. Afternoon Snack and Exhibits Open

Saturday, February 6
6-7 a.m. Breakfast and Exhibits Open
8:20-8:50 a.m. Break and Exhibits Open
Break down exhibits by 10 a.m. on Saturday

Please Note: *In accordance with ACCME guidelines, Exhibit tables will be located separately from the area where the educational sessions are being conducted.*

Organizations primarily engaged in dispensing medications directly to patients (e.g., specialty, mail-order, compounding pharmacies, distributors, and PBMs) are not eligible to exhibit.
For questions regarding sponsorship or exhibiting opportunities, contact Laniecia Demmer at DemmerL@NJHealth.org or 303-728-6585.