

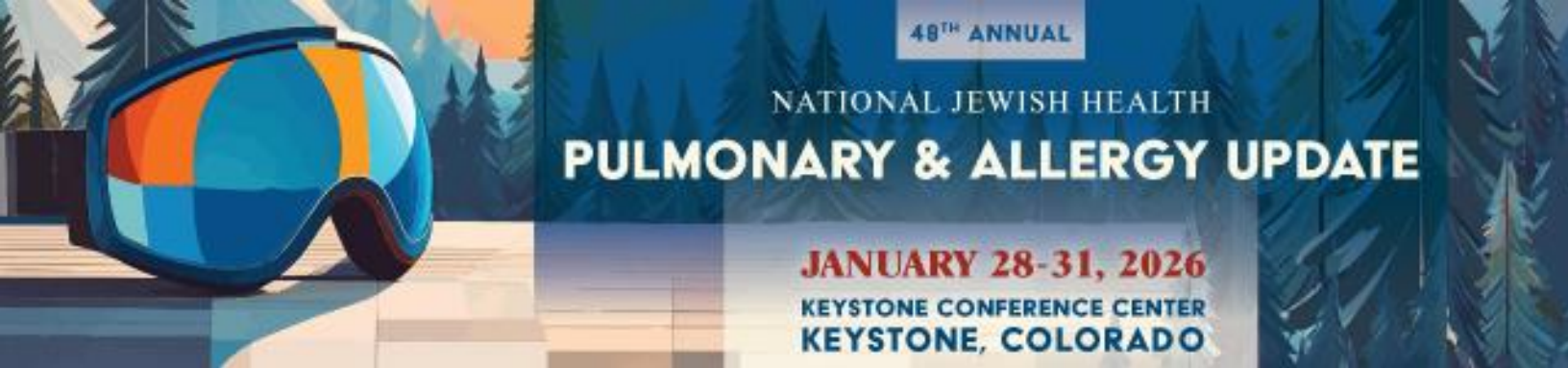
## SPONSOR & EXHIBITOR GUIDE

The **48<sup>th</sup> 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-Exhibit26](https://NJHealth.org/PAU-Exhibit26)

CONFERENCE EXHIBIT LEVELS	PLATINUM SPONSOR (\$30,000)	GOLD SPONSOR (\$20,000)	SILVER SPONSOR (\$10,000)	PRIME EXHIBITOR PLUS (\$4,000)	PRIME EXHIBITOR (\$3,500)	EXHIBITOR (\$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	●	●	●	●		
Acknowledgement on social media	●	●	●			
Company acknowledgement on signage in exhibit hall	●	●	●			
Placement of promotional materials inside attendee tote	●	●	●			
Sponsorship of conference app	●					
Company logo on attendee tote	●					
Sponsorship of Conference Wi-Fi		●				
Sponsorship of attendee lanyards			●			

### **Additional Opportunities for Select Exhibit & Sponsorship Levels**

**Product Theater:** A premier opportunity to have dedicated time with attendees to discuss disease states relevant to your company's products and services. There are 6 time slots available for those exhibiting at the Prime Exhibitor Plus level or higher! Contact Andrea Harshman, [HarshmanA@NJHealth.org](mailto:HarshmanA@NJHealth.org) for more information.



## **Additional Opportunities**

- **Thursday Night Dinner and Music Event Title Sponsorship - \$10,000**
  - 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 Sponsorship (Friday, Saturday or Sunday) – \$5,000**
  - Start the day off right for attendees by hosting the morning breakfast. Branded signage and displayed prominently at buffet tables and throughout the room. This sponsorship also includes acknowledgement in the conference app.
- **Afternoon Break Sponsorship (Wednesday, Thursday or Friday) – \$3,000**
  - Sponsorship of a daily break for attendees includes signage on food, beverage and dining tables, acknowledgement in conference app and in-break announcements.
- **Printed Material in Conference Tote Bag – \$1,000**
  - Don't miss this high-impact opportunity to put your booth, product, or special program promotions directly in the hands of attendees, distributed upon check-in. Material is limited to one page (front and back) and must be printed and provided by your company. Materials must be received by no later than Wednesday, January 14, 2026.

### **EXHIBIT HOURS:**

#### **Wednesday, January 28**

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

#### **Thursday, January 29**

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, January 30**

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, January 31**

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

For questions regarding sponsorship or exhibiting opportunities, contact Laniece Demmer at [DemmerL@NJHealth.org](mailto:DemmerL@NJHealth.org) or 303.728.6585.