

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	PLATINUM SPONSORSHIP (\$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 materials inside attendee tote	●	●	●			
Sponsorship of conference app	●					
Company logo on attendee tote	●					
Sponsorship of Conference Wi-Fi		●				
Sponsorship of attendee giveaway*			●			

*Branded giveaway items are subject to availability. In the event of multiple Silver Sponsors, branding opportunity may be adjusted or substituted with items of comparable value to ensure fair exposure across all sponsors.

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 for more information.

Additional Opportunities

Thursday Night Dinner and Music Event Title Sponsorship - \$15,000: 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 (Thursday, Friday, Saturday) - \$5,000: Start the day off right for attendees by hosting the morning breakfast. Branded signage displayed prominently at buffet tables and throughout the room. This sponsorship also includes acknowledgement in the conference app.

Afternoon Break Sponsorship (Wednesday, Thursday, 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 20, 2027.

2026 Attendee Breakdown

102 Registered Attendees

18 Presenting Faculty

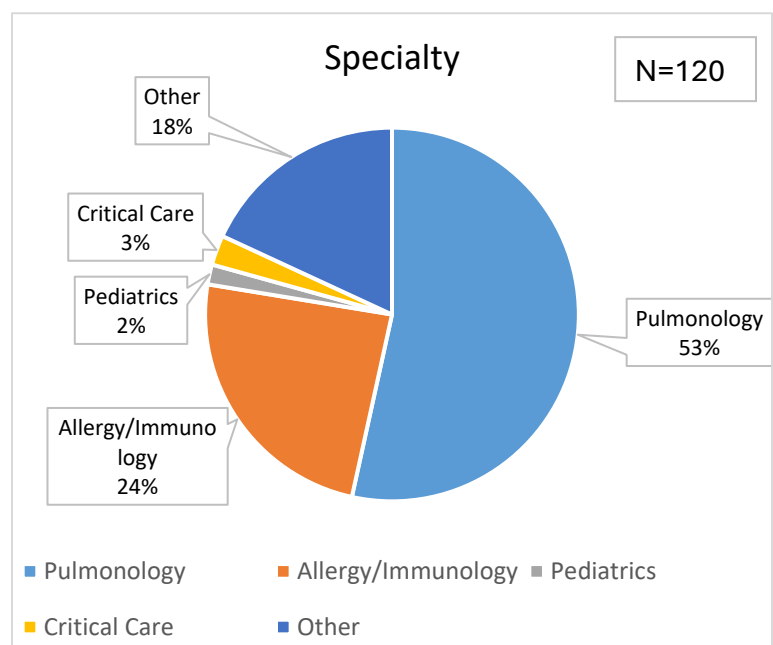
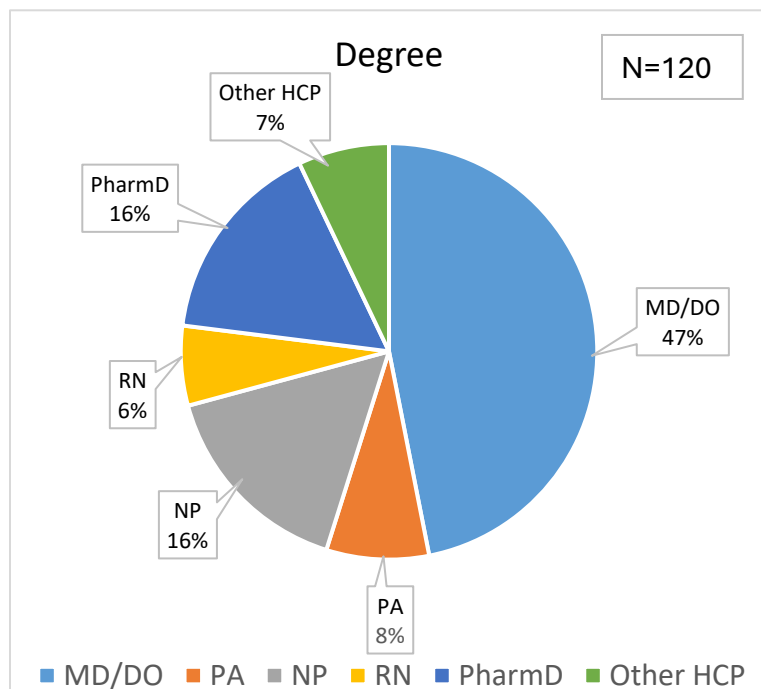


Exhibit Hours

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.