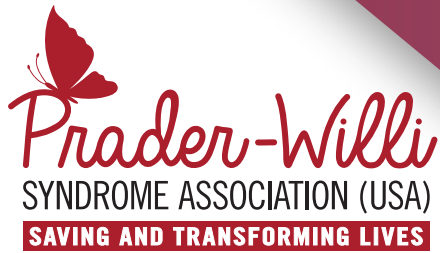


SPONSORS & EXHIBITORS



Unmask the Possibilities

PWSA (USA)
NATIONAL CONVENTION **2019**
AWARENESS FAMILY SUPPORT RESEARCH EDUCATION ADVOCACY

October 23-26 | Orlando, FL

Sponsored By



**The Cohen Family
Torbert Produce**

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WHAT IS PRADER-WILLI SYNDROME?

Prader-Willi syndrome is a complex genetic disorder that typically causes low muscle tone, short stature, incomplete sexual development, cognitive disabilities, problem behaviors, and a chronic feeling of hunger that can lead to excessive eating and life-threatening obesity.

It is estimated that one in 12,000 to 15,000 people are born with Prader-Willi syndrome. Although considered a “rare” disorder, PWS is one of the most common conditions seen in genetics clinics and is the most common genetic cause of obesity that has been identified. PWS is found in people of both sexes and all races.

WHAT IS PRADER-WILLI SYNDROME ASSOCIATION (USA)?

Prader-Willi Syndrome Association (USA) is the largest education, support, research, and advocacy organization for people and families living with PWS in the United States. This convention provides a unique opportunity to access a cross section of families, providers, scientists, and medical professionals, who care for people born with this complex syndrome.

Organized in 1975, PWSA (USA) is headquartered in Sarasota, Florida. PWSA (USA) is a member of the International Prader-Willi Syndrome Organisation (IPWSO). Together, these organizations collectively create a voice for those with and affected by PWS worldwide.



PWSA (USA) FIVE PILLARS OF SUPPORT



AWARENESS



FAMILY SUPPORT



RESEARCH



EDUCATION



ADVOCACY

QUESTIONS?

ABOUT THE CONVENTION

PWSA (USA) is deeply committed to providing education about PWS and truly understands the value of meeting in person. The first national conference took place in 1979 in Minnesota. Now over 1,200 people from around the world walk the main hall during this elaborate four-day event. The national convention includes these concurrent parts:

Medical & Scientific Conference

During this two-day event, Scientists, Researchers, and Medical professionals from different disciplines share ideas and report on progress, helping to meet the ever-present goal to support research that will identify effective treatment, and improve the quality of life for individuals diagnosed with PWS.

Professional Providers Conference

Educational, Social Services, and Residential professional providers come together to discuss identified and supported best practice and standard of care approaches, as well as to provide a critical in-person, solution-orientated exchange of ideas for specific concerns that can be addressed by experts in the field.

General Conference

This two-day event attracts parents, grandparents, caregivers, and professionals. The attendees are skillfully guided through a choice of multiple learning tracks covering an array of topics that can be tailored to their individual preferences. It is a time to build relationships with other families, attend counseling sessions and support groups, meet with top specialists and authorities on PWS, and just have fun. Experts in the field provide attendees with up-to-date information and resources for addressing the very complex needs of supporting and caring for an individual diagnosed with PWS.

Chapter Leaders Meeting

This is a special two-day event for the leadership of the organization's network of chapters. Attendees receive training and updates on current national developments and projects, share information about their chapter's activities, work collaboratively to address challenges, provide support to each other and set direction to maintain and improve upon the level of service offered by chapters and the national headquarters.



MORE ABOUT THE CONVENTION

New Parent Mentor Meeting

This is an opportunity for our mentors to collaborate on information and support systems available for the families and individuals to whom they provide ongoing support and guidance. Attendees receive training and updates on current national developments, work collaboratively to address challenges, provide support to each other and set direction to maintain and improve upon the level of service offered by the mentoring group.

Young Infant Program (YIP) 0 – 1yr old

While it is hard for our young families to feel comfortable with having their infant too far from their sight, this warm, nurturing nursery allows parents the opportunity to gain support and valuable education needed for raising their precious little one. The nursery is staffed with individuals who are caring in addressing their specific needs, all within a short distance from their loving parents.

Youth & Infant Program (YIP) 2 – 6yrs old

Little ones with PWS, or young siblings of those with PWS, just want to have fun, laugh and explore, and this two-day program was developed with that particular goal in mind. Arts, Crafts, Story Telling, Puppets, Music, Magic and more will light up their faces as they participate in structured play and staff-guided activities.

Youth and Adult Program (YAP) 7yrs and up

Filled to capacity each year, children and adults diagnosed with PWS, ages 7+, are involved in an innovative structured program, carefully designed to meet their unique medical, physical, and emotional needs. This program is a wonderful opportunity for friendships to develop, fun to be had, and to be a part of a peer group that truly understands one another. The individuals are divided into eight groups based on age and are supported by highly trained and experienced staff members who understand their unique challenges. For two days, they are motivated, praised and encouraged to try new activities all within a safe and therapeutic environment.

Sibling Program

While their brothers or sisters are busy in YIP or YAP, this program was developed to enhance their individuality and reinforce their sense of importance. For most kiddos whose brother or sister has PWS, their home life revolves around the complexities of their sibling's environmental and care



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MORE ABOUT THE CONVENTION

Sibling Program cont...

Our Sibling Program is developed and staffed by older siblings of individuals with PWS who can personally identify with the program's participants. This unique opportunity provides attendees with a peer group that cannot be provided in their own communities and a resource for support.

Gala

For most families who support a loved one with PWS, they find it challenging to participate in social functions, as they generally need to be so vigilant in monitoring any unrestricted food access their child may encounter. While their 7-year-old and older child participates in their own highly-structured YAP Gala event, they are able to socialize, make new connections, have a date night with their significant other or just enjoy some well-deserved down time.

YAP Gala

A separate event with spectacular lights, theme decorations, music and smiles for all. This Youth & Adult Program Gala is open to all individuals diagnosed with PWS. Trained support staff ensure food security, while the participants are able to enjoy social time with their friends, eat a healthy but special dinner, and then move on to dancing the night away to their favorite tunes. Families love joining in the festivities later on in the evening, as they hit the dance floor with their kiddos.

Exhibit Hall

Attendees look forward to visiting and exploring the exhibitors' section to learn more about products and services, as they relate to PWS. There are treatment facilities, residential programs, food security, healthy living, supports and many other vendors represented.

PWSA (USA) Bookstore

Organizers ensure that related resources, informational pamphlets, and educational material are available for review and purchase. A staff member will assist attendees in making suggestions based on their individual needs or pertaining to an area of interest. If an attendee wants to show their association pride, logo merchandise can also be purchased in this one-stop shop.



SPONSORSHIP OPPORTUNITIES

Sponsorships make it possible for more
of the PWS community to attend



2019
PWSA (USA)
NATIONAL CONVENTION

SPONSORS & EXHIBITORS

Platinum Sponsor – \$30,000 - This sponsor Level has been filled by Levo Therapeutics



Gold Sponsorships (2 of 3 available) - \$20,000

- Lead sponsorship of: **Youth & Infant Program (YIP)**
Young Adult Program (YAP) - - **This sponsor Level has been filled by Soleno Therapeutics**
Scientific & Medical Conference Reception - **This sponsor Level has been filled by Millendo Therapeutics**
- Company logo in all print and digital convention marketing materials
- Company logo on all convention signage
- Company logo on convention homepage of PWSA (USA) website
- Special recognition in our newsletter The Gathered View
- Half page program ad - General, Medical & Scientific, Professional Providers
- Exhibit booth
- One gala table

Silver Sponsorships (3) - \$10,000

- Lead sponsorship of: **Please inquire on sponsor opportunities**
Sibling Program - **This sponsor Level has been filled by Torbert Produce**
Program and Phone App - **This sponsor Level has been filled by the Cohen Family**
- Company logo in all print and digital convention marketing materials
- Company logo on all convention signage
- Company logo on convention homepage of PWSA (USA) website
- Special recognition in our newsletter The Gathered View
- Quarter-page program ad - General, Medical & Scientific, Professional Providers
- Five gala tickets

Bronze Sponsorships – \$5,000

- Company name on all print and digital convention marketing materials
- Company name on sponsorship convention banners
- Company name on convention homepage of PWSA (USA) website
- Special recognition in our newsletter The Gathered View
- Quarter-page ad in General Convention program
- Company name in Medical & Scientific and Professional Providers program
- Four gala tickets

QUESTIONS?

jmallow@pwsausa.org | 941-487-6726 | pwsausa.org

SPONSORSHIP OPPORTUNITIES

Sponsorships make it possible for more
of the PWS community to attend



SPONSORS & EXHIBITORS

Gala Sponsor - \$4,000

- Company name and/or logo on Gala signage
- Company name and/or logo within all three Convention programs
- Six tickets to the Gala
- Sponsor Announcement & Recognition at Gala

Parent Mentor Meeting Sponsor - \$2,500

- Company logo on Parent Mentor Meeting signage
- Company logo within Professional Providers program
- Company name in Medical & Scientific and General Convention program
- Two tickets to the Gala
- Sponsor Announcement & Recognition at Parent Mentor Meeting

YAP Gala Sponsor - \$2,500

- Company logo on YAP Gala signage
- Company name within all three Convention programs
- Two tickets to the General Gala
- Sponsor Announcement & Recognition at YAP Gala

Contributors - \$500 - \$2,499

- Name in programs
- Name on sponsorship convention banners

Exhibitor Tables - \$1,000

Additional Tables - \$500

Full Page Program Ads - \$1000

Half Page Program Ads - \$500

Quarter Page Program Ads - \$250

Gala Tickets - \$55

QUESTIONS?

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EXHIBITORS



SPONSORS & EXHIBITORS

An exhibition opportunity works because they are face-to-face and offer manufacturers, distributors, and representatives from facilities and programs a chance to network - bringing sincere buyers and sellers together for more personal interaction. In addition, considering today's economy, trade show booths are a cost-effective way to reach a significant number of people at one time in one location. People from all over the country and even from around the globe will travel to be a part of the 2019 Prader-Willi Syndrome Association (USA) National Convention.

We invite you to join us as an exhibitor for this year's event. Showcase your products and/or services, share brochures and literature, and provide samples (nonfood items a must) as you network and meet prospects. Show your potential customers who your organization is, what it stands for, and how you value the human side of business.

Exhibit Booth \$1,000

Show dates are October 24-26, 2019. Vendors can set up on Tuesday, October 23rd from 4pm to 8pm, to be in place during registration and the pre-conference meetings. October 24th will be the Medical & Scientific and Professional Providers Conferences, and the Chapter Leader/New Parent Mentor meetings, and the General Session Welcome Reception. This is also the day many individuals with PWS and their families will arrive to prepare and register onsite for the conference. General sessions are conducted October 25th and 26th. Participants will have access to the exhibit hall during registration, all day during the pre-conference workshops, all day during the general sessions, on breaks, and in the evening just after the conclusion of the last session.

Double your presence and get noticed! For those who want a larger space, an additional table can be purchased for \$500.

Exhibitor Benefits

- 8'x30" Table, draped and skirted; two chairs
- Two lunch tickets per day
- Receptacle
- Electrical connection can be ordered
- Table top ID sign
- Internet connection can be ordered
- Company name listed within programs



QUESTIONS?

jmallow@pwsausa.org | 941-487-6726 | pwsausa.org

SPONSOR & EXHIBITOR AGREEMENT



SPONSORS & EXHIBITORS

PLEASE READ & SIGN

Sponsors and exhibitors are prohibited from fundraising and/or distributing materials that reference fundraising for any other organization.

The 35th PWSA (USA) National Convention will be held at the Caribe Royale in Orlando, FL. Sponsor/Exhibitor understands that exhibit space will be assigned on a first come, first served basis. Sponsor/Exhibitor agrees to have representation at their booth during the published exhibit hours.

Sponsor/Exhibitor acknowledges and agrees that PWSA (USA) shall have no responsibility at any time for the protection of the business or personal property of the sponsor/exhibitor's or representative (including and without limitation purses, equipment, materials, displays, etc.), and sponsor/exhibitor hereby releases PWSA (USA) from any and all liability with respect to such property. Sponsor/Exhibitor at the sponsor/exhibitor's sole cost and expense, shall be solely responsible for undertaking such measures as the sponsor/exhibitor deems necessary for the protection of such property. 20% of sales to be given as an in-kind donation. Food items are not permitted. Attire is business casual.

Refunds for exhibit space will be honored, minus a \$50 processing fee, by a written cancellation only and must be received on or before September 21, 2019. Requests for a refund should be sent to Jackie Mallow at jmallow@pwsausa.org.

Signature of Authorized Sponsor

Date

Please email signed agreement to jmallow@pwsausa.org or mail to:

Devon Young
PWSA (USA)
8588 Potter Park Drive, Suite 500
Sarasota, FL 34238

QUESTIONS?

jmallow@pwsausa.org | 941-487-6726 | pwsausa.org

SPONSORSHIP SELECTION & PAYMENT



SPONSORS & EXHIBITORS

Online registration and payment is available at www.pwsausa.org/conference. You may also choose to complete this Sponsorship and Exhibitor Selection Form and return it to:

Prader-Willi Syndrome Association (USA)
8588 Potter Park Drive, Suite 500
Sarasota, Florida 34238

SPONSORSHIP LEVEL SELECTION

Please select your identified level of sponsorship

Platinum Sponsor - Levo Therapeutics

☐ **Gold Sponsor - \$20,000**

Please number your first, second, and third choice

___ Youth & Infant Program (YIP)

N/A Young Adult Program (YAP)

N/A Medical & Scientific Conference
Reception

☐ **Silver Sponsor - \$10,000**

N/A Sibling Program

N/A Program and Phone App

☐ **Bronze - \$5,000**

☐ Gala Sponsor - \$4,000

☐ Parent Mentor Meeting Sponsor - \$2,500

☐ YAP Gala Sponsor - \$2,500

☐ Contributor - \$500 - \$2,499

Please enter amount \$ _____

☐ Exhibitor Table - \$1,000

☐ Additional Table - \$500

☐ Full Page Program Ad - \$1000

☐ Half Page Program Ad - \$500

☐ Quarter Page Program Ad - \$250

For Platinum, Gold, and Silver sponsors, please send EPS or PDF of company logo and Ad in PDF form to dyoung@pwsausa.org

CONTACT INFORMATION

Contact Name _____ Email _____

Address _____

Phone _____

PAYMENT INFORMATION

Name on Credit Card _____

Credit Card Number _____

Billing Zip Code _____ Expiration Date _____ Security Code _____

Signature of Authorized Signer _____ Date _____

Checks should be made payable to PWSA (USA). **All forms and payments must be received no later than September 15, 2019.** Please note that sponsor benefits will begin when payment has been received.