



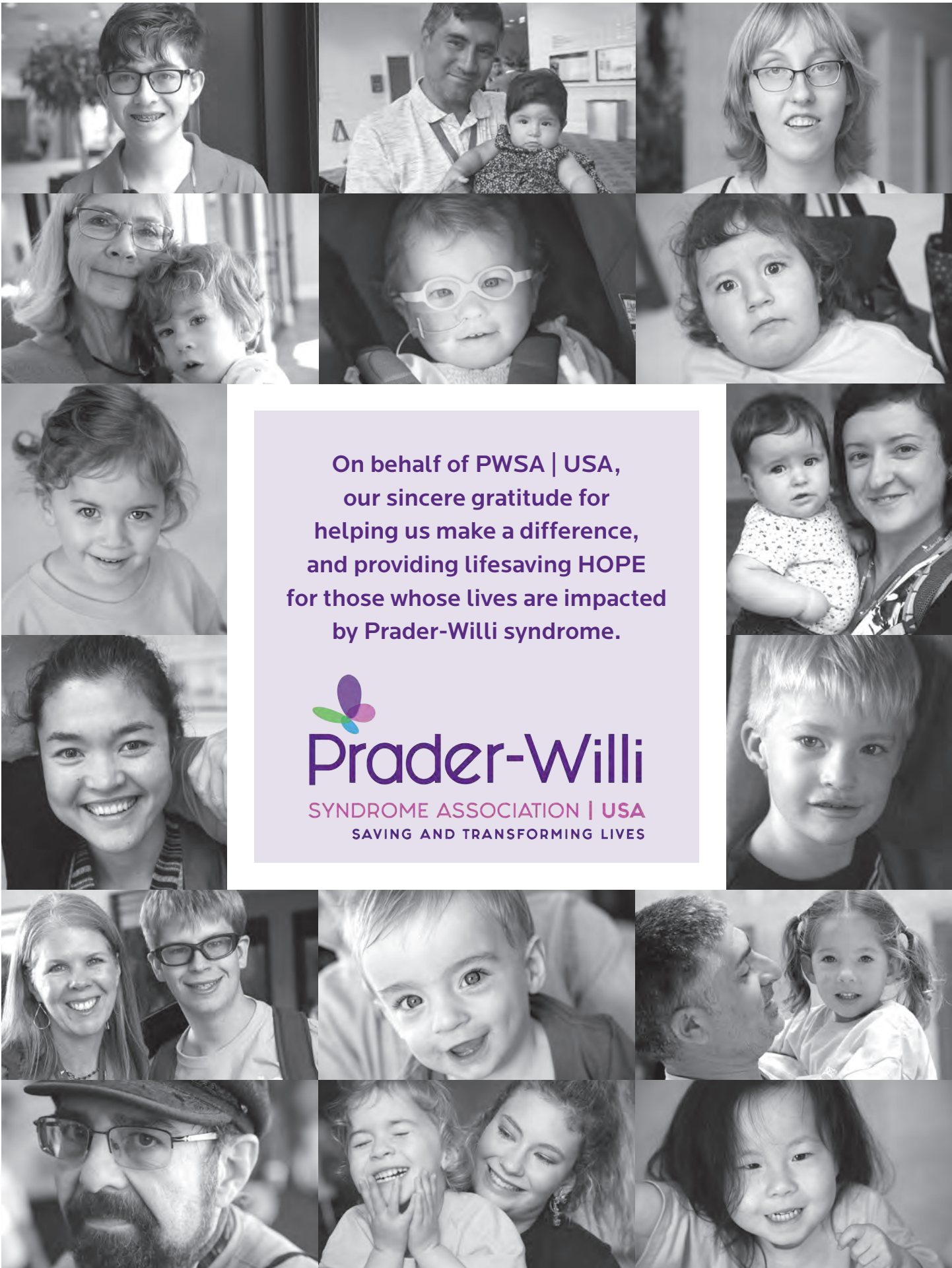
June 23-26 | Orlando, FL



SPONSORSHIP, EXHIBITOR & SUPPORT LEVELS

“Friends are like Lighthouses, with the sources of light coming from their hearts.”

– Tom Baker



On behalf of PWSA | USA,
our sincere gratitude for
helping us make a difference,
and providing lifesaving HOPE
for those whose lives are impacted
by Prader-Willi syndrome.


Prader-Willi
SYNDROME ASSOCIATION | USA
SAVING AND TRANSFORMING LIVES

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 all 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.

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.



Lighthouse \$30,000

You are a beacon of hope in the PWS community and the driving force behind the National Convention. This sponsorship level gives you the opportunity to benefit from full access to and participation in all our programs, resources, and engagement opportunities with the PWSA | USA community at the National Convention.

- Includes additional benefits listed on the Harbor Sponsorship Level
- Special recognition video on social media
- One-page press release to PWSA | USA community shared in a weekly e-bulletin, The Weekly Pulse
- 100-word company description on the PWSA | USA Convention website
- Half page ad in our quarterly mailed newsletter, The Quarterly Pulse
- Video ad playing on looping monitor in foyer
- Your company logo or family name plus link featured on the PWSA | USA Convention app on the main landing page
- Full page ad in all three PWSA | USA Conference programs
- Logo featured on main PWSA | USA Convention welcome banner
- Your choice of premier exhibit booth location
- Your company logo or family name featured on attendee bag
- May provide company branded lanyards for attendees
- Reserved seating at the General Conference Gala (seats 10) – Table Sponsor
- Four General Conference Registrations

Harbor \$20,000

When the PWS community needs shelter from the storm, they know they can turn to you. With two exhibit booths and reserved seating at our exclusive Conference Gala, your Harbor Sponsorship offers a safe respite for thousands of attendees to navigate these uncertain times.

- Includes additional benefits listed on the Regatta Sponsorship Level
- 50-word company description on the PWSA | USA Convention website
- Quarter page ad in our quarterly mailed newsletter, The Quarterly Pulse
- Your company logo featured on all PWSA | USA Convention session screens
- Half page ad in all three PWSA | USA Conference programs
- Logo featured on event signs for Infant Global Assessment Team Room
- Two exhibit booths
- Your company logo or family name featured on event signs for General Conference Gala
- Your company logo or family name featured on event signs for General Conference

- Your company logo or family name featured on event signs for Medical and Scientific Conference
- Your company logo or family name featured on event signs for Professional Providers Conference
- Your company logo or family name featured on event signs for Parent Mentor Meeting and Chapter Leader Meeting
- Your choice of secondary exhibit booth location
- Two General Conference registrations
- One flyer or one-page handout included in attendee packets
- Reserved seating at the General Conference Gala for 10 people – Table Sponsor
- Two General Conference Registrations

Regatta \$10,000

Sail to success and create a legacy that has a lasting impact on the PWS community. As a Regatta Sponsor, you gain access to our exclusive Conference Gala where you will showcase your passion for the PWSA | USA community.

- Includes additional benefits listed on the Lifeguard Sponsorship Level
- Your company logo and mission shared monthly on social media
- Your company logo or family name in our quarterly mailed newsletter, The Pulse Quarterly
- Quarter page ad in all three Convention programs
- One exhibit booth
- Your choice of tertiary exhibit booth location
- Your company logo or family name featured on event signs for Youth & Infant Program, Youth & Adult Program, and Siblings Program
- Reserved seating for 5 at the General Conference Gala
- Your company logo or family name featured on event signs for PWSA Leadership Reception

Lifeguard \$5,000

This level of sponsorship puts you at the top of the tower, where you will receive positive recognition, visibility, and exposure as a leader in the PWS community.

- Includes additional benefits listed on the Sandcastle Sponsorship Level
- Company logo featured at the bottom of every weekly e-bulletin, The Weekly Pulse
- Your company logo or family name plus link on the PWSA | USA Convention website
- Exhibit booth location featured on the PWSA | USA Convention app and in the programs
- Your company logo featured on the PWSA | USA Convention app under the sponsors tab

- Your company logo or family name featured on event signs for Youth & Adult Program Gala
- Your company logo or family name featured on event signs at the Welcome Reception
- Your company logo or family name featured on event signs at the Medical Support Station

Sandcastle \$2,500

This sponsorship level is perfect for PWSA | USA Chapters & Affiliates, private donors, and other supporters to showcase their support for the PWS community. Like a sandcastle on the beach, sponsors at this level can build something great with this heartfelt donation that will support the following areas. The sponsor's name will be highlighted on the PWSA | USA Convention website and in all three Convention programs.

- Supplies for the Youth & Infant Program (Infant Room) – help us create a safe learning environment in our infant room by sponsoring highchairs, diapering supplies, cribs and bassinets, bouncers and rockers, tummy time gyms, and more.
- Arts, Crafts & Supplies for the Infant, Youth, Sibling & Adult Programs – from jewels and wiggly eyes, to pom-poms and beach balls, your support will help bring out the creative artist in each of our attendees.
- Entertainment for the Youth, Sibling & Adult Programs – your support of our costumed characters, puppet shows, magicians, and other performers will delight and entertain our attendees.

Anchor - Please write amount \$100 - \$2,000 \$ _____

Since ancient times, the anchor has been a symbol of hope and safety. Like an anchor that holds a ship in place, your support for these key items provides the strength and security our community needs. The sponsor's name will be highlighted on the PWSA | USA Convention website.

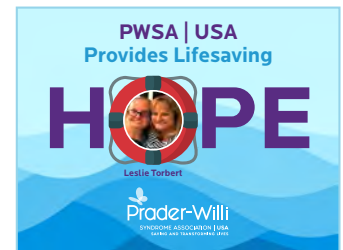
- Nursing Staff – express your gratitude and help promote a more positive experience for both nurses and patients by sponsoring our on-site nursing staff.
- Supplies for the Medical Support Rooms – your sponsorship of supplies for our on-site nursing staff will support the health of attendees with immediate access to sanitary medical equipment and supplies.
- Supplies for the Global Assessment Room – help create a therapeutic space for families, as their little one is being assessed by a team of our PWS experts.
- Financial Aid for Family Scholarships – help families participate in this unique opportunity to engage with professionals and other families who can offer education, support and understanding on their personal journey.

Add-On Options

- Exhibitor Booth – \$1,000
- Additional booth – \$750
- Full page ad in all three Convention programs – \$1,500
- Half page ad in three Convention programs – \$750
- Quarter page ad in all three Convention programs – \$500
- Full page ad in General Conference program only – \$600
- Half page ad in General Conference program only – \$300
- Quarter page ad in General Conference program only – \$150
- Individual Gala Tickets – \$75
- Video ad playing on looping monitors in foyer – \$150
- Company Logo playing on conference session “break” screens – \$100
- PWSA | USA provides Lifesaving Hope – Recognition honoring your loved one or recognizing your family to be showcased at the National Convention General Gala and on the exhibit hallway monitors – \$30

To show your heartfelt support please go to

<https://pwsausa.regfox.com/2021-sponsorship-exhibitor>



EXHIBITORS

COST: \$1,000

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 substantial 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 2021 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.

Show dates are June 23–26, 2021. Vendors can set up on Tuesday, June 22nd from 4pm to 8pm, to be in place during registration and the pre-conference meetings. June 23rd & 24th will be the Medical & Scientific Conference, Professional Providers Conference, and the Chapter Leader/ Parent Mentor meetings.

The evening of June 24th hosts 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 Conference sessions are conducted June 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 **\$750**.

Exhibitor Benefits

- 8x30 table, draped and skirted
- Two chairs
- Two \$25 vouchers provided per day during the Convention
- Receptacle
- Tabletop ID sign with your company name and logo
- Complimentary Wi-Fi
- Company name and logo listed in all three programs

PLEASE READ

The 36th PWSA | USA National Convention will be held at the Hilton Buena Vista Palace in Orlando, FL.

- Sponsor/Exhibitor is prohibited from fundraising and/or distributing materials that reference fundraising for any other organization.
- Sponsor/Exhibitor understands that exhibit space will be assigned on a first come, first served basis unless stated in a sponsorship benefit level.
- 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 or representative including and without limitation purses, equipment, materials, displays, etc....
- 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.
- Sponsor/Exhibitor understands that our preference would be to have an In-Person Convention however in these unprecedented times Virtual Showcasing is an opportunity to still provide quality training and education for our professionals and families. If Virtual becomes a necessity, your benefits will be transferred to the matched benefit level indicated by your selection.

Please visit <https://pwsausa.regfox.com/2021-sponsorship-exhibitor> to reserve your spot today!

REFUNDS: Refunds for exhibit space will be honored, minus a \$50 processing fee, by a written cancellation only and must be received on or before May 15th, 2021. Requests for a refund should be sent to Kristen Starkey at kstarkey@pwsausa.org