



June 22-26 | Virtual Stage



## 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.




## 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.

## ABOUT THE CONVENTION

PWSA | USA is deeply committed to providing education about PWS and truly understands the value of meeting in person. This year with our constituents' health and safety our number one priority, we have made the unprecedented decision to host our five-day event on the virtual stage.



## 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 platforms
- One-page press release to PWSA | USA community shared in our weekly e-bulletin, The Weekly Pulse
- 100-word company description on the PWSA | USA Convention website
- Half page ad in our quarterly newsletter, The Quarterly Pulse
- Video ad playing on virtual platform and prior to select sessions
- Your company logo or family name plus link featured on the PWSA | USA Convention app on the main landing page
- Logo featured on main PWSA | USA Convention virtual welcome banner
- Premier virtual exhibit booth location with larger screen space
- Your company logo or family name featured on mailed attendee swag bag
- May provide company branded items such as pens/thumb drives for all attendees
- Eight Medical & Scientific plus General Conference registrations
- Post-Convention attendee engagement and interaction for 30 days

## Harbor \$20,000

**When the PWS community needs shelter from the storm, they know they can turn to you. 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 newsletter, The Quarterly Pulse
- Your company logo featured on all PWSA | USA Convention session screens
- Larger screen space exhibit booth
- One flier or one-page handout included in attendee swag bag
- Four Medical & Scientific plus General Conference Registrations
- Engagement analytics provided post-convention
- Post-Convention attendee engagement and interaction for 20 days

## Regatta \$10,000

**Sail to success and create a legacy that has a lasting impact on the PWS community by showcasing 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 featured in the Convention News section in our quarterly newsletter, The Pulse Quarterly
- Regular size screen space exhibit booth
- Your choice of tertiary exhibit booth location
- Your company logo or family name featured on event banner featured during the virtual Welcome Reception
- Two Medical & Scientific plus General Conference Registrations
- Post-Convention attendee engagement and interaction for 15 days

## 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 in the Convention News of every weekly e-bulletin, The Weekly Pulse
- Your company logo plus link or family name on the PWSA | USA Convention website
- Exhibit booth
- Your company logo or family name featured on event banner of the virtual Lighthouse Celebration Benefit
- Your company logo or family name featured on special recognition virtual platform page
- Post-Convention attendee engagement and interaction for 7 days

## 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 virtual platform.**

- Attendee Viewer Support – Enable attendees to stay connected remotely by sponsoring IT staff to support any attendee accessibility issues.
- Virtual Conference Platform – Sponsoring our conference platform guarantees an interactive event. With various on-line tools including live polls, session Q&A, surveys, session feedback, discussion board, and more, our attendees can stay connected and engaged throughout the event.
- Online Session/Speaker Gallery – Providing this gallery of speakers ensures that our attendees will have meaningful discussions with the presenters.

## Anchor - Please write in an 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.**

- Free Registration for Families– 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.
- Entertainment for Virtual Welcome Reception – Celebrate the start of the PWSA | USA 2021 National Convention by sponsoring the entertainment for the Virtual Welcome Reception.
- Entertainment for Lighthouse Celebration Benefit – Performers will delight and entertain our attendees who will be able to engage with friends and other families.
- Attendee Welcome Package – Set the tone of Convention by making our attendees feel welcome through your sponsorship of our welcome package. Swag bags will be sent to attendees with key information for navigating the virtual event as well as branded promotional items.

## Lifesaving Hope

PWSA | USA provides Lifesaving Hope – Recognition honoring your loved one or recognizing your family to be showcased during the 2021 Virtual National Convention – \$30

To show your heartfelt support, please go to

[pwsausaevents.cventevents.com](https://pwsausaevents.cventevents.com)



## EXHIBITORS

**COST: \$1,000**

**An exhibition opportunity works because they 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 be in attendance at our 2021 Prader-Willi Syndrome Association | USA 36th National Convention.**

- We invite you to join us as an exhibitor this interactive and engaging virtual event
- Show dates are June 22–26, 2021
- Showcase your products and/or services, share brochures and literature via links, as you network and meet prospects within your virtual booth
- Show your potential customers who your organization is, what it stands for, and how you value the human side of business
- Company name, logo and link featured
- Reinforced traffic to virtual booths through interactive gamification
- Vendors will receive virtual staging information and instruction prior to the show dates to ensure full utilization of platform engagement opportunities

## PLEASE READ

- Sponsor/Exhibitor is prohibited from fundraising and/or distributing materials that reference fundraising for any other organization
- Sponsor/Exhibitor understands that virtual booth 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 virtual 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 identified business
- Sponsor/Exhibitor agrees to 20% of day of product sales to be given as an in-kind donation
- Sponsor/Exhibitor agrees to represent themselves in a professional manner through all interactions/communications with our attendees. 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 In-Person becomes a sound opportunity, your benefits will be transferred to the matched benefit level indicated by your selection.

**Show your support by partnering with us today!**

Please go to [pwsausaevents.cventevents.com](https://pwsausaevents.cventevents.com)

**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](mailto:kstarkey@pwsausa.org)