

New Developments in Understanding Chronic Illnesses:

The Role of Immune Dysfunction and Infections

November 8 to 10, 2023

Marriott Marquis | Washington, D.C.

Conference Chair:

Gary Kaplan, DO, DABFM, DABPM

Kaplan Center for Integrative Medicine
Georgetown University School of Medicine
Washington, D.C.

Conference Co-Chair:

Craig Shimasaki, PhD, MBA

Moleculera Labs
University of Oklahoma
Oklahoma City, OK



EXHIBITOR PROSPECTUS AND SPONSORSHIP GUIDE



MedStar Health

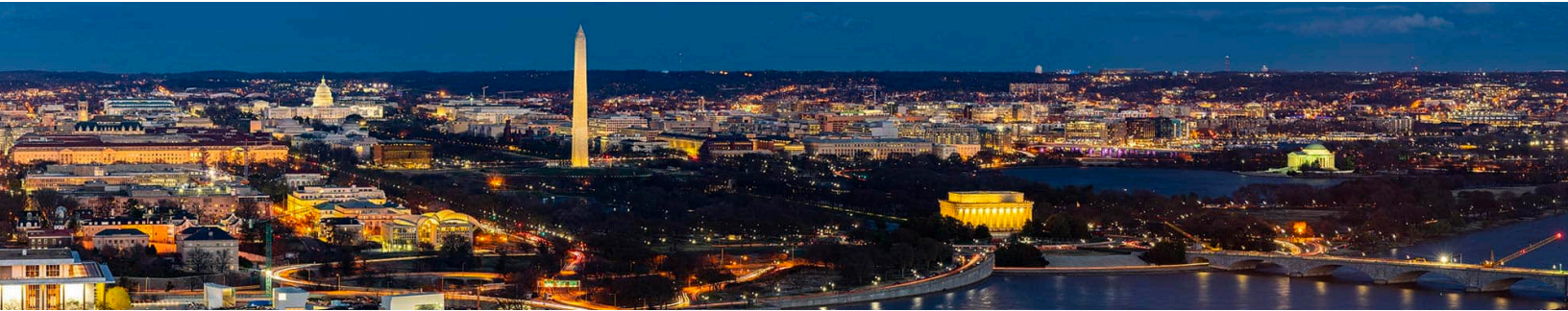
ChronicIllnessConference.com/exhibitors-sponsors/

New Developments in Understanding Chronic Illnesses:

The Role of Immune Dysfunction and Infections



We are underway and excited for our upcoming 2023 program! I would like to present you with an exciting opportunity to help a very specific patient population—and as a result, directly increase your exposure to this highly-qualified audience.



On **November 8 to 10, 2023** we will be hosting New Developments in Understanding Chronic Illnesses: The Role of Immune Dysfunction and Infections (formally titled *Autoimmune Encephalopathy Secondary to Infectious Disease: A New Perspective on the Pathogenetic Interaction of the Immune System, Infection, Stress and Chronic Disease*). We are kindly requesting your generous sponsorship which is outlined on the following pages.

Before I explain the benefits of such a sponsorship, allow me to tell you a bit more about the conference for some background. We are in the process of breaking new ground in the medical community. There are over 20 million Americans suffering from a group of chronic disabling disorders who are diagnosed without a clear elucidation of pathophysiologic mechanisms. Fibromyalgia, Myalgic Encephalomyelitis/ Chronic Fatigue Syndrome (ME/CFS), Neuropsychiatric illnesses, Posttreatment Lyme Syndrome, Pediatric Acute on Neuropsychiatric Syndrome (PANDAS/PANS).

Adding to this massive disease burden the CDC now estimates that of the 40% of Americans who were infected with COVID-19 1 in 5 continue to suffer with what is now referred to as Post-acute sequelae of COVID (PACAL). Research has demonstrated that common to all of these conditions is dysregulation of the immunosystem resulting from an infectious insult. Dramatic advances have occurred in our understanding of all of these conditions as a result of COVID. We are entering an incredibly exciting period in medicine where these diseases are beginning to coalesce around an understanding of shared pathophysiology. We are entering a period of true hope for those millions who are suffering where we will finally be able to provide comprehensive solutions for their illness.

This conference will bring together some of the leading researchers and clinicians from around the world to discuss the advances in our understanding of these conditions and breakthroughs in diagnostic and treatment options.

By supporting this conference, you will be able to reach leaders in these fields and network with decision makers at their entities. The reach you'll have with our global participants will be unmatched. Your presence will be vital for closing the gap between new knowledge and next steps for all of them.

With your sponsorship, not only will you magnify your brand's reach and awareness in front of a highly qualified audience, but you will also be part of history in the making. The first step in any new direction is often the hardest, but with the right information, the necessary resources and the noblest of intentions, it can be done.

Thank you in advance for partnering with us. My co-director and I, our patients, and your future customers are counting on us to make 2023 the year they all remember.

In collegiality,

Conference Chair:



Gary Kaplan, DO, DABFM, DABPM
Kaplan Center for Integrative Medicine
Georgetown University School of Medicine
Washington, D.C.

Conference Co-Chair:



Craig Shimasaki, PhD, MBA
Moleculera Labs
University of Oklahoma
Oklahoma City, OK



EXHIBITOR OVERVIEW

EXHIBIT DATES AND TIMES

Exhibit Set Up

Wednesday, November 8 | After 8:00 a.m.

Exhibit Move Out

Friday, November 10 | After 12:30 p.m.

These times are subject to change. Final times will be announced closer to the conference date. To ensure the safety of all attendees, assembling and dismantling of exhibits are permitted ONLY during the designated exhibit set up times outlined above and will be strictly enforced. You must be dismantled by date and time provided in the exhibitor kit. Any materials left in the exhibitor space after this time may be discarded.

SPACE ASSIGNMENT

Exhibit space is limited and assigned on a first-come, first-served basis. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments closer to the conference date. MedStar Health reserves the right to reassign space if it is deemed necessary.

BADGE POLICY

All company representatives must be registered for the conference. You will receive a link to register company representatives after a completed Exhibitor Space Application is received. A badge is always required during New Developments in Understanding Chronic Illnesses: The Role of Immune Dysfunction and Infections for admission in the exhibit space and educational sessions. Registrations/badges beyond your allotment outlined on your application may be purchased online through the registration website.

STAFFING REQUIREMENTS

Booths must be staffed during opening reception and during peak hours and must be removed by end of conference.

MARRIOTT MARQUIS

901 MASSACHUSETTS AVE NW
WASHINGTON, D.C. 20001

Reserve your room at the Marriott Marquis to receive a discounted room rate!

<https://book.passkey.com/go/ChronicIllnessesConference>

Room Rate: \$329

Reserve by October 27, 2023

Reservation Line: 202-824-9200





SUPPORT OPPORTUNITIES

TABLE TOP EXHIBITOR: \$10,000 | NON-PROFIT RATE: \$5,000

Non-profit eligibility will be verified upon receipt of application

- 6' skirted table
- 2 Conference Registrations
- Pre-registration list to be provided one week before conference
- Final attendee list at the end of the conference
- Acknowledgment in opening remarks each day
- Acknowledgment in final program

SPONSORSHIP ADD-ONS

SYMPOSIUMS

Included in this sponsorship: Designated symposium time as outlined in the agenda, company name/product name is displayed on signs in the conference area (excluding general session space) during session, name and sponsorship recognized in final program. Sponsor is responsible for inviting faculty, costs associated with speakers at the conference, determining talk topic, and providing presentation in advance of the meeting.

- **Lunch Symposium: \$20,000**
- **Breakfast Symposium: \$15,000**

SIP & BITE

Included in this sponsorship: Company name/product name is displayed on signs during each scheduled break or station in the meals and exhibit space on select day. Name and sponsorship recognized in final program.

- **Lunch (One available): \$15,000**
The perfect time to enhance your visibility at the conference with our appetizing buffet lunches scheduled for November 9.
- **Breakfast (Two available): \$10,000**
Help attendees start their day with plenty of energy by sponsoring the scheduled general session breakfast buffet on November 9 or 10.
- **Refreshment Break: \$5,000**
Create focus for the attendees throughout the day with a beverage pick me up and light fare during one of the scheduled coffee breaks on November 9 or 10.
- **Welcome Reception Station: \$3,000 per station**
Keep conversation flowing through the welcome reception by sponsoring an hors d'oeuvres station or bar package on the evening of November 8.
***If you would like to exclusively sponsor the welcome reception please let us know so we can discuss options.**

TRAFFIC BOOSTERS

Included in this sponsorship: Company name/product name sponsorship recognition with signage in the conference area (excluding general session) and included in final program distributed to all attendees. Company is responsible for supplying items and/or set up of additional supplies such as furniture, photographer, etc. These opportunities are available to exhibitors only.

- **Convention Notepads (Exclusive): \$4,000**
Provide a place for every attendee to take notes. Your branded notebook will be available for attendees to add to their conference bag. Sponsor is responsible for the purchase, production and shipping of notepads.
- **Convention Pens (Exclusive): \$2,500**
Place your branded pen in the hand of every attendee. Your branded pen will be available for attendees to add to their conference bag. Sponsor is responsible for the purchase, production and shipping of pens.
- **Lead Retrieval: \$500**
Stress free tool to capture leads in real time while networking with attendees.
- **Final Program Ad**
Boost your traction at the conference by having your logo or ad in the final attendee program.
Full Page: \$2,500
Half Page: \$1,400



EXHIBITOR & SPONSOR APPLICATION

Company Name _____

Name for Booth Sign _____

Website _____

Company Address _____

City _____ State _____ Zip _____

Company Contact, Name _____

Email _____

Phone _____ Cell Phone _____

Authorized Signature _____

Main Onsite Contact

Name of Lead Rep. _____

Email _____

Cell Phone _____

By signing above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract. Insert digital signature or print and email.

Fee to exhibit includes includes discounted and complimentary badges as outlined on page 4. I understand that badge sharing/swapping is NOT permitted as each badge is registered under the individual's name. It may NOT be given or transferred to another individual. Additional badges may be purchased separately. If a representative arrives on-site without a badge, they will be required to complete the registration process and provide payment.

I have read and understand the above policy.

Name Of Correspondence And Billing Contact (If Other Than Signer) _____

Street Address Of Correspondence And Billing Contact (If Other Than Signer) _____




City _____ State _____ Zip _____

Product to be Displayed _____

We prefer NOT to be next to or across the aisle from _____

Company Description:

Support Level	Fee
<input type="checkbox"/> Table Top Exhibitor	\$10,000
<input type="checkbox"/> Non-Profit Table Top Exhibitor	\$5,000

Additional Sponsorship	
 <input type="checkbox"/> Lunch Symposium \$20,000	<input type="checkbox"/> Breakfast Symposium \$15,000
 <input type="checkbox"/> Lunch \$15,000	<input type="checkbox"/> Breakfast \$10,000
<input type="checkbox"/> Refreshment Break \$5,000	<input type="checkbox"/> Welcome Reception Station \$3,000
 <input type="checkbox"/> Convention Notepads \$4,000	<input type="checkbox"/> Convention Pens \$2,500
<input type="checkbox"/> Lead Retrieval \$500	
Final Program Ad: <input type="checkbox"/> Full Page: \$2,500 <input type="checkbox"/> Half-Page: \$1,400	

TOTAL AMOUNT: \$ _____



PAYMENT INFORMATION FORM

Payment Option:

- Credit Card
- Check (payable to: *MedStar Health*; contact **Elizabeth Romano** at **Elizabeth.S.Romano@medstar.net** for address)
- ACH Transfer (Contact **Elizabeth Romano** at **Elizabeth.S.Romano@medstar.net** for banking info)

Submit Application Via Email

Please complete the Exhibitor & Sponsor Application and the payment form and submit via email to: Elizabeth.S.Romano@medstar.net

Terms and Conditions of Payment

Application will not be deemed complete until full payment is received. Applications submitted without full payment will not be processed.

We hereby apply for exhibit space for our use at the conference identified. We understand that this application becomes a contract when signed by us and accepted by MedStar Health, Inc.

Cancellation Policy

In the event that an exhibitor cancels all or part of the contracted exhibit space, the exhibitor must do so in writing and will be obligated to pay MedStar Health fees based on the following schedule: Before October 4, 2023, 50% of exhibit fee refunded. No refunds will be given after October 4, 2023.

I AGREE. By submitting this application we hereby agree to the terms and conditions.

Signature: _____

Date: _____

Questions? Please email Elizabeth.S.Romano@medstar.net

MedStar Health, Inc. reserves the right to change, amend, modify, suspend, or terminate any part or all of the agreement either in an individual case or in general. MedStar Health will provide notice of this change in advance of the program.