



# FOUNDATION *for* TOTAL RECOVERY

*Innovation, Hope & Healing for Chronic Illness*

**APRIL 3-5, 2025**  
PHOENIX, ARIZONA

**CHRONIC ILLNESS &  
IMMUNE DYSFUNCTION  
CONFERENCE:**

An Interdisciplinary Approach  
to Complex Diseases



**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

## Be Part of the Solution: Elevate Your Brand at Our 2025 Conference

**The Foundation for Total Recovery** invites you to become a key sponsor of the Chronic Illness & Immune Dysfunction Conference: *An Interdisciplinary Approach to Complex Diseases*, taking place April 3-5, 2025, at the Kimpton Palomar in Phoenix, Arizona. Your support is crucial as we gather leading experts to address the urgent needs of over 20 million Americans grappling with chronic conditions like fibromyalgia, chronic pain, long Lyme, MCAS, ME/CFS, PANS/PANDAS and long COVID.

Recent research shows more than ever before that there is a shared cause behind these illnesses: immune-system dysregulation triggered by infections. Despite this breakthrough, treatment protocols remain inconsistent, leaving doctors frustrated and patients underserved, unhealed and still left looking for answers. Our conference is here to change that. We are bringing together leading researchers and clinicians to bridge the gap between cutting-edge research and clinical practice. Attendees will leave with actionable strategies and protocols to immediately improve patient outcomes.

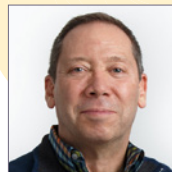
As a sponsor, you will connect with influential leaders and decision-makers in this field, enhancing your brand visibility among a highly engaged audience. Your partnership will play a vital role in translating innovative research into real-world solutions, empowering healthcare providers to deliver better outcomes for patients in need.

This is more than just an opportunity to showcase your brand—it's a chance to be part of a movement that is transforming healthcare for millions. Together, we can drive meaningful change in the treatment of these debilitating chronic illnesses.

We hope you will join us in this important endeavor. Our patients and your future customers are counting on your support to make a lasting impact.

### Thank you for considering this opportunity.

#### CONFERENCE CHAIR:



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

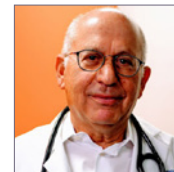
#### CONFERENCE CO-CHAIRS:



**Craig Shimasaki, PhD, MBA**  
Moleculera Biosciences  
University of Oklahoma  
Oklahoma City, OK



**Richard E. Frye, MD, PhD**  
Director, Research and Neurology, Principal Investigator, Southwest Autism Research and Resource Center, President, Autism Discover and Treatment Foundation  
Rossignol Medical Center, Phoenix, AZ



**Isaac Melamed, MD**  
Owner/CEO, Veros, Member of IMMUNOe Health and Research Centers  
Centennial, CO

We are bringing together leading researchers and clinicians to bridge the gap between cutting-edge research and clinical practice.

# About the Chronic Illness & Immune Dysfunction Conference

## ABOUT THE CONFERENCE

**The Chronic Illness & Immune Dysfunction Conference** is the Foundation for Total Recovery's fourth annual conference that serves to educate both the medical community and general public on the latest developments in the understanding, diagnosing and treating immune-mediated chronic illnesses.

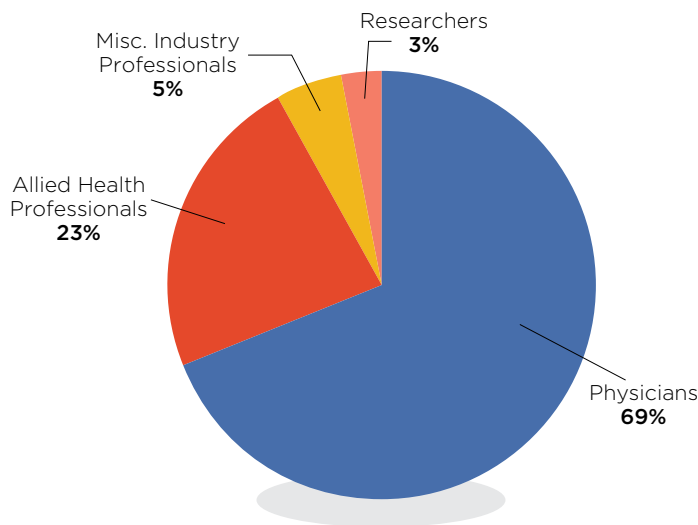
Our goal is to bridge conversations and share revolutionary insights on how to better treat chronic disabling disorders so that the millions of people that suffer can ultimately achieve full recovery.

## TARGET AUDIENCE

Those within the medical field are invited to attend in-person or virtually. This includes MDs, DOs, PhDs, NPs, RNs, PAs, researchers, select alternative medical providers, and industry professionals.

Areas of Interest Include:

- family medicine
- pediatrics
- psychiatry
- integrative medicine
- functional medicine
- neurology
- osteopathy
- immunology
- infectious disease
- pain medicine



At our previous conference, we had nearly 1,000 virtual attendees from across the U.S. and worldwide.

## SECONDARY AUDIENCE: GENERAL PUBLIC

Patients, caregivers and the general public are invited to join us virtually to learn about the advancements in healthcare and treatment.

## MAKE A LASTING IMPRESSION IN THE MEDICAL COMMUNITY

By exhibiting at the 2025 Chronic Illness & Immune Dysfunction conference, you get the opportunity to network with leading medical professionals and researchers who are seeking the best solutions in understanding, diagnosing and treating chronic illnesses. As a sponsor, you get an invaluable opportunity to amplify your brand or product amongst the most dedicated healthcare providers in this competitive market.

## ABOUT THE FOUNDATION FOR TOTAL RECOVERY

The Foundation for Total Recovery is a 501(c)(3) nonprofit organization that is dedicated to provide innovation, hope and healing to the millions who suffer from immune-mediated chronic illnesses. 100% of sponsor and exhibitor proceeds go towards the foundation and are tax-deductible contributions.



# Support Opportunities

## Tabletop Exhibitor: \$5,000 | \$2,500 non-profit rate

- One 6 ft. skirted table with trashcan and two chairs
- Two conference registrations
- Eighth-page ad in conference program
- Pre-registration list provided one week before the conference
- Final attendee list at the end of the conference
- Acknowledgement in conference program

### Silver: \$7,500 (non-profit rate of \$5,000)

- Two 6 ft. skirted tables with trash can and four chairs
- Four conference registrations
- 50% discount up to four additional conference registrations
- Logo placement on all promotional materials, website, monthly conference newsletter
- One social media post with other Silver sponsors on Foundation's Instagram, Facebook and LinkedIn
- Half-page ad in conference program
- One conference bag insert
- Pre-registration list provided one week before the conference
- Final attendee list at the end of the conference
- Acknowledgement in opening remarks each day
- Acknowledgement in conference program

### Gold: \$10,000 (1 available)

- Two 6 ft. skirted tables with trash can and four chairs
- Six conference registrations
- 50% discount up to six additional conference registrations
- Logo placement on all promotional materials, website, monthly conference newsletter
- One social media post on Foundation's Instagram, Facebook and LinkedIn
- Half-page ad in conference program
- One conference bag insert
- Pre-registration list provided one week before the conference
- Final attendee list at the end of the conference
- Acknowledgement in opening remarks each day
- Acknowledgement in conference program
- **Acknowledgement as the presenting sponsor of one lunch**
  - Standard AV and speaker management with AV team\*

### Platinum: \$15,000 (1 available)

- Two 6 ft. skirted tables with trash can and four chairs
- Eight conference registrations
- 50% discount up to eight additional conference registrations
- Logo placement on all promotional materials, website, monthly conference newsletter
- One social media post on Foundation's Instagram, Facebook and LinkedIn
- Full-page ad in conference program
- One conference bag insert
- Pre-registration list provided one week before the conference
- Final attendee list at the end of the conference
- Acknowledgement in opening remarks each day
- Acknowledgement in conference program
- Choice of booth location in Exhibit Hall
- **Welcome reception presenting sponsor**
  - Standard AV and speaker management with AV team\*

\*Speaker honorarium and expenses not included.

# Sponsorship Add-Ons

## TRAFFIC BOOSTERS



• **Final program ads:** Boost your traction at the conference by having your logo or ad in the final attendee program.

◦ **Full page** (one available): **\$2,500**

◦ **Half page** (one available): **\$1,200**



• **Lanyards: \$5,000** Ensure the most visibility possible by having your logo on every attendee's conference lanyard. Every attendee becomes a walking advertisement for your organization.



• **Branded photobooth (during each day of conference): \$8,000** Bring all the fun to the conference by sponsoring a photobooth that provides attendees with memorable photos with your logo in the frame.



• **Tote bag insert: \$1,000** Every attendee receives a complimentary tote bag filled with resources and promotional items. Get your company logo in the hands of every attendee.



• **Conference notepads: \$1,700** Have every attendee see your logo when they take notes. Your branded notepad will be placed on the table at every attendee's seat—a can't miss spot!



• **Conference pens: \$1,300** Place your branded pen in the hands of every attendee. Your branded pen will be placed on the table at every attendee's seat along with their notepad.

## SIP & BITE



Your company/product name is displayed on signs during the scheduled break in the meals space on your selected day. You also get the opportunity to take the floor and present on your company/product with AV support. Lastly, receive name and sponsorship recognition in the final conference program.

• **Lunch** (one available): **\$12,000**

• **Breakfast** (three available): **\$10,000**

• **Afternoon break** (three available): **\$5,000**



Please scan QR code for more info.



# Exhibitor Overview

## EXHIBIT SET-UP\*

**Wednesday, April 2 | 6 - 10 p.m. MST.**  
Set-up can occur past 10 p.m. with permission.

## EXHIBIT MOVE OUT\*

**Saturday, April 5, 3:30 p.m.**  
\*Dates and times subject to change. Final times will be announced closer to conference date.

## EXHIBITION DATES AND HOURS\*

Thursday, April 3.....8 a.m. – 6 p.m.  
Friday, April 4.....8 a.m. – 6 p.m.  
Saturday, April 5.....9 a.m. – 3:30 p.m.  
\*Attendee breakfast from 8-9 a.m. Thursday – Friday and at 9 a.m. on Saturday. Exhibitors may have booths open at this time at their discretion.

## PAYMENT SCHEDULE

Once application is received and approved, an invoice will be sent to you via email in which full payment will be due within five business days. Space or sponsorship offering will only be held until that final payment date. The last day to apply for exhibitor or sponsor offerings is February 28, 2025. The application can be found on page 8 of this document and can be emailed to [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org).

## CANCELLATION

A full refund minus a \$500 cancellation fee will be given if done by November 30, 2024. Any cancellation after November 30 will not be given a refund. Cancellations must be requested in writing to [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org).

## EXHIBIT SPACE ASSIGNMENT

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. We reserve the right to reassign space if deemed necessary.

## BADGE POLICY

All company representatives must be registered for the conference. You will receive a link to register company representatives after your application is received. A badge is required during the entire conference for admission. Additional registrations 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.

## EXHIBITOR ELECTRICAL OR AUDIO VISUAL NEEDS

All requests must be submitted by March 20, 2025. Please email any electrical or A/V needs to Jesse Rojas at Encore Global—Director of Event Technology, +1 623-692-8713, [Jesse.Rojas@Encoreglobal.com](mailto:Jesse.Rojas@Encoreglobal.com). All needs must be arranged by the exhibitor with the hotel and will be billed directly to the exhibitor by the hotel.

## STAFFING REQUIREMENTS

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

## IMPORTANT DATES FOR YOUR CALENDAR

**December 13, 2024** ..... Last day to cancel exhibitor / sponsor with refund (minus \$500 fee)

**February 28, 2025** ..... Last day to apply as an exhibitor / sponsor

**Upon Registration** ..... Company logo and description due

**March 5, 2025** ..... Sponsorship advertising materials and needs due

**March 10, 2025** ..... Last day to reserve hotel at discount rate (if rooms still available)

**March 15, 2025** ..... Final names of booth staff due

**March 20, 2025** ..... All A/V electrical needs due

**March 29–April 2, 2025** ..... Materials and conference bag inserts to be delivered to hotel these dates only

## SHIPPING

If you need to ship anything to the hotel, please send to:

YOUR NAME/ GROUP NAME  
Hotel Palomar Phoenix  
2 E Jefferson St.  
Phoenix, AZ 85004

Please do not ship any packages arrive any earlier than 3 business days prior to the event (March 31). You can send tracking numbers to Jennifer Lewis, conference services manager, at [jennifer.lewis@hotelpalomar.com](mailto:jennifer.lewis@hotelpalomar.com) to ensure your package was received.

# Location & Hotel Accommodations

## THE KIMPTON PALOMAR

2 E Jefferson St  
Phoenix, AZ 85004

The **Chronic Illness & Immune Dysfunction Conference** will be held at the Kimpton Palomar Hotel in the heart of Phoenix. Located downtown, the hotel is steps away from CityScape, offering some of the city's best dining, shopping and entertainment options for all.

Enjoy city views from your urban oasis at the luxurious outdoor pool or Eden Rooftop Bar. Relish in gold standard amenities such as complimentary PUBLIC bikes, spacious contemporary rooms, pet-friendly accommodations and on-demand yoga and Pilates programming.

## HOTEL BOOKING

We have a limited number of reserved rooms for our conference, available on a first come, first serve basis. Book your room early to secure your spot to get the group discount rate.

### Group Rate: \$269 per night\*

Discounted Room Rate Cut-off Date: March 10, 2025

Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space-and rate-availability basis.

\*Group room rate does not include taxes and fees.

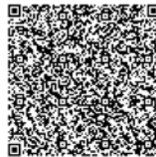
## ROOM RESERVATION LINK

Book [here](#) or go to the hotel website, <https://www.hotelpalomar-phoenix.com>, and type in "V66" in the Meeting/Group Code field.\*\*

\*\*Please Note: The rate that first shows includes a \$30 fee per night. This fee does not apply to the discounted room rate and will not appear in the total at checkout.

If you prefer call-in reservations, you can reference "Foundation For Total Recovery" or "V66" when calling **1-800-KIMPTON**.

**We're Excited to See You in Phoenix!**





You may also submit your form online at <https://chronicillnessconference.com/exhibitors-sponsors/>

# 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 they are 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

- Platinum** ..... \$15,000
- Gold** ..... \$10,000
- Silver** ..... \$7,500
- Silver** ..... \$5,000  
(Non-profit)
- Tabletop Exhibitor** ..... \$5,000
- Tabletop Exhibitor** ..... \$2,500  
(Non-profit)

## SPONSORSHIP ADD-ONS

### TRAFFIC BOOSTERS

- Program Ad Full Page** ..... \$2,500  
(one available)
- Program Ad Half Page** ..... \$1,200  
(one available)
- Lanyards** ..... \$5,000
- Branded Photobooth** ..... \$8,000  
(during each day of conference)
- Tote Bag Insert** ..... \$1,000
- Conference Notepads** ..... \$1,700
- Conference Pens** ..... \$1,300

### SIP & BITE

- Lunch** ..... \$12,000  
(one available)
- Breakfast** ..... \$10,000  
(three available)
- Lunch** ..... \$5,000  
(three available)

### TOTAL AMOUNT:

\$ \_\_\_\_\_



# Payment Information Form

## PAYMENT OPTION:

- CREDIT CARD**
- CHECK** (payable to: Foundation for Total Recovery, Inc.; contact Agatha Aramayo at [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org) for the address)
- ACH TRANSFER** (contact Agatha Aramayo at [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org) for routing info)

## SUBMIT APPLICATION VIA EMAIL

Please complete the Exhibitor & Sponsor Application and the payment form and submit via email to: [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org)

## TERMS AND CONDITIONS OF PAYMENT

Once application is received and approved, an invoice will be sent via email in which full payment will be due within five business days. Space or sponsorship offering will only be held until that final payment date. The last day to apply for exhibitor or sponsor offerings is February 28, 2025. The application can be found on page 7 of this document and can be emailed to [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org).

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 The Foundation for Total Recovery, Inc.

## CANCELLATION POLICY

A full refund minus a \$500 cancellation fee will be given if done by December 13, 2024. Any cancellation after November 30 will not be given a refund. Cancellations must be requested in writing to [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org).

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**QUESTIONS?** Please email Agatha Aramayo at [info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org)





**APRIL 3-5, 2025**  
PHOENIX, ARIZONA

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IMMUNE DYSFUNCTION  
CONFERENCE:**

An Interdisciplinary Approach  
to Complex Diseases

Foundation for Total Recovery  
PO Box 755  
McLean, VA 22101

[info@foundationfortotalrecovery.org](mailto:info@foundationfortotalrecovery.org)



Please scan QR  
code for more info.



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