

PRS 11TH ANNUAL SCIENTIFIC MEETING



September 27-September 29, 2024 • The Hershey Lodge

Corporate Support Informational Packet



Invitation from the PRS President



The Pennsylvania Rheumatology Society invites you to be a part of our upcoming Corporate Partner Term and our 11th Annual Scientific Meeting being held at The Hershey Lodge, in Hershey, Pennsylvania. We are a professional 501(c)(3) organization representing the interests of over 200 rheumatologists in Pennsylvania. The PA Rheumatology Society provides educational resources to both physicians and patients and accepts corporate support from companies who are interested in reaching out to rheumatology specialists.

Our goal this year is to engage our community and expand our connections through educational sessions and networking by extending the meeting experience throughout the weekend. We are preparing to highlight the latest research and treatment in rheumatology and practice management.

On behalf of the Pennsylvania Rheumatology Society, we hope that you will join us this September in Hershey. We are offering an array of support options. If you would like to discuss sponsorship opportunities in more detail, please send any questions regarding sponsorship to prs@parheumatology.org or call (833) 770-1549.

Sincerely,

Tanmayee Bichile, MD

PRS President



The official registration and financial information of the Pennsylvania Rheumatology Society may be obtained from the Pennsylvania Department of State, Bureau of Charitable Organizations, by calling toll-free within Pennsylvania (800) 732-0999 registration does not imply endorsement. The tax-exempt number is 25-1792593, Donations in excess of the cost of goods or services provided are tax-deductible.

It's Back!

Back by popular demand! Last year's Day of Sponsored Education was so well received, we've brought it back! This is our way of bringing sponsored education—YOUR content - to PRS Annual Scientific Meeting attendees, while navigating the complex regulations surrounding industry professional offerings. We've promised to lead with quality for this afternoon—it's your chance to bring PRS your best speakers!

ALL requests for Friday Sponsored Education sessions MUST submit an RFP for review of content. These must be NON-BRANDED talks.

Companies have (15) business days from the time of registration to submit RFP, or the opportunity will open back up to others.

FRIDAY SPONSORED EDUCATION OPPORTUNITIES

Corporate Partners will have exclusive early access to Friday sponsored education opportunities and additional Friday sponsorships.

Please note: PRS assumes costs and fees of events and materials unless otherwise noted in sponsorship.

Friday Lunch & Learn with Non-Branded Talk*—\$7500

(Number of opportunities: 1)

Duration: 1 hour, 30-minutes

Sponsor assumes all costs and fees associated with this opportunity.

PRS will send out provided marketing materials to members. With purchase of this opportunity, your logo/company name will be on signage and featured in the onsite program to meeting attendees.

Process: RFP will open in January exclusively for Corporate Partners and March for all others.

Friday Sponsored & Non-Branded Talks*—\$5000

(Number of opportunities: 3)

Duration: 50-minutes

Sponsor assumes all costs and fees associated with this opportunity.

PRS will send out provided marketing to members. With purchase of this opportunity, your logo/company name will be on signage and featured in the onsite program to meeting attendees.

Process: RFP will open in January exclusively for Corporate Partners and March for all others.

Friday Coffee Break & Snack—\$2500

(Number of opportunities: 1)

Network with attendees and sponsor a midday beverage and snack break.

Signage will be posted in the area with your sponsorship and company logo.

Welcome Gathering & Family Fun Night Sponsor—\$7500

(Number of opportunities: 1)

Duration: 2 hours

PRS to coordinate.

Make a great first impression by welcoming everyone to the meeting!

Sponsor will have the opportunity to Welcome guests to the event and give a brief (10-minute) message.

Sponsor logo will be prominently displayed on on-site signage, digital media, and reception napkins.

This is an ALL-AGES event—open to Corporate Partners, meeting attendees and their families.

We're planning activities for all ages --and much more! Exhibitors may attend for an additional charge.

Cancellation Policy:

A written request to cancel a Friday Sponsored Education offering must be submitted in writing no less than 60 days prior (July 29th) to the scheduled date. At this time, 50% of the fee will be refunded. No refunds will be given 59 days (July 30th) or fewer before the meeting. The company is responsible for any fees associated with canceling through the Hershey Lodge.

FRIDAY SPONSORED EDUCATION OPPORTUNITIES

Fellow's Field Trip Sponsor: \$2000

Sponsor our "Fellow's Field Trip"!

Join us as we invite our fellows for a late-afternoon outing. Fellows will be shuttled to the Troeg's Brewery where they will receive a brief tour and refreshments. During the refreshment break, your company will have the opportunity to speak with our fellows for 20-minutes on a non-branded topic of your choice.

This a great opportunity for your Scientific Liaisons!

**Read on for full Annual Corporate Partner Benefits
and Exhibit Information!!**

Register Here








CORPORATE PARTNERSHIP BENEFITS










\$12,000

The PRS Corporate Partnership runs through the year, from July 1, 2024, through June 30, 2025. PRS Corporate Partners will receive the following benefits:

YEAR-ROUND BENEFITS

-  Recognition on PRS website, www.parheumatology.org. Your company logo will be prominently displayed throughout the website and can link directly to your corporate home page.
-  Recognition in the PRS quarterly newsletter.
-  Partners will have the opportunity to provide educational content for the quarterly PA Rheumatology Society News, an electronic newsletter sent to all members and posted to our website. The educational content should be as follows:
 - Company Name**—Educational content can be included with up to two sentences of approved language. Content can be *hyperlinked in the approved language*.
 - "Title of Educational Content"*
-  Exclusive early access to additional meeting sponsorship opportunities.
-  A Corporate Partner will be given the opportunity to request phone contact with a member of PRS Leadership twice a year to discuss specific common interest issues.

CORPORATE PARTNER ANNUAL MEETING BENEFITS

-  (4) Complimentary passes for your representatives and their families to attend the Welcome Reception Friday evening.
-  Premier exhibit space at the fall Annual Meeting for no additional fee to ensure maximum exposure to meeting attendees. (Table placement will be based on order of payments received.)
-  Corporate Partners will receive a double-sized (12-foot) display; draped & skirted for no additional fee. (These tables cannot be separated.) The current charge per individual exhibit space (1) 6-foot tabletop display is \$3500.
-  Corporate Partners will receive (4) company representative name badges. A maximum of (4) company representatives are permitted on the floor at any given time, twice the number of representatives for exhibitors only
(2) representatives are permitted on the exhibit hall floor at any given time.
-  Company recognition on meeting handouts and signage.
-  Access to the Annual Meeting's educational sessions.
-  You will receive a permission-based attendee list one week prior to the meeting, and access to the program's onsite materials. An updated permission-based list of walk-in attendees will be sent following the program.
-  Shout out on PRS social media during the Annual Meeting.
-  Let's Meet & Greet! Corporate Partners will receive two tickets to an exclusive reception on Saturday Evening (9/28/24) with PRS Board Members. Additional tickets are available for a fee.

ANNUAL MEETING SPONSORSHIPS

PRS assumes costs and fees of events and materials unless otherwise noted in sponsorship.

ANNUAL MEETING SPONSORSHIPS

Breakfast Sponsor—\$2500

(Number of opportunities 2)

Sponsor will receive special signage at breakfast station, as well as recognition in announcements and meeting materials.

Break Sponsor—\$1500

(Number of opportunities 2)

Sponsor will receive special signage at breakfast station, as well as recognition in announcements and meeting materials.

Saturday Lunch Sponsor—\$3500

(Number of opportunities 1)

Make an impression where it counts, in the attendees' bellies! Sponsor the PRS Saturday luncheon. Sponsorship includes special signage, as well as recognition in meeting announcements and materials. Your logo/company name will be featured on napkins. (Please note: This is NOT a product theater or speaking event.)

Charging Station Sponsor:—\$3000

(Number of opportunities 1)

Help attendees stay connected by sponsoring a charging station. Sponsor will receive recognition in announcements and meeting materials.

Wi-Fi Sponsor—\$3500

(Number of opportunities 1)

This sponsorship covers Wi-Fi for the entire meeting area on Saturday and Sunday. Signage will be posted about the Wi-Fi sponsorship and company support. Sponsor will receive recognition in announcements and meeting materials.

Tote Bag Sponsor: Attendee Tote Bag—\$3,500

(Number of opportunities 1)

Every registered in person attendee will carry your company name and logo on their bag (product logo will not be accepted). You may include one product flyer in every bag.

**Pricing applies to a basic tote bag. Premium Totes/Backpacks will be assessed additional charges*

Hotel Key Card—\$5000

Your brand visibility starts as soon as an attendee checks into their room at Kalahari, they will receive their PRS and Sponsor co-branded keycard.

[Register Here](#)

NEW SPONSORSHIP OPPORTUNITY!

NEW ANNUAL MEETING SPONSORSHIP

Head Shot Lounge: \$3500

Get your company out there and provide meeting attendees with quality photo head shots! Perfect for social media accounts and resumes. Meeting attendees will get to select and edits their photos and have them directly emailed to them.

This promotion includes: High traffic location—attendees will have their photo taken and exit into your booth; Bold signage; Rotating Photographers; Branded email & digital photo for each participant; List of participants email addresses only, following the meeting.



Don't see the sponsorship opportunity you're looking for?








Contact PRS Meeting Manager Janelle Witters at jwitters@pamedsoc.org

Register Here

EXHIBITING INFORMATION

By exhibiting at the PRS Annual Meeting you will meet the decision-makers and influencers face-to-face! Breakfast and AM Breaks are served in the Exhibit Hall for optimal traffic and exposure.

EXHIBIT BENEFITS

-  (1) 6-foot tabletop display; draped & skirted.
-  Breakfasts & morning breaks will be served in the Exhibit Hall.
-  Thieves Market Abstract posters are on display in the Exhibit Hall. Mixed throughout our valued sponsors.
-  (2) Company Representative name badges will be provided. A maximum of (2) company reps are permitted on the Exhibit Hall floor at any given time.
-  Company recognition on meeting handouts and signage.
-  Access to the Annual Meeting's educational sessions.
-  You will receive a permission-based attendee list one week prior to the meeting, and access to the program's onsite materials. An updated permission-based list of walk-in attendees will be sent following the program.

**Questions? Please contact PRS Staff at
prs@parheumatology.org or call (833) 770-1549.**

We hope to see you in September!

**Exhibitor
Registration opens
in March.**



EXHIBITING INFORMATION

Network with over 100 Rheumatologists in one, convenient location.

Setup, Display, and Teardown Hours

The Pennsylvania Rheumatology Society will be hosting our Annual Meeting on September 28th and 29th at the Hershey Lodge, in Hershey, PA. We are inviting interested companies to consider supporting this educational event.

Setup

Setup: Saturday, September 30: 5:45 am-7:00 am. Sorry, at this time, no setup is available on Friday evening.

Display

Exhibit Hours: Saturday, September 28: 7:00 am-12:30 pm
Sunday, September 29: 7:00 am-12:00 pm

*Breakfasts and breaks are served in the Exhibit Hall.

Dismantle: Sunday, September 29, by 12:00 pm

Cancellation:

FRIDAY SPONSORED EDUCATION:

Cancellation Policy:

A written request to cancel a Friday Sponsored Education offering must be submitted in writing no less than 60 days prior (July 29th) to the scheduled date. At this time, 50% of the fee will be refunded. No refunds will be given 59 days (July 30th) or fewer before the meeting. The company is responsible for any fees associated with cancellation through the Hershey Lodge.

PRS ANNUAL MEETING EXHIBITOR

Cancellation Policy:

Exhibit Companies will incur a cancellation fee of \$75 if cancellation occurs on or before Friday, June 28, 2024. Exhibit companies will incur a cancellation fee of 20% per 6-foot tabletop display if cancellation occurs within 30-90 days of the Pennsylvania Rheumatology Society (PRS) Annual Meeting (June 29 -August 28, 2024.) Refunds will NOT be issued 29 days or less prior to the event. (Refunds will not be issued on or after August 29, 2023.)

Additional Information:

- **Exhibit Table Space Assignment:** Space will be assigned on the order of payments received. Preferred placement will be given to PRS Corporate Partners.
- **Acknowledgement:** All companies providing support to the PRS Annual Meeting in 2023 through exhibit table purchase, will be acknowledged at the meeting & on associated literature distributed prior to the meeting.
- **Friday Sponsored Education:**

Please note: All requests for Friday Sponsored Education sessions will submit an RFP for review of content. The topic and speaker must be submitted through the online form for preapproval so that it does not duplicate or conflict with topics, objectives, or faculty developed for the PRS educational program. Once a sponsored event is registered for, the participating company will have (15) business days to complete the RFP process. If the RFP is not submitted in a timely manner, the opportunity will open up to other sponsors. Please contact PRS Meeting Manager, Janelle Witters (jwitters@pamedsoc.org) with questions. [Click here to access the RFP.](#)

EXHIBITING INFORMATION

Shipping:

Shipping Instructions: (Applies to UPS, FedEx, US Mail, etc.) Materials shipped to The Hershey Lodge will be accepted no earlier than Tuesday, September 24, 2024. Materials received earlier than September 24th may be refused or subject to a storage fee.

The hotel address for shipment is:

Hershey Exposition Services
6305 Allentown Blvd.
Harrisburg, PA 17112

Attention: Vendor Name / PA Rheumatology Society

The following also needs to be included in the shipment information:
Hold for (Company Name) Box 1 of 2/Box 2 of 2, etc.

Jason Gross is the Expo Manager, jagross@hersheypa.com
should you need assistance from the Lodge.

The phone number for further assistance is 717-508-5926

■ **Delivery instructions:** (Applies to UPS, Fed Ex, Yellow Freight, Roadway, etc.) In the event you are having items delivered, materials will be accepted **no earlier than Tuesday, September 24th**. Items delivered prior to September 6th may be refused or subject to a storage fee. The Hershey Lodge requires an approximate drop-off and pick-up schedule. Hotel staff will bring shipped items to the exhibit hall.

■ **Vendors will be solely responsible for pick-up arrangements.** The Hershey Lodge must be notified (prior to delivery) with the following information: the name of the carrier, the tracking number, and telephone number of the carrier. Please use the above address information (provided in the Shipping Instructions) for all deliveries.

To expedite the delivery of items shipped, please fill out the Shipping & Delivery form and send it to the email above.

General Shipping Rules:

- Individuals must arrange for shipping items off property. Monday pick-up is fine.
 - Delivery trucks must be equipped with a lift gate for pick-up & delivery.
 - All boxes must be secured & taped closed.
 - The Hershey Lodge requires an approximate drop-off & pick-up schedule.
 - All boxes must be labeled with shipping info on packages.
 - You may leave your items in the Exhibit Hall area and the Hershey Lodge will move them to shipping.
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