OUR MISSION

The mission of the Cystic Fibrosis Foundation (CFF) is to cure cystic fibrosis (CF) and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care.
THE NORTH AMERICAN CYSTIC FIBROSIS CONFERENCE, NACFC, provides a collaborative and educational forum for all CF professionals. The educational elements of the meeting program are targeted to physicians, nurses, research scientists, respiratory therapists, physical therapists, nutritionists, social workers, and pharmacists.

This annual meeting brings together scientists, clinicians, and caregivers from around the world to discuss and share ideas on the latest advances in CF research, care, and drug development and to exchange ideas about ways to improve the health and quality of life for people with CF.

NACFC 2020 is a great opportunity to showcase your company to a large multidisciplinary audience interested in up-to-date information on CF. Your support will ensure the ongoing development of high-quality education that is critical to our shared mission: improving the quality of life for more than 70,000 people worldwide living with CF, while striving toward the ultimate goal of finding a cure and control for the disease.

PROGRAM RESPONSIBILITY

The content and faculty of the scientific program of educational sessions and approval of arrangements for hosted functions are the sole responsibility of the CFF, the NACFC Program Planning Committee, and the accredited provider.
HIGHLIGHTS

Total NACFC Attendance Graph

2019: 5,145
2018: 5,105
2017: 4,667
2016: 4,968
2015: 4,228
2014: 4,016
2013: 3,686
2012: 3,749
2011: 3,653
2010: 3,830
2009: 3,557
2008: 3,864

Top 5 Job Roles in 2019

1. MD, MD/PhD (Clinician): 23%
2. Other: 9.64%
3. PhD, MD/PhD (Basic Scientist): 8.94%
4. Nurse: 8.73%
5. Respiratory Therapist: 5.50%

You may not know this:
Many medical conferences that went virtual for the first time this year are seeing the same, if not more, conference attendance when compared to previous years.

At last year’s NACFC we saw:

- 5,100+ Global Attendees
- 41 Countries represented
- 203 Educational Sessions
- 660+ Speakers from 24 countries
**BECOME AN NACFC SUPPORTER**

**SUPPORT PACKAGES**

<table>
<thead>
<tr>
<th>SUPPORT LEVEL</th>
<th>PREMIUM</th>
<th>PREMIERE</th>
<th>SIGNATURE</th>
<th>SELECT</th>
<th>SUPPORTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige</td>
<td>With Logo</td>
<td>With Logo</td>
<td>With Logo</td>
<td>With Logo</td>
<td>Without Logo</td>
</tr>
<tr>
<td>Premiere</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Signature</td>
<td>Premium</td>
<td>Enhanced</td>
<td>Enhanced</td>
<td>Basic</td>
<td>Basic</td>
</tr>
<tr>
<td>Select</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Supporter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

- **Pre-Paid Option**: Become a supporter today and receive a 10% discount.
- **Monthly Payment Option**: Pay in 12 equal monthly installments with no interest.

<table>
<thead>
<tr>
<th>Package</th>
<th>Prestige</th>
<th>Premiere</th>
<th>Signature</th>
<th>Select</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing on Supporter Showcase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to Supporter Website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Supporter Profile Page</td>
<td></td>
<td>Premium</td>
<td>Enhanced</td>
<td>Basic</td>
<td>Basic</td>
</tr>
<tr>
<td>A.I Matchmaking</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Networking Capability (Scheduling Meetings)</td>
<td>Unlimited</td>
<td>500 mtgs</td>
<td>250 mtgs</td>
<td>100 mtgs</td>
<td>50 mtgs</td>
</tr>
<tr>
<td>Homepage Tower Acknowledgment</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hero Image (on all subpages)</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Acknowledgment (between sessions)</td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening booth selection for 2021</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Lead Retrieval Dashboard (up to 2 unique log-ins)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Registrations ($125 value each)</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

Submit your NACFC 2020 Supporter Application & Agreement by September 4

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**PRICING**

- **PRESTIGE** $150,000
- **PREMIERE** $100,000
- **SIGNATURE** $50,000
- **SELECT** $25,000
- **SUPPORTER** $5,500
Digital Acknowledgements at NACFC 2020

are designed to maximize your exposure before, during and after the meeting

**Hero Image** .................................................... $5,000

The dynamic hero image can rotate up to 5 supporter images, each with click-through capability to the supporter profile page. Please select one of the following pages (maximum 5 per page): Speakers; Exhibitors; Chat; Matchmaking

**Tower (Homepage)** ................................. $3,000

The tower acknowledgment, placed prominently on the NACFC homepage, has the option of up to 20 clickable rotating banners. Each supporter acknowledgment is featured for 15 seconds

**Homepage Banner** ................................. $2,500

The banner acknowledgment found on the NACFC homepage has a total of up to 20 clickable rotating banners. Each supporter acknowledgment is featured for 15 seconds.

**Video Acknowledgment** ........................ Prices vary

Want to deliver a custom message to NACFC attendees? Video acknowledgments provide the opportunity for supporters to deliver a custom, unique message. Video acknowledgments will be placed in-between official conference programming and can also be placed on the supporter profile page.

- 15 seconds.......................... $10,000
- 30 seconds.......................... $20,000

Support opportunities are non-exclusive and available on a first-come, first-served basis. Some opportunities have limited availability. Unless otherwise noted above, opportunities do not have a maximum # of supporters.

View Appendix A for further information.

For more information about any of these opportunities, please contact Exhibit-Support-NACFC@cff.org.
EDUCATIONAL SUPPORT & NETWORKING OPPORTUNITIES

LAST YEAR, THERE WERE 150+ AFFILIATE MEETINGS IN NASHVILLE
We understand how important these meetings are and switching to virtual won’t stop that.

Session Support
Educational grant support is accepted after the conference sessions are programmed. Educational grants are used to help offset session costs as well as to contribute to the overall financial viability of the conference. In accordance with its adherence to the accreditation requirements and policies of the ACCME, control of the development and operation of all NACFC educational sessions are through the joint providership of Medical Education Resources (MER) and the CFF. MER is accredited by the ACCME to provide continuing medical education for physicians. MER and the CFF will ensure that all CME activities are fair-balanced, scientifically rigorous, and appropriate for CME.

Industry Supported Seminar (ISS)
The CFF is pleased to provide an opportunity for Industry Supported Seminars (ISS) in conjunction with NACFC. An ISS is any autonomous, CME or CEU-accredited educational activity that is independently organized and offered by another organization. An ISS is not part of the official NACFC 2020 conference program, will not compete or conflict with NACFC programming and interests, and is not sponsored or endorsed by the CFF.

Organizations interested in hosting an ISS must submit an application by September 4.

Ancillary Meeting / Networking Event
In 2019, there were more than 150+ affiliate meetings in Nashville in association with NACFC. We understand how important these meetings are, and we support the continuation of these meetings even in a virtual setting.

Organizations interested in hosting a meeting associated with NACFC must submit an application by September 4.

For more information about any of these opportunities, please contact Exhibit-Support-NACFC@cff.org.
<table>
<thead>
<tr>
<th>DATE</th>
<th>ITEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 13</td>
<td>NACFC Supporter Prospectus Available</td>
</tr>
<tr>
<td>August 5</td>
<td><strong>REGISTRATION FOR NACFC 2020 OPENS</strong></td>
</tr>
<tr>
<td></td>
<td><strong>DEADLINE</strong> to cancel or downsize support packages</td>
</tr>
<tr>
<td>September 4</td>
<td><strong>DUE</strong>: Virtual promotional/marketing materials for approval</td>
</tr>
<tr>
<td></td>
<td><strong>DEADLINE</strong>: Industry Supported Seminar (ISS) applications and Ancillary Networking Meeting Request Form</td>
</tr>
<tr>
<td></td>
<td><strong>DEADLINE</strong> to submit application to support NACFC 2020</td>
</tr>
<tr>
<td>September 11</td>
<td><strong>DEADLINE TO SUBMIT ALL SUPPORTER CONTENT</strong></td>
</tr>
<tr>
<td></td>
<td>(logo, links, graphics, description, collaterals)</td>
</tr>
<tr>
<td>October 5</td>
<td><strong>DEADLINE</strong> to claim complimentary registration(s)</td>
</tr>
<tr>
<td>October 7</td>
<td>NACFC Digital Platform Launch</td>
</tr>
<tr>
<td>October 21-23</td>
<td>NACFC 2020 Live</td>
</tr>
</tbody>
</table>
Have a great idea that’s not listed here?

Contact us to discuss custom engagement opportunities that fit your unique needs!
DIGITAL ACKNOWLEDGMENTS

Digital Acknowledgments include:

- Hero images on key pages of the website
- Tower acknowledgment on the homepage with rotating images
- Banner acknowledgment that features rotating images

Each banner type will highlight NACFC supporters in different content areas of NACFC 2020.
The dynamic hero can rotate up to 5 images and each one can be clickable to the supporter profile page or external website*

Up to five rotating hero banners** are available for each of the following pages:
- Sessions
- Speakers
- Supporters
- Chat
- Matchmaking

* Must link to supporter profile page
** Hero image cannot be product-specific

Hero specs: 2880px x 600px (JPEG or PNG, no max file size)
DIGITAL ACKNOWLEDGMENTS

homepage tower

One tower acknowledgment placement on the NACFC 2020 homepage with up to 20 clickable* rotating banners.

Each tower acknowledgment** is featured for 15 seconds.

Tower specs: 300px x 500px (JPEG or PNG, max 300MB)

* Must link to supporter profile page
** Tower acknowledgments cannot be product-specific
DIGITAL ACKNOWLEDGMENTS

banner

One banner acknowledgment on NACFC 2020 homepage with up to 20 clickable* rotating banners.

Each banner acknowledgment** is featured for 15 seconds

Banner specs: 1325px x 290px (JPEG or PNG, max 300MB)

* Must link to supporter profile page
** Banner acknowledgments cannot be product-specific
Supporter Showcase

The Supporter Showcase features a hierarchical organization of all NACFC 2020 supporter logos based on support tier.

Attendees can easily search and filter through all supporters on this page.
Digital acknowledgments can link to supporter profile page which feature:

- Hero Banner
- Company Name
- Company Logo
- Description
- Website Link
- Contact Info
- Social Handles
- Max (5) Content Downloads
- Max (5) Video Content

All materials to be included in supporter profile page must be submitted to NACFC Show Management for approval by September 4, 2020.
Digital acknowledgments can link to supporter profile page which feature:

- Company Name
- Company Logo
- Description
- Website Link
- Contact Info
- Social Handles
- Max (3) Content Downloads
- Max (3) Video Content

All materials to be included in supporter profile page must be submitted to NACFC Show Management for approval by September 4, 2020.
SUPPORTER PROFILE PAGE

basic

Digital acknowledgments can link to supporter profile page which feature:

- Company Name
- Description
- Website Link
- Contact Info
- Social Handles
- (1) Content Download

All materials to be included in supporter profile page must be submitted to NACFC Show Management for approval by September 4, 2020.
SUPPORTER PROFILE PAGE
Details & Deliverables

Company Logo
Logo specs: 300px x 300px (JPEG or PNG with white or transparent background, max 300MB)

Hero Image
Banner specs: 1325px x 290px (JPEG or PNG, max 300MB)

Company:
Name
Location
Description (max 2,000 characters)
Contact Info

Content Download(s) - PDF format preferred (max 300MB)
Max downloads according to support tier

Website Address

Social Links
Facebook, Twitter, Instagram, LinkedIn, and YouTube

Product Categories

Company Video(s) - hosted video on YouTube or Vimeo
Max recommended time: 10 minutes
Preferred video content: featured products + promotions
Max videos according to support tier

APPENDIX A