



# 2021 PROSPECTUS

SAN ANTONIO, TX    SEP 30 - OCT 2



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# I. | ABOUT THE CONFERENCE

## 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, pharmacists, and all members of the health care team. This annual meeting brings together scientists, clinicians, and clinical care teams from around the world to discuss and share ideas on the latest advances in CF research, care, and drug development and to work towards ways to improve the health and quality of life for people with CF.

### NACFC BY THE NUMBERS

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**6,000+**



GLOBAL  
REGISTRANTS

**44**



COUNTRIES  
REPRESENTED

**225+**



EDUCATIONAL  
SESSIONS

**660+**



SPEAKERS FROM  
24 COUNTRIES

# WE WILL NOT REST UNTIL WE FIND A CURE.



## **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.

## **OUR MISSION**

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The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care

## II. | WAYS TO EXHIBIT

### LET'S GET STARTED.

The opportunity to connect with one another is a key part of what makes NACFC special, and we are excited to be back together. However, since we know that not everyone can join us in-person, we also plan to offer a robust experience for those who will be joining us virtually.



**LIVE CONFERENCE**  
**\$5,500**



**THE PACKAGE DEAL**  
**\$6,500**



**VIRTUAL CONFERENCE**  
**\$2,000**



# BECOME AN EXHIBITOR

Showcase your company to the top multidisciplinary decision makers in CF care and research

## live meeting

### EVERY 10' X 10' BOOTH PURCHASE COMES WITH:



#### ONE 10' X 10' EXHIBIT BOOTH

3' high black siderail and 8' high draped back wall included



#### ONE COMPLIMENTARY BOOTH ONLY REGISTRATION



#### BOOTH ID SIGN

Approx. 7" x 44" with company name, located at top of backwall drape



#### RECOGNITION ON NACFC WEBSITE & EXHIBITS/POSTER GUIDE



#### 24-HOUR EXHIBIT HALL SECURITY \*

\* individual booth security not included



#### ACCESS TO NACFC MOBILE APP

including the ability to view and connect with attendees

## virtual meeting

### EVERY PROFILE PAGE PURCHASE COMES WITH:



#### ONE SUPPORTER PROFILE PAGE

Banner image, maximum (5) content downloads and videos included



#### ONE COMPLIMENTARY VIRTUAL CONFERENCE REGISTRATION



#### LISTING ON SUPPORTER SHOWCASE

with company name and logo

# III. | GET MORE THROUGH SUPPORT

## SUPPORT OPPORTUNITIES

NACFC is the world's largest CF-focused educational conference with more than 6,000 of the most highly regarded, active CF healthcare providers and researchers. Support opportunities help to create a memorable experience for all attendees, including you.



# SUPPORT LEVELS THAT GIVE YOU MORE

## ELITE

**\$200,000**

- Opening booth selection for NACFC 2022
- Complimentary virtual supporter profile page
- Complimentary virtual homepage tower image
- Complimentary virtual homepage banner image
- Option for housing at headquarter hotel \*
- 25 exhibit booth only registrations
- 10 complimentary general conference registration
- 10 complimentary virtual conference registration

## PRESTIGE

**\$100,000**

- Opening booth selection for NACFC 2022
- 25 exhibit booth only registrations
- 10 complimentary general conference registration
- 10 complimentary virtual conference registration

## PREMIER

**\$75,000**

- 20 exhibit booth only registrations
- 8 complimentary general conference registration
- 8 complimentary virtual conference registration

## PRIME

**\$50,000**

- 15 exhibit booth only registrations
- 6 complimentary general conference registration
- 6 complimentary virtual conference registration

## SIGNATURE

**\$30,000**

- 10 exhibit booth only registrations
- 4 complimentary general conference registration
- 4 complimentary virtual conference registration

## SELECT

**\$15,000**

- 5 exhibit booth only registrations
- 2 complimentary general conference registration
- 2 complimentary virtual conference registration

## SUPPORTER

**\$7,000**

- 2 exhibit booth only registrations
- 1 complimentary general conference registration
- 1 complimentary virtual conference registration



Complimentary registrations per organization per conference. Eligibility for complimentary general conference registrations applicable only if support is secured by September 1, 2021. Complimentary registrations cannot be exchanged for cash, in part or full, and are not interchangeable between live and virtual.

\* Maximum 50 guestrooms per organization if support is secured by August 6, 2021



# SUPPORT OPPORTUNITIES

## live meeting

Your support contributes to the ongoing work of NACFC, which is critical to our shared mission:  
**to make CF stand for Cure Found.**

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## MOBILE APP

**\$25,000 / Prices vary**

The NACFC Mobile App is new and improved! By supporting the mobile app, you provide attendees with the conference schedule and the ability to network within the app. Support for the mobile app includes your company name and logo on a splash screen, seen by mobile app users upon opening the app. **Limited availability.\***

Additional banner acknowledgments can also be purchased apart from support of the mobile app:

**Sticky Banner** ..... **\$3,000**  
**Sub-Page Banner** ..... **\$4,000**

*\* Maximum one of each banner per company. All graphics are subject to CFF review and approval.*

## COFFEE HOUR

**\$7,500**

We all know that coffee is the real MVP at NACFC. Exhibitors participating in Coffee Hour will receive 100 complimentary tickets to distribute at their booth(s). Each drink ticket can be redeemed for (1) specialty coffee beverage at the Market Cafe during open hours. Participating exhibitors will be noted in the poster & exhibits guide. **Minimum support required.**

### Cafe hours:

Thursday, September 30 ..... 7:00 a.m. - 5:00 p.m.  
Friday, October 1 ..... 7:00 a.m. - 5:00 p.m.  
Saturday, October 2 ..... 7:00 a.m. - 5:00 p.m.

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## FIRESIDE CHATS

**\$40,000**

New to NACFC this year, Fireside Chats provide a collaborative, intimate learning environment for NACFC attendees who want to step away from the traditional classroom-style sessions. By supporting a Fireside Chat, you will be supporting this casual, informal space. Further, support of the Fireside Chat allows you to use this space during the Welcome Reception, which will be held in the exhibit hall for the first time, as well as during open exhibit hall hours when programming is not scheduled. **Limited availability.\***

*\* Maximum (2) supporters. Activities within Fireside Chat areas are subject to NACFC approval.*

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## JUNIOR INVESTIGATOR SESSIONS

**\$5,000**

Are you committed to supporting the next wave of CF researchers? These non-CME sessions highlight the abstracts of junior investigators in the areas of basic science and clinical research. The top 5 abstracts in each category are chosen for a 5-10 minute oral presentation in front of a panel of judges, with the winners of each category showcased in the last plenary. Your support of the Junior Investigator sessions will be clearly indicated on signage outside of the session rooms.

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*Support opportunities are non-exclusive and available on a first-come, first-served basis. Some opportunities have limited availability. Unless otherwise noted, opportunities do not require a minimum number of supporters.*

# SUPPORT OPPORTUNITIES

live meeting / virtual meeting

## EXHIBITOR SPOTLIGHTS

**\$3,500 per block**

Stationed at the front of the exhibit hall, Exhibitor Spotlights give you increased visibility during high traffic times in the hall. Can't commit to a 10'x10'? These turnkey stations are a great alternative. Exhibitor Spotlights are also the perfect supplement to your existing booth and can be used for private 1:1 or small-group conversations throughout the conference. Choose from one of the below time blocks. **Limited availability.**

### Exhibitor Spotlight Blocks:

Thursday, September 30 ..... 9:00 a.m. - 2:00 p.m.  
Thursday, September 30 ..... 2:00 p.m. - 7:00 p.m.  
Friday, October 1 ..... 9:00 a.m. - 2:00 p.m.

## LIVE SHOWCASE

**\$20,000**

The Live Showcase gives you the opportunity to present the most recent developments regarding your company to both the virtual and in-person audience. Hosted on the NACFC virtual platform, the Live Showcase is a livestreamed session housed on your virtual profile page and can be streamed to the in-person audience at NACFC in the exhibit hall.\*

\* Virtual profile page required to participate.



## HORIZONTAL BANNER

**\$2,500**

The horizontal banner acknowledgment is found on the NACFC virtual platform homepage and has a total of up to 20 clickable rotating banners. **Limited availability.\***

\* Maximum two horizontal banners per company. All graphics are subject to CFF review and approval.

## TOWER BANNER

**\$3,000**

The tower acknowledgment is placed prominently on the NACFC virtual platform homepage and has the option of up to 20 clickable, rotating banners. **Limited availability.\***

\* Maximum two tower banners per company. All graphics are subject to CFF review and approval.

**FOR MORE INFORMATION ABOUT  
SUPPORT OPPORTUNITIES,  
PLEASE CONTACT  
[EXHIBIT-SUPPORT-NACFC@CFF.ORG](mailto:EXHIBIT-SUPPORT-NACFC@CFF.ORG)**

*Support opportunities are non-exclusive and available on a first-come, first-served basis. Some opportunities have limited availability. Unless otherwise noted, opportunities do not require a minimum number of supporters.*

# IV. | DATES, DEADLINES AND GUIDELINES

## OUR PRINCIPLES

The CF Foundation is committed to the highest standards of conduct, integrity, ethical behavior, and compliance in all that we do. We are guided by the following principles to ensure consistent and clear application of these standards:

- **Mission Focus:** The needs of people with CF are at the heart of all that we do.
- **Transparency:** We value the trust that our community has instilled in us.
- **Compliance:** All interactions are conducted in compliance with regulatory guidelines as well as our own internal standards for ethical behavior and integrity.





# IMPORTANT DATES & DEADLINES

The following dates are subject to change at the sole discretion of NACFC Show Management

## 2021 EXHIBITOR & SUPPORTER TIMELINE

- JUN 9** NACFC 2021 Exhibitor & Supporter Applications open
- AUG 6** Deadline to cancel/downsize exhibits and support opportunities  
Due: Company descriptions & logos (.jpeg or .eps file required)
- AUG 18** Group Block Rooming List Deadline \*
- AUG 23** Group Blocks without names and credit card deposits released \*
- AUG 25** Due: Island booth renderings for approval  
Due: Virtual profile page and graphic assets
- SEP 1** Last day to reserve housing for NACFC 2021  
Deadline to submit Exhibitor & Supporter Applications
- SEP 8** Last day to claim complimentary live conference registrations  
Due: Food & beverage and early move-in requests for approval  
Due: Live conference marketing materials for approval
- SEP 24** Deadline to cancel live conference registrations  
Last day to claim complimentary virtual registrations
- SEP 27** NACFC Virtual Platform Opens
- SEP 30 - OCT 2** **NACFC 2021**

-  Live conference
-  Virtual conference

\* Please reference NACFC Exhibitor Housing Block policy

# EXHIBITOR GUIDELINES

## INSTALLATION & DISMANTLE

### Installation

#### **Tuesday, September 28..... 9:00 a.m. - 5:00 p.m.**

- Exhibitors with more than 300 sq. ft. of booth space who require early move-in on Tuesday, September 28, must submit a written request to NACFC Show Management by August 31

#### **Wednesday, September 29..... 8:00 a.m. - 8:00 p.m.**

- All empty crates must be labeled by 5:00 p.m. on Wednesday, September 29, in order for sufficient time for carpeting
- Any booth not set up by 8:00 p.m. on Wednesday, September 29, will be removed from the floor, including materials and equipment belonging to the exhibiting company
- Exhibitors not set up or installed on time may be required to forfeit booth space and fees paid and/or jeopardize future booth space opportunities

Installation times are subject to change at the discretion of NACFC Show Management.

### Dismantle

#### **Friday, October 1..... 2:00 p.m. - 8:00 p.m.**

- Equipment/literature packing and dismantling of exhibits is not permitted until 2:00 p.m. on Friday, October 1. Exhibitors that begin dismantling early will jeopardize future booth space opportunities
- Empty packaging/crate return will commence Friday afternoon after the exhibit hall closes

#### **Saturday, October 2 ..... 7:30 a.m. - 11:30 a.m.**

- All exhibit material must be packed and ready for removal from exhibit hall by 11:30 a.m. on Saturday, October 2
- Any exhibit not dismantled by 11:30 a.m. on Saturday, October 2 by the responsible company will be removed by the official NACFC general service contractor, Freeman Expositions, Inc. In such cases, full labor and storage charges (if applicable) will be assessed and billed to the exhibiting company
- NACFC, Freeman and the San Antonio Convention Center will not be responsible, and will not accept liability for loss, damage, or deterioration to any and all property belonging to the exhibiting company

Dismantle times are subject to change at the discretion of NACFC Show Management.

## BOOTH DETAILS

### Standard In-Line and Corner Booths

- There is no price distinction between corner, in-line or island booths
- Includes a booth identification sign with company name, approximately 7" high and 44" long, located at the top of the backwall drape
- Standard booths are 10' wide x 10' deep, with black 8' high draped back wall and black 3' high side rails. Corner booths do not have side rails
- Maximum height of in-line and corner booths is 8' tall and may extend 5' from the back wall
- Pop-up or other modular booths used by exhibiting companies in standard in-line and corner booths cannot exceed the back wall and side wall dimensions
- 24-hour exhibit hall security is provided. Individual booth security is the responsibility of the exhibiting company

### Island Booths

- Must be a minimum of 20' x 20' or 400 sq. ft.
- Must have access and see-through visibility from all four sides and cannot be larger than 30' x 30' or 900 sq. ft.
- Booth height will not exceed 24' from the floor to its highest point
- Plans for all island booths must be submitted for approval by August 25. Island booth renderings submitted after August 25 are subject to an additional \$50 processing fee
- 24-hour exhibit hall security is provided. Individual booth security is the responsibility of the exhibiting company

### End-cap Booths

- Must be 10' x 20'
- Must have access and see-through visibility from three sides
- Booth height will not exceed 8' from the floor to its highest point
- Pop-up or other modular booths used by exhibiting companies in end-cap booths cannot exceed the back wall dimensions
- 24-hour exhibit hall security is provided. Individual booth security is the responsibility of the exhibiting company

# EXHIBITOR GUIDELINES

## BOOTH ASSIGNMENTS

### Assignments and Confirmations

- Booth selection will be on a first-come, first-served basis (with the exception of opening booth selection as determined by 2020 support level)
- Booth assignments will be made in the order applications are received and/or by the exhibitors' previous year's support level
- Booth assignments will be made in descending order of the choices indicated on the application. If preferred booth space is not available, space will be assigned as appropriate
- Exhibitors will receive email confirmation of booth assignments by August 18, 2021 if completed application and payment have been accepted and received prior to this date
- If deposits or full payments and completed applications are not received by September 1, 2021, booth selection may be reassigned or denied without notification

## FREEMAN

### WHAT CAN FREEMAN DO FOR YOU?

Freeman will furnish exhibitors with suitable booth space equipment. All rental furnishings, sign and banner orders, exhibit services, booth cleaning, material handling and labor will be contracted through Freeman.

Freeman service details, pricing and order forms will be in the Exhibitor Services Kit via the NACFC Freeman Online link (available Summer 2021). Information may also be obtained by contacting the Freeman Service Department:

Phone: (888) 508-5054

Email: [exhibitorsupport@freeman.com](mailto:exhibitorsupport@freeman.com)

#### International Help:

If you need assistance with Freeman Online, please call the Customer Support Center at (888) 508-5054 Toll Free US and Canada, or +1 (512) 982-4147 / +1 (817) 607-5183 Local and International

## APPLICATION & PAYMENT

### Application Guidelines

- There is no price distinction between corner, in-line, end-cap or island 10' x 10' booth spaces
- Completed applications must be submitted by September 1, 2021
- All applications require 100% payment upon receipt of invoice
- Exhibitor applications without 100% payment by September 1, 2021 will forfeit their space and any fees paid
- If an application is not accepted, submitter will be notified and payment returned within 14 business days of submission
- Applications accepted on or after September 1 will incur an additional \$300 processing fee
- All costs are the responsibility of the participating company

### Cancellation & Downsizing

Exhibiting and supporting companies wishing to cancel or reduce support opportunities and/or booth space must submit a written request to NACFC Show Management, Exhibit-Support-NACFC@cff.org, by August 6, 2021. Official cancellation will be in effect on the date written notification is received.

#### Cancellation

- Full refunds will be provided for cancellations received **on or before August 6**
- 100% of total fee will be retained for cancellations received **on or after August 7**

#### Downsizing

- Once an application is received, an exhibitor is able to downsize booth space until August 6
- 100% of total fee will be retained for downsizing requests received on or after August 7

## FIRST-TIME & NON-PROFIT EXHIBITORS

Discounted rates are available for first-time and non-profit exhibitors. Please contact Exhibit-Support-NACFC@cff.org for information and pricing

# SUPPORT GUIDELINES

## SUPPORT LEVELS

### Support Levels

- Support levels are determined by total combined contribution per company from booth space, support opportunities and/or educational support
- You do not need to purchase exhibit space to purchase support opportunities and qualify for support levels

### Complimentary Registrations

- Registration allotments within each support level is inclusive of complimentary booth only registration provided per 10' x 10' booth
- Complimentary registrations included in support levels are per company and can only be applied to NACFC 2021
- Eligibility for complimentary registrations applicable only if support is secured by September 1, 2021
- Complimentary registrations cannot be exchanged for cash, in part or full
- Complimentary registrations are not interchangeable between live and virtual

### Elite Supporters

- Elite supporters must submit application and payment by August 6, 2021 to be eligible for housing at headquarter hotel
- Elite supporters with complimentary virtual profile page, homepage tower and homepage banner images must adhere to virtual timeline as appropriate. Failure to adhere to submission deadlines will result in forfeiture of virtual assets

**HAVE A GREAT IDEA  
THAT'S NOT HERE?**

**CONTACT US TO DISCUSS CUSTOM  
ENGAGEMENT OPPORTUNITIES THAT  
FIT YOUR UNIQUE NEEDS**

## APPLICATION & PAYMENT

### Application Guidelines

- Support opportunities are non-exclusive and available on a first-come, first-served basis. Some opportunities have limited availability
- Completed applications must be submitted by September 1, 2021
- All applications require 100% payment upon receipt of invoice
- Applications without 100% payment by September 1, 2021 will forfeit any hold on support opportunities, any complimentary registrations associated with support levels, and any fees paid
- If an application is not accepted, submitter will be notified and payment returned within 14 business days of submission
- Applications accepted on or after September 1 will incur an additional \$300 processing fee
- All costs are the responsibility of the participating company

### Cancellation & Reduction of Support

Exhibiting and supporting companies wishing to cancel or reduce support opportunities and/or booth space must submit a written request to NACFC Show Management, Exhibit-Support-NACFC@cff.org, by August 6, 2021. Official cancellation will be in effect on the date written notification is received.

#### Cancellation

- Full refunds will be provided for cancellations received **on or before August 6**
- 100% of total fee will be retained for cancellations received **on or after August 7**

#### Reducing Support

- Once an application is received, a supporter is able to reduce support opportunities and financial commitment until August 6
- 100% of total fee will be retained for reduction requests received on or after August 7

