



Hereditary Hemorrhagic
Telangiectasia Foundation
International, Inc.

(Osler-Weber-Rendu Syndrome)

15th

National HHT Patient and Family Conference

October 22-24, 2010

Eric P. Newman Education Center (EPNEC)
320 S. Euclid Avenue
St. Louis, MO 63110

Exhibit & Sponsorship Prospectus



HHT Foundation International, Inc. • P.O. Box 329, Monkton, Maryland 21111

Phone: 800-448-6389 • Fax: 410-357-0655

www.hht.org

Make Plans to Exhibit Today!

Market Your Products and Services to HHT Patients and Opinion Leaders from the Worldwide Medical Community

The HHT Foundation is the leading advocate for individuals with HHT. As an exhibitor, you will reach over 200 patients with HHT and an array of health care professionals from around the world.

Exhibit at the 15th National HHT Patient and Family Conference and Make an Impact for Your Organization

No other event brings together as many HHT patients and their doctors in one place like the National HHT Patient and Family Conference. Don't miss your opportunity to share your resources and solutions with this dedicated community in Missouri.

What Are Attendees Looking For?

Attendees are looking for information and services on a wide range of topics from medical updates, treatments, and current research. Attendee specializations and interests include: patients and their families, otolaryngology, pulmonary medicine, genetic counselor, interventional radiology, neurology, gastroenterology, hepatology, hematology, cardiology, dermatology, pediatric, nurse practitioners, researchers, etc.

Reach Your Target Audience

If you have products and/or services that would be of interest to patients or health care professionals that treat them, you can't afford to miss your opportunity to exhibit at the 15th National HHT Patient and Family Conference. You will be reaching not only the patients but also doctors specializing in these areas:

- Genetic Counselor
- Interventional Radiology
- Neurology
- Interventional Neuroradiology
- Gastroenterology
- Hepatology
- Otolaryngology (ENT)
- Pulmonary Medicine
- Hematology
- Cardiology
- Dermatology
- Nurse Practitioners
- Pediatric
- Research
- Hemophilia or other coagulation disorder

The Hereditary Hemorrhagic Telangiectasia Foundation International, Inc.

MISSION STATEMENT

OUR MISSION is to find a cure for HHT while saving the lives and improving the well-being of individuals and families affected by HHT.

To achieve this mission, the HHT Foundation will:

- Fund research to find better treatments and a cure.
- Educate families and physicians about HHT so that awareness of crucial diagnosis and available treatments prevents needless disability and death.
- Provide linkages between people affected by HHT.
- Collaborate with multidisciplinary HHT Treatment Centers worldwide while advocating for patient access to these Centers.
- Advocate for and support those with HHT while increasing public, private, and governmental awareness of the disorder.
- Engage the scientific and medical community so that talented individuals dedicate efforts toward advances in HHT screening, diagnosis, treatment, and research.

Dr. James Carlisle, Co-Director of the HHT Center at the University of Utah, summed it up by saying, "This has been a surreal experience. Never before have I been to a conference where doctors and patients are both in attendance. This is amazing!"

— Following the HHT conference in San Diego, 2006

For more information on exhibit space or sponsorship opportunities, please contact Mary Leigh Krock at maryleigh.krock@hht.org or 800-448-6389.

15th National HHT Patient and Family Conference Gets You in Front of the Right Audience and Gets the Right Audience in Front of You!

Exhibitor Opportunities

During the 15th National HHT Patient and Family Conference, exhibit tables are available for use by not-for-profit organizations, professional, and commercial groups that wish to display their resources and materials (including brochures, newsletters, and/or publications) to conference participants.

The exhibitor area is in a high traffic area directly outside the large general sessions areas.

Exhibitor Fees:

\$1200 Commercial

\$ 900 Non-Profit

The exhibitor packages includes:

- One (1) skirted table 6' x 2 ½'
- Two (2) chairs
- One (1) Registration
- Name Recognition on Exhibitor Welcome Sign
- Name Recognition & Description of Organization in Conference Program Exhibitor Sheet

NOTE: Please include a description of 50 words or less about your organization for inclusion on the Conference Program Exhibitor Sheet which is inserted in the Conference Program.

The deadline for submission of 2010 Exhibit, Sponsorship, Advertisement Application & Agreement is September 10th, 2010.

Exhibit space is limited and will be granted in the order of completion of the contract and payment received.

2010 Exhibitor Hours

Note: Times are tentative and subject to change.

FRIDAY, OCTOBER 22

Patient and Family Conference

8:30 am – 5:30 pm

Open Hours:

8:30-10:00 am

Registration/Exhibits/Coffee

12:10 pm – 12:40 pm

Break

5:30-6:45 pm

Welcome Reception

SATURDAY, OCTOBER 23

Patient and Family Conference

7:30 am – 1:00 pm

Open Hours:

7:00 am – 8:00 am

Registration

9:45 am – 10:00am

Break

12:00 pm – 1:00 pm

Lunch

Energize Your Sales and Expand Your Market Share through Advertising and Sponsorships!

Take advantage of the numerous sponsorship opportunities that the 15th National HHT Patient and Family Conference has to offer. Each sponsorship option is designed to increase your company's exposure and increase your sales. The HHT Foundation offers various options to fit any budget and will also customize sponsorship packages specifically for you! For more information on sponsorship opportunities and custom sponsorship packages, please contact Mary Leigh Krock at maryleigh.krock@hht.org or 800-448-6389.

The deadline for submission of 2010 Exhibit, Sponsorship, Advertisement Application & Agreement is September 10th, 2010.

Sponsor Levels and Descriptions

All conference sponsors will automatically receive:

- Name Recognition with Sponsorship level and Description of Organization listed in Conference Program
- Name recognition with Sponsorship level listed on onsite signage.
- Name recognition on the HHT Web site.
- Name recognition in the HHT Foundation Newsletter called Direct Connection
- Name recognition and acknowledgement during Opening and Closing General Sessions.

Platinum Sponsors: \$10,000

- Three (3) complimentary conference registrations
- Recognition as Sponsor of Gala and Awards Dinner including signage at event and acknowledgement during opening remarks
- Name Recognition with Platinum Sponsorship on Sponsor Signage
- Full page ad in Conference Program
- Complimentary Exhibitor Table
- Name Recognition & Description of Organization on Exhibitor Sheet in Conference Program
- Name Recognition on Exhibitor Welcome Sign
- Platinum Sponsor Ribbons for Sponsor Personnel

Gold Sponsors: \$5,000

- Two (2) complimentary conference registrations
- Name Recognition with Gold Sponsorship on Sponsor Signage
- ½ page ad in Conference Program
- Complimentary Exhibitor Table
- Name Recognition on Exhibitor Sheet
- Name Recognition on Exhibitor Welcome Sign
- Gold Sponsor Ribbons for Sponsor Personnel

Silver Sponsors: \$2,500

- One (1) complimentary conference registration
- Name Recognition with Silver Sponsorship on Sponsor Signage
- 1/4 page ad in Conference Program
- Silver Sponsor Ribbons for Sponsor Personnel

Sponsorship Opportunities

WELCOME RECEPTION SPONSOR

FRIDAY, 5:30 PM – 6:45 PM

\$ 5,000

Help us kick off the 15th National HHT Patient and Family Conference. Be remembered as the first to welcome attendees to the conference, and make an immediate impact by sponsoring this event. The reception provides an opportunity for attendees to start the weekend off in a relaxing social atmosphere. All attendees are invited to the Welcome Reception to enjoy a variety of hors d'oeuvres and beverages. Sponsor will be recognized in the Conference Program and with signage at the event.

GLOBAL RESEARCH AND MEDICAL BOARD DINNER MEETING SPONSOR

\$ 2,000

The HHT Global Research and Medical Board is composed of researchers and clinicians. This sponsorship allows recognition with a highly targeted group of doctors from all over the world. The sponsor will be recognized in the Conference Program and with signage at the dinner event.

REFRESHMENT BREAK(S) TWO (2) BREAKS OPPORTUNITIES

\$1,500 EACH

FRIDAY BREAK 12:10 PM – 12:40 PM

SATURDAY BREAK 9:45AM – 10:00AM

All attendees need the chance to stop, rest and refuel. Provide your company with exposure to this highly-qualified audience during the refreshment breaks. Sponsorship includes signage at the food and beverage stations recognizing company as the sponsor, recognition in the Conference Program and the opportunity to place collateral at or near the food and beverage stations.

LUNCH (SATURDAY)

\$2400

All of our lunches are working affairs, guaranteeing both high attendance and the captured audience. Sponsorship includes signage at lunch and recognition in the Conference Program.

EPISTAXIS (NOSEBLEED) SEVERITY SCORING STATION (NEW)

\$2600 EXCLUSIVE OPTION OR \$1400,
LIMITED TO 2 SPONSORS.

Guaranteed to be the hit of the conference, this station will showcase the ESS program through onsite access and information. Dr. Hoag of Drexel University, formerly at Johns Hopkins Hospital, is a featured conference speaker about the development of this important tool for epistaxis treatment. Sponsor will be recognized in the Conference Program and with signage at the station.

CONFERENCE REGISTRATION BAGS (EXCLUSIVE)

\$5,000

Market your company directly to the patients and physicians attendees by sponsoring the conference registration bags. The sponsored conference registration bags will be distributed to all attendees at registration. As the sponsor for this item you also receive one complimentary insert and your name and logo on the conference bag.

THE GALA DINNER

\$9500 EXCLUSIVE OR UP TO 3 SPONSORS AT
\$3500 EACH

A prestigious opportunity for name recognition, when attending physicians, scientist and families gather for Saturday's formal gala dinner. Upcoming research is announced amidst this rewarding evening. This sponsor will be recognized in the Conference Program, the Live Auction Program, and signage at the Gala.

EDUCATIONAL OPPORTUNITIES

SCHOLARSHIP FUND

\$250 MINIMUM

Looking for opportunities to provide HHT Foundation members with new opportunities? Then become a Scholarship Fund sponsor. These scholarships will enable HHT affected individuals to attend the 15th National HHT Patients and Family Conference that could not afford to do so. Sponsors will be recognized in the Conference Program.

Sponsorship Opportunities

HOTEL KEYCARD SPONSOR (NEW)

\$500 (SEPTEMBER 3, 2010 DEADLINE)

Shout-Out your support of the HHT Foundation with your logo where it will be viewed 5-8 times a day on this HHT customized Hotel Keycard!



CHILDREN'S PROGRAM (NEW)

\$6,000 EXCLUSIVE OPTION (OR)

\$3,000 LIMITED TO 2 SPONSORS

The much requested Children's Track, presenting age appropriate workshops including HHT Overview, screening at an HHT Center, Management of nosebleeds, Sports & Exercise, the Impact of HHT on Families, as well as activities and special meals.

Sponsorship includes signage at the registration tables recognizing company as the sponsor, recognition in the Conference Program and optimum placement of logo on the unique t-shirts, designed for this program.

T-shirt co-sponsors: \$250.00 Showcase your support for the Children's Program by adding your logo to the Children's Program T-shirt.

PRODUCT SAMPLES AND MATERIALS

FREE! We will gratefully accept and place your products and samples (alone) into the conference bags and/or display them at the registration desk at no charge. Please mail products, with a minimum of 200 pieces to the HHT Foundation, PO Box 329, Monkton, MD 21111, Attention: Mary Leigh Krock.

\$100 Fee to distribute literature, coupons, flyers, or brochures, alone or with product, to insert into our **200+** conference bags. You may send such literature, along with a check payable to the HHT Foundation to HHT Foundation, PO Box 329, Monkton, MD 21111, and Attention: Mary Leigh Krock

**You will be notified in the event that the number of attendees exceeds expectations.*

Advertising Opportunities

CONFERENCE PROGRAM SPONSORSHIP

\$2,000 (EXCLUSIVE)

The Conference Program is the official resource of the 15th National HHT Patient and Family Conference. It is their constant companion throughout the event, highlighting all available sessions, events, exhibiting companies and general information. Sponsorship of the program includes your company's logo on the front cover and a half page advertisement on the inside front cover. Full page advertisements are also available.

CONFERENCE PROGRAM ADVERTISING

\$ 1,000 FULL-PAGE (NOT FRONT OR BACK COVER)

\$ 500 HALF-PAGE

\$ 300 QUARTER-PAGE

\$ 200 ONE EIGHTH-PAGE

\$ 1,300 FULL-PAGE INSIDE BACK COVER (EXCLUSIVE)

All Advertisers must provide their ad for HHT Foundation approval.

The deadline for submission of 2010 Exhibit, Sponsorship, Advertisement Application & Agreement and your advertisement is September 10th, 2010.

**Questions regarding
advertising opportunities?**

Please contact
Mary Leigh Krock at
maryleigh.krock@hht.org or
800-448-6389

HHT Foundation 2010 Policy Governing Interaction Between Private Enterprise And HHT Sponsored Conferences, Newsletter, And Website

Introduction:

The Hereditary Hemorrhagic Telangiectasia Foundation (HHTF) welcomes interactions with private enterprise which support the goals of the Foundation. The HHTF sponsors partially or completely; conferences for patients and scientists, a newsletter, and a website. To ensure continued trust by HHTF members in the information made available to them at meetings, in the newsletter, and on the website, the foundation has developed guidelines for interactions between the foundation and private enterprises.

HHT Patient and Family Conferences

The HHTF will acknowledge publicly corporate contributors to HHTF sponsored conferences. At HHTF sponsored patient conferences these acknowledgements will be in the forms of tastefully written acknowledgements in the written program and verbally from the podium. The HHTF will also acknowledge private enterprise sponsors at receptions related to conferences and fund raisers.

Companies making medical devices and medications, which may be helpful to persons with HHT, may make advertising claims of benefit to persons with HHT at the meeting provided there is scientific evidence that such is the case. Scientific evidence is defined as at least one placebo controlled trial in the case of a medication. Medical device makers may make such claims if, in the judgment of SMAB members with expertise in the area in question, and in the absence of scientific evidence to the contrary, the device is of benefit. If companies wish to make claims of benefit to persons with HHT when scientific evidence as defined above is not available, the HHTF will ask the company to include a disclaimer that the medication or device has not been proven to be of benefit to HHT patients.

Booths/exhibits sponsored by private enterprises that focus on physicians and scientists attending the meetings are welcome. However they must adhere to the evidentiary standards noted above.

Booths/exhibits sponsored by private enterprise that focus on HHTF members are welcome. If they wish to make claims of product benefit to HHTF members, they must adhere to the evidentiary standards noted above. The HHTF will make every effort to maintain the privacy of its members by preventing solicitation of personal information at booths/exhibits at members' meetings. To this end, exhibitors will be allowed to give written information to HHTF members that offers the member the option of contacting the private enterprise later and voluntarily revealing any personal information that they wish to divulge, but will not be allowed to ask directly for personal member information at the meeting.

Newsletter: The HHTF will acknowledge in its newsletter private enterprises that support the foundation. Space and manner of presentation will be determined by the newsletter editor. Claims of benefit of products made by private enterprise may appear in the newsletter, but must be supported by the criteria noted above.

Website: On the website, a written acknowledgement of support by private enterprises will be placed on the main webpage, which refers the page viewer to specific details of the supporting organization on a subsequent page. This information may include the name of the company, its address, phone number and website.

Disclaimers: It is the policy of the HHTF not to endorse or support products made by private enterprises that support the foundation. This policy will be made known to these supporters, and to the members of the HHTF.

All decisions regarding medical care related to products of supporting private enterprises should be made only after advice and consultation with the member's physician.

Payment Terms

To confirm Exhibitor/Sponsor/Advertisement participation 100% of payment must accompany signing the event 2010 Exhibit, Sponsorship, Advertisement Application & Agreement. If any Exhibitor/Sponsor/Advertiser fails to perform any of the term or condition of the contract or fails to observe and abide by these Agreement Conditions/Rules & Regulations, HHTF reserves the right to terminate the contract immediately without refund of any monies previously paid. No refunds will be given for sponsorships after acceptance by HHTF.

Cancellation

If Exhibitor participation is canceled by the Exhibitor prior to September 20th, 2010, the Exhibitor will receive a 50% refund for the total amount contracted. If cancellation is made after September 20th, 2010, there will be no refund and Exhibitor participation contracted for must be paid for in full. Cancellations must be directed in writing to HHTF.

Use of Space – General

All marketing activities of each Exhibitor/Sponsor must be confined to the Exhibitor's/Sponsor's allotted area. Exhibitors/Sponsors expressly agrees not to hold any activity that, in the sole opinion of HHTF, creates a material adverse effect on attendance during the hours of the events. If clarification is needed on a specific activity, please submit it to HHTF for approval.

Exhibitor & Sponsor's Liability and Hold Harmless

Exhibitor/Sponsor releases HHTF, its contractors and their respective directors, officers, employees, agents and members, and each of them, from any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any personnel of Exhibitor/Sponsor or to any other person or any loss of or damage to any property of Exhibitor/Sponsor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Exhibitor's/Sponsor's participation in the event, and the Exhibitor/Sponsor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor/Sponsor shall indemnify, defend and hold harmless HHTF and its contractors, and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's/Sponsor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either HHTF or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

Use of Logo

The HHTF logo may not be reproduced on any items or documents that will be distributed at the meeting without the express permission of the HHTF Executive Office.

Distribution of Marketing Material

HHTG reserves the right to cease distribution of any materials at the Conference which HHTF in its sole discretion determines are contrary to the best interests of HHTF, its members, or the event. All Exhibitor/Sponsor marketing activities must be confined to the Exhibitor's/Sponsor's allotted space.



HHT Foundation International Inc.

P.O. Box 329

Monkton, Maryland 21111

U.S.A.

15th

HHT Patient and Family Conference

October 22-24, 2010

Your target audience reaches far beyond the conference...

"... The samples offered by the drug companies is a godsend. We are now armed with information and a sample to bring to our local hematologists and emergency physicians."

— Donna S., Ontario, Canada, following the
HHT Foundation Chicago Conference, 2008

All in the Gateway City... Spectacular St. Louis, MO!