

Sponsorship Opportunities



**PFF
SUMMIT**
Innovating Together



November 13 -15, 2025

Sheraton Grand Chicago Riverwalk | 301 E. North Water Street, Chicago, 60611



Pulmonary
Fibrosis
Foundation

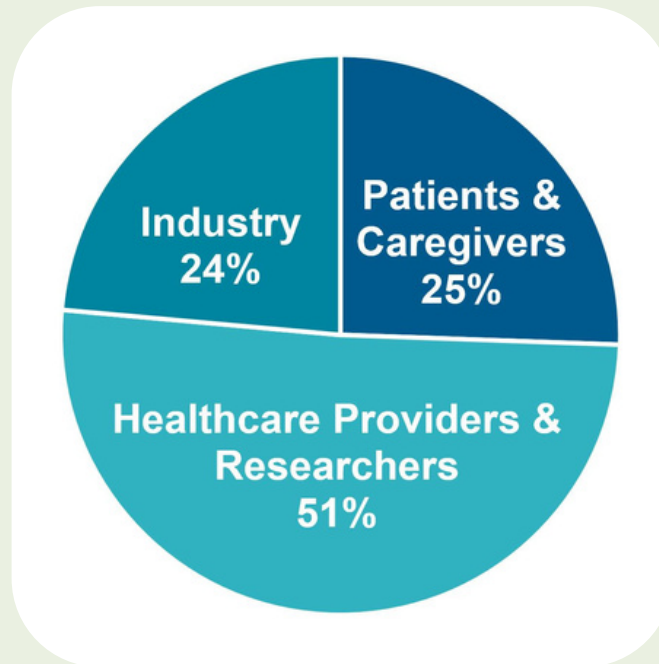


2025
Years

What is the PFF Summit?

The Pulmonary Fibrosis Foundation (PFF) Summit is the largest global healthcare conference on pulmonary fibrosis (PF). The PFF Summit is unique in that it welcomes everyone impacted by the disease, including patients, caregivers, healthcare professionals, researchers, transplant recipients, and those who have lost a loved one. The conference features a diverse range of activities, including plenary sessions with experts from across the field, such as the FDA and NIH, workshops for patients, and a cutting-edge continuing medical education program tailored for healthcare professionals, ensuring that attendees from all backgrounds and experiences find value in the sessions.

806 PFF Summit 2023 Attendees



3% of attendees were international, including representation from Australia, Brazil, Canada, Denmark, England, Germany, Italy, South Korea, Scotland, Spain, and Sweden.



Healthcare providers and researchers attending the PFF Summit include faculty from the PFF Care Center Network (CCN) with representation across the country.

Sponsor Recognition Impact



19,521

Views on web pages
with sponsor
recognition



11,507

Unique users visited
webpages with
sponsor recognition



52,000

Followers on the PFF's
Facebook and
Instagram



59%

Open rate on PFF
Summit emails
recognizing sponsors



37%

Open rate on general
emails recognizing
sponsors



208,000

Reach from press
release media
mentions

Attendee Testimonials

Hear what attendees had to say from our
post-PFF Summit 2023 survey!

"This was my first PFF Summit, and it was a fantastic experience. It was a very well-organized event that had a great balance of education, networking, socialization, and formal/informal interactions with members of the PF community." - Past attendee

"What a beautiful mix of medical learning and just the right amount of 'lay people' language." - Past attendee

Sponsor Benefits

Benefits	DIAMOND \$175,000	GOLD \$60,000	SILVER \$20,000	MEDICAL CENTER \$10,000 *
All access Summit passes <i>*2023 industry registration: \$1,795</i>	10 passes	6 passes	4 passes	2 passes
Logo on Summit webpage	✓	✓	✓	✓
Logo in up to three Summit emails	✓	✓	✓	✓
Logo on signage at event arranged by level	✓	✓	✓	✓
Logo in up to two Summit social media posts: one leading up to the conference and one following the conference	✓	✓	✓	✓
Logo in up two PFF monthly newsletters	✓	✓	✓	✓
Sponsorship recognition in one edition of the Breathe Bulletin	✓	✓	✓	✓
Thank you in FY2025 Annual Report	✓	✓	✓	✓
Logo on Sponsorship Opportunities webpage	✓	✓	✓	
Logo on Summit homepage slider in month leading up to conference	✓	✓		
Logo on Summit Facebook cover photo in month leading up to the conference	✓	✓		
Exclusive branding opportunities (<i>see page 5 for details</i>)	✓	✓		

*** The Medical Center sponsorship is only available to medical centers.**

Sponsor Benefits Continued

Benefits	DIAMOND \$175,000	GOLD \$60,000	SILVER \$20,000	MEDICAL CENTER \$10,000 *
Unbranded insert in conference tote bag	3 inserts	1 insert		
Thank you in one Summit press release	✓			
Verbal thank you during planned programming	✓			
Three-minute speaking opportunity	✓			
Complimentary meeting space for staff	✓			

* **The Medical Center sponsorship is only available to medical centers.**

Exclusive Branding Opportunities

Gold and Diamond sponsors receive one exclusive branding opportunity.
Space is limited and will be served on a first-come, first-served basis.



Diamond

Welcome Reception Sponsor | 1 Available

Cocktail Reception Sponsor | 1 Available



Gold

Breakfast Sponsor | 2 Available

Lunch Sponsor | 2 Available

Morning Break | 2 Available

Afternoon Break | 2 Available

Sponsorship Add-Ons

Consider these add-ons to further enhance your visibility.
Space is limited and reserved on a first-come, first-served basis.

Opportunities	Required Level	Cost
Exhibit Hall Space	Diamond, gold, silver	\$3,000 per 10x10
Clinical Trial Innovation Series 10-minute speaking opportunity during the Summit session.	Diamond and gold	\$17,500

Additional Marketing Opportunities & Small Group Meetings

To learn more about additional marketing opportunities and the ability to host small group meetings and pricing, email partnerships@pulmonaryfibrosis.org.

Non-Sponsor Exhibitors

Organizations not sponsoring the PFF Summit may still participate in the conference exhibit hall or corridor based on available space.

Exhibitor Type	Space	Cost	All-Access Passes	Additional Exhibit Hall Passes*
Corporate Exhibitor	6-foot-long table & 2 chairs	\$6,000	2	\$500 each
Care Center Network Exhibitor	6-foot-long table & 2 chairs	\$4,000	2	\$200 each
Nonprofit Organization	6-foot-long table and 2 chairs	\$2,500	2	\$200 each

*"Exhibit Hall Passes" do not provide admittance to Summit events or sessions.
 Food and beverage is not included.

Key Dates

May 2025

- PFF Summit registration opens

June 2025

- Call for Abstracts opens for academic and industry posters via the online platform, ProposalCentral

August 2025

- Sponsor and exhibitor applications due
- Call for Abstracts for academic and industry posters closes

September 2025

- Sponsor and exhibitor payments due in full

October 2025

- Sponsor and exhibitor attendee names due (All-Access & Exhibit Booth Staff)
- CTI presentations submitted to the PFF for review
- Gold and Diamond sponsor conference tote inserts submitted to the PFF for review
- Exhibitor insurance certificates due

November 13 - 15, 2025

- PFF Summit 2025

The PFF Summit Sponsor and Exhibitor Application and Agreement begins on the next page.

PFF Summit Sponsor and Exhibitor Application and Agreement

The Pulmonary Fibrosis Foundation is pleased to offer sponsorship opportunities to partners wishing to connect with the pulmonary fibrosis community. We thank you for being an integral part of the PFF Summit 2025. Please complete and return this form to partnerships@pulmonaryfibrosis.org.

Sponsorship								
Level	<input type="checkbox"/>	DIAMOND \$175,000	<input type="checkbox"/>	GOLD \$60,000	<input type="checkbox"/>	SILVER \$20,000	<input type="checkbox"/>	MEDICAL CENTER \$10,000
Sponsorship Add-Ons								
Exhibit Hall: \$3,000 per 10x10	<input type="checkbox"/>	Qty: _____	<input type="checkbox"/>	Qty: _____	<input type="checkbox"/>	Qty: _____	Included with sponsorship	
Clinical Trial Innovation Series	<input type="checkbox"/>	\$17,500	<input type="checkbox"/>	\$17,500	N/A		N/A	
Total								
Total		\$ _____		\$ _____		\$ _____		\$ _____

Exhibitor (Non Sponsor)						
Exhibitor Type	<input type="checkbox"/>	Corporate: \$6,000 for 6-foot-long table & 2 chairs, 2 all access passes	<input type="checkbox"/>	Care Center Network Site: \$4,000 for 6-foot- long table & 2 chairs, 2 all access passes	<input type="checkbox"/>	Nonprofit: \$2,500 for 6- foot-long table & 2 chairs, 2 all access passes
Total						
Total		\$ _____		\$ _____		\$ _____

PFF Summit Sponsor and Exhibitor Application and Agreement Continued

COMPANY

(Please provide the company name as you would like to be recognized in print.)

TOTAL AMOUNT \$ _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

SECURING PARTICIPATION

The **deadline to submit this application** to the PFF is **Friday, August 15, 2025**. **Payment is due in full by Friday, September 12, 2025.**

CANCELLATION POLICY

All cancellations must be submitted in writing and received by the PFF at partnerships@pulmonaryfibrosis.org.

Sponsors and exhibitors canceling their agreement:

- On or before Friday, September 26, 2025, will forfeit 25% of the total sponsorship/exhibitor fee.
- After Friday, September 26, 2025, will forfeit 100% of the total sponsorship/exhibitor fee.

AGREEMENT

Our company agrees to participate in the PFF Summit 2025 and to abide by all rules and regulations for the conference.

For the Sponsor/Exhibitor:

COMPANY SIGNATURE _____ DATE _____

PRINTED NAME _____ TITLE _____

For the Pulmonary Fibrosis Foundation:

COMPANY SIGNATURE _____ DATE _____

PRINTED NAME Scott Staszak TITLE President and Chief Executive Officer

Rules and Regulations

Exhibitor Program Management

- The PFF Summit 2025 (hereinafter referred to as PFF Summit) exhibitor program is managed by the Pulmonary Fibrosis Foundation (PFF). The PFF reserves the right to accept or reject any application for exhibit space at the PFF Summit at its sole discretion and without exception.

Exhibitor Eligibility

- All products and services exhibited at the PFF Summit must be directly related to the practice and advancement of research and/or treatment of pulmonary fibrosis. Medical research companies, non-profit organizations, educational institutions, and related businesses are invited to apply to exhibit. Individuals may not exhibit at the PFF Summit. Support Groups who wish to exhibit must submit an application with an affiliate medical center. Exhibitors must follow the rules and regulations. The PFF has the right to withhold approval of exhibitor's products and services. At the request of the PFF, an exhibitor shall remove any product or service included in a display for which approval has not been given. Exhibitors must pay in full before exhibition space is granted. The PFF Summit Planning Committee will determine the final list of approved exhibitors.

Exhibitor Services

- Space is limited. The PFF will assign exhibit space to the sponsors on a first-contracted/paid, first-served basis. The PFF reserves the right to amend the exhibit hall floor plan as necessary and at its sole discretion.
- Booth assignments will be communicated to each exhibitor following receipt of a signed agreement and all fees paid in full.
- Detailed information for exhibitor services will be provided once exhibitors have been approved and have paid their exhibitor fees.

Payment

- Payment is due in full no later than Friday, September 12, 2025. An invoice including payment instructions will be issued by the PFF upon execution of the agreement. Companies making payment after Friday, September 12, 2025, will be assessed a late fee of 3% of the total amount. No company is allowed to exhibit or participate in the meeting unless full payment has been received.
- The PFF accepts payment by credit card (additional fee), company check, and wire transfer.

Cancellation Policy

- All cancellations must be submitted in writing and received by the PFF to be official at partnerships@pulmonaryfibrosis.org.
- Sponsors canceling their agreement on or before Friday, September 26, 2025, will forfeit 25% of the total sponsorship/exhibitor fee.
- Sponsors canceling their agreement after Friday, September 26, 2025, will forfeit 100% of the total sponsorship/exhibitor fee.

Shipping And Exhibitor Services

- Detailed information for delivery services and other exhibitor services will be provided once exhibitors have been approved and have paid their fees.

Badges & Conference Access

- Exhibitor badges must be worn at all times. No one will be allowed on the conference level without a badge.
- The PFF reserves the right to specify which sessions exhibitors may attend and to specify an exhibitor seating area for any session.
- All exhibitors using the services of an Exhibitor Appointed Contractor (EAC) are responsible for ensuring that EAC staff conform to all Rules & Regulations. Exhibitors must provide a list of EAC staff names to the PFF no later than Friday, October 10, 2025. Named EACs will be provided with Exhibitor Only Access during the meeting.
- Exhibitor badges are personal and are not to be shared.
- All exhibitor personnel must be registered for the PFF Summit. This includes booth representatives and any EAC staff working during the exhibit hall dates and times.

Safety And Security

- No one under the age of 18 is allowed in the exhibit hall during move-in or move-out times.
- Exhibitors must adhere to all municipal and state laws, rules, and regulations.

- Fire marshal rules and regulations are rigorously enforced; all drapes, table coverings, and other materials must comply.
- Exhibitors are responsible for taking steps to secure booth items and personal belongings during the conference.
- The exhibit hall will be locked during non-exhibit hours, but additional security will not be provided nor is there additional locked storage available.
- Neither the Pulmonary Fibrosis Foundation nor the Sheraton Grand Chicago will be responsible for any exhibit materials.

Insurance (Certificate of Insurance Required)

- For the term of the agreement, the exhibitor will maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage arising from its participation in the PFF Summit.
- Such insurance shall include contractual liability and product liability coverage of \$1,000,000 per occurrence with a \$2,000,000 aggregated.
- The PFF, the Sheraton Grand Chicago, and their members shall be added as additional insureds to such insurance.
- Each exhibitor shall confirm to the PFF that such insurance cannot be cancelled or changed prior to the PFF Summit.
- Each exhibitor agrees to provide the PFF a suitable certificate no later than Friday, October 10, 2025, verifying that the required insurance is and will remain in force for the duration of the Summit.
- The PFF will bear no liability for personal injuries or illness, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees.
- The PFF will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of the PFF.

Booth Activities & Promotional Items

- Exhibitors are permitted to demonstrate company equipment and to make informal presentations regarding the product line or service at their booth.
- NO INVASIVE PROCEDURES OR CONSUMER TESTING ARE PERMITTED AT THE CONFERENCE.
- Attention-getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved in writing by the PFF by Friday, October 10, 2025.
- Scientific posters may not be displayed in commercial exhibit booths.
- No accredited continuing education activity (i.e., for which CME or CEU certification is awarded) may be conducted.
- Prizes, contests, and/or lotteries are permitted; however, such activities must be submitted for approval by the PFF in writing by Friday, October 10, 2025.
 - Alcohol will not be permitted as a prize.
 - Exhibitors are solely responsible for notifying winners.
 - Gambling devices of any kind are not allowed in the exhibit hall.
 - The distribution of surveys or questionnaires is not permitted outside the exhibitor's individual booth.
 - Canvassing or distributing advertising materials outside an Exhibitor's booth is not permitted.
 - Exhibitors will abide by capacity regulations as of the dates of the conference, determined by PFF and/or Sheraton Grand Chicago.

Assignment And Use by Others

- No exhibitor may assign its contract for exhibit space to another, nor permit any other person, firm, or company to use any part of such space.

Demonstrations

- All demonstrations must be confined to the space allowed to each exhibitor.
- Activities that infringe on other exhibits are prohibited.
- Any exhibit deemed not able to meet these requirements may be closed at the discretion of the PFF.

Product Samples

- Exhibitors may distribute non-pharmaceutical samples of their listed products and educational materials to Summit attendees.
- Exhibitors wishing to distribute items other than non-pharmaceutical samples or educational material must submit a request in writing, along with a product description and sample to the PFF by Friday, October 10, 2025.

Photography & Filming

- Recording by companies and organizations at the PFF Summit, including sessions, speakers, and attendees, is strictly prohibited without the express written consent of the Pulmonary Fibrosis Foundation.
- Requests must be received by Friday, October 10, 2025.
- Recording of another presenter's poster or at an exhibitor's booth (graphics/display or staff) without their permission is strictly prohibited. Photographing or filming during Summit sessions is not permitted.

Advertising

- All exhibitors must adhere to all applicable regulations, guidelines, and rulings of the FDA.
- The PFF does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise.
- Exhibitors will not use the PFF or PFF Summit logos, trademarks, trade names, or service marks either prior to, during, or after exhibiting unless expressly authorized in writing by the PFF prior to any such use.
- The use of the words "PFF Summit 2025" is permissible when referencing the sponsor's Summit participation in marketing materials for the conference in accordance with PFF guidelines.
- The exhibit is limited to those persons, firms, and corporations that have contracted for exhibit space in the exhibit hall.
- Promotions are limited to the assigned exhibit space.
- No other persons, firms, or corporations will be permitted to demonstrate products, solicit orders, or distribute advertising matter in the exhibit hall.

Music

- No music of any kind may be broadcast in an exhibit booth unless arrangements have been made by the exhibitor with ASCAP, BMI, or a similar authorized licensing agency.
- Copies of such agreements must be provided to the PFF no later than Friday, October 10, 2025.

Rejection Of Exhibits

- The PFF reserves the right to reject or prohibit any exhibit, proposed exhibit, or part thereof, including without limitation, any person, article, conduct, printed matter, catalog, or souvenir that, in the opinion of the PFF, is not suitable to or in keeping with the character of the PFF Summit.

"Private" Social Events or Meetings

- Sponsors wishing to conduct a meeting or social event for Summit attendees at any time during the Summit must get PFF approval in writing.
- No social events or meetings will be allowed to occur in conflict with scheduled Summit events.

ACCME Compliance Requirements

- Exhibitors must abide by the ACCME Standards for Commercial Support.
- Any actions that are not in accordance with the ACCME stated policies may result in the removal of the exhibit company and its representatives from the conference site; in which case, the PFF will not refund exhibit fees.

Indemnification

- The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Sheraton Grand Chicago premises and will indemnify, defend, and hold harmless the Sheraton Grand Chicago, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
- The exhibitor shall protect, indemnify, hold harmless, and defend the PFF, its officers, directors, agents, servants, and employees from all such claims, liabilities, losses, damages, and expenses, including attorneys' fees and costs, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the sole negligence or willful misconduct of the PFF, Sheraton Grand Chicago, its officers, directors, agents, or employees.

- In case any part of the exhibit hall is destroyed or damaged so as to prevent the PFF from permitting an exhibitor to occupy assigned space during the exhibition period (in part or in whole), or in case occupation of assigned space during the exhibit period (in part or in whole) is prevented by acts of God, strikes, terrorist act, epidemic, pandemic, quarantine, outbreak of communicable disease, civil commotion, breakdown of communication facilities, natural catastrophes, governmental acts or omissions, changes in laws or regulations, or other causes beyond the control of the PFF, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor, and the exhibitor hereby waives any claim against the PFF, its directors, officers, agents, or employees for losses or damage which may arise in consequence of such inability to occupy assigned space.
- In the event of failure by the PFF to provide assigned space for any other reason, the PFF shall not be liable for damage, costs, or expense for such failure except as described hereinafter.

Litigation Expenses

- The parties agree that in the event litigation relating to this agreement is filed by either party, the non-prevailing party in such litigation will pay the prevailing party's costs resulting from the litigation, including reasonable attorneys' fees.

Choice Of Law; Venue

- This Agreement shall be construed and interpreted according to the laws of the state of Illinois. The parties agree that any suit, action, or proceeding arising out of or relating to this agreement shall be instituted in the federal or state courts of Illinois located in Cook County.

Failure To Hold Conference or Provide Space

- Should the PFF fail to hold its conference as herein provided, or to furnish to the exhibitor the space herein described, it shall promptly refund to the exhibitor all sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of all loss or damage suffered.

Substitution Of Space

- If for any cause or condition beyond the control of the PFF, the space assigned to the exhibitor becomes unavailable, the exhibitor hereby authorizes the PFF to assign to the exhibitor, in lieu of the space described herein, such space, regardless of size or location in such other location as the PFF may be able to procure for the holding of such exhibitions, regardless of the location thereof.
- Exhibitor shall use and occupy such substituted space at the same fee and under the same terms and conditions as are set forth in this contract, and the PFF shall not be liable to the exhibitor for any loss or damage suffered by the exhibitor by any reason of such unavoidable postponement and relocation of the exhibitor.

Sanctions For Violation

- If an exhibitor is determined by the PFF to have violated any provision of these rules and regulations, the PFF may impose appropriate sanctions regarding current or future participation in the Exhibit Program.
- The sanction imposed will be determined on the basis of the particular circumstance of each case, but in cases involving major violations, the sanctions may include the immediate closing of an exhibit without refund to the exhibitor and/or the exclusion of the exhibitor from any PFF Exhibit Programs.

Interpretation And Application of Rules and Regulations

- All matters and questions not specifically covered by these rules and regulations, as well as booth assignments, are subject to the decision of the PFF.