



20th ANNIVERSARY CONFERENCE

Corporate Sponsorship Opportunities

Changing the future of PSC with :

Patients, Caregivers & Leaders from
Renowned Treatment & Research Centers

October 18-20, 2024

Phoenix, Arizona

Contact PSC Partners

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Introduction

WHO WE ARE

Founded in 2005, PSC Partners Seeking a Cure is a 501(c)(3) nonprofit organization. The various programs support patients, caregivers, families, and friends while educating patients and the medical community about PSC. PSC Partners also encourages ground-breaking research in the search for treatments and a cure.

OUR MISSION

The mission of PSC Partners Seeking a Cure is to drive research to identify treatments and a cure for primary sclerosing cholangitis (PSC) while providing education and support for those impacted by this rare disease.

ABOUT PRIMARY SCLEROSING CHOLANGITIS

Primary Sclerosing Cholangitis (PSC) is a rare liver disease that damages the bile ducts inside and outside the liver. With PSC, bile ducts become inflamed, and the inflammation leads to scarring and narrowing of the affected ducts. Eventually, blockages may occur. As the scarring blocks more and more ducts, bile becomes trapped in the liver. This damages the liver and can result in fibrosis and cirrhosis of the liver and liver failure. Patients may eventually require a liver transplant. Unfortunately, recurrent PSC occurs in 30% of transplanted livers.

Although no one knows the causes of PSC, research is underway to better understand the disease, develop more effective treatments, and, eventually, find a cure.



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20 YEARS OF ACCOMPLISHMENTS

A SNAPSHOT



PSC PARTNERS
SEEKING A CURE

**PSC PARTNERS CONFERENCES:
CRUCIBLE FOR NEW IDEAS,
INITIATIVES, & PARTNERSHIPS**

2005

PSC Partners was founded in January 2005 by Ricky Safer, who was diagnosed with PSC the year before. Just four months after launching the nonprofit, she hosted the first PSC Partners Conference with 85 people attending.



2007



Following the creation of the Scientific Medical Advisory Committee (SMAC), PSC Partners awarded its first research grant in 2007. The first grantee was Dr. Tom Karlsen of Norway, co-chair of the 20th Anniversary Conference.

2014

The PSC Partners Patient Registry was initiated in 2014 in response to the difficulty of locating PSC patients and PSC data to conduct research on this rare disease. More than 2,500 patients have joined, so far.



2018



In 2018, PSC obtained a disease-specific code, K83.01, to facilitate identification for trials, robust epidemiological and natural history studies, and more.



2023



Progress on the PSC Symptom Assessment Project and WIND-PSC accelerated in 2023. These research projects ensure that PSC patient voices and symptom experiences are heard loud and clear during clinical trials and other research. These projects will be instrumental in the search for a cure for PSC.

2024

PSC Partners is excited to host the 20th Anniversary PSC Partners Annual Conference this year. Approximately 350 people from around the world are expected to attend this educational and supportive event. Since the first Conference, more than 2,500 people have attended to learn more about the disease while also connecting with others who truly understand. Many participants say this annual event is life-changing. Friendships are forged, and attendees go back home with renewed hope and energy to cope with PSC.

- 20 years of strategically planned conferences, of partnerships with PSC KOLs in major medical/PSC research centers
- 20 years of expanding our circle of patients, clinicians, researchers, drug developers, & regulators
- 20 years of cultivating a hardworking and devoted Scientific Medical Advisory Committee (SMAC) whose members have spearheaded groundbreaking research and conducted clinical trials
- 20 years of patient empowerment, education, support, and interactive discussions on research and clinical trials

Join us in the celebration! Help us start a new decade, as we strive to facilitate promising new treatments.

About The Conference

The PSC Partners Annual Conference draws patients and caregivers together to learn about the latest research on treatments, medications, procedures, and disease outlook. There are support and discussion sessions with physicians and with other attendees. Speakers at our Conferences are global leaders in PSC from renowned PSC treatment and research centers.

Time also is set aside for fun and entertainment. Many participants say the Conference is life-changing! Friendships are forged, and attendees go back home with renewed energy to cope with PSC, both medically and emotionally.



Event Highlights



Conference Co-Chairs:



Ricky Safer
Founder and CEO
PSC Partners



Tom Karlsen
MD, PhD
Oslo, Norway

Learn about the latest research on treatments, medications, procedures, and disease outlook

Meet leaders in the PSC world, from the U.S. as well as international PSC treatment and research centers.

Find support, have discussions and renew your energy to cope with PSC, both medically and emotionally.

Benefits of Sponsorship

Your investment in the 2024 PSC Partners 20th Anniversary Annual Conference helps achieve our mission for the PSC community and enables us to make the event accessible to as many people as possible by subsidizing a significant portion of registration fees for all patients and caregivers.

As a sponsor, you will receive:

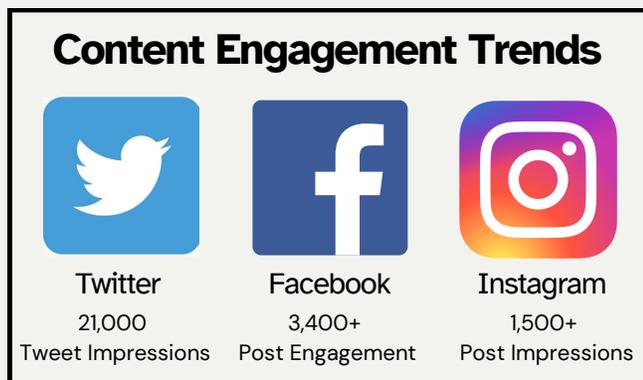
- Increased awareness for your organization to your target audience, including patients, caregivers, and the medical community
- An opportunity to learn about all aspects of PSC
- An opportunity to interact with nearly 400 Conference attendees
- Goodwill from the international PSC community
- A chance to present at the Clinical Trial General Session

On-Site Benefits

We invite sponsors to be on-site with us by having an exhibitor table and participating in the Conference sessions. Additionally, sponsors receive varying levels of on-site branding to further the reach to your audience.

Digital Benefits

Each sponsor level includes a variety of social media posts and digital advertising opportunities. The base level for all sponsors includes at least one tagged post on Facebook, Instagram, Twitter, and LinkedIn, as well as recognition on the event website, event app, and in at least one e-newsletter.



Conference Schedule



**18
OCT**

FRIDAY

Welcome to the 20th Annual PSC Partners Conference
General Session with all attendees highlighting PSC Partners patient support and advocacy through the years and Research Themes and Impacts over the last 20 yrs. Breakout sessions in the afternoon will target key audiences including pediatric patients, teens, transplant patients and caregivers.

Get to Know Our Industry/Pharma Sponsors - 10:45 - 11:45 AM

**19
OCT**

SATURDAY

20 Years of Progress in PSC Research
General Sessions with all attendees highlighting moving the needle towards a cure and new approaches to patient care. Ask the Expert Breakout sessions in the afternoon with topics around managing PSC symptoms, post-transplant issues, empowering yourself, drug development, and much more.

20 Year Celebration Gala

**20
OCT**

SUNDAY

Where We Go From Here
PSC Partners next 20 years and how we are all connected. Attendee feedback, Q&A, goals and accomplishments. Staying connected and keeping up to date on the latest research developments.

Farewell to friends we've made



Sponsorship Packages

PRESENTING SPONSOR-\$60,000

ONSITE BENEFITS

- Recognition as a Saturday Gala Dinner sponsor
- Special podium recognition and logo prominently displayed on main screen
- Reserved table for 8 at Saturday Gala Dinner
- Table tents at each table for the dinner that includes company logo
- Approved promotional item distributed to attendees at registration
- Premier location for exhibit space on Friday and Saturday (complimentary table & chairs)
- Extra-large/most prominent logo placement displayed on event signage, step and repeat, and monitors and screens
- Verbal podium recognition daily
- 6 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as Presenting Partner on Conference-related e-mail marketing, website, and social media posts
- Company-specific social media recognition post with PSC Partners approved verbiage and images posted across all social media channels
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage

APP BENEFITS

- Complimentary virtual event exhibition booth/custom company page with link directly on app home page
- Home page banner logo placement
- One special recognition push notification during the Conference to all app users
- Company name/logo featured as Presenting Partner on app-specific sponsor page
- Company name/logo featured on landing page sponsorship scroll
- Backend log-in to track metrics and data and customize sponsor page/exhibition booth

IMPACT SPONSOR - \$40,000

ONSITE BENEFITS

- Premier location for exhibit space Friday and Saturday
- Large logo placement displayed on event signage, step and repeat, monitors, and screens
- Verbal podium recognition daily
- 4 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as Impact Partner on Conference-related e-mail marketing, website, and social media posts
- Company name/tag and/or logo recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage

APP BENEFITS

- Complimentary virtual event exhibition booth/custom company page with link directly on app home page
- Company name/logo featured as Impact Partner on app-specific sponsor page
- Company name/logo located on landing page sponsorship scroll
- Backend log-in to track metrics and data and customize sponsor page/exhibition booth



Sponsorship Packages

ACTION SPONSOR-\$20,000

ON-SITE BENEFITS

- Exhibit space Friday and Saturday
- Company name displayed on event signage
- Verbal podium recognition once
- 2 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as Action Partner on Conference-related e-mail marketing, website, and social media posts
- Company name recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage

APP BENEFITS

- Company-specific page
- Company name/logo featured as Action Partner on app-specific sponsor page
- Company name/logo located on landing page sponsorship scroll
- Backend log-in to track metrics and date and customized sponsor page

ENGAGEMENT SPONSOR-\$10,000

ON-SITE BENEFITS

- Exhibit booth space Friday and Saturday
- Company name displayed on event signage
- 1 complimentary Conference registrations
- Sponsor ribbons for company personnel

DIGITAL BENEFITS

- Recognition as Engagement Partner on Conference-related e-mail marketing, website, and social media posts
- Company name recognized across all social media channels on sponsor recognition and Conference-related posts
- Company logo linked on Conference webpage

APP BENEFITS

- Company specific page
- Company name/logo featured as Engagement Partner on app-specific sponsor page
- Company name/logo located on landing page sponsorship scroll

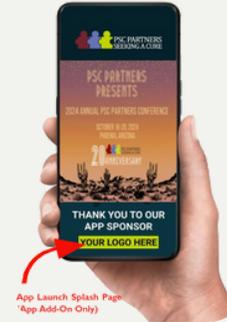
"We are making progress that is accelerating," 2023 Conference Co-Chair Dr. Josh Korzenik, Director of the Resnek Family Research Center for PSC at Brigham and Women's Hospital. "I do believe that, to expect a cure in the not-too-distant future is a reasonable hope and expectation."



Sponsorship Enhancements

App Sponsor – \$15,000 (Exclusive)

Conference attendees will register and view all Conference details directly through an event app and webpage. Sponsorship includes a custom splash page that appears every time a user opens the app, branded registration check-in kiosks, a custom sponsor app page, branding on one-page header, and logo presentation throughout the app.



Lanyard Sponsor – \$10,000 (Exclusive)

Your logo on lanyards that attendees wear all weekend! Sponsorship includes logo placement on all name tag lanyards. Lanyards are visible in photos during and after the Conference.



Hotel Keycard Sponsor – \$10,000 (Exclusive)

Brand hotel keycards with your company logo! This add-on is available only on Arizona Grand Resort keycards.



Electronic Recharging Station Sponsor – \$2,000 (Exclusive)

Show off your branding while attendees recharge their devices at two dedicated recharging stations in the main conference meeting area. Sponsorship includes a logo display placed at two recharging stations.





Thank you!
We can't wait to
partner with you!

Ready to Commit?

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