

# PSC PARTNERS PRESENTS

OCTOBER 18-20, 2024

2024 ANNUAL PSC PARTNERS CONFERENCE

PHOENIX, ARIZONA



## Corporate Sponsorship Opportunities



### Conference Co-Chairs:



**Ricky Safer**  
Founder and CEO  
PSC Partners



**Tom Karlsen**  
MD, PhD  
Oslo, Norway



# 20 YEARS OF ACCOMPLISHMENTS



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.

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.



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.

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



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.



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.

## PSC Partners Conferences: Crucible for New Ideas, Initiatives, and Partnerships

- 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 PSC PARTNERS

## 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. **This is the 20th anniversary of the PSC Partners Annual Conference!**

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.

## 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. **"We are making progress that is accelerating," said 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."**



# THE CONFERENCE

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Join us in Phoenix, Arizona, October 18-20, 2024, at the beautiful Arizona Grand Resort for our 2024 20th Anniversary PSC Partners Annual 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.

Visit our website, [PSCPartners.org](https://PSCPartners.org), for the most updated Conference information and agenda. Contact: [Audra@PSCPartners.org](mailto:Audra@PSCPartners.org)



**What was your favorite part of the Conference?**

**"Connecting with passionate, loving people who are all in it together!"**



# BENEFITS OF SPONSORSHIP

## WHY SPONSOR THE CONFERENCE?

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
- Goodwill from the international PSC community
- An exhibitor table Friday and Saturday
- An opportunity to interact with nearly 400 Conference attendees, including a Get To Know Our Industry Sponsors Event
- A chance to present at the Clinical Trial General Session

## NEW OPPORTUNITY

While attendees can interact with sponsors anytime, this year's agenda includes a specific time set aside for attendees to visit exhibitor tables.

## READY TO COMMIT TO SPONSORING?

Please Contact: **Audra Fleming**  
[Audra@pscpartners.org](mailto:Audra@pscpartners.org)



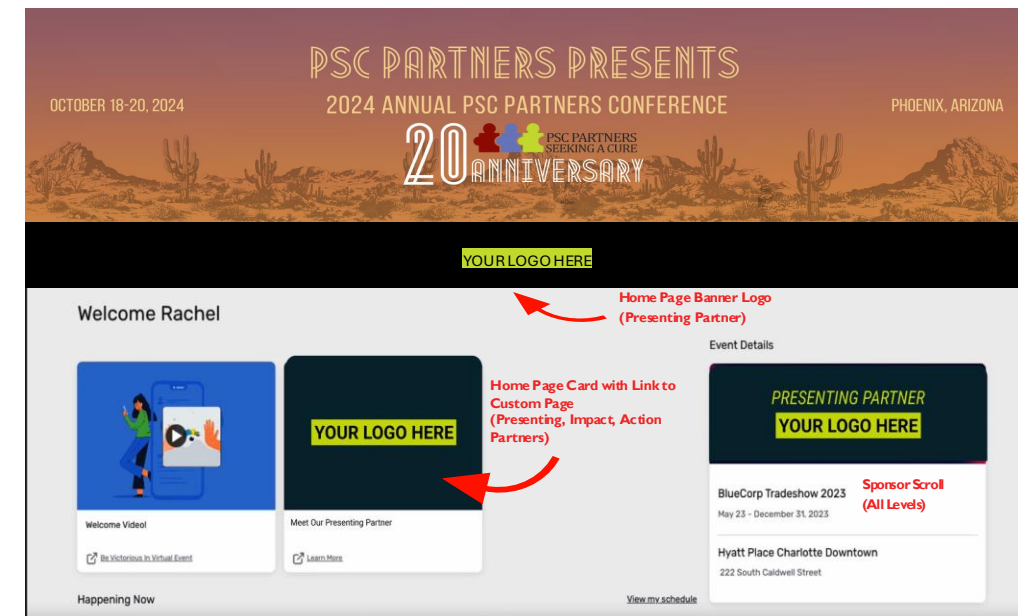
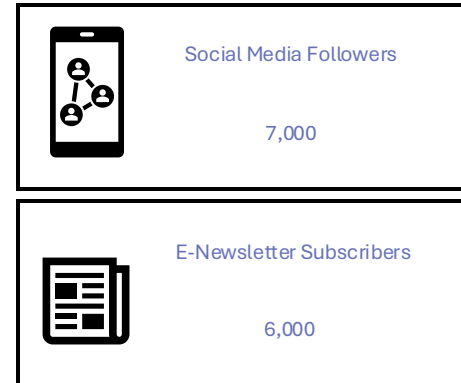
# DIGITAL BENEFITS & APP

## 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. With higher levels, your visibility on our social media channels will increase with more posts and recognition opportunities.

## CVENT EVENT APP

New last year, we went eco-friendly with the use of the Cvent app for event logistics, and we plan to use it this year. With this application, sponsors have increased opportunity for branding, sharing your vision, and connecting with attendees. Find more information on the sponsor customization page.



*Image demonstrates some potential home page logo placement. This image is a mock-up only; actual app and event website presentation will differ.*

# AT A GLANCE

FEATURES	\$60,000	\$40,000	\$20,000	\$10,000	Custom
Saturday Night Gala Sponsorship	X				
Approved Promotional Item at Check-In	X	X			
Friday Night Dinner Table Tent Branding	X	X			
Verbal Recognition	Daily & Gala	Daily	Once		
Complimentary Conference Registration	6	4	2	1	
On-Site Logo or Name Placement	Large Logo	Small Logo	Name Only	Name Only	
Social Media, App & Digital Marketing (Prior, During and After Conference)	Repeated Logo & Tag	Logo & Tag	Logo	Name Only	
Exhibition Booth	Premier Location	Premier Location	X	X	
Sponsor Ribbon for Company Personnel	X	X	X	X	

Don't see the right package for you?

Reach out to us to discuss a custom sponsorship.

[Audra@PSCPartners.org](mailto:Audra@PSCPartners.org)

**EXCLUSIVE**  
**\$60,000**

## **PRESENTING PARTNER**

### **ONSITE BENEFITS**

- Recognition as a Saturday Gala Dinner sponsor
  - » Special podium recognition and logo prominently displayed on main screen
  - » Reserved table for 6 at Saturday Gala Dinner
  - » At the Gala, tables include table tents featuring company logo
- Approved promotional item distributed to attendees at registration
- Premier location for exhibit space on Friday and Saturday (complimentary table & chairs)
- Large/most prominent logo placement displayed on event signage
- Verbal podium recognition daily and at Saturday Gala
- 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
- Four stand-alone social media recognition posts 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



# \$40,000 IMPACT PARTNER

## ON-SITE BENEFITS

- Premier location for exhibit space Friday and Saturday (complimentary table & chairs)
- Approved promotional item distributed to attendees at registration
- Small logo placement displayed on event signage
- Verbal podium recognition daily
- 4 complimentary Conference registrations
- Sponsor ribbons for company personnel

# \$20,000 ACTION PARTNER

## 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 **Impact Partner** on Conference-related e-mail marketing, website, and social media posts
- Two stand-alone social media recognition post with PSC Partners approved verbiage and images posted across all social media channels
- 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

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## 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

# \$10,000 ENGAGEMENT PARTNER

## ON-SITE BENEFITS

- Exhibit booth space Friday and Saturday
- Company name placement displayed on event signage
- 1 complimentary Conference registration
- 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



# \$1,000 NONPROFIT PARTNER

We welcome nonprofit organizations to exhibit and participate in our Conference. If your organization is interested in becoming a nonprofit partner, email: [Audra@pscpartners.org](mailto:Audra@pscpartners.org)

# SPONSORSHIP CUSTOMIZATION

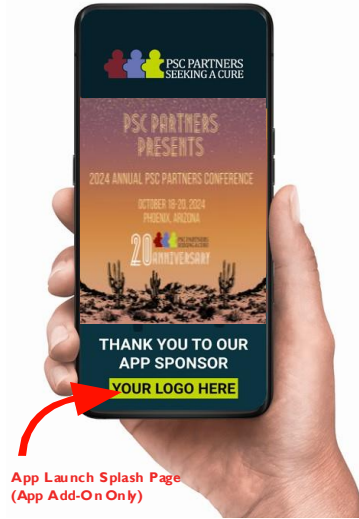
## Thursday Night Welcome Dinner *(One Available)*

### App Sponsor *(One Available)*

Conference attendees will register and view all Conference details directly through our Cvent 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 *(One Available)*

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 *(One Available)*

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

### Virtual Booth *(Multiple Available)*

Presenting a virtual booth is an excellent option if you are unable to attend in-person. Virtual booths are linked directly on the homepage of app and come with a custom booth page.

### Electronic Recharging Station Sponsor *(One Available)*

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.

# BECOME A SPONSOR

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## CHOOSE YOUR LEVEL

- Presenting Partner (\$60,000)
- Impact Partner (\$40,000)
- Action Partner (\$20,000)
- Engagement Partner (\$10,000)
- Nonprofit Partner (\$1,000)

## CUSTOMIZATION

- Thursday Night Dinner
- App Sponsor
- Lanyard Sponsor
- Hotel Keycard Sponsor
- Virtual Booth
- Recharging Station Sponsor

## CONTACT US

We would love to hear from you! If you have questions about any of these options or would like to discuss making a custom package, contact: [Audra@pscpartners.org](mailto:Audra@pscpartners.org)

## PAYMENT

Total Sponsorship Amount: \_\_\_\_\_

**CREDIT CARD:** Contact us to process your card.

**ACH/WIRE TRANSFER:** Please contact us.

### CHECK:

PSC Partners Seeking A Cure  
6900 E Belleview Ave, Suite 202  
Greenwood Village, CO 80111 USA

## TAX DEDUCTIBLE

Contributions to PSC Partners are tax-deductible to the extent allowed by law, as long as no goods or services are exchanged.





**PSC PARTNERS  
SEEKING A CURE**

**[pscpartners.org](http://pscpartners.org)**

6900 E Belleview Ave, Suite 202

Greenwood Village, CO 80111

Contactus@PSCPpartners.org

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