



THE MYOSITIS ASSOCIATION

**Providing
EDUCATION
RESEARCH &
SUPPORT
to the
Myositis
Community**



2024 Sponsor Opportunities

The Myositis Association is committed to arming our patient community with information.

The Myositis Association aims to assist the community through the development of patient educational programs, access to in-person sessions, clinical trials updates, and so much more. Myositis diseases are ever-changing, new research breakthroughs are happening, and the latest technologies are being discovered.

We believe partners like you can strengthen the delivery of information and services TMA provides, so we can continue providing the highest level of support to the community. Every dollar of your commitment helps those fighting Myositis. This is a dedicated community that makes a real difference in people's lives.

Sponsorship Opportunities

Become a sponsor at the International Annual Patient Conference (IAPC)
September 6 – 8 in Baltimore, MD

Meet our patients and care providers personally. It's highly rewarding to see how your company's efforts make a difference!

Heroes in the Fight

Heroes in the Fight is a celebration of science, care, and resilience in myositis. This event is hosted by The Myositis Association to pay tribute to the dedicated scientists and researchers working hard to make progress in myositis. It also celebrates the extraordinary care and service provided by myositis experienced clinicians and the resilience and strength of our patient community. SUPPORT this important celebration!



THE INTERNATIONAL ANNUAL PATIENT CONFERENCE

SEPTEMBER 6-8, 2024
HILTON BALTIMORE INNER HARBOR



To sign up: Kristofer Herlitz, The Herlitz Company kris@herlitz.com 845-243-2906

TMA's International Annual Patient Conference (September 6 – 8, Baltimore, MD)

Leading experts in myositis research and therapy facilitate conference sessions and breakouts. Nearly 400 patients and care partners seek opportunities to learn from and engage with conference sponsors. TMA invites you to our 3-day in-person International Annual Patient Conference experience, featuring myositis specialists and expert presenters on everything related to myositis and its treatment.

Top location on sponsor recognition	✓				
Opening remarks	✓				
Heroes in the Fight Dinner (Table of 8)	✓	✓			
Recognition at dias as Top Sponsor	✓	✓			
Listed on TMA website	✓	✓			
Sponsored slides in session rooms (walk-in)	General Session	Breakout Session			
Ad in the TMA monthly newsletter with live link	✓	✓	✓		
Inclusion in conference press release	✓	✓	✓	✓	
Ad in the conference program	✓	✓	✓	✓	
Program ad positions	2 Full Pages	1 Full Page	Half Page	Qtr Page	
Bag Insert	✓ ✓	✓	✓	✓	
Conference Booth (tabletop)	✓	✓	✓	✓	✓
Complimentary Passes to Conference (Staff/Attendees)	8	6	4	2	1
TMA attendees are interested in demos and sample products. Companies that manufacture or sell assistive devices, home modification products, or durable medical equipment are encouraged to exhibit at the International Annual Patient Conference. Custom pricing may apply (contact kris@herlitz.com). Nonprofits may also contact us to request information on our Health Fair or for flexible exhibit pricing.	Diamondback Terrapin \$50,000	Baltimore Oriole \$25,000	Maryland Blue Crab \$10,000	Chesapeake Bay Retriever \$5,000	Exhibitor \$2,500 <i>Based on availability</i>



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TMA Sponsor Opportunities:

Check boxes for opportunity choices:

- Diamondback Terrapin level: \$50,000
- Baltimore Oriole level: \$25,000
- Maryland Blue Crab level: \$10,000
- Chesapeake Bay Retriever level: \$5,000
- Exhibitor level: \$2,500
- WiFi Sponsorship: \$5,000 exclusive
- Window Clings: \$1,500 each
- Conference Bag: \$5,000 exclusive
- Bag Inserts: \$750 per insert
- Lanyards: \$2,000 exclusive
- Refreshment Breaks: \$2,500 each
- Floor Clings: \$500 each
- HITF Table of Eight (8): \$5,000
- Hilton Lobby and Meeting Level Columns: \$4,500 per column
- Hilton Lobby Check In Desk Branding: \$10,000 exclusive
- Elevator Clings: \$2,500 per elevator
- Elevator Bank Floor Cling: \$5,000 exclusive
- Hotel Key Cards: \$5,000 exclusive
- Hotel Key Card Sleeves: \$2,500 exclusive
- Escalators Clings: \$3,500 per side
- Lobby Tabletop Clings: \$1,000 per table
- Product Theaters: \$3,500 each
- Support scholarships to attend TMA's International Annual Patient Conference. Fund four patients to attend the 2024 conference, including registration and 3 nights hotel. : \$5,000
Sponsors may participate in scholarship selection process and will receive additional conference sponsor recognition.

OTHER OPPORTUNITIES including RECEPTIONS, PHOTO BOOTH, EXERCISE ROOM, AND MORE are available – call us to discuss your ideas so we can come up with a plan to match your goals and budget!

To sign up: Kristofer Herlitz The Herlitz Company, kris@herlitz.com 845-243-2906

TMA Exhibitor/Sponsor Application:

Company information

Company name

Address

City

State

Zip

Phone #

Website

List 3 Booth Selections:

- Preferred
 2nd Choice
 3rd Choice

Personal information

First name

Last name

Phone #

Email address

Payment information (All funds must be paid in \$USD)

Credit card: VISA AMEX Discover Master Card

Amount of charge

Card holder name

Card number

Expiration date

Security code

Billing address (If different than company)

Address

City

State

Zip

Signature

<https://myositis.org>

By signing this document, I verify that I am authorized to execute this binding contract. The Terms of Service set forth by TMA become binding upon acceptance of this agreement. Applications for advertising are subject to review by TMA. TMA reserves the right to accept or reject requests for advertising with the 2024 Annual Conference.



THE MYOSITIS ASSOCIATION

ADVERTISING OPPORTUNITIES

THE OUTLOOK MAGAZINE

Advertisement Size	Specs	Advertising Rates	Exclusive CAC Member Pricing
Full Page (Premium)	8.5 x 11 in 8.75 x 11.25 in bleed Inside Front & Back Covers	\$4,000	\$3,200
Full Page (Standard)	8.5 x 11 in 8.75 x 11.25 in bleed	\$3,500	\$2,800
Half Page	Horizontal: 8.5 x 5.5 in Vertical: 4.25 x 11 in	\$2,500	\$2,000
Quarter Page	4.25 x 5.5 in	\$1,500	\$1,200

OTHER ADVERTISING OPPORTUNITIES

Advertisement	Description	Size	Duration	Pricing	Exclusive CAC Member Pricing
Webinar		300 x 250 px	Variable	\$5,000	\$2,500
Direct Email	PNG or Doc	N/A	One Time	\$3,000	\$2,400
E-Newsletter	PNG or JPG	250 x 500 px	One Time	\$2,500	\$2,000
Website Ad	Rectangle, JPG	300 x 250 px	12 Months	\$2,000	\$1,600
Website Ad	Rectangle, JPG	300 x 250 px	6 Months	\$1,500	\$1,200
Social Media	PNG or JPG	1080 x 1080 px	One Time	\$1,500	\$1,200

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Additional Information

Exhibitor Installation:

Friday, September 6 1:00pm-4:00pm

Exhibit Hours:

Friday, September 6

Exhibits open: 5:00pm – 6:00pm (Welcome Reception)

Saturday, September 7

Exhibits open: 7:30 am – 4:30pm

Breaks: 10am, 12-1:30pm during lunch, 2:30pm & 4pm

Special Ticketed Event: Heroes in the Fight Awards

Ceremony & Dinner 7pm-9pm

Sunday, September 8

Exhibits open 7:30 am – 11:00am

Breaks: 9am, 10:30am

Exhibitor Dismantle: Sunday, September 8, 11am-2pm

These schedules are tentative and subject to change.

A final schedule will be sent to all exhibitors.

