

Myositis families have come together - and become stronger together - since 1995, at TMA's Global Myositis Patient Conference. This is TMA's 30th patient conference, and you are invited to join us to share disease state education, myositis science, clinical trials updates, and so much more! More than 500 patients and care partners will gather as we "Celebrate Our Worldwide Myositis Community."

Sponsorship Opportunities

Sponsor TMA's MyoCon

September 18 – 21 in Dallas, Texas

Investment levels \$2,500-\$50,000

Partners like you strengthen the quality and delivery of information and services TMA provides, so we can continue offering the highest level of support to our community. Every dollar of your commitment helps those fighting myositis learn new ways to rise above their diagnosis by attending the patient conference.

Heroes in the Fight Gala during Patient Conference

Investment level \$5,000

Heroes in the Fight is a celebration of leadership, science, care, and resilience in myositis. This award ceremony and special event pays tribute to the dedicated scientists and researchers working hard to make progress in myositis. We celebrate the extraordinary service provided by myositis-experienced clinicians, and the strength of our patient community. Help us inspire others!

World Myositis Day

Investment level \$5,000

September 21st offers a unique opportunity to support myositis patients all around the globe. Help us extend the conference with a hybrid, live, virtual connection offered to registrants so they can connect from their home countries. And co-brand TMA's World Myositis Day giveaway!



TMA'S GLOBAL MYOSITIS PATIENT CONFERENCE

SEPTEMBER 18-21, 2025

Sheraton Dallas Hotel | Dallas, Texas

TMA’s MyoCon 2025

Leading experts in myositis research and therapy facilitate conference sessions along with patient stories, peer speakers, exciting keynotes, and more. More than 500 attendees seek opportunities to learn from and engage with conference sponsors. TMA invites you to our 4-day in-person Global Myositis Patient Conference experience.

Top location on sponsor recognition, including app	✓				
Session remarks	General Session + 1 Breakout	1 Breakout Session			
Heroes in the Fight Dinner (table of 8)	✓	✓			
Presentation of sponsorship plaque on stage by board member	✓	✓			
Listed on TMA website, social media, conference app	✓	✓			
Sponsored slide and/or sign in session rooms	General Session	1 Breakout Session			
Acknowledgement in the TMA monthly e-newsletter with live link	✓	✓	✓		
Inclusion in conference press release	✓	✓	✓	✓	
Acknowledgement in the conference program	✓	✓	✓	✓	
Program acknowledgement 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
	Texas Bald Eagle \$50,000	Hill Country Longhorn \$25,000	Blackland Armadillo \$10,000	Great Plains Prairie Dog \$5,000	Exhibitor \$2,500 <i>Based on availability</i>

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 MyoCon. Custom pricing may apply (contact kris@herlitz.com). 1-day exhibits for Saturday only are available for \$1,500. Nonprofits may also contact us to request information on our Health Fair or for flexible exhibit pricing.



TMA’S GLOBAL MYOSITIS PATIENT CONFERENCE

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

TMA Sponsor Opportunities:

Thought Leadership

- ☐ World Myositis Day \$5,000
- ☐ Sponsored Breakout Session: \$3,500
- ☐ Directly Organized Sessions/Product Theaters/Focus Groups (2 hour block): \$3,500 3 Remaining, 1 Sold!
- ☐ Medical Excursions: \$3,500 and \$7,500 exclusive
- ☐ Exercise Class/AquaTherapy: \$2,500 exclusive
An attendee favorite!

Attendee Experience

- ☐ Heroes In The Fight Gala – Table Sponsorship: \$5,000
- ☐ Conference Bag: \$5,000 exclusive
- ☐ Photo Booth: \$5,000 exclusive
Friday is sold, Saturday and Sunday Available!
- ☐ Conference Buddy Program: \$4,000
- ☐ Neck Wallets & Attendee Business Cards: \$3,500 exclusive
- ☐ Conference Scholarship: \$2,500
- ☐ Sightseeing Excursion: \$2,500
- ☐ Bag Inserts: \$750 per insert

Brand Awareness

- ☐ Floor Clings: \$500 each
- ☐ Refreshment Breaks: \$2,500 each
- ☐ Skybridge Window Clings: \$2,500 each
- ☐ Lone Star Ballroom Door Cling: \$3,500
- ☐ Lone Star Ballroom Entrance Cling: \$5,000
- ☐ WiFi Sponsorship: \$5,000 exclusive

Sponsorship Levels

- ☐ Texas Bald Eagle level: \$50,000
- ☐ Hill Country Longhorn level: \$25,000
- ☐ Blackland Armadillo level: \$10,000
- ☐ Great Plains Prairie Dog level: \$5,000
- ☐ Exhibitor level: \$2,500



OTHER OPPORTUNITIES including RECEPTIONS are available – call us to discuss your ideas so we can come up with a plan to match your goals and budget!

Thought Leadership

- **World Myositis Day: \$5,000**

September 21 offers a unique opportunity to support myositis patients all over the globe. Help us extend the conference with a hybrid, live, virtual connection offered to registrants so they can connect from their home countries. And co-brand TMA's World Myositis Day giveaway!

- **Sponsored Preconference Virtual Session or On-Site Breakout Session: \$3,500**

Make a meaningful difference in the lives of those affected by myositis by sponsoring a session. Your support will directly contribute to advancing education, building connections and promoting innovation.

- **Directly Organized Sessions/Product Theaters: \$3,500 per 2-hour slot**

Host focus groups, advisory boards, product demos, special speakers, or clinical trial evaluations in partnership with TMA's conference. TMA staff will coordinate scheduling and target invitations to attendees on your behalf. The fee includes a 2-hour room rental, set for approximately 20 attendees with a U-shaped table. Additional room set, audio visual, and/or catering needs will be direct billed to the sponsor by TMA and the hotel.

- **Medical Excursions: \$3,500 and \$7,500 exclusive**

University of Texas Southwestern, Dallas, TX

You will have their attention as your team member addresses the attendees on the bus ride from the PA system. We will also have your logo on event signage and will thank your company from the stage at Friday's Opening General Session.

- **Exercise Class/Aquatherapy: \$2,500**

A top rated event in 2024! Physical Therapy is essential for the registrants – let them know how essential your company is with this sponsorship. Signage with your logo at both the Exercise Room and the Hotel Pool.

Attendee Experience

- **Heroes In The Fight Gala – Table Sponsorship: \$5,000**

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 service provided by myositis experienced clinicians and the strength of our patient community. SUPPORT this important celebration!

TMA Sponsor Opportunity Descriptions:

- **Conference Bags: \$5,000 exclusive**

Carry Your Brand to New Heights! As the Conference Bag sponsor, your logo will be prominently featured on every registrant's bag, ensuring constant exposure throughout the event and beyond. One additional bag insert included too!

- **Photo Booth: \$5,000**

Snap & Shine: Capture the Fun with Your Brand at Our Photo Booth! Sponsor logo will appear on signage and all photos, digital and printed. Friday is sold, Saturday and Sunday remain!

- **Conference Buddy Program: \$4,000**

With more than 200 first-time attendees expected, conference buddies are returning patients who make meaningful connections. Support TMA's peer mentoring program so that no attendee feels alone in Dallas.

- **Conference Neck Wallets and Attendee Business Cards: \$3,500 exclusive**

Where Function Meets Fashion! Sponsor our Neck Wallet Badge Holders and have your brand worn by every attendee, providing continuous exposure in a stylish and practical way. This sponsorship also includes hugely popular branded attendee business cards!

- **Conference Scholarship: \$2,500**

Empower Hope, Transform Lives. Support scholarships to attend TMA's Global Myositis Patient Conference. Fund two patients to attend the 2024 conference, including registration and 3 nights hotel. Sponsors may participate in scholarship selection process and will receive additional conference sponsor recognition.

- **Sightseeing Excursion: \$2,500**

Be a part of history when you sponsor this chartered bus tour of Dallas-area athletic sites, neighborhoods, and landmarks. Sponsor has the opportunity to address the attendees through the bus PA system and will have their logo on the meeting signage and a thank you at the Opening General Session.

- **Bag Inserts: \$750 per insert**

Pack a Punch with Your Brand! Include your promotional materials or gifts in every attendee's conference bag, ensuring direct engagement with your target audience.

Brand Awareness

- **Floor Clings: \$500 each**

Step into Success! Make a lasting impression with these large 3' x 3' floor clings strategically placed in the exhibit hall, guiding attendees straight to you!

- **Refreshment Breaks: \$2,500 each**

Fuel Up Your Brand! Sponsor our Refreshment Breaks and be the hero who keeps attendees energized and engaged with your brand prominently displayed during these much-needed breaks.

- **Skybridge Window Clings: \$2,500 each**

Window to Opportunity! Showcase your brand with vibrant window clings strategically placed on the skybridge between the exhibit hall and hotel.

- **Lone Star Ballroom Door Cling: \$3,500**

Open the Doors to Inspiration! Place your brand at the threshold of the event's main stage.

- **Lone Star Ballroom Entrance Cling: \$5,000**

Make a Grand First Impression! This premier branding opportunity places your message front and center at the ballroom entrance.

- **WiFi: \$5,000 exclusive**

Connect with Success! Become our WiFi Sponsor and brand the password of the event WiFi network, reaching attendees throughout the conference.



MyoCon™

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TMA Sponsor Opportunity Descriptions:

Sponsorship Tiers

- **Texas Bald Eagle: \$50,000**

Soar above the rest with our highest level! This opportunity brings a table of 8 at the Heroes in the Fight awards dinner, remarks at the General Session podium, two Full-Page Program ads, two Bag Inserts, 8 conference passes and much more!

- **Hill Country Longhorn: \$25,000**

Lead the herd in style! This opportunity brings a table of 8 at the Heroes in the Fight awards dinner, a mention from the Breakout Session podium, one Full-Page Program ad, 6 conference passes and much more!

- **Blackland Armadillo: \$10,000**

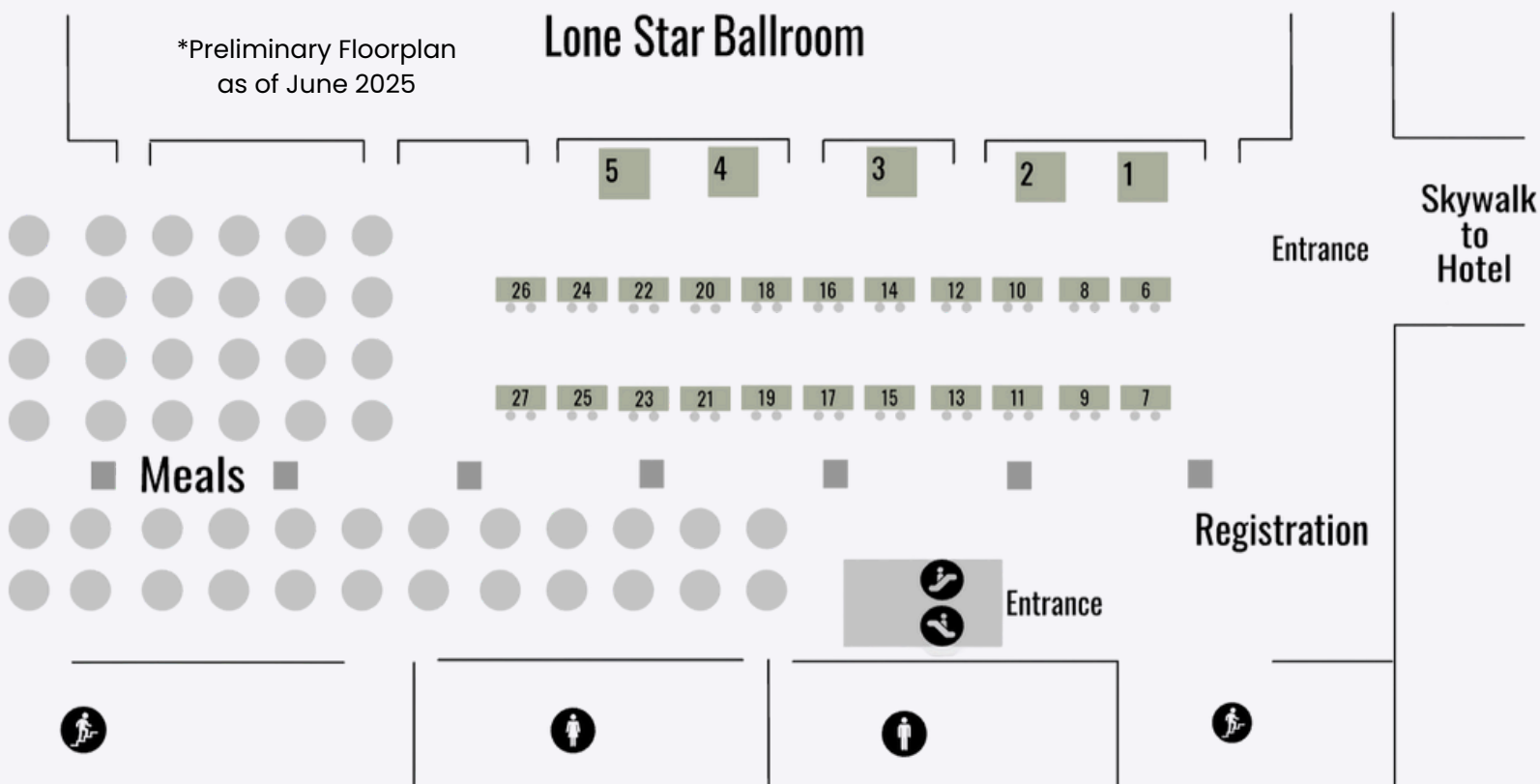
Roll into the action! This opportunity includes an acknowledgment in the TMA Monthly e-Newsletter, one Half-Page Program ad, 4 conferences passes, a Bag Insert and more!

- **Great Plains Prairie Dog: \$5,000**

Pop up, stand out! This opportunity includes one Quarter-Page Program ad, one Bag Insert, 2 conference passes and more!

- **Exhibitor level: \$2,500**

Make your mark as an exhibitor! Includes one tabletop booth and 1 conference pass.



TMA Exhibitor/Sponsor Application:

Company Information

Company Name

Address

City

State

Zip

Phone #

Website

Top 3 Booth Choices:

1

2

3

Personal Information

First Name

Last Name

Phone #

Email address

Sponsorship Selections

Purchase Total

\$

Select Method of Payment (All funds must be paid in \$USD)

☐ Check

☐ Wire Transfer/ACH

☐ Credit Card

PO Required? ☐ Yes

Credit Card Payment Information

Credit Card: ☐ VISA ☐ AMEX ☐ Discover ☐ Master Card

Amount of charge

Card holder name

Card number

Expiration date

Security code

Zip code

Signature

X_____

<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 2025 Conference.

ADVERTISING OPPORTUNITIES

THE OUTLOOK MAGAZINE

Advertisement	Specs	Advertising Rates	Exclusive CAC Member Pricing
Sponsor a Print Issue	Front Cover Recognition, TOC Page Recognition, 2 Premium Full-Page Ads	\$20,000	Not Applicable
Sponsor a Digital Issue	Front Cover Recognition, TOC Page Recognition, 2 Premium Full-Page Ads	\$15,000	Not Applicable
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	\$2,500	\$2,000
Quarter Page	Vertical: 4.25 x 5.5 in	\$1,500	\$1,200

OTHER ADVERTISING OPPORTUNITIES

Advertisement	Description	Size	Duration	Pricing	Exclusive CAC Member Pricing
Webinar	Inquire for timing/availability	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

Advance scheduling of all placements (email, social media, webinars, and other opportunities) is required and will be finalized on a mutually agreed timeline.