2020

GLOBAL GENES
RARE PATIENT ADVOCACY SUMMIT
SPONSORSHIP & EXHIBITING
PROSPECTUS

SEPTEMBER 21-23, 2020 • SAN DIEGO, CA

GLOBALGENES.ORG/PASUMMIT
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The RARE Patient Advocacy Summit is the world’s largest gathering of rare disease patients, caregivers, advocates and stakeholders. This is an unparalleled opportunity to forge meaningful connections with others in the rare disease community for future collaboration. Four tracks of sessions provide attendees with insights about the latest in rare disease innovations, best practices for advocating on an individual and organizational level, and actionable strategies they can take home and implement immediately to accelerate change.
# 2020 Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Sponsor Levels</th>
<th>Champion (One Available)</th>
<th>Exhibit Pavilion (One Available)</th>
<th>Presenting</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td>Full Conference Passes</td>
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<td>$125,000</td>
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<td>Full Page</td>
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CHAMPION SPONSOR – $175,000

(ONE AVAILABLE)

PRE-EVENT MARKETING
- Premium logo on conference website
- Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit
- Included in press release

BRANDING
- Premium logo on onsite signage
- Logo included on step and repeat
- Full inside front ad in the printed conference guide

SOCIAL MEDIA PROMOTION
- Promotion on Global Genes social media networks

CONFERENCE MOBILE APP
- Logo in mobile app
- Company description in mobile app

REGISTRATION
- 14 conference passes
- 14 advocate scholarships

EXHIBIT
- Premium (10’ x 20’) exhibit booth

ADDITIONAL ITEMS
- Hotel airport shuttle wrap
- Elevator clings
- Day 1 reception
- Mobile app banner ad

HOTEL AIRPORT SHUTTLE WRAP
Display your company logo on the hotel shuttles which pick up and drop off from the Sheraton to the San Diego International Airport daily. Shuttles will be branded for the duration of the Summit.

ELEVATOR CLINGS
Place your logo on the elevator doors within the hotel.

DAY 1 RECEPTION
Close day one of the Summit with a fun reception for all attendees to network and share their experiences from the day.

MOBILE APP BANNER AD
Display your banner advertisement at the top of the mobile app screen. Banners are placed in rotation and displayed to all attendees when they use the app.
EXHIBIT PAVILION SPONSOR – $125,000

(ONE AVAILABLE)

Be the host of the Summit Exhibit Pavilion with over 60 exhibiting opportunities and have your name in the official title of the pavilion. The pavilion sponsorship package includes:

PRE-EVENT MARKETING
• Premium logo on conference website
• Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit
• Included in press release

BRANDING
• Premium logo on onsite signage
• Logo included on step and repeat

SOCIAL MEDIA PROMOTION
• Promotion on Global Genes social media networks

CONFERENCE MOBILE APP
• Logo in mobile app
• Company description in mobile app

REGISTRATION
• 12 conference passes

EXHIBIT
• Premium (10’ x 20’) exhibit booth

“I was so moved and impressed by the many stories of people overcoming challenges to deal with their rare disease or that of loved ones.”

- 2019 RARE Patient Advocacy Summit Attendee
PRESENTING SPONSOR – $100,000

PRE-EVENT MARKETING
- Premium logo on conference website
- Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit
- Included in press release

BRANDING
- Premium logo on onsite signage
- Logo included on step and repeat
- Full page ad in the printed conference guide

SOCIAL MEDIA PROMOTION
- Promotion on Global Genes social media networks

CONFERENCE MOBILE APP
- Logo in mobile app
- Company description in mobile app

REGISTRATION
- 10 conference passes

EXHIBIT
- Premium (10’ x 20’) exhibit booth

ADDITIONAL ITEMS
- RARE Champion of Hope Awards Dinner
- Event livestream and on demand
- Keynote Speaker
- Main Session Speaker

Select from one of the below (based on availability):

RARE CHAMPION OF HOPE AWARDS DINNER
Be the host of a wonderful celebration honoring members of the rare disease community for their notable efforts in advocacy, teen advocacy, science, collaboration, and medical care and treatment. Sponsoring companies will be acknowledged in the agenda and program as well as on the screen during the event.

EVENT LIVESTREAM AND ON DEMAND
Enable the rare disease community around the world to participate in the Summit by sponsoring the event livestream and on-demand recordings that are watched by thousands of advocates virtually, wherever they reside.

KEYNOTE SPEAKER
Introduce the 2020 Global Genes RARE Patient Advocacy Summit keynote speaker on Tuesday, September 22. This is the highest attended session and is sure to be impactful and inspirational.

MAIN SESSION SPEAKER
Introduce the 2020 Global Genes RARE Patient Advocacy Summit keynote speaker on Tuesday, September 22. This is the highest attended session and is sure to be impactful and inspirational.
## TITLE SPONSOR – $75,000

### PRE-EVENT MARKETING
- Premium logo on conference website
- Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit
- Included in press release

### SOCIAL MEDIA PROMOTION
- Promotion on Global Genes social media networks

### BRANDING
- Premium logo on onsite signage
- Full page ad in the printed conference guide

### CONFERENCE MOBILE APP
- Logo in mobile app
- Company description in mobile app

### REGISTRATION
- 8 conference passes

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### MOBILE APP
Help attendees connect and engage through a customized conference app. The tool will allow attendees to search the attendee list from their smartphone and be able to direct message other attendees, facilitating connections. Sponsorship of the mobile app provides your company placement on the startup splash screen to display each time the app is opened, one banner ad with premium rotation, a premium sponsor icon and listing, and one push notification.

### WIFI
Sponsor the conference Wi-Fi and customize the network name and password with your company name or name of your choice. Keep your name in front of the attendees throughout the event every time they log into the Wi-Fi network.

### HEADSHOTS
All attendees will have the opportunity to have a professional headshot taken and receive one downloadable photo at the headshot booth in the exhibit pavilion. This service will be available during exhibiting hours.

### EVENT REGISTRATION
The exclusive sponsor of registration will have the logo on the registration website and on the iPads attendees use to check-in on-site. The logo will also be featured in front of the registration counters.

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Select from one of the below (based on availability):

### TRACK SPONSOR (FOUR AVAILABLE)
As a track sponsor, your brand is affiliated with session content, and a representative from your company will provide opening and closing remarks for your track. Your representative will also introduce each session and session speaker to both the live and virtual audiences.
PLATINUM SPONSOR – $50,000

PRE-EVENT MARKETING
• Premium logo on conference website
• Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit

BRANDING
• Standard logo on onsite signage
• Half page ad in the printed conference guide

CONFERENCE MOBILE APP
• Logo in mobile app
• Company description in mobile app

REGISTRATION
• 6 conference passes

Select from one of the below (based on availability):

BRANDED ATTENDEE CONFERENCE BAGS
All attendees will be carrying your brand with them throughout the entire event with branded conference bags. You are able to include one promotional piece to be inserted into conference bags. The insert must be pre-approved and provided by the sponsor.

CONFERENCE T-SHIRT
Be the exclusive t-shirt sponsor with your company logo included on the back of each shirt.

HOTEL KEY CARDS
Your company’s brand will be visible to every attendee with placement on the hotel room key cards distributed to every guest at check-in at the host hotel.

ATTENDEE NETWORKING LOUNGE
Sponsor our attendee networking lounge where attendees can rest, relax, and engage with others throughout the busy schedule.

SUNGLASSES
Your company’s brand will be placed on sunglasses at the Summit.

“Energy, education, insight, support, compassion. A community of ONE. Everyone is welcoming and willing to share.”

- 2019 RARE Patient Advocacy Summit Attendee
GOLD SPONSOR – $25,000

PRE-EVENT MARKETING
• Standard logo on conference website
• Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit

BRANDING
• Standard logo on onsite signage

CONFERENCE MOBILE APP
• Logo in mobile app
• Company description in mobile app

REGISTRATION
• 4 conference passes

Select from one of the below (based on availability):

BRANDED ATTENDEE WATER BOTTLES
Help attendees stay hydrated during the conference. Be the exclusive sponsor of the Summit water bottles.

WINE SPONSOR
Thursday night RARE Champion of Hope cocktail reception and dinner wine sponsor.

DAY 1 LUNCH SPONSOR
Sponsor the attendee lunch and your company will be branded on the agenda and at the food stations with signage. Your company can also provide branded napkins, cups, and plates for use (as permitted by hotel).

DAY 2 LUNCH SPONSOR
Sponsor the attendee lunch and your company will be branded on the agenda and at the food stations with signage. Your company can also provide branded napkins, cups, and plates for use (as permitted by hotel).

CHAMPION OF HOPE ENTERTAINMENT
Provide entertainment during the Champion of Hope Celebration and enhance the experience for attendees.

THUMB DRIVE
Your company’s brand will be placed on a thumb drive given out to attendees at the Summit.

SUMMIT CONFERENCE BOOK
The RARE Patient Advocacy Summit guide is the key book to which attendees will turn for information on conference schedules, session descriptions, and speaker bios. It is a must-keep resource for every attendee. Sponsorship includes branded visibility within the guide.

INFO BOOTH
Your company’s brand will be placed on the help desk/info booth at the Summit.

SOCIAL WALL
Your company can be the official provider of the social wall located inside the general session and throughout the conference foyer. The social wall displays a live feed of Summit coverage from social media.

CHARGING STATIONS
Get noticed by having your company logo branded on the charging stations available for all attendees throughout the conference area.

DAY 1 BREAKFAST SPONSOR
Sponsor an attendee breakfast and your company will be branded on the agenda and at the food stations with signage.

DAY 2 BREAKFAST SPONSOR
Sponsor an attendee breakfast and your company will be branded on the agenda and at the food stations with signage.

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**SILVER SPONSOR – $15,000**

**PRE-EVENT MARKETING**
- Small logo on conference website
- Included within pre-conference email with other sponsors promoting the RARE Patient Advocacy Summit

**BRANDING**
- Standard logo on onsite signage

**CONFERENCE MOBILE APP**
- Logo in mobile app
- Company description in mobile app

**REGISTRATION**
- 2 conference passes

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**SELECT FROM ONE OF THE BELOW (BASED ON AVAILABILITY):**

**BLUE DENIM GENES RIBBON CARD WITH LOGO**
The Blue Denim Genes Ribbon is the symbol of hope for the rare disease community. Show your support by branding the informational ribbon card with your logo.

**HOTEL AND LOCAL AREA MAP**
Know where to go! Logo on maps of the city and hotel for attendees to reference throughout the event. Maps will indicate important meeting locations and will be distributed at the help desk/info booth for the duration of the conference.

**EXPERIENCE #SELFIESPOT**
Sponsor a unique opportunity to create a memorable experience and #selfie for conference attendees. Your logo will be branded on a #selfiespot on the lawn for the duration of the conference. Conference attendees will be encouraged to take photos in this designated spot and share on social media.

**RARE CHAMPION OF HOPE AWARDS PROGRAM**
The RARE Champion of Hope Awards program allows attendees to follow the evening award presentation agenda and learn more about those being honored in the rare community. By sponsoring, your company will be featured inside the program as well as on event signage.

**PENS**
Branding opportunity with visibility to all conference attendees.

**QUIET ROOM**
Take a break from all the fun to relax and rejuvenate in the quiet room. Enjoy a coloring book, relaxing music and a comfortable place to sit.

**HAND SANITIZER**
Have your logo on hand sanitizer that will be in every conference room.

**WELCOME BEVERAGES**
Sponsor a warm welcome as conference attendees arrive to the Sheraton Hotel and Marina. Your company logo will be on signage at a refreshment station in the hotel lobby the first day of the conference.

**NOTEPADS**
Branding opportunity with visibility to all conference attendees.

**SPEAKER READY ROOM**
Provide a comfortable meeting space for our summit speakers as they prepare their presentations.

**YOGA**
What better way to help attendees prepare for the day by sponsoring a yoga session?

**VOLUNTEER T-SHIRT**
Have your logo on the move during the Summit! Your logo can be visible throughout the Summit on the t-shirts worn by volunteers throughout the event as they assist with registration, greet attendees and provide directions.
SILVER SPONSOR – $15,000 (con’t)

Select from one of the below (based on availability):

**ALL DAY BEVERAGES DAY 1**
Keep the attendees hydrated and refreshed by sponsoring the all-day beverage station available throughout the conference.

**ALL DAY BEVERAGES DAY 2**
Keep the attendees hydrated and refreshed by sponsoring the all-day beverage station available throughout the conference.

**DAY 1 AM BREAK**
Sponsor an attendee break and your company will be branded on the agenda and at the food stations with signage.

**DAY 2 AM BREAK**
Sponsor an attendee break and your company will be branded on the agenda and at the food stations with signage.

**RARE GLOBAL ADVOCACY LEADERSHIP SYMPOSIUM**
Support the RARE Global Advocacy Leadership Council meeting as they discuss initiatives to focus on for the coming year to give voice to those who do not have one, encourage development, and support the growth of patient organizations around the world.

**RARE ENTREPRENEUR BOOTCAMP**
Help welcome first-time conference attendees at the Freshman Orientation. This meeting is designed to help new attendees navigate the Summit and get the most out of the week.

**FIDGET SPINNERS**
Your company’s brand will be placed on the fidget spinner at the Summit.

**STICKY NOTES**
Your company’s brand will be placed on the sticky notes at the Summit.

**Q&A SPONSOR**
Help create a dynamic conversation with our attendees and speakers. As the Q&A Sponsor, company logo will be on the Q&A website and on the catch boxes in each session.

**FOUNDATION ALLIANCE MEETING**
Support RARE Foundation Alliance members as they take part in an intimate meeting to share best practices, network and learn from experts.

**CORPORATE ALLIANCE MEETING**
Sponsor the annual in-person RARE Corporate Alliance planning meeting where they collaborate to support the rare disease community.

**DAY 1 PM BREAK**
Sponsor an attendee break and your company will be branded on the agenda and at the food stations with signage.

**DAY 2 PM BREAK**
Sponsor an attendee break and your company will be branded on the agenda and at the food stations with signage.

**FOUNDATION AND PATIENT 1:1 MEETING ROOM**
Provide a designated space for conference attendees to meet one on one during the event.

**FRESHMAN ORIENTATION**
Help welcome first-time conference attendees at the Freshman Orientation. This meeting is designed to help new attendees navigate the Summit and get the most out of the week.

**TISSUE BAGS**
Your company’s brand will be placed on tissue bags at the Summit.

**PORTABLE CHARGERS**
Your company’s brand will be placed on portable chargers at the Summit.

**POPSOCKETS**
Your company’s brand will be placed on popsockets at the Summit.

**POSTER PRESENTATIONS**
Support patient organizations, researchers, health care professionals and industry partners share their work that is creating solutions for the evolving needs of rare disease by presenting posters on their research and programs.
A LA CARTE SPONSORSHIP

EMAIL PROMOTION BANNER
$5,000 EACH
Display your company logo on one of the many summit e-mails that will be sent to over 20,000 potential attendees.

SUMMIT CONFERENCE BOOK ADVERTISEMENT FULL PAGE
$5,000 EACH
Advertising opportunities are available in the printed program guide distributed to attendees.

SUMMIT CONFERENCE BOOK ADVERTISEMENT HALF PAGE
$3,000 EACH
Advertising opportunities are available in the printed program guide distributed to attendees.

REGISTRATION BAG INSERT
$4,000 EACH
You can provide one promotional item to be inserted into the tote bags given to every Summit attendee. The item must be pre-approved and provided by the sponsor, so production costs are not included in the sponsorship.

MOBILE APP PUSH NOTIFICATIONS
$2,000 EACH
Want to send a message? Create a custom push notification to alert Summit attendees of a meeting, event or special announcement.

HOTEL ROOM GIFT DROP
$5,000 EACH WITH MINIMUM $15K SPONSORSHIP
Welcome conference attendees back to their room after a long day with a sweet gift. The sponsor is responsible for purchase and production of gift item.

MOBILE APP BANNER AD
$5,000 EACH
Display your banner advertisement at the top of the mobile app screen. Banners are placed in rotation and displayed to attendees when they use the app.

ADVOCACY SUPPORT
$10,000 EACH
Provide rare disease patients and advocates the opportunity to attend the 2020 RARE Patient Advocacy Summit through travel scholarships. These scholarships help offset their travel and lodging costs, making it possible for them to connect and engage with others in the rare disease community.
RESERVE YOUR SPACE 2020
The Global Genes annual RARE Patient Advocacy Summit is the largest educational event for rare disease patients, advocates and thought leaders worldwide. The 2020 event is expected to draw more than 1,000 attendees and 60 exhibitors showcasing their rare goods and services. We invite you to take advantage of the opportunity to exhibit and secure your place at the 2020 RARE Patient Advocacy Summit.

LOCATION
Pavilion

PRELIMINARY EXHIBIT HOURS AND DATES (*times subject to change based on final agenda*)

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<tr>
<th>Monday, September 21</th>
<th>Tuesday, September 22</th>
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<td></td>
<td>11:30 am – 1:00 pm</td>
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<td>3:15 pm – 4:15 pm</td>
<td>3:15 pm – 4:15 pm</td>
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EXHIBIT BOOTH INCLUDES:

- 10’ x 10’ booth space
- 8’ high back wall drape and 3’ high rail
- 7” x 44” identification sign
- 6’ draped table and two chairs
- Wastebasket
- Company description listed in conference mobile app
- Listing as an exhibitor in the printed Summit guide, website and onsite exhibit pavilion signage
- A service kit will be available to order additional furnishings.
- Two complimentary conference pass.

ADDITIONAL CONFERENCE PASSES:
All additional exhibit conference passes will need to be purchased at the conference registration rate at the time. All conference passes allow entrance to all tracks, meal functions and events.
EXHIBITING OPPORTUNITIES

BOOKING YOUR EXHIBIT BOOTH
To book and choose your exhibit space, please go to the exhibit floor plan at https://blueprint.freeman.com/app/slug/ggrpas-2020. Once there please double click on the booth you would like and then click “Contact Us” to start the booking process. Exhibit booths are booked on a first come, first serve basis. If you have any questions please contact the events team at events@globalgenes.org.

PRICING
Exhibit Booths - Includes 10’ x 10’ booth and Two Complimentary Conference Pass
Premium Booth- $8,000
Exhibit Booth- $6,000: Standard Aisle location
Non-profit pricing- $1,000
Global Genes Alliance members- 25% discount

“The variety of exhibitors was great and I learned a lot in the exhibit hall.”
- Samantha Kay, 2019 RARE Patient Advocacy Summit Attendee