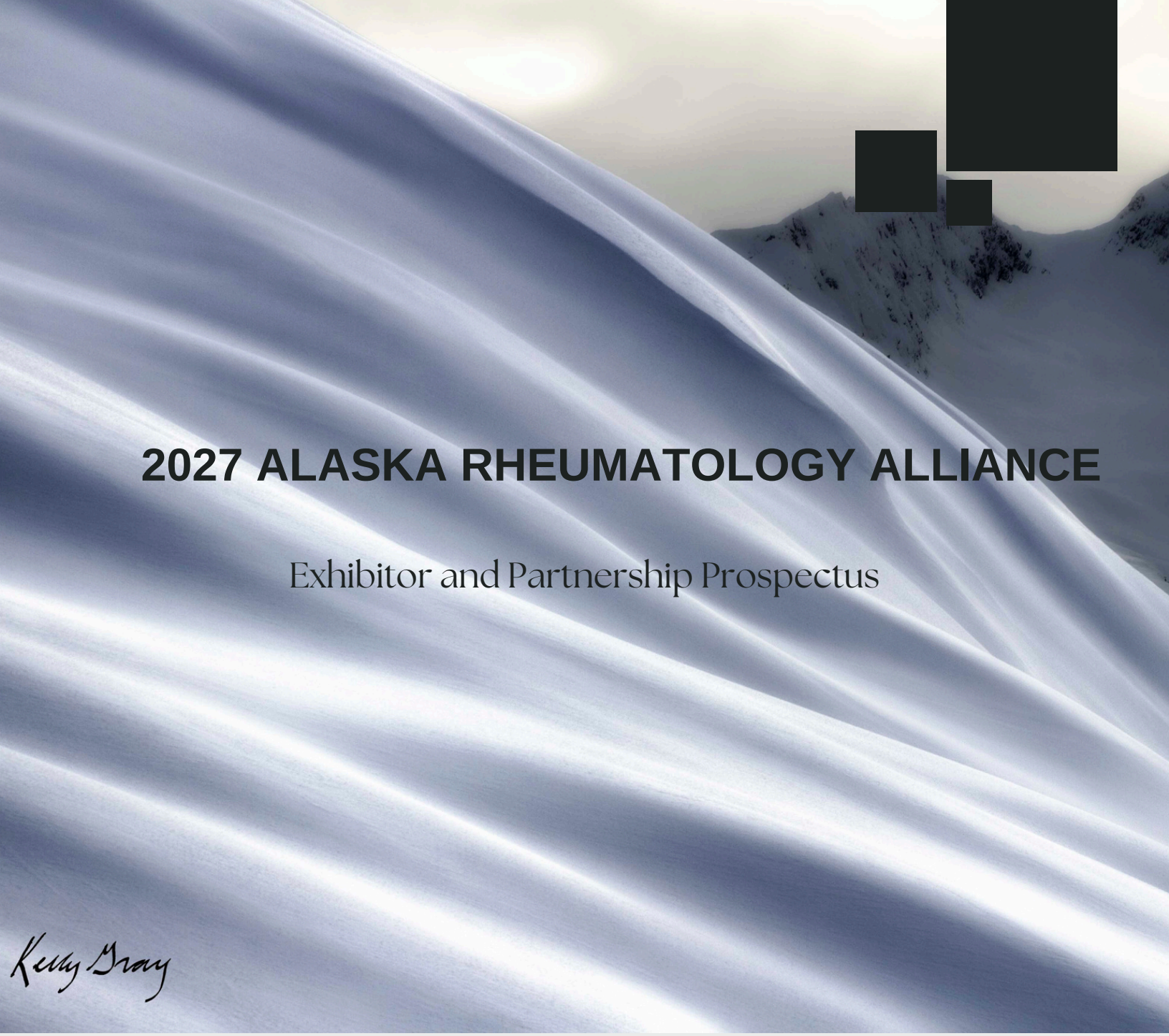


2027 ALASKA RHEUMATOLOGY ALLIANCE

Exhibitor and Partnership Prospectus

CONFERENCE DETAILS:

Friday, Saturday, and Sunday
April 2-4, 2027
Alyeska Resort and Hotel
Girdwood, Alaska
http://www.alyeskaresort.com/

WWW.ALASKARHEUMATOLOGY.ORG

ALASKA RHEUMATOLOGY ALLIANCE
11TH ANNUAL CONFERENCE



Dear Industry Colleagues,

We are excited to invite you to participate in the Alaska Rheumatology Alliance's (ARA) 11th annual in-person meeting at the Hotel Alyeska in Girdwood, Alaska. Last year, we celebrated a decade of providing education, advocacy, and raising rheumatology awareness across the state. As we move into our 11th year, we are committed to hosting Alaska's premier rheumatology event and promise this will be our most engaging conference yet. We will again offer CME credits, bringing together rheumatologists and allied healthcare professionals from across the state and beyond to learn from top specialty experts. Based on overwhelming positive feedback, this year's 2.5-day event will highlight both national rheumatology leaders and local providers. This structure allows for a unique exploration of rheumatology intersections, which we expect will further increase attendance. Historically, our attendees have represented approximately 95% of rheumatology providers from across Alaska, in addition to professionals from other primary care and medicine subspecialties. This is an ideal opportunity for your company's representatives to participate in an event that unanimously receives enthusiastic feedback from our industry partners each year. In addition to attending live presentations and interacting directly with physicians, you will have the opportunity to host a booth. We anticipate exhibit opportunities to be highly competitive, so please register today. If you have any questions, please contact Anna Campione at acampione@alaskarheumatology.org.

John K. Botson, MD
President and Founder, Alaska Rheumatology Alliance

EXHIBIT AND PARTNER LEVELS

PLATINUM LEVEL PARTNER (BY INVITATION ONLY) _____$30,000

- 50% discount on Closeout Reception (first come, first served basis)
- 50% discount on the Advisory Board Panel (first come, first served basis)
- 25% discount on branded hotel key card (first come, first served basis)
- exclusive Friday welcome dinner exhibit opportunity (details TBD with Platinum Level Partner)
- exhibit space in a prominent location on Saturday and Sunday to include an extra 6' display table
- 5 company representative meeting registrations (includes all sessions)
- semi-annual conference calls with ARA President, Dr. John Botson (details to be discussed with sponsor)
- engage providers during designated breaks
- recognition on all annual meeting printed information through the year
- recognition on the ARA website for 1 year
- priority invitation for the 2028 Platinum Level Partnership



GOLD LEVEL PARTNER (3 AVAILABLE) _____$15,000

- 25% discount on the Advisory Board Panel (first come, first served basis)
- 25% discount on Closeout Reception (first come, first served basis)
- Product Theater - Saturday, April 3rd or Sunday, April 4th - topic, presenter and timeslot TBD with Gold Level Partner
- 10% discount on branded hotel key card (first come, first served basis)
- exhibit booth on Saturday and Sunday
- 2 company representative meeting registrations (includes all sessions)
- engage providers during designated breaks and at the exhibit hall
- recognition on all annual meeting printed information through the year
- recognition on the ARA website for 1 year
- priority invitation for the 2028 Gold Level Partnership

SILVER LEVEL PARTNER (LIMITED AVAILABILITY) _____$5,000

- exhibit booth on Saturday and Sunday
- 1 company representative meeting registration (includes all sessions)
- engage providers during designated breaks and at the exhibit hall
- recognition on 2027 Annual Meeting printed material

FOR ADDITIONAL INFORMATION:

PLEASE CONTACT ANNA CAMPIONE AT ACAMPIONE@ALASKARHEUMATOLOGY.ORG.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

HOTEL KEY CARDS - HOTEL KEY CARDS PROVIDE TARGETED AND COST EFFECTIVE MARKETING. SPONSOR LOGO, INCLUDING A QR CODE, IS VISIBLE ON THE CARDS.
$3,000

CLOSEOUT RECEPTION - EXCLUSIVE EXHIBIT OPPORTUNITY DURING A "MIX AND MINGLE" RECEPTION WITH ATTENDING HEALTHCARE PROVIDERS.
$10,000

ON-SITE ADVISORY BOARD* - GAIN VALUABLE INSIGHTS BY HOSTING A LIVE FOCUS GROUP DURING THE CONFERENCE. PACKAGE INCLUDES* ROOM SPACE, A/V, AND REFRESHMENTS; DOES NOT INCLUDE BOARD MEMBERS HONORARIA. CONTACT US TO DISCUSS CUSTOMIZATION OF THIS LEVEL.
$5,000 (EXHIBITOR LEVEL SPONSOR)

CREATE YOUR OWN SPONSORSHIP - DON'T SEE EXACTLY WHAT YOU'RE LOOKING FOR? CONTACT US TO LEARN MORE!
TBD

*FRIDAY AFTERNOON ADVISORY BOARD - WE ARE OFFERING THE OPPORTUNITY TO HOST AN ADVISORY BOARD TO BE HELD FRIDAY AFTERNOON PRIOR TO THE WELCOME DINNER. THIS BOARD WILL PROVIDE DIRECT CONTACT AND FEEDBACK WITH ATTENDEES ASSIGNED BY THE ARA. THE FULL PRICE TO HOST AN ADVISORY BOARD IS $5000. FOR THOSE COMPANIES IN THE PLATINUM AND GOLD EXHIBITOR LEVELS, THE COST TO SPONSOR THIS BOARD IS DISCOUNTED.



WE LOOK FORWARD TO WORKING WITH YOU!

EXHIBIT INFORMATION

How to book your booth:

Please complete and submit the appropriate registration form which will be available on our website. A registration confirmation email will be sent. If you require an invoice, please let us know and we will be happy to provide one. Instructions will be included on our website for payment by wire transfer or mailed checks.

Details for exhibiting companies:



Each exhibitor's booth will be clearly marked with your company's name and will have 1-6' table. If special accommodations are needed such as access to electricity, please indicate this on your registration form. Booth assignments will be provided at the conference.

Schedule

Move in: Friday, 04/02/2027 from 1 – 4pm
Move out: Sunday, 04/04/2027 by noon

Exhibit Hours

Friday evening
All registered exhibitors are encouraged to attend the Welcome Reception and Dinner from 6 - 9 p.m. at Seven Glaciers. After completing and submitting the Partner Registration Form, your company representative(s) will be the designated one(s) who will be able to attend the dinner. Please refer to your sponsorship level as to how many seats your level allows.

Saturday 8a.m. - 7p.m. Presentations, Exhibit Breaks and Closeout Reception
peak traffic periods will be during rheum speed dating sessions and designated breaks

Sunday 7 a.m. - 12:45p.m. Presentations, Exhibit Breaks, Closing Remarks, and Tear Down*
peak traffic periods will be during rheum speed dating sessions and designated breaks

***Tear Down**
Please ensure you leave your space in the same condition you found it, to include disposal of display materials and waste at the conclusion of the conference.

EXHIBIT SHIPPING INFORMATION

Exhibit Materials Shipped Pre-conference

If exhibit materials need to be shipped prior to arriving,
please note the following instructions as per the Hotel Alyeska:

Shipping/Receiving Instructions:

1. The Hotel Alyeska will gladly receive the supplies necessary for any function. The shipment of such material will be accepted no earlier than seven (7) days prior to the event. Address all materials to: Alyeska Resort, PO Box 249, (or physical: 1000 Arlberg Avenue), Girdwood, AK 99587.
2. First five (5) packages received complimentary for meeting planners.
3. $5 each additional package for meeting planners (excludes exhibitors/vendors).
4. $10 each package for exhibitors/vendors.
5. $50 for each package over 50lbs.
6. $300 pallets, one-time fee. Note that the Hotel is not responsible or able to re-pack a pallet and does not offer shrink wrap. Group is required to make arrangements with freight vendor.
7. Any package being shipped OUT of the Hotel must be sealed, addressed, labeled and ready for mailing. There is a $5 per parcel handling fee charged be the Hotel to the master account for items being shipped out. Pre-printed labels with the billing account number are required to ship return packages from the Hotel. Preferred methods are UPS, FedEx Air or USPS. Please do not use FedEx Ground to ship.



ARA AND CME EXHIBIT PRACTICES

Exhibit Practices and Regulations

I. ARA and CME rules and regulations:

- The ARA reserves the right to refuse exhibit space or promotional activity space for any reason. The ARA reserves the right to close an exhibit or promotional activity for any reason. In addition, any representatives of the exhibiting company who conduct themselves unethically or outside the guidelines provided.
- ARA's CME accrediting body may ask a company to remove their exhibit. Adherence to Guidelines – It is the responsibility of the exhibiting company to distribute the guidelines below to all company representatives attending the CME activity and/or working in the exhibit space.
- Arrangements for commercial exhibits and/or promotional activities and/or in-kind support cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CME activity.
- Exhibit and/or promotional activity fees and/or in-kind support are not considered commercial support of the CME activity and will not be acknowledged as educational grants.
- Distribution of literature, samples, etc., in the exhibit area by firms that are not participating as paid exhibitors is strictly prohibited.
- Social events or promotional activities at the CME activity cannot compete with or take precedence over the CME activity or other official conference activities. Industry-sponsored social events or promotional activities, including exhibiting company - sponsored social events or promotional activities, must be approved by the ARA, even if the events are off-site.
- The exhibiting company must be granted prior approval from ARA if it desires to provide funds for the use of social events and/or promotional activities. The exhibiting company must provide all funds approved for such events to the ARA.

The exhibiting company agrees that its actions, and the actions of its representatives, shall not violate the following CME guidelines:

- Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME/CE activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live promotional activities/exhibits/advertising must be kept separate from the CME/CE activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME/CE activity. Representatives of ineligible companies (commercial interests) may not engage in sales or promotional activities while in the space or place of the CME/CE activity.
- EXHIBITOR/SPONSOR may distribute promotional materials at their exhibit space only. Distribution of drugs or other samples is prohibited.
- ARA agrees to provide exhibit space and to acknowledge the EXHIBITOR/SPONSOR in activity announcements.

ARA AND CME EXHIBIT PRACTICES (CONT.)

- All commercial support associated with this activity will be given with the full knowledge and approval of the ARA. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
- The EXHIBITOR/SPONSOR, JOINT SPONSOR and/or the ARA agree to abide by all requirements of Joint Accreditation, JAC 12a and 12b, Standards for Integrity and Independence in Accredited Continuing Education.
- Representatives of an exhibiting company can attend the CME activity at the discretion of the ARA but cannot engage in sales or promotional activities while in the space of the CME activity, as determined by the ARA, consistent with the ACCME guidance. Representatives of the exhibiting company must remove their company name badges and anything with a corporate logo, tradename or a product group message while in the educational space of the CME activity.

II. General terms of this agreement to exhibit at the ARA conference:

- Each $5,000 exhibitor sponsorship allows for the display of only one product, or business unit.
- No subletting of space is permitted.
- No industry representative may attend without being registered. **All** industry representatives must be registered within 1 of 2 categories: sponsor/exhibitor or additional industry.
- Exhibitors are responsible for shipping, storage, and installation of exhibit materials, and all costs involved thereby.
- Cancellations: the ARA requires all cancellations to be made in writing.
  - on/prior to February 26, 2027: fees refunded minus $500 administrative fee
  - from February 27 - March 19, 2027: 50% fees refunded
  - after March 20, 2027: no refund
- The ARA and the Alyeska Resort do not guarantee against theft, vandalism, or other damage to exhibitor booths. The exhibitor halls are locked overnight.
- It is expressly understood that exhibitors shall indemnify and hold harmless the ARA and the Alyeska Resort of all liability (damage or accident) that might ensue from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or in display of exhibits.
- In the event of fire, strikes, or other uncontrollable circumstances, the contract for space will not be binding.
- It is expressly understood that the ARA will not pay for special equipment, facilities and services ordered by exhibitors.
- Electrical and other apparatus must be operated so that the noise does not interfere with other exhibitors.
- Care must be taken by the exhibitor not to deface or destroy any part of the exhibit areas. In the event of property damage caused by him/her, the exhibiting company will be held responsible.
- Use of the name “Alaska Rheumatology Alliance” or that of any officer or staff member of ARA, in recommendation of a product or services, is expressly prohibited.
- Table space not occupied by the close of the exhibit installation period as specified above (8 a.m. Saturday, April 3, 2027), will be forfeited by the exhibitor, and this space may be resold, reassigned or used by the conference management (unless special arrangements have been made with the ARA meeting management).