



PKD
CON:NECT
TO FIGHT POLYCYSTIC KIDNEY DISEASE

PATIENTS
CAREGIVERS
DOCTORS
RESEARCHERS



JUNE 29 – JULY 1, 2018

Kansas City, MO

Westin Crown Center Hotel


Sponsor and Exhibitor Opportunities

Why sponsor PKD Connect?

PKD Connect is a biennial, national patient conference bringing all members of the polycystic kidney disease community together.

297
ATTENDED IN 2014

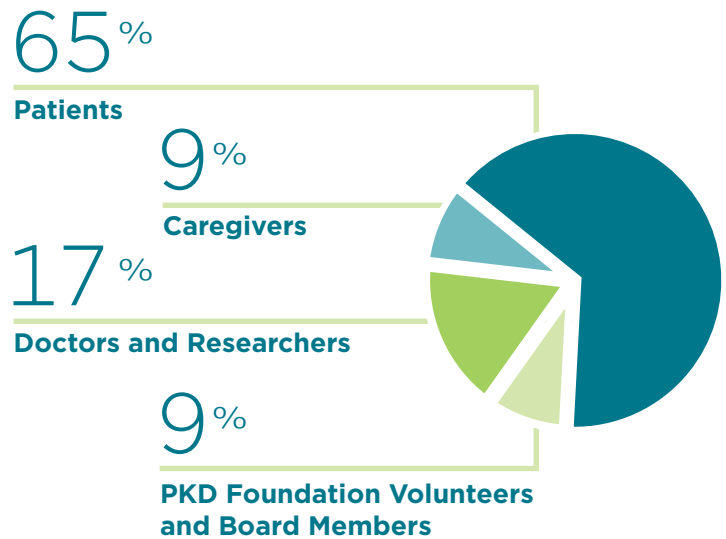
386
ATTENDED IN 2016

 89%
WOULD RECOMMEND
PKD CONNECT TO
OTHERS

 58
SESSIONS

 10
POSTER SESSIONS

Who attends PKD Connect?



PATIENTS/PKD PARENTS

What they want

- Understand disease management
- Learn newest research developments
- Identify health insurance opportunities
- Build and expand PKD support network
- Education on dialysis and transplant



CAREGIVERS

What they want

- Understand polycystic kidney disease facts
- Learn to advocate for their patient
- Build and expand PKD caregiver support network
- Prepare for disease management and nutrition



DOCTORS/RESEARCHERS

What they want

- Connect with patients of all PKD stages
- Discuss latest research
- Support PKD Foundation mission



Sponsor Opportunities

Presenting Sponsor

Investment **\$100,000**
Available **1**

Recognitions given: Remarks at Friday Grantham Dinner
Giveaways: 3
Logo placement: Signage in all event spaces, PKD Connect T-shirts, lanyards, totes and banner in all web content
Program ad space: Back cover
Exhibit space: 20' x 20'
Tickets to attend: 10

Gold Sponsor

Investment **\$50,000**
Available **2**

Recognitions given: Remarks at Saturday general session (breakfast or lunch)
Giveaways: 2
Logo placement: PKD Connect T-shirts, totes, half banner in all web content
Program ad space: Full page
Exhibit space: 10' x 20'
Tickets to attend: 6

Silver Sponsor

Investment **\$25,000**
Available **4**

Recognitions given: Remarks at Friday dinner and an exclusive session sponsorship of your choosing
Giveaways: 1
Logo placement: PKD Connect T-shirts and website listing
Program ad space: ½ page
Exhibit space: 10' x 10'
Tickets to attend: 4

Reception Sponsor

Investment **\$20,000**
Available **1**

Recognitions given: Remarks at Saturday private donor reception
Logo Placement: Website listing and signage at Saturday's private donor reception
Program ad space: ¼ page
Exhibit space: 10' x 10'
Tickets to attend: 4

Bronze Sponsor

Investment **\$10,000**
Available **6**

Recognitions given: Sponsorship session of your choosing
Logo placement: PKD Connect T-shirts and website listing
Program ad space: ¼ page
Exhibit space: 10' x 10'
Tickets to attend: 2

Session Sponsor

Investment **\$5,000**
Available **10**

Recognitions given: Sponsorship session of your choosing
Logo placement: Signage in session
Program ad space: N/A
Exhibit space: N/A
Tickets to attend: 2

Exhibitor Opportunities

An organization who wishes to reach the PKD community without becoming a sponsor may still participate as an exhibitor.

BASIC*

- 10' x 10' space
- Six-foot, draped table and two chairs
- Pipe and drape along the back and sides
- Sign with company or organization name, city and state
- All exhibitors listed on the PKD Connect website

\$1,500



PLUS*

All the above, plus:

- Extended space (10' x 20')
- Two tickets to the Friday evening Grantham Dinner

\$2,500



Add-ons available with additional fee

Electricity, WiFi, additional tables, chairs, etc.

*Nonprofits and academic institutions receive a 50% discount

EXHIBIT TIMES[†]

REGISTER & SET UP

Friday, June 29
10 AM–2 PM

OPENING RECEPTION

Friday, June 29
5–7 PM

UNOPPOSED EXHIBIT TIME

Saturday, June 30
8–9 AM
11–11:30 AM
1:30–2 PM
2:50–3:10 PM

EXHIBITS DISMANTLED

Saturday, June 30
6–10 PM

[†]Times subject to change

Sponsor and Exhibitor Commitment Deadlines

Session sponsors

COMMIT BY

January 15, 2018

All other sponsors & exhibitors

COMMIT BY

April 1, 2018

PAYMENT DUE

June 1, 2018

About PKD Connect

PKD Connect is a biennial, national patient conference bringing all members of the polycystic kidney disease community together.

Attendees include patients, parents of children with PKD, caregivers, doctors and researchers. The conference is a wonderful opportunity to learn the latest in research and engage with members of the PKD community from across the country. Attendees leave with tips for managing their health and supporting loved ones with the disease, as well as great memories and new connections. Nephrologists, researchers and other renal professionals attend to share the latest in PKD research, diagnosis and management of PKD and its related conditions. They also get to enjoy interacting with patients and families outside of clinical settings.

ABOUT POLYCYSTIC KIDNEY DISEASE (PKD)

Polycystic kidney disease (PKD) is a chronic, genetic disease causing uncontrolled growth of cysts in the kidney eventually leading to kidney failure. Once a person has kidney failure, dialysis or a transplant are the only treatment options.

There are two types of PKD: autosomal dominant (ADPKD) and autosomal recessive (ARPKD). ADPKD is the more common type and affects more than 600,000 Americans and 12.5 million people worldwide. Parents have a 50% chance of passing ADPKD to their children. Approximately 10% of PKD patients have no family history of the disease, as it may develop as a spontaneous (new) mutation. ARPKD is a rare form of the disease that occurs in 1 in 20,000 children worldwide and can cause death in the first month of life. For ARPKD children who survive the newborn period (about 70%), approximately one third will need dialysis or transplantation by age 10.

ABOUT THE FOUNDATION

The PKD Foundation has been dedicated since its founding in 1982 to supporting and improving the lives of patients affected by polycystic kidney disease. These efforts are accomplished through promoting research to find treatments and a cure as well as providing education, advocacy and awareness on a national level. The Foundation provides direct services to local communities nationwide and is the largest private funder of PKD research.

RESERVE MY SPOT >

pkdcure.org/connect2018/sponsor

Questions? (800) 753-2873 | pkdcon@pkdcure.org



PKD FOUNDATION
Polycystic Kidney Disease

1001 E 101st Terr, Suite 220
Kansas City, MO 64131