



**prisms**

**Virtual Summit**

## **SPONSORSHIP OPPORTUNITIES**



EDUCATION



AWARENESS



RESEARCH

# ABOUT US

We invite you to support our mission and become a sponsor of the 2021 PRISMS Virtual Summit. PRISMS, an acronym for **Parents and Researchers Interested in Smith-Magenis Syndrome**, is a 501(c)3 non-profit organization formed to further research, awareness and education around SMS.

PRISMS will host its virtual summit from September 9<sup>th</sup>– 11<sup>th</sup>, 2021. It will provide education and support for the Smith-Magenis syndrome community.

Your sponsorship will help support our mission and allow PRISMS to provide an engaging and memorable virtual experience for our conference attendees!

**Federal Tax Identification Number is 54-1652029**

## OUR TEAM

### Executive Director

Casey Gorman

### Program Assistant

Michelle Larscheid

### Office Manager

Angela Williams

### Board of Directors

#### President

| Brandon Daniel

#### Vice President

| Margaret Miller

#### Treasurer

| Percy Huston

#### Secretary

| Tina McGrevy

#### PAB Chair

| Sarah Elsea, Ph.D.

#### Awareness Chair

| Diane Erth

#### Board Member-at-Large

| Tim Hibbs

#### Board Member-at-Large

| Amy Pereira

#### Regional Representative Chair

| Denien Rasmussen

#### Education Chair

| Allison Stephanouk

### Conference Committee

Casey Gorman

Margaret Miller

Allison Stephanouk

Amy Pereira

Angela Williams

Pat Brown

Athenna Harrison

Jackie Fallenstein

Michelle Larscheid

Tim Hibbs



**39 STATES  
6 COUNTRIES**

(IN-PERSON EVENTS)



**35  
PRESENTATIONS**



**ALMOST 400  
ATTENDEES**

# EXHIBITOR & SPONSORSHIP BENEFITS

Though we are meeting virtually for 2021, exhibitors still get a chance to connect with attendees and for attendees to learn more about your company and what you have to offer the SMS community. Details for exhibitor/sponsorship packages are listed below. Each level offers you a chance to showcase your organization's services, products, and programs to members of the SMS community.

## GENERAL EXHIBITOR

**\$750—Corporate | \$500—Academic/Nonprofit Organization**

### ONLINE EVENT MARKETING

- Listed on the Virtual Summit Exhibitor Page.

### ONLINE CONFERENCE ACCESS

- One (1) customizable virtual booth in exhibit hall with lead generation.  
*Delivery of lead generation within two weeks following event.*
- Upload up to two (2) documents to virtual booth.
- Upload up to one (1) video to virtual booth.
- Two (2) complimentary exhibitor registrations.

## SILVER SPONSORSHIP | \$1000

### PRE-EVENT MARKETING

- Company logo with hyperlink and a 75-word description on the Sponsors Page.
- Company logo in email communications.
- Promotion on social media outlets prior to event.

### ONLINE EVENT MARKETING

- Company logo on Virtual Summit Lobby/Welcome Page.
- Promotion on social media outlets during event.

### ONLINE CONFERENCE ACCESS

- One (1) customizable booth in the Virtual Exhibit Hall with lead generation.  
*Delivery of lead generation within two weeks following event.*
- Upload up to two (2) documents to virtual booth.
- Upload up to one (1) video to virtual booth.
- Two (2) complimentary exhibitor registrations.

### POST-EVENT MARKETING

- Promotion on social media outlets post-event.
- Company logo in “Thank You” email to attendees.

# EXHIBITOR & SPONSORSHIP BENEFITS

## GOLD SPONSORSHIP | \$2,500

### PRE-EVENT MARKETING

- Company logo with hyperlink and a 75-word description on the Sponsors Page.
- Company logo in email communications.
- Company logo and a 75-word description included in Virtual Summit Event Kit mailed to 100 attendees.
- Include a promotional item in the physical Virtual Summit kit.  
*Item to be provided by company and to not exceed 9"x12" and 3oz.*
- Access to full attendee opt-in email list prior to Virtual Summit.  
*Includes name, company, title, country, and primary interest.*
- Promotion on social media outlets prior to event.

### ONLINE EVENT MARKETING

- Company logo on Virtual Summit Lobby/Welcome Page.
- Promotion on social media outlets during event.

### ONLINE CONFERENCE ACCESS

- One (1) customizable booth in the Virtual Exhibit Hall with lead generation.  
*Delivery of lead generation within two weeks following event.*
- Featured Placement in Exhibit Hall.
- Upload up to four (4) documents to virtual booth.
- Upload up to two (2) videos to virtual booth.
- Pre-load up to one (1) document into attendee virtual tote bags.
- Four (4) complimentary exhibitor registrations.

### POST-EVENT MARKETING

- Promotion on social media outlets post-event.
- Company logo in "Thank You" email to attendees.



# EXHIBITOR & SPONSORSHIP BENEFITS

## PLATINUM SPONSORSHIP | \$5000

### PRE-EVENT MARKETING

- Company logo on Virtual Summit homepage.
- Company logo with hyperlink and a 75-word description on the Sponsors Page.
- Company logo in email communications.
- Company logo and a 75-word description included in Virtual Summit Event Kit mailed to 100 attendees.
- Include a promotional item in the physical Virtual Summit kit.  
*Item to be provided by company and to not exceed 9"x12" and 3oz.*
- Access to full attendee opt-in email list prior to Virtual Summit.  
*Includes name, company, title, country, and primary interest.*
- Promotion on social media outlets prior to event.

### ONLINE EVENT MARKETING

- Company logo on introduction slide projected at the beginning of one (1) selected session.
- Company logo included in program guide page.
- Company logo on Virtual Summit Welcome Page.
- Company logo on Virtual Summit Agenda Page.
- Promotion on social media outlets during event.

### ONLINE CONFERENCE ACCESS

- One (1) customizable booth in the Virtual Exhibit Hall with lead generation.  
*Delivery of lead generation within two weeks following event.*
- Featured Placement in Exhibit Hall.
- Upload up to four (4) documents to virtual booth.
- Upload up to two (2) videos to virtual booth.
- Pre-load up to two (2) documents into attendee virtual tote bags.
- Six (6) complimentary exhibitor registrations.
- Company message included at the start of one (1) session and company logo featured on the session's page.

### POST-EVENT MARKETING

- Promotion on social media outlets post-event.
- Company logo in "Thank You" email to attendees.



# SPONSOR BENEFITS COMPARISON

BENEFIT	NOTES	GENERAL EXHIBITOR	SILVER	GOLD	PLATINUM
Investment		\$500 NONPROFIT/ACADEMIC \$750 CORPORATE	\$1,000	\$2,500	\$5,000
Listing on Sponsor & Exhibitor Page	Includes a company description (limit 75 words) and logo placement.	✓	✓	✓	✓
Virtual Exhibit Booth	One (1) customizable virtual booth in exhibit hall with lead generation. Delivery of lead generation within two weeks following event. Prominent placement for Platinum Sponsors.	✓	✓	✓	✓
Exhibit Booth Documents	Upload documents to your virtual booth for participants to download and view.	2	2	4	4
Exhibit Booth Videos	Upload a video(s) for participants to view when visiting your virtual booth.	1	1	2	2
Exhibitor/Booth Representative Registrations	Complimentary registrations for your virtual booth representatives.	2	2	4	6
Recognition on Pre-Summit Emails & on Social Media	Your company's name will be listed in social media postings and in email campaigns sent out to participants before the start of the event.		✓	✓	✓
Logo Placement on Welcome Page	Your company's logo will be placed on the Welcome Page (Lobby) of the virtual site.		✓	✓	✓
Recogniton in Post-Summit Thank You Communications	Your company's name will be listed in communications sent out after the event ends.		✓	✓	✓
Acknowledgement & Promo Item in Event Kit	A physical package sent out to attendees prior to the start of the event. 1 promo item is included, up to 9"x12" and maximum of 3oz.			✓	✓
Content Pre-Loaded into Participant Virtual Tote Bags	Each attendee will have their own virtual tote bag that we can pre-load content into.			1	2
Acknowledgement on Agenda Page	Your company's logo will be placed on the Agenda Page of the virtual site.				✓
Sponsor A Session	For 1 session only. Includes a message from the sponsor at the start of the session and the sponsor's logo featured on the session's page.				✓

# EXHIBITOR & SPONSORSHIP FORM

**For more information about being an exhibitor/sponsor at our Virtual Summit, please contact:  
Michelle Larscheid at [mlarscheid@prisms.org](mailto:mlarscheid@prisms.org) or (952) 292-3764.  
Scan and email this completed form to Michelle at the email listed above.**

## YOUR CONTACT INFORMATION

First Name	Last Name	Phone	
Street Address	Suite/Apt.	Email	
City	State	Zip Code	Website
Company Name	Your Job Title		
How would you like your name/organization's name to be listed?			

Can PRISMS promote your sponsorship on our social media?  Yes  No

If yes, please put your social media handles below:

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_ LinkedIn: \_\_\_\_\_

## YOUR SELECTIONS

Select your LEVEL:

- \$500 – Academic/Nonprofit Exhibitor  \$750 – Corporate Exhibitor  \$1,000 – Silver Sponsor  
 \$2,500 – Gold Sponsor  \$5,000 – Platinum Sponsor

## PAYMENT OPTIONS:

- Check mailed with this form (made payable to PRISMS) to PO Box 206528, Dallas, TX 75320-6528  
 Invoice to be sent to address specified above.  
 Credit Card – PRISMS will send an online link to perform payment.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TERMS & CONDITIONS** | Sponsorship requests will be considered on a first come, first served basis. An invoice will be issued on receipt of the signed booking form. Payment is to be received no more than 60 days from the date of the invoice. All payments must be paid in advance of the 2021 Virtual Summit. **Federal Tax Identification Number is 54-1652029.**

Parents and Researchers Interested in Smith-Magenis Syndrome (PRISMS, Inc.) is an advocacy, education, and support organization for individuals with Smith-Magenis Syndrome (SMS), their families, and the professionals who serve them.



PRISMS is a nonprofit 501(c)(3) organization formed on February 4, 1993 by a group of parents and professionals with a desire to build education, awareness, and research opportunities for all those affected by SMS.

## THE MISSION

PRISMS is dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS.

## THE VISION

PRISMS is the leader of the worldwide SMS community and engages, inspires, and empowers families, physicians, educators, researchers, and others so they can support and improve the lives of everyone affected by SMS.

## THE VALUES



**COMPASSIONATE**  
We are a compassionate organization that cares deeply about the well-being and the needs of each and every individual within the SMS community



**EMPOWERING**  
We empower families with the knowledge they need to make the best decisions for their family's needs



**CONSCIENTIOUS**  
We are conscientious in ensuring that all of our actions and practices serve the needs of the SMS community



**INCLUSIVE**  
We encourage and seek participation from all those interested in advocating for and creating a positive impact for the SMS community



**EXCELLENCE**  
We focus on quality, conducting our work to the highest ethical and professional standards and striving for excellence in all that we do



Be a global organization

Ensure that all actions taken by PRISMS are grounded in the best available knowledge

Be a sustainable organization

Be the "go to knowledge center" for all things SMS

Ensure that those impacted by SMS have the resources and opportunity to achieve their fullest potential

"Having a son with a disability that nobody has heard of can be isolating, especially one like Smith-Magenis Syndrome. I look forward to each and every conference as it is a time to see dear friends who support us in this unique life and an opportunity to welcome new families."

Dawn | SMS Parent, NC

"Being rare doesn't make you different. It may be rare to have the syndrome but it's even rarer that I know someone that knows about it or even has the slightest information about it. It's been such a great pleasure to see you all at the conferences, and meeting new faces is great. I hope you guys learn and get the most out of the conferences and have fun meeting other people in our SMS family. I can't wait to have the great honor of giving you guys my talk again next year."

Zach | Past Conference Keynote Speaker and Individual with SMS, MA

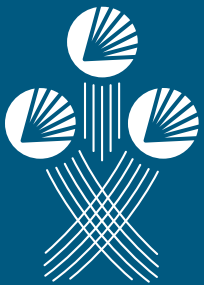
"My experience of the conference was one of my milestones in our journey with SMS. I learned some new things, and also really connected with lots of people who had been my saviours in the early days."

Salli | SMS Parent, England





**THANK YOU!**



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**Virtual Summit**