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WHO WE ARE

OUR MISSION
The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care.

WE ARE ADDING TOMORROWS
The Cystic Fibrosis Foundation is the world’s leader in the search for a cure for cystic fibrosis. We fund more CF research than any other organization, and nearly every CF drug available today was made possible because of Foundation support.

We are a nonprofit donor-supported organization dedicated to attacking cystic fibrosis from every angle. Our focus is to support the development of new drugs to fight the disease, improve the quality of life for those with CF, and ultimately to find a cure.

The Foundation’s drug development success has been recognized by Harvard Business School and by publications such as Forbes and The Wall Street Journal.

The Foundation funds and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease.

The Cystic Fibrosis Foundation is one of the most efficient organizations of its kind and is an accredited charity of the Better Business Bureau’s Wise Giving Alliance.

We are proud of our achievements. But, we still have much to do!
SUPPORT THE NORTH AMERICAN CYSTIC FIBROSIS CONFERENCE & SHOWCASE YOUR PRODUCTS TO THE LEADING DECISION MAKERS IN CF CARE & RESEARCH!

The 31st Annual North American Cystic Fibrosis Conference will be held November 2-4, 2017 at the Indiana Convention Center in Indianapolis, IN. The 2017 NACFC is a great opportunity to showcase your company to a large multidisciplinary audience interested in up-to-date information on products and services to help win the battle against cystic fibrosis. If your company is significant in CF research or clinical management, take advantage of this unique marketing opportunity by participating in the 2017 NACFC! Your support will ensure the ongoing development of high-quality education that is critical to our shared mission: improving the quality of life for more than 70,000 people worldwide living with CF, while striving toward the ultimate goal of finding a cure and control for the disease.
Who Attends
The North American Cystic Fibrosis Conference serves as a collaborative forum to advance research for the treatment and cure of CF. The NACFC is an ideal opportunity to receive state-of-the-art continuing medical education and learn about the latest products and services in CF care. The educational elements of the meeting program are targeted to physicians, nurses, research scientists, respiratory therapists, physical therapists, nutritionists, social workers, and pharmacists to share the latest research and advances in CF care. The meeting is held over three days with more than 60 concurrent sessions.

Learning Goal/Purpose
The learning goal/purpose of this conference is to enable caregivers the opportunity to receive the most current and up-to-date information on the diagnosis and management of cystic fibrosis and to learn strategies for improving the lives of patients.

Program Responsibility
The content and faculty of the scientific program of educational sessions and approval of arrangements for hosted functions are the sole responsibility of the CF Foundation, the NACFC Program Planning Committee, and the accredited provider.

Benefits of Participation
• Considerable visibility at the world’s largest CF-focused educational conference
• Exposure to approximately 4,500 of the most highly regarded, active physicians, nurses, social workers, nutritionists, dietitians, respiratory and physical therapists, psychologists, psychiatrists, pharmacists, research coordinators, and basic and clinical research scientists
• Opportunity to showcase your product(s) and/or service(s) to a broad and diverse audience of decision makers
• Listing on the NACFC official website, NACFC Final Program, Exhibitor Guide, and mobile app
• Access to NACFC educational sessions (restrictions apply)
• Access to pre and post conference registration mailing lists
• Support the CF Foundation, CF research, and CF care
ATTENDEE DEMOGRAPHICS

2016 Attendee by Geographic Location

Country               #   %
---------             --  ----
U.S.                3,752  81.38
Canada              266   5.76
United Kingdom      131   2.88
Other Countries*    103   2.22
Netherlands          54   1.16
France              49   1.06
Germany              39   0.85
Australia            33   0.72
Italy                33   0.72
Argentina            26   0.56
Belgium              24   0.52
Ireland              19   0.41
Spain                18   0.39
Mexico               15   0.33
Brazil               14   0.30
Norway               12   0.26
Columbia             11   0.24
Sweden               11   0.24

2016 Attendee by Discipline

Discipline                          #   %
-----------------------------------  ---  ----
Academic MD, MD/PhD (Clinician)    1,008  21.87
Other                               403   8.74
Academic Nurse                     358   7.77
Academic PhD, MD/PhD, MD (Basic Scientist) 325   7.05
Manning Booth Only                 323   7.01
Nutritionist/Dietitian             253   5.49
Respiratory Therapist              240   5.21
Corporate MD, MD/PhD (Clinician)   183   3.97
Research Coordinator               180   3.91
Social Worker                      179   3.88
Sales/Marketing                    178   3.86
Non-Exhibiting Company Representative 99   2.15
Academic Nurse Practitioner        98   2.13
Physical Therapist                 97   2.10
Academic Pharmacist                75   1.63
Corporate Nurse                    75   1.63
Research Assistant/Technician      66   1.43
Corporate Pharmacist               57   1.24
Parent/Caregiver                   40   0.87
Center Secretary/Clinic Coordinator 31   0.67
Psychologist                       29   0.63
Geneticist/Genetic Counselor      23   0.50
Corporate Nurse Practitioner       20   0.43
Physician Assistant                13   0.28
Child Life Specialist              10   0.22
MPH, MED, EdD                      9    0.2
Psychiatrist                       6    0.13
Center Director Emeritus (Retired) 6    0.13
Press                              5    0.11
2016 EXHIBITORS & SUPPORTERS

OCTOBER 27-29, 2016 - ORLANDO, FL

PLATINUM SUPPORTERS

ABBVIE
ACCREDO
ALCRESTA THERAPEUTICS, INC.
ALLERGAN USA, INC.
ANTHERA
AXELACARE
BAYER HEALTHCARE
CALLION PHARMA
CHIESI USA, INC.
COVERMYMEDS
CVS HEALTH/SPECIALTY
CYSTIC FIBROSIS PHARMACY, INC.
DIPLOMAT
DYNAMIKS HEALTHCARE
ELECTROMED, INC.
ELITECHGROUP BIOMEDICAL SYSTEMS
FOUNDATION CARE PHARMACY
GENENTECH
GILEAD SCIENCES, INC.
HEALTHWELL FOUNDATION
HILL-ROM
INTERNATIONAL BIOPHYSICS CORPORATION
IV SOLUTIONS
KATE FARMS
MONAGHAN MEDICAL CORPORATION
MVW NUTRITIONALS
NATIONAL JEWISH HEALTH
NDD MEDICAL TECHNOLOGIES
NIVALIS
NOVA INNOVATIONS
NOVARTIS PHARMACEUTICALS
PARI RESPIRATORY EQUIPMENT, INC. & PARI PHARMA
PFIZER
PHARMACEUTICAL SPECIALTIES
POLYCHROME MEDICAL, LLC
PROQR
PROTEOSTASIS THERAPEUTICS, INC.
PTC THERAPEUTICS
PULMOTRACE
RAPTOR PHARMACEUTICALS
RESPINNOVATION
RESPIRTECH
SUPER VITAMIN D, LLC
TLCRX SPECIALTY PHARMACY
UF HEALTH
VERTEX PHARMACEUTICALS
VITALOGRAPH
WALGREENS
WESTMED, INC.
WILEY
WINDTALES B.V.
## IMPORTANT DATES & DEADLINES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOW – September 29th</td>
<td>Apply to Exhibit</td>
</tr>
<tr>
<td>June 6th</td>
<td>General Housing Opens</td>
</tr>
<tr>
<td></td>
<td><strong>DUE</strong>: First Right of Refusal Forms</td>
</tr>
<tr>
<td>July 25th</td>
<td>General Registration Opens</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Service Manual available online</td>
</tr>
<tr>
<td>July 31st</td>
<td><strong>DEADLINE</strong> for Exhibitor Applications with 50% payment</td>
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<tr>
<td></td>
<td><strong>DEADLINE</strong> for Supporter Applications with 50% payment</td>
</tr>
<tr>
<td></td>
<td>Booth Number Confirmations sent to exhibitors</td>
</tr>
<tr>
<td>August 1st – September 29th</td>
<td>All Exhibitor Applications require 100% payment upon receipt of Invoice</td>
</tr>
<tr>
<td>August 18th</td>
<td><strong>DEADLINE</strong> to Cancel or Downsize Exhibit Space/Support</td>
</tr>
<tr>
<td></td>
<td>Exhibit Booth fee increase</td>
</tr>
<tr>
<td></td>
<td><strong>DUE</strong>: Graphics and designs for Support items submitted for approval</td>
</tr>
<tr>
<td></td>
<td><strong>DUE</strong>: Company descriptions and logos</td>
</tr>
<tr>
<td>September 1st</td>
<td><strong>DUE</strong>: Corporate Request for Function Space</td>
</tr>
<tr>
<td></td>
<td><strong>DUE</strong>: Industry Supported Seminar Applications</td>
</tr>
<tr>
<td>September 15th</td>
<td><strong>DUE</strong>: Showcase Theater Forms</td>
</tr>
<tr>
<td></td>
<td><strong>DUE</strong>: Mailing List Applications with payment</td>
</tr>
<tr>
<td>September 22nd</td>
<td><strong>DUE</strong>: Exhibit booth Food and Beverage requests</td>
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<tr>
<td></td>
<td><strong>DUE</strong>: Early Move-in Requests</td>
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<td></td>
<td><strong>DUE</strong>: Island booth designs</td>
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<tr>
<td></td>
<td><strong>DUE</strong>: Exhibit booth product samples/promotional items for approval</td>
</tr>
<tr>
<td>September 27th</td>
<td>Housing Cut-off</td>
</tr>
<tr>
<td></td>
<td>Deadline to cancel registration(s)</td>
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<tr>
<td></td>
<td>Late Registration Begins</td>
</tr>
<tr>
<td>September 29th</td>
<td><strong>DUE</strong>: Final payments for Exhibit Booths and Support Opportunities</td>
</tr>
<tr>
<td>October 1st</td>
<td><strong>Deadline</strong> for complimentary and discount ‘General Registrations’ and complimentary ‘Exhibit Booth Only’ Registrations (no exceptions - regardless of Support Level)</td>
</tr>
<tr>
<td>TBD</td>
<td>GES Discount Deadline</td>
</tr>
<tr>
<td>October 31st</td>
<td>Exhibit Hall Set-up</td>
</tr>
<tr>
<td>November 1st – 3rd</td>
<td>Exhibit Hall Open</td>
</tr>
</tbody>
</table>

## CONTACT FOR INFORMATION

Questions regarding company participation at the 31st Annual North American Cystic Fibrosis Conference should be directed to:

Rebekah Kim, Senior Coordinator, Medical Meetings  
rkim@cff.org  240-200-3763

www.nacfconference.org  Exhibit-Support-NACFC@cff.org
Booth Space Fees

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early Bird Rate (per 10’ x10’)</th>
<th>After August 18th (per 10’ x 10’)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-line</td>
<td>$5,200</td>
<td>$5,500</td>
</tr>
<tr>
<td>Corner</td>
<td>$5,800</td>
<td>$6,100</td>
</tr>
<tr>
<td>Island</td>
<td>$6,600</td>
<td>$6,900</td>
</tr>
</tbody>
</table>

What’s Included With Your Booth
- 3’ high black sidewall draping and 8’ high black backwall draping, where applicable.
- 24-hour Exhibit Hall security.
- Two ‘Exhibit Booth Only’ badges for every 10’ x 10’ booth space purchased.
- Two ‘Guest Only’ badges. (Access allowed only during open exhibit hall hours)

Booth Payment
- 50% deposit of total booth fee is DUE if Exhibit Application is received on or before July 31st.
- 100% of total booth fee is DUE if Exhibit Application is received on or after August 1st.
- Final booth payments are DUE September 29th. While every effort will be made to accommodate applications submitted after September 29th, space is not guaranteed.
- Applications accepted on or after September 30th will incur an additional $300 processing fee.
- If an application is not accepted, submitter will be notified and payment will be returned within 14 business days of such notification.
- All exhibiting costs are the responsibility of the participating company.

Booth Assignment
Booth assignments will be made in the order applications are received and by the company/organization’s previous year support level.

Booth assignments will be made in ascending order of the choices indicated on the application. If preferred booth space is not available, space will be assigned as appropriate. Exhibitors will receive e-mail confirmation of booth assignment by July 31st if payment and completed application have been received prior to this date and have been accepted by NACFC Show Management. If deposits or full payments and completed applications are not received by July 31st, booth selection may be reassigned or denied without notification by NACFC Show Management.

Exhibit Booths

Standard In-line and Corner Booths
- Includes a booth identification sign with company name, approximately 7” high x 44” long, located at the top of the backwall drape.
- Standard booths are 10’ wide x 10’ deep, with black 8’ high draped back wall and black 3’ high side rails. (Corner booths do not have side rails).
- Maximum height of in-line and corner exhibits is 8’ tall, and may extend 5’ from the back wall.
- Pop-up or other modular booths used by exhibiting companies in standard in-line and corner booths cannot exceed the back wall and side wall dimensions.

Island Booths
- Must be a minimum of 20’ x 20’.
- Must have access from all four sides and cannot be larger than 40’ x 30’ without prior approval from NACFC Show Management.
- Booth height will not exceed 24’ from the floor to its highest point. Plans for all Island Booths must be submitted to NACFC Show Management for approval by September 22nd.

Tabletop Exhibits
- Tabletop exhibits are available for non-profit companies only. For tabletop exhibit information and pricing, please contact NACFC Show Management.

Cancellations & Downsizing
Exhibiting companies wishing to cancel or reduce the size of their exhibit space are required to submit a written request. Official cancellation date will be in effect on the date written notification is received. All cancellations or requests for a reduction in exhibit space must be made in writing to the NACFC Show Management by August 18th.

Cancellation
- Deposits and fifty percent (50%) of the total exhibit fee will be retained for cancellations received on or before August 18th.
- One hundred percent (100%) of the total exhibit fee will be retained for cancellations received on or after August 19th.

Downsizing
- Once an application is received, until August 18th, booth downsizing will be charged fifty percent (50%) of total booth fee, per 10 square feet reduced.
- One hundred percent (100%) of the total exhibit fee, per 10 square feet reduced, will be retained for downsizing requests received on or after August 19th.
Installation & Dismantle of Exhibits

Any exhibit not dismantled by 12:00 p.m. on Sunday, November 5th by the responsible company, will be removed by GES. In such cases, full labor and storage charges (if applicable) will be assessed and billed to the exhibiting company. The CF Foundation, GES, nor the Indiana Convention Center will be responsible, and accept no liability for loss, damage, or deterioration to any and all property belonging to the exhibiting company. Installation and dismantling times are subject to change.

Installation
Wednesday, November 1st .......................... 8:00 a.m. – 8:00 p.m.
• All empty crates must be labeled by 5:00 p.m. on Wednesday, November 1st in order for GES to clear them to lay the aisle carpet.

Thursday, November 2nd ............................. 8:00 a.m. – 10:00 a.m.
• On Thursday, November 2nd, exhibitors may continue setting up only within the confines of their booth space(s).
• Any booth not set up by 10:00 a.m. on Thursday, November 2nd will be removed from the floor, including materials and equipment belonging to the exhibiting company. Exhibitors not set up or installed on time may be required to forfeit their space and fees paid and/or jeopardize future booth space opportunities.
• Exhibitors with more than 300 square feet of booth space that require early move-in on Tuesday, October 31st must submit a written request to NACFC Show Management by September 22nd.

Dismantle
Saturday, November 4th ............................. 2:21 p.m. – 8:00 p.m.
• Equipment/literature packing and/or dismantling of exhibits is not permitted until 2:21 p.m. on Saturday, November 4th. Exhibitors that begin dismantling early will jeopardize future booth space opportunities.
• Empty packaging/crate return will commence Saturday afternoon after the Hall closes.
Sunday, November 5th ............................... 8:00 a.m. – 12:00 p.m.
• All exhibit material must be packed and ready for removal from the Exhibit Hall by 12:00 p.m. on Sunday, November 5th.

Exhibit Hall Schedule of Events*
*Subject to Change

Thursday, November 2nd
11:15 am – 4:15 pm  Exhibit Hall Open
11:15 am – 1:45 pm  Cash Lunch | Visit Exhibits | Poster Viewing
11:30 am – 1:20 pm  Showcase Theater Presentations

Friday, November 3rd
7:30 am – 4:45 pm  Exhibit Hall Open
7:30 am – 8:45 am  Continental Breakfast | Visit Exhibits | Poster Viewing
12:15 pm – 1:35 pm  Cash Lunch | Visit Exhibits | Poster Viewing
12:30 pm – 1:20 pm  Showcase Theater Presentations

Saturday, November 4th
7:30 am – 2:20 pm  Exhibit Hall Open
7:30 am – 8:45 am  Continental Breakfast | Visit Exhibits | Poster Viewing
12:15 pm – 2:20 pm  Cash Lunch | Visit Exhibits | Poster Viewing
12:30 pm – 2:20 pm  Showcase Theater Presentations

Service Contractor:
Global Experience Specialists (GES)

• GES service details, pricing and order forms are in the Exhibitor Services Manual (available Summer 2017) or at GES Online at https://ordering.ges.com.
• Information may also be obtained by contacting GES National Service Center by phone, 800-475-2098 (US), or 702-515-5970, (international); or via online chat, www.ges.com/chat. Service Center hours of operation are 6:00 a.m. – 5:00 p.m. PST.

What Will GES Do For You?
• GES will furnish exhibitors with suitable booth space. All rental furnishings, sign and banner orders, exhibit services, booth cleaning, material handling, and labor will be contracted through GES.
• GES will send an email notification when GES online and the Exhibitor Services Manual are available.
Guidelines for Display
The CF Foundation refers to the IAEE Guidelines for Display Rules and Regulations. Additional booth specification details will be included in the Exhibitor Service Manual.

Booth Perimeter Restrictions
Exhibitors are prohibited from placing any structures or materials beyond the perimeters of their assigned booth space. NACFC Show Management reserves the right to make modifications to perimeter restrictions at any time and at their sole discretion.

Canvassing/Distribution of Materials and Advertising
Interviews, demonstrations, event or function advertisements, and distribution of literature or give-away items must be done within the confines of the booth area assigned to exhibitor. Canvassing or distributing advertising materials outside exhibitor's own booth is not permitted. Use of the CF Foundation name, logo, and/or conference name is not permitted without the written consent of the Foundation, including, but not limited to, North American Cystic Fibrosis Conference, NACFC, CFF, Cystic Fibrosis Foundation, CF Foundation, and 31st Annual NACF Conference.

Compliance with Laws & Regulations
Exhibitors must comply with all laws, by-laws, regulations, policies, ordinances, resolutions, and agreements of or with the Indiana Convention Center (ICC), the city of Indianapolis, the state of Indiana, and federal regulations. In addition, exhibitors will comply with the regulations of the local unions having jurisdiction at the ICC. Materials used in all parts of exhibit construction, together with all curtains, draperies, and other decorative material must be flameproof as prescribed by the fire ordinances currently in effect in Florida. All national and local fire laws and ordinances with respect to materials, electrical wiring, and other substances must be strictly observed. Exhibits are subject to inspection by appropriate officials before opening and at any time during the event to ensure compliance. Combustible material such as crepe paper, tissue paper, pine boughs, or leafy adornments will not be allowed at any time. All packaging containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under tables or behind displays. Open flames, gasoline, kerosene, and other flammable or explosive substances are not permitted in the exhibit area. Popcorn, glitter, or helium balloons are not permitted in the Exhibit Hall. Individuals under the age of 16 years old are not permitted in the Exhibit Hall during installation and dismantling hours.

Floor Covering
Floor covering is mandatory for all exhibit booths and must cover the entire net square footage of contracted exhibit space. Exhibitors may use their own floor covering (carpet or hardwood) or order it from GES. Order forms will be included in the Exhibitor Services Manual. If floor covering is not installed by 4:00 p.m. on Wednesday, November 1st, GES will install carpet at the exhibitor's expense.

Food & Beverage
Food and beverages to be served, distributed, or consumed on the premises of the ICC must be contracted through Centerplate, the exclusive catering company at the ICC. Exhibitors must contact Rita Ramsey, exhibit catering sales manager at rita.ramsey@centerplate.com for information. Exhibitors wishing to distribute food or beverages of any kind must submit a written request to NACFC Show Management by September 22nd.

Force Majeure
The CF Foundation will not be responsible in any event for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, pandemic disease, acts of terrorism, unavoidable casualty, or any other similar or dissimilar causes beyond the control of NACFC Show Management. Exhibitor hereby releases and discharges NACFC Show Management and its officers, directors, employees, and agents from liability for any such loss, damage, delay, or limitation. Should any contingency prevent the holding of the exhibition, NACFC Show Management may retain such part of the fee specified in the exhibitor application.

Fundraising
Collecting donations for the CF Foundation or any other fundraising activities are restricted. Please contact NACFC Show Management for information and approval of fundraising activities.

Furnishings & Decorations
Exhibitors may rent furnishings and decorations from GES or provide their own. Material handling rates will apply if exhibitors bring their own furnishings or use an outside vendor.

Hanging Signs
Hanging signs are permitted for Island Booths only and must comply with the 24’ maximum Island Booth height allowance. The distance is measured from the floor to the top of the sign. Signs must be hung directly over contracted space.
Lead Retrieval
Lead retrieval units can be ordered through the Exhibitor Services Manual on GES online.

Liability & Indemnification
Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless the CF Foundation, the Indiana Convention Center, GES, and their directors, officers, employees, agents, parents, and subsidiaries against all actions, claims, losses, and damages to persons or property. In addition, the Foundation, its directors, officers, agents, and employees, separately or collectively, GES or the ICC, its directors, officers, agents, and employees separately or collectively, will not accept responsibility for any damage to, or the loss or destruction of, an exhibit or the property of an exhibitor, its agents or employees, or the death or injury of any person employed by exhibitor or for whom exhibitor is responsible or over whom exhibitor has control from fire, theft, accidents or other causes of any kind. All claims for any such loss, damage, destruction, death, or injury are expressly waived by exhibitor.

Product Samples/Promotional Items
Distribution of samples is not specifically prohibited, but may not be appropriate. Promotional items that will be distributed within exhibit booths must be pre-approved. Exhibitors wishing to distribute items other than product samples or educational materials must submit a written request, including a product description, to NACFC Show Management by September 22nd. Companies that do not submit for approval by the deadline are not guaranteed approval.

Restriction of Exhibits
NACFC Show Management reserves the right to: (a) reject for any reason, without explanation, any exhibit application, company, product or service(s) for the NACFC; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason including literature, displays, advertising, promotional items, conduct of persons, etc.; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to NACFC Show Management for any reason. The volume of conversation, audio or audiovisual equipment, or any other activity shall be kept at levels that do not disturb or intrude upon nearby exhibitors or other conference activities. Violation of any regulations on the part of exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to the CF Foundation all monies that may have been paid. Exhibitor shall pay all expenses and damages that NACFC Show Management may incur for purposes of eviction.

Sales
The direct sale of merchandise, including food and beverages, for cash or credit in the Exhibit Hall is prohibited; however, orders may be taken.

Security
The CF Foundation will provide 24-hour security services during the entire exhibit period, including installation and dismantle periods. The Foundation will not be responsible for the loss of any material for any cause and urges exhibitors to exercise normal precautions to discourage loss due to theft or any other cause. Neither the Foundation nor the ICC is liable for exhibitor property.

Smoking
The NACFC has a no smoking policy for all NACFC meetings. Smoking is not permitted in the Convention Center.

Staffing
Exhibits must be staffed and operational at all times during show hours. Exhibitors vacating their booth before the closing of each day or prior to the final close of the show may be denied exhibit space at future conferences and events.

Subletting Space
No exhibitor shall assign, sublet, or apportion the whole or any part of their contracted space, or have any representatives, equipment or materials from any company other than their own in the booth without written approval from NACFC Show Management. Failure to inform NACFC Show Management may result in immediate eviction at exhibitor’s expense.

Utility Services & AV Equipment
All electrical, plumbing, telephone services, internet services, telecommunications, and audio visual equipment needs must be requested through the specified contractor identified in the Exhibitor Services Manual. Order forms for these services are included in the Exhibitor Services Manual.
Maximize Your Company’s Visibility at the 2017 NACFC with Support and Marketing Opportunities!

The CF Foundation appreciates the significant role and contributions of its corporate supporters and exhibiting companies toward the success of the NACFC. The Foundation is committed to assisting corporate supporters and exhibiting companies with meeting their business goals at the NACFC by offering a wide variety of exciting support opportunities. This brochure lists these opportunities, which are designed to meet the diverging needs of conference supporters and exhibiting companies, based on their individual policies and objectives. The CF Foundation is also happy to consider new ideas or suggestions that will aid your company in maximizing visualization to NACFC attendees. To discuss new or existing NACFC support opportunities, please contact Exhibit-Support-NACFC@cff.org.

Support Levels
Support levels are determined by total dollars contributed, including Exhibit Booth fees, but excluding Meeting Space fees.

All Support Levels include the following:
• Recognition in the NACFC Official Preliminary Program*, Final Program, and Exhibitor’s Guide
• Recognition on the NACFC website
• Recognition on entrance unit to Exhibit Hall
• Recognition in NACFC mobile app with customizable company page

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**Platinum**

- Minimum of $150,000.00 support is required to qualify
- Platinum lapel pins with 2017 NACFC logo
- Six complimentary general conference registrations**
- Five general conference registrations at discounted rate**
- Special acknowledgement/company logo in Preliminary* & Final Programs
- Option for housing in the Headquarter Hotel if support is confirmed by June 29, 2017
- Advance booth selection in 2018

**Gold**

- Minimum of $75,000.00 support is required to qualify
- Gold lapel pins with 2017 NACFC logo
- Four complimentary general conference registrations**
- Three general conference registrations at discounted rate**
- Advance booth selection in 2018

**Silver**

- Minimum of $25,000.00 support is required to qualify
- Silver lapel pins with 2017 NACFC logo
- Three complimentary general conference registrations**
- Two general conference registrations at discounted rate**

**Corporate**

- Minimum of $10,000.00 support is required to qualify
- Two complimentary general conference registration**
- One general conference registration at discounted rate**

**Nonprofit/Jr. Contributor**

- Minimum of $5,000.00 support is required to qualify
- One complimentary general conference registration**
- One general conference registration at discounted rate**

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*If support is secured on, or before, July 31st**
**If registration is secured on, or before, October 1st**
(no exceptions - regardless of Support Level)
Conference Bags $100,000

Conference tote bags are distributed to every fully registered participant at the NACFC. These bags will contain the Final Program, various sponsored items, and other materials vital to the conference. Participants use the bags on-site to carry essentials like water bottles, notepads, pens, business cards, laptops, and other accessories. NACFC bags are a favorite “take home” item among participants. Place your company logo on the bag for prominent recognition.

Registration Electronic Check-in $100,000

Back again this year, NACFC attendees will be able to check in electronically. Companies can be recognized at check-in terminals via screen savers and background logos. Your company may provide mousepads for additional exposure.

Wi-Fi Buyout (Headquarter Hotel) $100,000

Attendees will enjoy Complimentary Wi-Fi throughout the HQ Hotel public space by connecting to a custom network with your preferred username and/or password. Attendees can be directed to a custom landing page. Please note: The Wi-Fi network will NOT be available in meeting spaces and/or guestrooms.

Wi-Fi Lounge $80,000

Attendees will enjoy a comfortable and convenient setting to wirelessly connect to their laptop or wireless devices. Located in the Exhibit Hall, the lounge-style setting is an extremely popular gathering and networking spot for attendees. Recognition: Banner and signage in the lounge area with company or product logo and link to company website. You can broaden recognition by providing refreshments in the lounge.

Poster Sessions* $70,000

One of the most anticipated sessions during the NACFC can be yours to support. Be recognized through signage at the daily poster sessions. Poster sessions attract thousands of attendees and will provide high traffic for your company’s logo. Includes e-Posters: Take poster sessions virtual and provide attendees with a one-stop shop to view posters electronically. E-Posters are accessible during all open Exhibit Hall hours.

Thursday, November 2nd
11:15 a.m. – 1:45 p.m. Poster Session

Friday, November 3rd
7:30 a.m. – 8:45 a.m. Poster Viewing
12:15 p.m. – 1:45 p.m. Poster Viewing
4:00 p.m. – 6:00 p.m. Special Basic Science Poster Session

Saturday, November 4th
7:30 a.m. – 8:45 a.m. Poster Viewing
12:15 p.m. – 2:20 p.m. Poster Viewing

Roundtable Session/Luncheon $65,000

This very popular roundtable discussion session routinely attracts up to 1,000 attendees. Your company will be recognized through prominent signage displays. Feel free to provide napkins and cups at the buffet luncheon with your company logo for more visibility.

Closing Event $300,000

Culminating conference week, this modern dinner and dancing event routinely draws nearly 1,200 participants. By supporting this event your company will have lasting exposure. Recognition: Prominent signage and banner at event and on food and beverage stations. Napkins and beverage cups with company or product logo may be provided for beverage stations by company.

Welcome Reception $200,000

This popular networking event is a great way to set the pace for company exposure at the NACFC. Food, beverage, and entertainment make this a must for more than 3,000 attendees. Recognition: Prominent signage and banner displayed during the event and on food and beverage stations. Napkins and beverage cups with company or product logo may be provided by company.

*Sessions Recording Website $125,000

The NACFC Content Library (NCL) contains the NACFC scientific presentations with audio synch-to-slide technology. Fully registered NACFC attendees receive complimentary access to the NCL. Recognition: Company logo displayed on the NCL website. Each year’s content is accessible on the NCL for a minimum of three years for abundant exposure.

Wi-Fi Buyout (Convention Center) $125,000

Attendees will enjoy Complimentary Wi-Fi throughout the Convention Center by connecting to a custom network with your preferred username and/or password. Attendees can also be directed to a custom landing page designed either by the Convention Center or an in-house design team. Please note: The Wi-Fi network will NOT be available in the Exhibit Hall unless your company is also sponsoring the Wi-Fi Lounge.

e-Connect $110,000

Display your company logo on e-Connect terminals in high traffic areas. e-Connect is a central hub for NACFC activity. Attendees access their conference itineraries, view and print NACFC materials and print airline boarding passes. Your company will be recognized through prominent signage around the e-Connect area. Your company may provide mouse pads for additional exposure.

*Exclusive Opportunity

*Sessions Recording Website $125,000

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Wi-Fi Buyout (Convention Center) $125,000

Attendees will enjoy Complimentary Wi-Fi throughout the Convention Center by connecting to a custom network with your preferred username and/or password. Attendees can also be directed to a custom landing page designed either by the Convention Center or an in-house design team. Please note: The Wi-Fi network will NOT be available in the Exhibit Hall unless your company is also sponsoring the Wi-Fi Lounge.

e-Connect $110,000

Display your company logo on e-Connect terminals in high traffic areas. e-Connect is a central hub for NACFC activity. Attendees access their conference itineraries, view and print NACFC materials and print airline boarding passes. Your company will be recognized through prominent signage around the e-Connect area. Your company may provide mouse pads for additional exposure.

Conference Bags $100,000

Conference tote bags are distributed to every fully registered participant at the NACFC. These bags will contain the Final Program, various sponsored items, and other materials vital to the conference. Participants use the bags on-site to carry essentials like water bottles, notepads, pens, business cards, laptops, and other accessories. NACFC bags are a favorite “take home” item among participants. Place your company logo on the bag for prominent recognition.
NACFC SUPPORT & MARKETING OPPORTUNITIES

Pediatric Pulmonology Flash Drive $60,000
This flash drive contains the 2016 NACFC accepted abstracts and symposium presentation summaries in a searchable format. Attendees use the flash drive before, during, and after the conference. Recognition: logo on the top banner (and a link to your website, if desired) and a section within the flash drive with links to company videos. Company logo can also be placed on the outside of the flash and on its packaging.

NACFC Mobile App $50,000
Bring your company to the attendees through the NACFC mobile app. Available to all attendees with an iPhone, iPad, Blackberry, or Android to download. Recognition: splash page and banner on the app. Make your banner interactive! One click can send attendee directly to your company website. Attendees will use the app before, during and after the conference. A webinar will be available approximately one month before the conference beings, allowing even more exposure.

Badge Lanyard* $45,000
Participants are required to wear a badge at all times during the NACFC. Gain high visibility for your company by supporting the badge lanyards worn by attendees. Recognition: company name/logo on 4,000+ lanyards made available to all conference attendees.

Hospitality Breaks $50,000 (per break) OR $80,000 (for two or more)
Morning and afternoon coffee breaks are provided to NACFC attendees between sessions. Your company logo will be displayed on signage on and around the food and beverage stations. You can also add napkins and/or beverage cups with your company logo for increased recognition.

Thursday, November 2nd
9:15 a.m. – 9:45 a.m. & 3:25 p.m. – 4:20 p.m.
Friday, November 3rd
10:00 a.m. – 10:20 a.m., & 3:20 p.m. – 3:50 p.m.
Saturday, November 4th
10:00 a.m. – 10:20 a.m.

e-Posters $45,000
Take poster sessions virtual and provide attendees with a one-stop shop to view posters electronically. e-Posters are accessible during all open Exhibit Hall hours. Sponsor this item and receive recognition through splash pages and signage. The company that selects this opportunity is entitled to right of first refusal.

Reusable Water Bottle* $45,000
Show your company’s commitment to “going green” with your company or product logo printed on refillable water bottles that are included with all full conference registrations. The water bottles are a great complement to the Hydration Stations, and can be distributed at various locations at NACFC.

City Running Map $35,000
Sports Illustrated’s Peter King calls Indianapolis “the most walkable downtown in America,” and this pocket-sized running map is the perfect complement to help promote a healthy lifestyle to NACFC attendees. This map can be customized to provide directions from official conference hotels and/or the convention center and can be provided to every attendee in their conference badge, or at the official conference hotels. Your company logo will be placed prominently on the map.

Speaker Ready Room $30,000
Treat more than 500 NACFC faculty members to light refreshments while gaining exposure for your company by supporting the Speaker Ready Room. Recognition: company name or logo displayed as splash page on 24 computer terminals; signage in the room and acknowledgment in the Final Program.

Power Bar $25,000
 Attendees can recharge at the very popular Power Bar. Located in the Exhibit Hall, power station(s) are available to charge a variety of hand-held electronics such as multi-media devices, cell phones and laptops. These stations will be equipped with numerous charging connectors designed to fit most small electronic devices. Surge protectors for charging laptops will also be available. Recognition: Prominent signage on and around the power station, company or product logo on each charging unit. Expand your recognition by providing refreshments at the “bar.”

Relaxation Station* $20,000
Guaranteed to be one of the most popular booths at the conference, attendees can enjoy a brief, refreshing massage by a licensed professional massage therapist. Increase your company’s exposure by providing t-shirts with your corporate logo.

Carpet Logo (10’ x 10’ logo) $20,000
eCarpet logos area prominent visual force for more than 4,000 attendees. Located directly at the entrance to the Exhibit Hall, your company name/logo will be the first thing attendees see as they enter the Exhibit Hall each day! Show your support with an exclusive carpet logo display or share with other NACFC Supporters.

Presentation Management System* $15,000
NACFC faculty will post their presentations on this website prior to the conference, which opens approximately two months prior to the NACFC. Your company logo will be placed directly on the presentation management system website, providing significant exposure.

Junior Investigators Sessions* $10,000
This non-CME session highlights the abstracts of junior investigators in the area of basic science and clinical research. The top five abstracts in each category will be chosen for a 5-10 minute oral presentation at special sessions. Awards will be furnished by your company name or product. Award certificate with your company name will be presented to winners.

*Exclusive Opportunity
Medical Bag* $10,000
Be the first message attendees see when they receive their Medical Bag in their hotel room on Thursday, November 2nd. Your company logo will be placed prominently on the outside for maximum exposure. Sponsorship of the Medical Bag includes (1) insert; company to provide 4,000 copies of the insert.

Medical Bag Inserts** $8,000 (each)
Your company provides 4,000* copies of a flyer, up to 8.5” x 11”, to be included in a hotel room drop Thursday, November 2nd. All flyers must be approved by the CF Foundation. A maximum of 10 inserts will be accepted on a first-come, first-served basis.
* Please be advised that quantities may change due to hotel room block fluctuation.
** A minimum of 4 inserts must be reserved for the Medical Bag to be delivered.

Showcase Theaters ** $8,000 (per session)
Scheduled in the Exhibit Hall, 20-minute showcase theaters give attendees an opportunity to learn about the most recent developments regarding your company or products. Presentations are non-CME and must remain within product labeling. One of each of the following will be provided: a small riser, LCD screen and projector, poster board, lectern, handheld microphone, and an easel; additional equipment must be arranged and paid for by the supporting company. Forms are due by September 15th; contact us at Exhibit-Support-NACFC@cff.org for availability. The final Showcase Theatre schedule is published in the Exhibitor Guide.
** A minimum of 4 inserts must be reserved for the Showcase Theater to be available.

Pens for Conference Bag* $8,000
Something everyone needs! Your company or product logo will be printed on pens and provided in the conference bags for all registered NACFC attendees.

Hydration Station $6,000 (per station)
Hydration stations will be placed in a variety of highly visible locations throughout the convention center. Hydration station water will be infused with fresh citrus for a refreshing treat! Make a green statement by providing support for these refillable hydration stations. Recognition: Company or product logo on the NACFC website and signage at each station. Multiple locations available.

Attendee Mailing List $1,500+
Don’t wait until you are onsite to start promoting your company’s presence at NACFC. Start generating leads by drawing attention to the product(s) and/or service(s) your company will be highlighting at NACFC. Mailing List Applications and payment are due by September 15th.

Final Program Acknowledgements $800+
The NACFC will sell acknowledgement space within its Final Program. Each registered attendee will receive a Final Program in their conference bag. Gain maximum visibility through acknowledgement pages. Contact us at Exhibit-Support-NACFC@cff.org.

Exhibitor & Supporter Signage Please refer to the Banner & Signage Opportunities Guide for Pricing
The Indiana Convention Center offers unique and prominent signage opportunities. View our Banner & Signage Opportunities Guide by following this link. Contact us at Exhibit-Support-NACFC@cff.org for pricing information.

Regulatory Requirements & Professional Codes
The NACFC adheres to Accreditation Council for Continuing Medical Education regulations to provide continuing education units for most sessions. ACCME regulations require specific measures to maintain accreditation, some of which pertain to industry support. PhRMA and AdvaMed have developed voluntary guideline principals to industry’s marketing relationships with health care professionals. Please check with your company’s regulatory or compliance department before applying for support opportunities. NACFC adheres to all state and federal regulations surrounding regulatory requirements and professional codes.

Sunshine Act (Open Payments)
The Sunshine Act is a common name for the National Physician Payment Transparency Program and a section of the Patient Protection and Affordable Care Act of 2010. The Sunshine Act is a federal law that requires certain pharmaceutical and device manufacturers to annually report to the secretary of Health and Human Services certain payments or other transfers of value (both direct and indirect) furnished to U.S. licensed physicians and teaching hospitals. The Sunshine Act does not ban any payments but simply requires reporting of payments and transfers of value.

Covered recipients include the following health care professionals who are licensed in the U.S.: medical doctors, doctors of osteopathy, podiatrists, dentists, optometrists, and chiropractors. Fellows are covered recipients. Residents are excluded from reporting.

Other U.S. health care providers such as pharmacists, doctors of pharmacy, and scientific researchers with credentials not included above, and medical doctors who are not licensed in the United States are not covered by this law and are excluded from reporting under the provisions of the Sunshine Act.

Under the Sunshine Act, all companies must report payments and other transfers of value made to U.S. physicians and teaching hospitals. This includes the cost of meals provided to physicians in any setting, as well as payments made to physicians or teaching hospitals as part of a contracted service such as speaker programs, advisory boards, consulting, and clinical trials.

*Exclusive Opportunity
Session Support
The conference is designed to educate physicians and allied health professionals on recent advances in basic and clinical research related to CF, and to discuss issues, problems and new approaches to the diagnosis and clinical management of CF patients. The conference is directed to physicians, other health care professionals and researchers involved in CF.

Education Support Guidelines
CME credit will be provided for most sessions. Educational grant support is accepted after the conference sessions are programmed. Educational grants are used to help offset session costs, such as speaker honoraria and expenses, session catering, audio/visual equipment, syllabus/handout production, as well as to contribute to the overall financial viability of the conference. In accordance with its adherence to the accreditation requirements and policies of the ACCME, control of the development and operation of all NACFC educational sessions are through the joint providership of Medical Education Resources and the CF Foundation. MER is accredited by the ACCME to provide continuing medical education for physicians. MER and the CF Foundation will ensure that all CME activities are fair-balanced, scientifically rigorous, and appropriate for CME.

No corporate or product-specific advertisements, invitations to events or promotional literature are permitted in NACFC educational sessions. Additionally, companies may not engage in any activity to drive attendance to specific sessions.

A letter of agreement is required by Medical Education Resources for support of the educational sessions that will offer CME credit. Support for these CME sessions will not create any payments or transfers of value that will be reportable to the CMS Open Payments program.

Educational Session signage will be as follows:

This session (course) is supported by an educational grant from (company name). Medical Education Resources and the Cystic Fibrosis Foundation take responsibility for the content and scientific integrity of this CME activity. All conference sessions are controlled by MER and the CFF and are free of the control of commercial interests.

*Please note that due to recent guideline changes, corporate logos are no longer allowed to be displayed along with recognition of support.

Session Support Opportunities

Plenary Sessions
Thursday, November 2nd – Saturday, November 4th
Your company name will be visible at one or each of the keynote topics. Plenary sessions are a highlight of the NACFC and can typically draw nearly 3,500 attendees.

Short Courses
Wednesday, November 1st
Choose one or more 4-hour mini-courses ranging in size from 40-120 people each. Short courses are intended to instruct and provide focused education about a specific topic matter. Two refreshment breaks are provided.

Special Classes
Wednesday, November 1st
Special classes are 8-hour courses geared toward training that includes targeted instruction on a specific area of interest. The audience size ranges from 40-120 people. Select one or more of the courses. Two coffee breaks, breakfast, and lunch are provided.

Symposia & Workshop Sessions
Thursday, November 2nd – Saturday, November 4th
These sessions offer the latest information on basic scientific research, clinical research, clinical trials and practices, behavioral aspects of CF, and other areas of current interest. There are 21 symposia and 30 workshop sessions from which to choose. Average attendance ranges from 150-1,000 people, depending on the subject matter.

Contact us at Exhibit-Support-NACFC@cff.org for more information.
**Function Space Requests**

The CF Foundation permits Exhibitors and Supporters to reserve space for private functions and Industry Supported Seminars. Companies wishing to hold functions in conjunction with the NACFC must first obtain NACFC Show Management approval.

The CFF is holding limited space at the official conference hotels for corporate and affiliate functions. While every effort will be made to secure function space at the Headquarters Hotel, given the high number of requests and limited space, your functions may be assigned to an alternate official conference hotel. Groups are strictly prohibited from holding functions at hotels other than where authorized and assigned by NACFC Show Management.

Organizations that have been granted approval for function space will receive a contract from the hotel detailing food, beverage, audio visual and/or other services the hotel is providing. Payment for private functions is the responsibility of the booking company. Booking function space constitutes an agreement that your company will be responsible for any damages incurred by your guests, invitees, employees, independent contractors, or other agents under your control.

Advertising of activities to be held in meeting space may be done through distribution of individual invitations, printed flyers, and the like, at all official conference hotels. Promotions and marketing items that will be distributed to NACFC attendees must be pre-approved by NACFC Show Management prior to production.

Arrangements for distribution of such materials are the exhibitor or supporters’ responsibility and expense. No signs, pamphlets, flyers, etc., promoting such activities will be allowed in the public areas of the Indiana Convention Center or any official conference hotel.

**Available Function Hours**

- **Tuesday, October 31st** ........................................... 3:00 p.m. – 11:59 p.m.
- **Wednesday, November 1st** ................................. 7:00 a.m. – 11:59 p.m.
- **Thursday, November 2nd** ................................. 7:00 p.m. – 11:59 p.m.
- **Friday, November 3rd** ........................................... 8:00 p.m. – 11:59 p.m.

- Organizations must adhere to CFF regulations and may not hold functions that compete or conflict with NACFC programming and interests.
- Companies hosting corporate functions are responsible for all costs associated with all services ordered.
- Function space for affiliate groups is available on a first-come, first-served basis during the above dates and times ONLY.
- All Function Space Request Forms must be submitted by **September 1st**.

**Industry Supported Seminars**

The CF Foundation is pleased to provide a venue for Industry Supported Seminars in conjunction with the NACFC. An ISS is any autonomous, CME or CEU-accredited educational activity that is independently organized and offered by another organization. The ISS is not part of the 2017 NACFC Official Conference Program, will not compete or conflict with NACFC programming and interests, and is not sponsored or endorsed by the CFF.

Organizations interested in hosting an ISS must submit a written application to the CF Foundation by **September 1st**. For more information about hosting an Industry Supported Seminar, contact Exhibit-Support-NACFC@cff.org or 301-907-2593.
## January, 2017

**Conference**

### TUESDAY, OCT. 25

- **9:00 a.m. - 11:45 a.m.**
  - Session I: The Interface of Innate Immunity in the CF Lung
  - Session II: Pediatric Education & Training for Practitioners and Caregivers
  - Session III: Workshops I: Palliative Care

- **12:30 p.m. - 2:30 p.m.**
  - Luncheon Roundtable: So Many Devices, So Little Evidence: Choosing the Best AWC

- **2:00 p.m. - 3:20 p.m.**
  - Session IV: Future Directions and New Horizons
  - Session V: Workshop II: Palliative Care

### WEDNESDAY, OCT. 26

- **9:00 a.m. - 11:45 a.m.**
  - Session VI: Therapeutic Advances
  - Session VII: Workshops III: Interdisciplinary Coordination

- **12:30 p.m. - 2:30 p.m.**
  - Luncheon Roundtable: The Role of CFTR in Beta-cell Function

- **2:00 p.m. - 3:20 p.m.**
  - Session VIII: Current Therapies
  - Session IX: Workshop IV: Interdisciplinary Coordination

### THURSDAY, OCT. 27

- **9:00 a.m. - 11:45 a.m.**
  - Session X: New Horizons in Research
  - Session XI: Workshops V: Interdisciplinary Coordination

- **12:30 p.m. - 2:30 p.m.**
  - Luncheon Roundtable: The Orkambi Effect: Drug & Disease Interaction

- **2:00 p.m. - 3:20 p.m.**
  - Session XII: Therapeutic Advances in CF
  - Session XIII: Workshop VI: Interdisciplinary Coordination

### FRIDAY, OCT. 28

- **9:00 a.m. - 11:45 a.m.**
  - Session XIV: Recent Advances in CF Treatment
  - Session XV: Workshops VII: Interdisciplinary Coordination

- **12:30 p.m. - 2:30 p.m.**
  - Luncheon Roundtable: The Interface of Innate Immunity in the CF Lung

- **2:00 p.m. - 3:20 p.m.**
  - Session XVI: Future Directions and New Horizons
  - Session XVII: Workshop VIII: Interdisciplinary Coordination

**Please note:** Session times are approximate and subject to change. Please check the conference program for the most up-to-date information.
ANNOUNCING FUTURE NORTH AMERICAN CYSTIC FIBROSIS CONFERENCES

Sponsored by The Cystic Fibrosis Foundation

Denver, Colorado | October 18-20, 2018
Nashville, Tennessee | October 31-November 2, 2019
Phoenix, Arizona | October 22–24, 2020

CONTACT FOR INFORMATION

Questions regarding company participation at the 31st Annual North American Cystic Fibrosis Conference should be directed to:

Rebekah Kim, Senior Coordinator, Medical Meetings
rkim@cff.org 240-200-3763
www.nacfconference.org Exhibit-Support-NACFC@cff.org