Through partner support, we are able to expand our programs and resources to significantly increase the Institute’s impact on healthcare organizations, patients, families and caregivers.

ELEVATE PX is much more than an annual event for our participants; it is an opportunity for dialogue and learning from others about the state of patient experience - how it works, why we need it and who can help. It is a time for coming together, sharing ideas and making new friends and professional connections.

Exhibitors benefit from exposure to an engaged community of patient experience leaders eager to discover available resources. By connecting with them, you have the opportunity to assist in their organization’s journey to improve experiences for patients, their families and caregivers.

The Beryl Institute engages partner organizations to support its efforts as the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge.
ELEVATE PX brings together the voices of the global community committed to elevating the human experience in healthcare.

ELEVATE PX is a dynamic, interactive event connecting the community for learning, support and the sharing of ideas to positively impact the experience in healthcare organizations around the world.

PARTICIPANT PROFILE
Participation mirrors our member profile with representation from across a community of diverse roles, including:

- Executive Leadership
- Physician/Nurse Leadership
- Patient Experience/Satisfaction
- Service Excellence
- Patient and Family Advocacy
- Volunteer Professionals
- Marketing/Community Outreach
- Quality/Safety
- Operations
- HR/Organization Development
- Clinical Education/Staff Development
- Patient and Family Advisors
- Long-Term Care
- Pediatric

Join us and be a part of the global human experience event.

CONFERENCE GROWTH

*452 in-person and 508 virtual participants
**742 in-person and 399 virtual participants
**EXHIBITOR OPPORTUNITIES**

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### BENEFITS OF EXHIBITING

<table>
<thead>
<tr>
<th>Presence in exhibitor marketplace</th>
<th>Presenting $60,000</th>
<th>Diamond $30,000</th>
<th>Platinum $12,500</th>
<th>Gold $7,500</th>
<th>Silver $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 20' Booth</td>
<td>10' x 10' Booth</td>
<td>6' Table + 2 chairs, Upgraded Location</td>
<td>6' Table + 2 chairs</td>
<td>6' Table + 2 chairs</td>
<td></td>
</tr>
<tr>
<td>Ad in event program (printed and digital)</td>
<td>Back Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary event passes**</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Company Name, Logo and Link Inclusion on Event Page of the Institute Website</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Company name and link inclusion on event mobile app</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Logo on event signage throughout venue</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition at opening and closing sessions</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Inclusion in exhibitor reception</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Opportunity to offer bar refreshments at exhibitor booth during second reception*</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Access to post-event participant list for one-time mail &amp; e-mail** deployments</td>
<td>•</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>One piece of digital collateral included on the mobile app and on the virtual event platform</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>One promotional item to be included in participant welcome bag for both virtual and in-person participants</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>One-time pre-event exhibitor email by level to all participants*</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Inclusion in PX Party exhibitor challenge</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Company logo projected during networking reception</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Sponsored lunch and learn session during Tuesday lunch*</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Company logo on event participant bag</td>
<td>•</td>
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<tr>
<td>Logo on participant lanyards</td>
<td>•</td>
<td>•</td>
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<td>•</td>
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</tr>
<tr>
<td>Logo/message on hotel room keys</td>
<td>•</td>
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</tr>
</tbody>
</table>

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*Each exhibitor will have their own section of the pre-event email. Exhibitors to provide custom copy (100 words or less); can include external links.

**Panel includes one representative from each Presenting and Diamond organization.

1 Value per complimentary event registration = $1,200. Additional exhibitor-only passes can be purchased for $900 each. This provides access to meals, networking events, exhibitor areas and general/breakout sessions.

2 Must work with hotel to coordinate refreshments and incur cost of providing refreshments.

3 E-mail addresses only available for participants who opt-in for exhibitor email communication during registration process.

4 Subject to The Beryl Institute editorial approval.
The pre-conference workshop is an interactive session on an identified topic or area of focus designed for participants to share ideas, brainstorm specific outcomes and build upon strategies learned. Share your patient experience industry knowledge and walk away with tangible and actionable next steps. The workshop is held before general session and breakfast is included for participants. This session is offered at an additional cost to participants and space is limited.

**SPONSORED BREAKOUT SESSION**  
**$15,000 - 60 min.**  
**$7,000 - 30 min.**  
Included as part of the breakout session offerings, this sponsored session provides an opportunity for you to share your patient experience industry knowledge and solutions and present successful case studies. Proposals will be reviewed by the conference planning committee.

**FIRST TIME ATTENDEE WELCOME SPONSOR**  
**$10,000**  
Taking place on the first day of ELEVATE PX before the general session, this gathering is for first time attendees to learn more about The Beryl Institute and hear past event attendees discuss how to get the most from their conference experience. Your company name will appear on all marketing materials and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to lead a networking icebreaker at the beginning of the program. Participation in previous first time attendee welcomes average about 25% of total onsite event participants.

**SPONSORED LUNCH AND LEARN SESSION**  
**$7,000**  
Included as part of the Lunch and Learn offerings, this is another opportunity to share your patient experience industry knowledge and solutions and present successful case studies. These 45-minute concurrent sponsored sessions will take place Tuesday during lunch. Proposals will be reviewed by the conference planning committee.

**PATIENT AND FAMILY UNDERWRITER**  
**$5,000**  
Show your support for patient and family voices by funding five patient and family member conference registrations. Your company name and logo will be recognized in the conference program and on the conference website.

**COMMUNITY GATHERINGS**  
**$5,000**  
These gatherings are targeted to areas of practice and allow time to explore specific topics in depth. Your company name will appear on all marketing materials, including the onsite program and onsite signage, and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to
make a 2-3 minute introduction/organizational overview during the program. One sponsor per gathering.

- Patient Advocacy
- Pediatric
- Patient and Care Partner
- Volunteer Professionals
- Ambulatory Care

HOSTED RECEPTION
$5,000
Use conference meeting space to host an exclusive reception for clients and prospects either Sunday night before ELEVATE PX begins or after Monday’s Exhibitor Reception. In addition to your reception being highlighted in conference marketing materials, you will receive a pre-conference attendee list for a one-time pre-event mailing to promote the reception.

BOXED LUNCH SPONSOR
$4,000
Your company name and logo will be recognized with a sticker on all boxed lunch offerings and included in the program. One available.

PHOTO BOOTH AT PX PARTY
$3,000
A photo booth provides a fun and memorable activity for conference participants. Your logo will appear on each photo frame given to the participants. You can also supply props for attendees to use in the photos.

VIRTUAL EXHIBITOR ONLY
$2,500
This option allows exhibitors to share information on their resources for both in-person and virtual attendees to access from the event platform. Virtual exhibitors will have their logo on all marketing materials and have the opportunity to include a company overview PDF and other digital resources for participants to download.

BREAKFAST SPONSOR
$2,500
Your company name and logo will be recognized at meals with signage and included in the program. Your company will be mentioned in the script provided to session hosts after every session. Two available.

SNACK BREAK SPONSOR
$2,500
Snacks will be provided in common areas in between breakout sessions. Your company name and logo will be recognized at a snack table with signage. Your company will be mentioned in the script provided to session hosts after every session.

CITY NETWORKING ACTIVITY
$2,000
Prior to the conference on Sunday afternoon, participants have the opportunity to add on a city networking activity. Be the exclusive sponsor for the opportunity for your company name and logo to be recognized on all promotional materials, including the onsite program and onsite signage.

NETWORKING RECEPTION TABLE GAMES
$2,000
Table games are classic backyard games providing fun activities for conference participants during the offsite networking reception. Your company name and logo will be recognized at every game station onsite signage. Three available. One sponsor per game: Dart boards, Giant jenga and Corn hole.
**EXHIBITOR DEADLINE**
All confirmed exhibitors must have signed agreements by **March 4, 2024**, one month before the start of the conference.

**PAYMENT POLICY**
Payment must be received no later than **Friday, March 15, 2024**, two weeks before the start of conference.

**CANCELLATION POLICY**
There are no refunds for cancellations by exhibitors. If an exhibitor cancels at any time, for any reason, the exhibitor will be responsible for the entire exhibitor fee.
The energy of everyone was beyond fabulous! I have NEVER walked away from a conference so energized and sad to leave. Your organization is amazing!

Rachel Blake, Atrium Health

An outstanding topnotch experience all around. From the pacing of the days to the generous food, it felt very mindful. The community of people that this group brings together creates a palpable energy toward making effective and focused change.

Roseanna Galindo, California State University, Chico

Amazing conference- have already put the date for next year in my diary! The networking and connections that I made and passion for the work I do is shared by so many other amazing people.

Claire Snyman; Two Steps Forward

Thank you for putting together a great conference. I had the most amazing time. Attention to every detail far exceeded my expectations. They keynote speakers were personable and spoke their truth. Their words will stay with me and guide me through my Patient Advocate journey. Each breakout session was just as engaging. I can’t stop talking about my experience.

Loretta Melvin, VA Healthcare - Connecticut

The keynote speakers were amazing! The variety of exhibitors was also great - I loved that they were up and running most of the conference. Thank you for a great event!

Catie Jones; Touchpoint Support Services

I've been to a number of other PX conferences. This was by far the best. The most positive message and the best to foster collaboration with industry peers.

Ken Kozielski, Fidelum Health

Our commitment is to create a dynamic space for members to convene, engage and contribute to elevating, expanding and enriching the global dialogue on improving the patient experience. Our community of practice reminds our members that they are not alone. The Beryl Institute community exerts encouragement, accountability and teamwork. We believe there is unyielding power in our growing community, unwavering purpose in our expanding movement and unlimited potential in our emerging field.
ELEVATE PX 2025
will be hosted at the Baltimore Marriott Waterfront
• Baltimore, Maryland •

APRIL 3 - 5, 2024 | DENVER, COLORADO

FOR SALES AND EXHIBITOR OPPORTUNITIES:

Russell Senger
VP, Community Development
russell.senger@theberylinstitute.org
Phone: 1-866-488-2379 x708

For more information, visit
www.theberylinstitute.org