

THE BERYL INSTITUTE

ELEVATE^{PX}

MARCH 31 - APRIL 2
LAS VEGAS, NEVADA



2025 EXHIBITOR PROSPECTUS

For more information, visit www.theberylinstitute.org

OVERVIEW/VALUE

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.

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.



COMMUNITY DEMOGRAPHICS

Join us to be part of the Global Patient Experience Event.

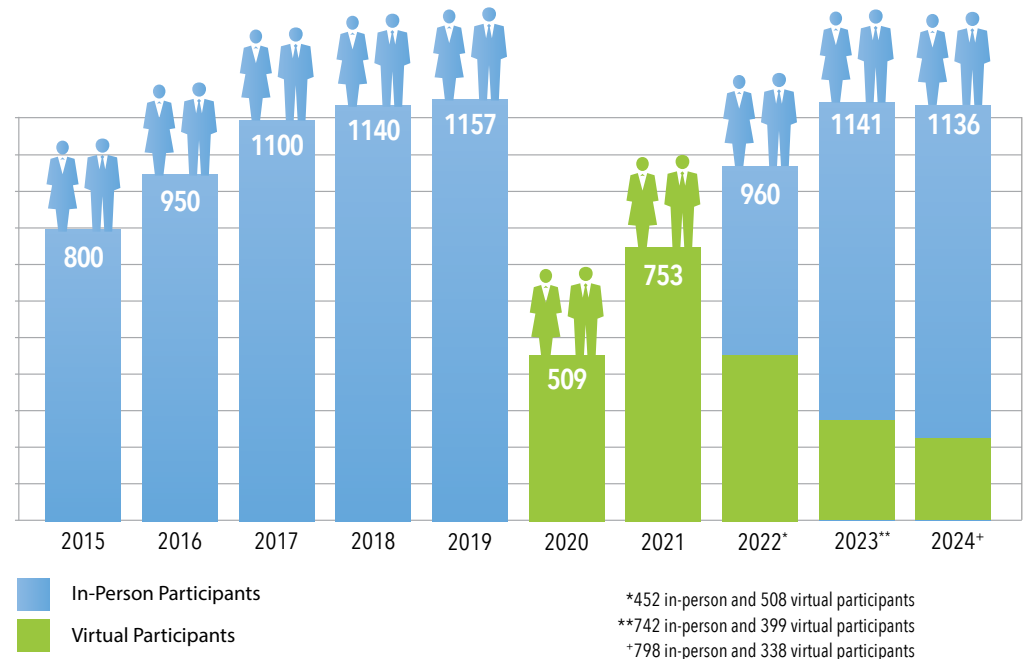
ELEVATE PX is a dynamic, interactive event connecting the community for learning, support and the sharing of ideas to positively impact the experience in healthcare organizations around the world. We bring together the voices of the global community committed to transforming the human experience in healthcare.

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

CONFERENCE GROWTH



EXHIBITOR OPPORTUNITIES

LEVELS

START-UP/ NON-PROFIT - \$5,000

2 EVENT PASSES



6' TABLE
+ 2 CHAIRS*

GOLD - \$8,000

2 EVENT PASSES



6' TABLE
+ 2 CHAIRS*

PLATINUM - \$15,000

4 EVENT PASSES



10' X 10'

DIAMOND - \$35,000

5 EVENT PASSES



10' X 20'

*8' total space for backdrop

INCLUDED WITH ALL EXHIBITOR PACKAGES

- Inclusion in exhibitor announcement sent out 6-8 weeks prior to conference
- Complimentary PX Marketplace listing for one year
- Company name, logo and link inclusion on event page of the Institute's website
- Company name and link inclusion on event mobile app
- Logo on event signage throughout venue
- Recognition at opening and closing sessions
- Inclusion in exhibitor reception
- Opportunity to offer bar refreshments at exhibitor booth during PX Recharge¹

¹ Must work with hotel to coordinate refreshments and incur cost of providing refreshments.

ADDITIONAL DIAMOND BENEFITS

Signature drink to be offered during exhibitor reception

Complimentary LeadScanner

Access to post-event participant list for one-time e-mail deployment*

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

A LA CARTE OPTIONS

\$5,000 - \$20,000

| SPONSORSHIP | RATE |
|-------------------------------------------|---------------------------------------|
| Pre-Conference Workshop Presenter | \$20,000 |
| Sponsored Breakout | 60 min - \$15,000 30 min - \$8,000 |
| First-Time Attendee Welcome Sponsor | \$10,000 |
| Pecha Kucha Host/Sponsor | \$10,000 |
| Sponsored Lunch and Learn | \$8,000 |
| Hosted Reception | \$5,000 |
| Community Gatherings Sponsor | \$5,000 |
| Special Interest Community Dinner Sponsor | \$5,000 |
| PX Learning Bite Recording | \$5,000 |
| PX Marketplace Podcast Recording | \$5,000 |
| Banner Ad in Daily Recap Email | \$5,000 |
| Lanyard Sponsor | \$5,000 |
| Virtual Platform Sponsor | \$5,000 |

\$500 - \$3,000

| SPONSORSHIP | RATE |
|--------------------------------------------------|---------|
| Room Key Sponsor | \$3,000 |
| Mini Schedule Sponsor | \$2,500 |
| Tote Bag Sponsor | \$2,500 |
| Snack Break Sponsor | \$2,500 |
| Breakfast Sponsor | \$2,500 |
| Virtual Exhibitor Only | \$2,500 |
| Additional Exhibitor-only Pass | \$1,000 |
| Contribution to Patient & Family Conference Fund | \$500 |
| Passport Add-On | \$500 |
| Pre-Conference Exhibitor Spotlight Email | \$500 |
| Post-Event Participant List | \$500 |
| Attendee Bag Promotional Item | \$500 |

SEE NEXT PAGE FOR DETAILS AND DESCRIPTIONS >

A LA CARTE DETAILS

PRE-CONFERENCE WORKSHOP PRESENTER

\$20,000

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 for participants to gain new insights and walk away with tangible and actionable next steps. The workshop is held before the general session and breakfast is included for registrants. This session is offered at an additional cost to participants and space is limited.

SPONSORED BREAKOUT SESSION

\$15,000 - 60 min. | \$8,000 - 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 has averaged about 25% of total onsite event participants.

PECHA KUCHA HOST/SPONSOR

\$10,000

One of our most popular main-stage sessions, Pecha Kucha (Japanese for chit-chat), is a presentation style in which 20 slides are shown for 20 seconds each, on 'auto-play.' This session includes six inspirational presenters. As sponsor, your organization will be recognized in in the event program and on event signage. In addition, you may invite one client to participate in the panel and a representative from your organization will be invited to host the session by introducing the concept and all presenters.

SPONSORED LUNCH AND LEARN SESSION

\$8,000

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.

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.

Details continue on next page >

SPECIAL INTEREST COMMUNITY DINNER SPONSOR

\$5,000

These dinners are targeted to three of our special interest communities and serve as a time for them to network the night before the conference officially begins. Your company name will appear on all promotional materials for the dinner, and you may bring one promotional item to distribute at the event. Two company representatives may attend and will have the opportunity to do a short welcome/introduction. One sponsor per gathering.

- Patient Advocacy
- Pediatric
- Volunteer Professionals

COMMUNITY GATHERINGS SPONSOR

\$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
- Physician
- Volunteer Professionals
- Ambulatory Care

PX LEARNING BITE RECORDING

\$5,000

Record a 3-5 minute video to provide ideas, recommendations and opportunities in addressing and excelling in patient experience improvement.

PX MARKETPLACE PODCAST RECORDING

\$5,000

Have an opportunity to sit down with a member of The Beryl Institute team to discuss your organization's contributions to the experience movement.

BANNER AD IN DAILY RECAP EMAIL

\$5,000

Following each day of ELEVATE, a recap email is sent to our full community of The Beryl Institute (including non-conference participants). Highlight your organization with a graphic banner ad (750 x 175 pixels) directly linking to your website. Two sponsor banners available per email.

LANYARD SPONSOR

\$5,000

Your company logo will be on the lanyards given to all ELEVATE PX participants upon check-in and worn throughout the event.

VIRTUAL PLATFORM SPONSOR

\$5,000

Your company name and logo will be used throughout our virtual platform, along with text, "Presented by.."

ROOM KEY SPONSOR

\$3,000

Your company name along with a promotional image of your choosing will be used on the hotel key cards given to attendees.

MINI SCHEDULE SPONSOR

\$2,500

In lieu of a large program for 2025, we are offering attendees a mini schedule of all sessions. Your logo will be included on the schedule along with the text, "Brought to you by..."

TOTE BAG SPONSOR

\$2,500

Your company logo will be on the tote bags given to all ELEVATE PX participants upon check-in.

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.

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, receive a one-year company listing in PX Marketplace, and have the opportunity to include a company overview PDF and other digital resources for participants to download.

ADDITIONAL EXHIBITOR-ONLY PASS

\$1,000

You **must be an exhibitor** at ELEVATE PX in order to purchase exhibitor passes.

PATIENT AND FAMILY CONFERENCE FUND

\$500 MINIMUM

Show your support for patient and family voices by contributing to their conference registration fees. Your company will appear on the list of funders during the opening session as one that values having the patient voice at ELEVATE PX.

PASSPORT ADD-ON

\$500

Attendees will have the opportunity to visit booths to collect stamps to obtain a conference t-shirt. Inclusion of company logo on passport.

PRE-CONFERENCE EXHIBITOR SPOTLIGHT EMAIL

\$500

Inclusion of company logo in pre-conference exhibitor spotlight email, sent out between 1-2 weeks prior to conference start.

POST-EVENT PARTICIPANT LIST

\$500

Receive a post-event participant list for a one-time email deployment. Please note that e-mail addresses are only available for participants who opt-in for exhibitor email communication during registration process.

ATTENDEE BAG PROMOTIONAL ITEM

\$500

Include a promotional item of your choice in attendee bags given out upon registration.

ADDITIONAL INFORMATION

EXHIBITOR DEADLINE

All confirmed exhibitors must have signed agreements by **Monday, March 3, 2025**, four weeks before the start of the conference.

PAYMENT POLICY

Payment must be received no later than **Friday, March 14, 2025**, 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.



TESTIMONIALS

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.

As I reflected on my flight back home, it was obvious the best aspect of the conference were the attendees. Being able to connect with so many amazing individuals from all over the country and the world, including Guam, Latvia, and Brazil to name a few.

ALEXIE PURAN, MD

NYC Health+Hospitals/Harlem

I was able to learn so much from this conference. The breakout sessions were informative, the keynotes were engaging and went well with the theme, and being able to network and learn from other hospitals help me grow in my role. I cannot wait to share what I learned with my hospital, and hopefully we will implement some of it!

MEGAN FAIRCHILD

Children's Health

As a long time partner of the Beryl Institute and annual conference, we always value the learnings and insights that attendees share on what is most important to them and the key strategies they are implementing to consistently improve patient experiences.

ALYSSA HIGGINS

CipherHealth

Keep up the great work. From the location, staff, food and everything that I may have missed, it was all top notch and BEST conference I have ever attended. The Beryl Institute has set the bar so high, others can not possibly compete, thank you.

ROBERT COTÉ

VA Central Western Massachussetts

ELEVATE PX was an outstanding experience that exceeded our expectations in every way. It offered us the invaluable opportunity to share our mission and collaborate with leaders and innovators in patient experience. The supportive community and innovative ideas presented were truly inspiring and have already begun to influence our work! Beyond that, the event was impeccably organized, with every detail thoughtfully planned to ensure an enriching experience for all exhibitors and participants.

VICTORIA DE JONG

Starlight Children's Foundation

PREVIOUS EXHIBITORS



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FOR MORE INFORMATION:

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