

# Michigan **Patient Advocacy** Forum

February 19, 2026  
Virtual Event



## PATIENT PAVILION INFORMATION

The Patient Pavilion (virtual exhibit hall) is complimentary. Benefits include:

- Logo placement on event website and materials
- Logo with tag on MichBio socials
- Engage with attendees during pavilion periods
- Opportunity to submit a video to be played during program (time limits will be specified)

## SPONSORSHIP PACKAGES

### Supporting Sponsor \$999

- Logo on event website and materials
- Logo with tag on MichBio socials
- Virtual exhibit booth
- 5 complimentary registrations

### Patient Champion Sponsor \$2,999

- Logo on event website and materials
- Logo with tag on MichBio socials
- Virtual event sponsor list placement
- Virtual exhibit booth
- Speaker or moderator opportunity
- 15 complimentary registrations

### Presenting Sponsor \$4,999

- Logo on event website and materials
- Logo with tag on MichBio socials
- Virtual lobby Presenting Sponsor banner
- Virtual exhibit booth
- Opportunity to present welcome remarks
- Speaker or moderator opportunity
- 25 complimentary registrations

*Virtual exhibit booths and patient advocacy pavilions can be customized with company/organization logos, images and documents. Attendees can engage with exhibiting companies or patient groups at their booths through video call, online chat, or emails. All exhibit booths and pavilions will be listed in their respective exhibitor or patient halls which is accessible to all event attendees.*

To purchase or for further information contact Jamie Krajny, Director, Marketing and Industry Engagement at [jamie@michbio.org](mailto:jamie@michbio.org) or Emily Brockman, Director, Member relations at [emily@michbio.org](mailto:emily@michbio.org).

## Sponsorship and Exhibitor Terms

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All sponsors and exhibitors shall be bound by the rules and regulations set forth herein by such amendments or additions that may be established by MichBio. Questions about the terms can be directed to Emily Brockman [emily@michbio.org](mailto:emily@michbio.org) or Jamie Krajny at [jamie@michbio.org](mailto:jamie@michbio.org).

### EVENT FORMAT & ACCESS

The event will be delivered entirely online through a designated virtual platform. Sponsors and exhibitors will receive access instructions, deadlines, platform specifications, and upload requirements in advance. MichBio reserves the right to modify event dates, agenda, speakers, or platform features.

### DELIVERABLES & DEADLINES

All sponsor/exhibitor assets (logos, bios, marketing copy, videos, etc.) must be submitted by the stated deadline. Late submissions may result in reduced visibility or omitted placements with no financial adjustment. MichBio is not responsible for formatting issues resulting from incorrect or low-resolution file submissions.

### PAYMENT TERMS

Full payment is required to secure sponsorship or exhibitor participation. Payment is non-refundable unless otherwise stated. Participation is not confirmed until payment is received.

### CANCELLATION POLICY

A refund 50% of the amount may be issued up until 15 business days before the event. For cancellations after 15 business days refunds will not be given.

### BENEFIT DELIVERY

Virtual visibility placements (logos, videos, banners, platform listings, shoutouts, etc.) may vary based on platform and technical limitations. MichBio is not responsible for third-party platform outages, internet interruptions, or technical failures beyond reasonable control. MichBio will make reasonable efforts to deliver all agreed-upon benefits.

### PLATFORM USAGE & CONDUCT

Sponsors/exhibitors must abide by professional conduct standards within the virtual platform (chat, breakout rooms, Q&A, etc.). Sales pitches or solicitation outside approved sponsor/exhibitor channels may be restricted. Sponsors/exhibitors may not host competing events during the same time frame without permission.

### CONTENT OWNERSHIP & LICENSING

Sponsors/exhibitors grant MichBio permission to display logos, trademarks, and submitted materials for event promotion. All content shared in the virtual environment must be owned by the sponsor/exhibitor or properly licensed.

### DATA PRIVACY & LEAD ACCESS

Attendee data will be shared only according to the sponsorship level and privacy policies. Sponsors/exhibitors agree to comply with all applicable privacy laws when contacting leads (GDPR, CAN-SPAM, etc.). MichBio does not guarantee the volume, quality, or conversion rate of leads.

### LIMITATION OF LIABILITY

MichBio is not liable for loss of business, revenue, reputation, or other indirect damages resulting from event participation. Total liability shall not exceed the amount paid by the sponsor/exhibitor.

### FORCE MAJEURE

MichBio is not responsible for delays or failure to deliver due to events outside reasonable control, including technical failures, platform outages, natural disasters, pandemics, labor disputes, or cyberattacks.

### INTELLECTUAL PROPERTY & BRAND GUIDELINES

Sponsors/exhibitors must adhere to MichBio brand guideline requirements where applicable. Custom placements or co-branded assets must be approved by MichBio before publishing.

### COMPLIANCE WITH LAWS

Sponsors/exhibitors must comply with all applicable laws including advertising standards, anti-spam regulations, and intellectual property rules.

### VIRTUAL BOOTH & PRESENTATION RULES (IF APPLICABLE)

Virtual booths must remain accessible during published "live" hours if interactive elements are included. Presentation materials must be educational and aligned with event guidelines. MichBio reserves the right to edit or remove inappropriate content.

### INDEMNIFICATION

Sponsors/exhibitors agree to indemnify and hold harmless MichBio and its partners from claims arising out of their participation, submitted materials, or conduct within the virtual event.

### RECORDING & DISTRIBUTION

The event may be recorded. Sponsors/exhibitors consent to the use of their participation or materials in post-event recordings. Access to recordings may be controlled and distributed at MichBio's discretion.