



Sponsorship Information

PLUGS[®] National Summit

Bell Harbor International Conference Center
April 3–4, 2025 | Seattle, WA and Virtual

Why Sponsor the Summit

As a non-profit, PLUGS provides comprehensive resources and customizable solutions that improve lab testing processes across all stakeholder groups. Our membership network includes more than 100 organizations representing hospitals, health systems, laboratories, payers, patient advocacy groups, health and biotechnology companies. PLUGS has a proven track record of ensuring patients get the right test at the right time, and improving the likelihood that medically appropriate tests are covered by health plans.

At the PLUGS[®] National Summit, your company will gain insider access to lab industry players and trends, create long-term mutually beneficial relationships with clients, and help improve the quality of care that patients receive nationally.



33%

Genetic Counselors

25%

Management and Administration

18%

Medical Directors

175 Attendees in Total in 2024

"I attended and was absolutely blown away by the content."

"I always enjoy the PLUGS Summit. The content covers a broad range of UM topics. Opportunities for collaboration and engagement are outstanding. Definitely a great learning experience every year!"

"The PLUGS Summit is a highlight of the year! There are so many great talks, networking time, and of course, fabulous food! Thank you to everyone who makes this conference so successful."

– Summit Attendees

Sponsorship Levels

Sponsored Session

Sponsor and host a 7AM – 8AM morning session before the Summit program begins and fully control its content.

Session Sponsor \$20,000 (limit 2)

- + Design session content, scientific or marketing in nature, with option to collaborate with PLUGS team for planning.
- + Customize co-branded messages to session registrants before and after the session.
- + Company name acknowledgement as the session sponsor.
- + Session evaluation (optional).
- + Virtual booth for all Summit attendees to engage with.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **6 guests**.

Program Supporter

Support the PLUGS National Summit educational program, design your virtual booth, and network with attendees for maximum visibility. Program Supporters do not control any educational content or program planning.

Gold \$18,000

- + Company acknowledgment on printed marketing materials at the Gold level.
- + Company acknowledgement on all web, email, and conference marketing materials at the Gold level.
- + Virtual booth at the Gold level for all attendees to engage with.
- + Opportunity to display a poster (scientific or marketing) in our sponsored poster area.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **8 guests**.

Silver \$13,000

- + Company acknowledgment on printed marketing materials at the Silver level.
- + Company acknowledgement on web, email, and conference marketing materials at the Silver level.
- + Virtual booth at the Silver level for all attendees to engage with.
- + Opportunity to display a poster (scientific or marketing) in our sponsored poster area.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **4 guests**.

Bronze \$9,000

- + Company acknowledgment on printed marketing materials at the Bronze level.
- + Company acknowledgement on web, email, and conference marketing materials at the Bronze level.
- + Virtual booth at the Bronze level for all attendees to engage with.
- + Opportunity to display a poster (scientific or marketing) in our sponsored poster area.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **2 guests**.

A La Carte Options

Sponsor an element of the PLUGS National Summit and have greater control of content and promotion.

Lunch Sponsor \$15,000 (limit 1)

Sponsor the gourmet lunch provided both days of the Summit.

- + Incorporate branded materials, such as signage, napkins, swag items, and other materials in the Harbor Room.
- + Virtual booth for all attendees to engage with.
- + Attendee list with email addresses (requires opt-in).

Full conference registration for **2 guests**.

Virtual Sponsor \$5,000 (limit 1)

Sponsor the virtual event site for virtual attendees.

- + Company name and logo displayed on all pages of the virtual platform (as ACCME rules allow).
- + Virtual booth for all attendees to engage with.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **1 guest**.

Roundtable Sponsor \$3,000

Sponsor the popular Summit program roundtable session that harmonizes laboratory stewardship perspectives from payers, patients, and therapeutics.

- + Company acknowledgement as a sponsor of the session on the agenda and during the session.
- + Sponsor support of honoraria, hotel and travel for session speakers will be acknowledged in speaker communications.
- + Attendee list with email addresses (requires opt-in).
- + Full conference registration for **1 guest**.

Questions?

Contact PLUGS with your sponsorship interest or questions at plugins@seattlechildrens.org.

