


2017
BREATHE
CALIFORNIA
of Los Angeles County
9TH ANNUAL
COPD
CONFERENCE



DECEMBER 9, 2017

CEDARS-SINAI MEDICAL CENTER

HARVEY MORSE CONFERENCE CENTER

exhibit | sponsor | advertise
PROSPECTUS



Who Is BREATHE LA?

BREATHE California of Los Angeles County (BREATHE LA) is a 501(c) (3) nonprofit organization promoting clean air and healthy lungs through research, education, advocacy, and technology. For more than 100 years, BREATHE LA's programs and services have addressed Los Angeles County's serious air quality and lung-related public health challenges. BREATHE LA's work supporting clean air, healthy lungs, and smoke-free environments are among the many ways we succeed on our promise to protect the breath of life in Los Angeles County. The annual COPD Conference is an opportunity for respiratory healthcare professionals to showcase new and improved treatments, research and technologies in the management of chronic obstructive pulmonary disease.



Why Exhibit at our COPD Conference?

We expect great attendance and this translates into highly qualified leads for your company and substantial return on your exhibit investment. BREATHE LA's, COPD conference brings together physicians, nurses, respiratory therapists and allied health care providers from local health systems, hospitals, and community health clinics throughout the county. As an exhibitor you have the opportunity to promote your products and services directly to physicians and medical professionals.



Exhibitor Information

Date: Saturday, December 9, 2017
Time: 8:00 a.m. to 1:00 p.m.
Location: Cedars-Sinai Medical Center
Harvey Morse Conference Center
8700 Beverly Boulevard
Los Angeles, CA 90048

Exhibit Fee: \$1,500

Exhibitor

Benefits: One Skirted Exhibitor Table ● Two Chairs ● One - half page 4c ad in event program



Become A Partner With Us!

PLEASE CONTACT:

Christina Correia
Associate Director of Fund Development
BREATHE California of Los Angeles County
5858 Wilshire Boulevard, Suite 300
Los Angeles, CA 90036
Phone: 323-935-8050, Extension 231
Email: ccorreia@breathela.org

SPONSORSHIP OPPORTUNITIES

BREATHE California of Los Angeles County designs sponsorship packages with benefits that provide the greatest value back for your investment. We look forward to working with you to create a package that meets your marketing goals.

GOLD SPONSOR

\$10,000

- Designation as a Gold Level sponsor
- Recognition on event signage
- Projection of logo on screen
- Full page color ad with premium cover position in event program
- Identification as a Gold Level sponsor on BREATHE LA's website
- Access to our list of attendees
- Double booth space in a preferred location in the exhibit area
- Company named in pre-event advertising
- Email marketing - one banner ad in an email blast
- Four complimentary event registrations

SILVER SPONSOR

\$5,000

- Designation as a Silver Level sponsor
- Recognition on event signage
- Projection of logo on screen
- Full page color ad in the event program
- Identification as a Silver Level sponsor on BREATHE LA's website with side panel ad linking to your homepage
- Access to the list of attendees
- Booth space in preferred locations in the exhibit area
- Company name highlighted in pre-event advertising
- Three complimentary event registrations

BRONZE SPONSOR

\$3,000

- Designation as a Bronze Level sponsor
- Recognition on event signage
- Full page color ad in the event program
- Identification as a Bronze Level sponsor on BREATHE LA's website with a postage size ad linking to your homepage
- Booth space in a preferred location in the exhibit area
- Your company name highlighted in pre-event advertising
- Two complimentary event registrations

OTHER MARKETING OPPORTUNITIES

Literature Distribution

- **\$200 for one marketing item in tote**

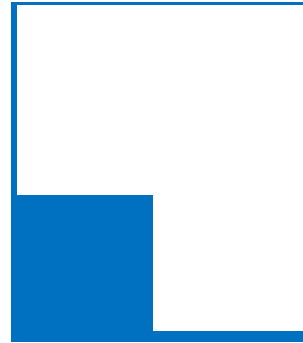
Advertising in Event Program



FULL PAGE
\$600
8 ½" x 11"



HALF PAGE
\$450
7 3.75" x 4.875"



QUARTER PAGE
\$325
3.604" x 4.833"

Deadline for ad space reservation is November 21, 2017.

File Format: jpeg

Submit to:

jpanosian@breathela.org

Social Media Posts

- **\$100 for one post on LinkedIn or \$250 for one year for a quarterly post on Facebook and Twitter**

Email Marketing

- **\$500 for one banner ad in an email blast**

Promoted Blog Post

- **\$750 for one blog post or white paper**

EXHIBITING TERMS & CONDITIONS

- Payment must be made within 5 days of signing the agreement. No cancellations or refunds.
- Exhibit booths are limited. Registration deadline is November 1, 2017.
- Two or more organizations may not exhibit in a single booth space unless prior arrangements are made with BREATHE LA.
- Each exhibitor is allowed to send two representatives to the event unless otherwise stated in the sponsorship agreement. Any additional exhibitors must pay the \$50 additional per fee.
- Exhibits must not project beyond space allotted, must not obstruct the view of or interfere with traffic to the exhibits of others.
- All exhibit materials must conform to the fire regulations and electrical codes of the organization and the Los Angeles County fire codes.
- Nothing shall be posted on, tacked on, nailed to, screwed into or otherwise attached to columns, walls floors or other parts of the building or furniture.
- All exhibits must be set up by the individual exhibitor by 7:30 a.m. and dismantled by 1:00 p.m. on December 9, 2017
- BREATHE LA will not incur any liability for damages sustained by the exhibitors.
- Any representative who fails to observe the conditions of this agreement or who, in the opinion of BREATHE LA, conducts himself or herself unethically may be dismissed from the exhibit room without a refund.
- The exhibitor agrees to treat all attendees with courtesy and not discriminate against any person.

EXHIBITOR/SPONSOR RESERVATION FORM

EXHIBITORS

We hereby apply for exhibit space for our use at the 2017 COPD Conference on Saturday, December 9, 2017. We understand this application becomes a contract when signed by us and accepted by BREATHE LA. All applications must be on this form. (Space is limited to first paid, first served.) Signature and fee are required to guarantee space. Payments must be made within 5 days of signing this agreement. No cancellations or refunds.

Signature: _____ Date: _____

Contact: _____ Title: _____

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

EXHIBITOR TOTAL
\$ _____

SPONSORSHIPS

Signature: _____ Date: _____

Contact: _____ Title: _____

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

SPONSORSHIP TOTAL
\$ _____

PAYMENT INFORMATION

Visa MasterCard American Express 3-Digit Code _____

Card Number: _____ Exp Date: _____

Name on Card: _____

Print Name: _____

Signature: _____

Please make checks payable to BREATHE CA of Los Angeles County and return with completed application to:
BREATHE LA ● 5858 Wilshire Boulevard ● Suite 300 ● Los Angeles ● CA ● 90036 ● (323) 935-8050 Ext. 231