

SATURDAY, NOVEMBER 17, 2018 | 8am-1pm
CEDARS-SINAI MEDICAL CENTER



BREATHE
CALIFORNIA
of Los Angeles County[®]

Emphysema
Foundation
of America
For every breath...



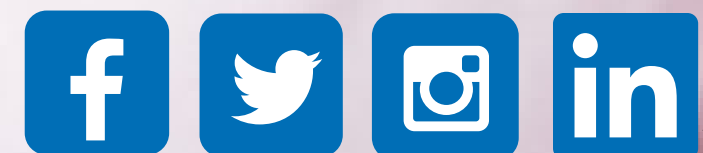
10TH ANNUAL
CO^{OP}D
CONFERENCE

*“Making Progress With
New Innovations”*



Jointly Provided By:

CEDARS-SINAI[®]



breathela.org

PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

ABOUT 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 over 115 years, their programs and services have addressed Los Angeles County's serious air quality and lung-related public health challenges. Their work supporting clean air, healthy lungs, and smoke-free environments are among the many ways they protect the breath of life in Los Angeles County.



ABOUT EMPHYSEMA FOUNDATION OF AMERICA

In conjunction with BREATHE LA, the Emphysema Foundation of America (EFA) sponsors the annual COPD Conference and supports adult lung health programs that serve those suffering from COPD. The Emphysema Foundation of America (EFA) is dedicated to fighting for every breath of those suffering from emphysema and COPD. Its Mission is to increase awareness of emphysema and COPD, and to conduct and support activities and research to prevent and treat those diseases.



WHY SPONSOR OUR CONFERENCE?



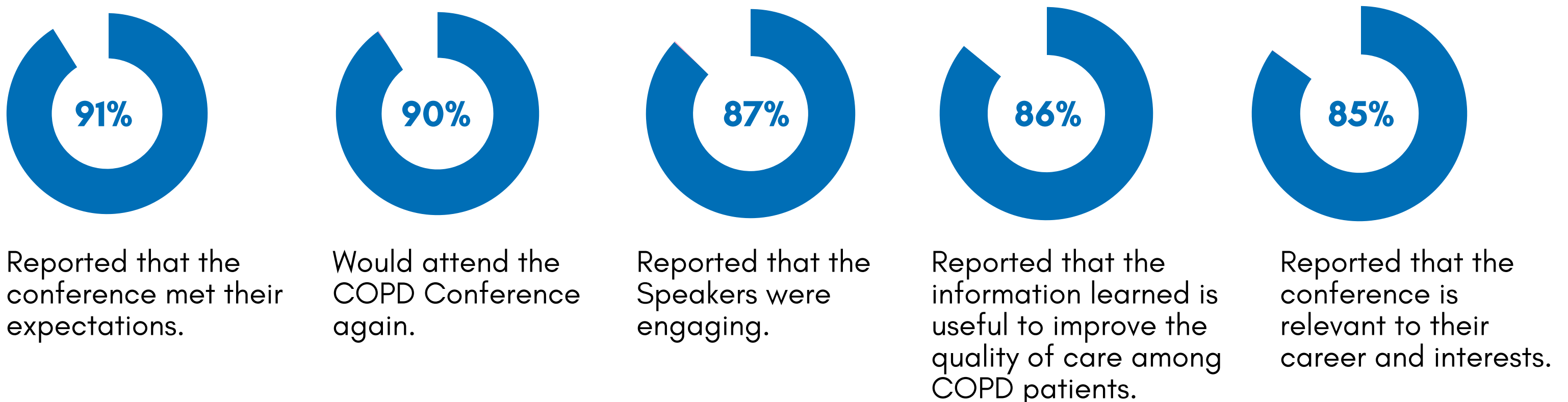
BREATHE LA's 10th Annual Chronic Obstructive Pulmonary Disease (COPD) Conference is an opportunity to showcase new and improved treatments, research, and technologies in the management of COPD. We expect great attendance and this translates into highly qualified leads for your company and a substantial return on your exhibit investment. This 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 a Sponsor, you will have the opportunity to exhibit and promote your products and services directly to physicians and medical professionals.

ACCREDITATION: 4.0 AMA CATEGORY 1 CREDITS™

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Cedars-Sinai Medical Center and the Breathe California of Los Angeles County. Cedars-Sinai Medical Center is accredited by the ACCME to provide continuing medical education for physicians.

Cedars-Sinai Medical Center designates this live activity for a maximum of 4.0 AMA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ATTENDEE SURVEY RESULTS FROM THE 9TH ANNUAL COPD CONFERENCE:



SPONSOR INFORMATION

Date: Saturday, November 17, 2018
Time: Set-up 7:00 AM | Event 8:00 AM - 1:00 PM
Location: Cedars-Sinai Medical Center
 Harvey Morse Conference Center
 8700 Beverly Boulevard, Los Angeles, CA 90048
Benefits: As described on page 3 of Sponsorship Opportunities

Conference Focus Areas
 Smoking Cessation
 Pulmonary Rehabilitation and Self-Management
 Precision Diagnosis and Advances in Treatment

SPONSORSHIP OPPORTUNITIES

BREATHE LA provides 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.

PRESENTING SPONSOR- \$10,000

- Designation as a Presenting Sponsor
- Logo Recognition on Event Signage - Co-branded on Event Collateral
- Logo Projected on Screens
- Full Page Color Ad with Premium Cover Position in Event Program distributed to all Attendees
- Presenting Sponsor Recognition on Event Website Page with Web Banner Ad Linked to your Company HomePage
- Quarterly Facebook and Twitter Posts for 1 year
- Access to the Conference Attendees List
- Double Booth Spaces in Preferred Locations in the Exhibit Area
- Company Name and Logo in all Pre-Event Advertising and Media Releases
- Email marketing - one banner ad in an email blast
- Six Complimentary Registrations
- Podium Recognition as Presenting Sponsor

GOLD SPONSOR- \$8,000

- Designation as a Gold Sponsor
- Logo Recognition on Event Signage
- Logo Projected on Screens
- Full Page Color Ad in Event Program distributed to all Attendees
- Gold Sponsor Recognition on Event Website Page with Side Panel Ad Linked to your Company Homepage
- Single Booth Space in a Preferred Location in the Exhibit Area
- Company Name and Logo in all Pre-Event Advertising and Media Releases
- Four Complimentary Registrations

SILVER SPONSOR- \$5,000

- Designation as a Silver Sponsor
- Logo Recognition on Event Signage
- Logo Projected on Screens
- Half Page Color Ad in Event Program distributed to all Attendees
- Silver Sponsor Recognition on Event Website Page with a Postage Size Ad Linked to your Company Homepage
- Single Booth Space in the Exhibit Area
- Company Name in all Pre-Event Advertising and Media Releases
- Three Complimentary Registrations

BRONZE SPONSOR- \$3,000

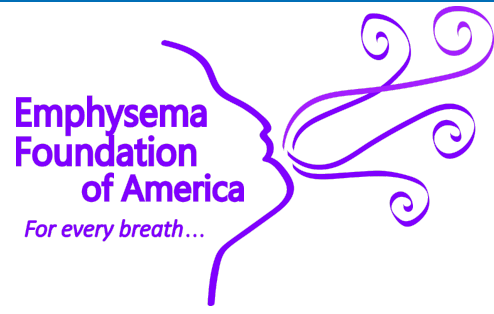
- Designation as a Bronze Sponsor
- Company Name Recognition on Event Signage
- Company Name Projected on Screens
- Quarter Page Color Ad in Event Program
- Single Booth Space in the Exhibit Area
- Company Name Recognition in all Pre-Event Advertising and Media Releases

BECOME A PARTNER!

Please contact Christina Correia, Director of Events & Sponsorships
 P: 323-935-8050 Ext. 231 | F: 323-935-8050 | Email: CCorreia@breathela.org
 5858 Wilshire Blvd., Suite 300, Los Angeles CA, 90036

Register and reserve your space for the 2018 BREATHE LA COPD Conference at www.breathela.org!





10TH ANNUAL COPD CONFERENCE

OTHER MARKETING OPPORTUNITIES

Program Ad space, digital marketing ads, Sponsor artwork and logos will be accepted until Monday, October 29, 2018. All logos and artwork provided must be hi-res 300 dpi and formatted as .eps, .jpg, or .png and emailed to AOriza@breathela.org.

EVENT PROGRAM ADVERTISEMENT

8.5" X 11"

FULL PAGE
\$600

8.5" X 5.5"

HALF PAGE
\$450

4.3" X 5.5"

QUARTER PAGE
\$325

LITERATURE DISTRIBUTION

\$200 (1) Company Branded Item in Tote

DIGITAL MARKETING

\$250 (1) Pre-Conference post on Facebook and Twitter

\$500 (1) Banner Ad in an email blast to over 10,000 contacts

\$750 (1) Pre- and Post-Conference post on Facebook, Twitter, and Instagram

TERMS & CONDITIONS

- After signing the Sponsorship Reservation Form, the organization is responsible for payment within 5 days and acknowledges that a refund and cancellation will not be provided. Registration for the event will be accepted until Monday, October 29, 2018.
- Sponsors acknowledge that two or more organizations at a single booth is not permitted unless otherwise agreed upon with BREATHE LA.
- Each Sponsor is permitted two representatives to exhibit at a single booth. A per person fee of \$25 will be charged for additional representatives.
- Sponsors acknowledge that their exhibits will stay within the space allotted and will keep walkways clear and unobstructed to allow the move of traffic to neighboring Sponsor exhibits.
- 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 attached to columns, walls, floors or other parts of the building or furniture.
- Sponsors acknowledge that their exhibit booth will be set-up by 7:30 AM and dismantled by 1:30 p.m. on Saturday, November 17, 2018.
- Neither BREATHE LA nor EFA will 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.

SPONSORSHIP RESERVATION FORM 10TH ANNUAL COPD CONFERENCE



SPONSOR INFORMATION

We hereby apply for the following sponsorship at the 2018 BREATHE LA COPD Conference on Saturday, November 17, 2018. We understand this application becomes a contract when signed by us and accepted by BREATHE LA. All attendees will be listed on this form. Space is limited to first paid first served. Signature and fee are required to guarantee space. Payment is due 5 days from signing the agreement. No cancellations or refunds. All logos and artwork submitted to AOriza@breathela.org will be accepted until Monday, October 29, 2018.

Signature: _____ Date: _____

Contact: _____ Title: _____

Company Name: _____

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

Phone: _____ Email: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

SPONSORSHIP LEVELS:

PRESENTING SPONSOR
\$10,000

GOLD SPONSOR
\$5,000

BRONZE SPONSOR
\$3,000

I am unable to attend
but please accept my
donation of \$ _____

Reserve _____ seats
for me at the conference.

A credit card is required to reserve a space. Failure to cancel without 24 hour notice will result in a \$35 fee.

OTHER OPPORTUNITIES

MEDIA PROMOTION

\$200 (1) Branded Item in Tote

\$250 (1) Pre-Conference post
on Facebook & Twitter

\$500 (1) Banner Ad in an email
blast to over 10,000 contacts

\$750 (1) Pre- and Post- Conference post on
Facebook, Twitter, and Instagram

PROGRAM ADVERTISEMENT

\$600 Full Page Ad

\$450 Half Page Ad

\$325 Quarter Page Ad

ADDITIONAL EXHIBIT BOOTH REPRESENTATIVE

\$25 per person fee

Number of Additional
Representatives _____

Attendee Name(s) & Title(s):

PAYMENT INFORMATION

VISA MASTERCARD AMERICAN EXPRESS / 3-DIGIT CODE _____

Card Number: _____ Exp Date: _____

Name on Card: _____

Print Name: _____

Signature: _____

Make checks payable to BREATHE California of
Los Angeles County and return with completed
application to: **5858 Wilshire Boulevard,
Suite 300, Los Angeles, CA 90036**

TOTAL
AMOUNT \$