

Saturday, November 2, 2019 | 8am-2pm
Cedars-Sinai Medical Center
Harvey Morse Conference Center

11TH ANNUAL
CALIFORNIA
COPD
& LUNG HEALTH
CONFERENCE

Expanding and Optimizing Care Options

Co-Presented By:



Jointly Provided By:



PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

A LETTER FROM PRESIDENT & CEO

On behalf of the Emphysema Foundation of America, BREATHE California of Los Angeles County (BREATHE LA) and the Trudeau Society, we are excited to announce that the 11th Annual California COPD & Lung Health Conference: *Expanding and Optimizing Care Options* will be hosted at Cedars-Sinai Medical Center on Saturday, November 2nd. Jointly provided by Cedars-Sinai this accredited event brings together distinguished speakers throughout the U.S. to educate healthcare professionals on the COPD epidemic and new methods of expanding and optimizing care options for lung health diseases.

We respectfully request your support as a sponsor at our annual conference. As a partner your company will help to equip medical professionals with the knowledge and tools they need to provide better patient care. This year's conference seeks to educate and inform healthcare professionals on smoking cessation programs, COPD and related comorbidities such as lung cancer and interstitial and pulmonary vascular disease, and optimizing management of advanced lung disease.

Our goal is to help you and your company identify highly qualified leads through:


- Developing a customized corporate sponsorship opportunity that works in tandem with your company branding and marketing initiatives.
- Increasing meaningful interactions with Trudeau Society members.

As a dedicated partner, you will have the opportunity to promote your products and services directly to our network of physicians, nurses, respiratory therapists and allied health care providers throughout California. We expect great attendance and participation from Trudeau Society members at this conference. Each of our Trudeau Society events accepts sponsorships from multiple members of corporate and healthcare communities.

We look forward to working with you to create a sponsorship opportunity that will meet your company needs. The conference sponsorship opportunities are attached for your review. Should you have any questions, please connect with Andrea Oriza, Development Manager, at (310) 424-3535 ext. 247 or by email at AOriza@emphysema.org.

Thank you for your consideration. We hope you will join us in Trudeau Society's mission of "Life Lung Learning," by increasing knowledge and awareness about the latest trends and research in chronic lung disease and patient care, and in our mission of fighting for every breath of those suffering with chronic lung disease.

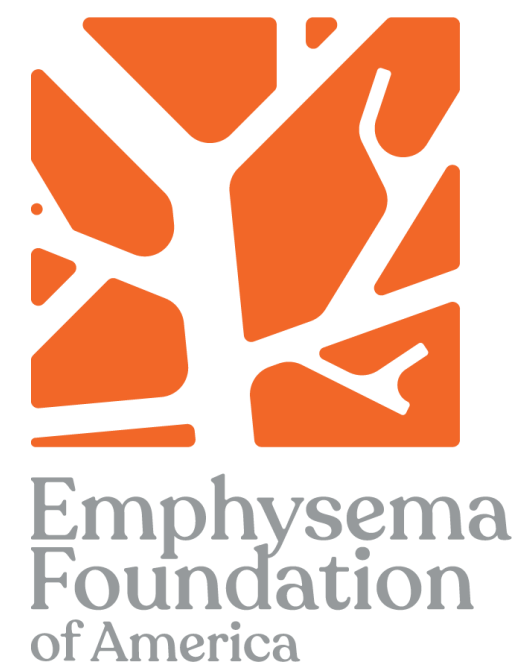
In Health,



Marc Carrel
President & CEO

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 and other chronic lung diseases. 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.



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, BREATHE LA 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 TRUDEAU SOCIETY

The Trudeau Society is a membership organization providing doctors and allied health professionals with networking opportunities, special events and continuing education on lung health. Membership provides collaboration between lung health professionals and enables expanded education on research-driven best practices, new treatments, therapies, and technologies, and visibility among leading academic medical institutions.



WHY SPONSOR OUR CONFERENCE?



The 11th Annual California COPD & Lung Health Conference is an accredited health professional event that allows corporate and healthcare partners an opportunity to showcase new and improved treatments, research, and technologies in the management of Chronic Obstructive Pulmonary Disease and other lung health diseases. The conference brings together physicians, nurses, respiratory therapists and allied health care providers from local health systems, hospitals, and community clinics throughout Los Angeles County and California. As a partner, your company will have the opportunity to exhibit and promote your products and services directly to Trudeau Society's network of health care professionals. As a long-term partner, we hope to not only enhance your existing customer relationships but also offer the opportunity to generate new qualified leads through meaningful interactions that result in new business and brand awareness.

ATTENDEE SURVEY RESULTS FROM THE 10TH ANNUAL CONFERENCE:

86%

Reported that the conference met their expectations.

88%

Would attend the COPD Conference again.

88%

Reported that the speakers were engaging.

92%

Reported that the information learned is useful to improve the quality of care among COPD patients.

92%

Reported that the conference is relevant to their career and interests.

SPONSOR INFORMATION

Date: Saturday, November 2, 2018
Time: Set-up 7:00 AM | Event 8:00 AM - 2:00 PM
Location: Cedars-Sinai Medical Center
Harvey Morse Conference Center
8700 Beverly Boulevard, Los Angeles, CA 90048
Benefits: As described on page 4 of Sponsorship Opportunities

For partnership opportunities, please contact the Development Department at (310) 424-3535 Ext. 247 or Email: AOriza@emphysema.org

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.

11th Annual California COPD & Lung Health Conference Sponsor Opportunities and Benefits

- Complimentary Registrations
- Logo recognition on conference website linked to your company home page
- Logo recognition on signage
- Logo recognition on looping digital tribute projected on screens
- Recognition in media and press releases
- Logo and name recognition in email campaign promotions to 20,000 constituents
- Full color advertisement in conference program
- Banner ad on email promotions and website
- 6' Table in the Exhibit Hall
- Contribute company-branded items to gift bag
- Access to conference attendee list
- Sponsor recap video

Diamond Level	Platinum Level	Gold Level	Silver Level
\$25,000 (1 Remaining)	\$20,000 (2 Remaining)	\$10,000 (2 Remaining)	\$5,000 (3 Remaining)
6	4	3	2
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
8.5"x11" Inside Front or Back Cover	8.5"x11" Full Page	8.5"x5.5" Half-Page	4.3"x5.5" Quarter-Page
✓	✓	✓	✓
2	1	1	1
✓	✓	✓	
✓	✓		
✓			

OTHER MARKETING OPPORTUNITIES

PRINTED 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
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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

SPONSOR RESERVATION FORM: 11TH ANNUAL CALIFORNIA COPD & LUNG HEALTH CONFERENCE

SPONSOR INFORMATION

We hereby apply for the following sponsorship at the 11th Annual California COPD & Lung Health Conference on Saturday, November 2, 2019 at Cedars-Sinai. We understand this application becomes a contract when signed by us and accepted by the Emphysema Foundation of America. All attendees will be listed on this form. Space is limited to first paid first served.

Signature: _____ Date: _____

Contact: _____ Title: _____

Company Name: _____

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

Phone: _____ Email: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

Attendee Name & Title: _____

SPONSORSHIP LEVELS:

DIAMOND SPONSOR
\$25,000

PLATINUM SPONSOR
\$20,000

GOLD SPONSOR
\$10,000

SILVER SPONSOR
\$5,000

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

\$200 (1) Branded Item in Tote

\$600 Full Page Ad

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

\$450 Half Page Ad

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

\$325 Quarter Page Ad

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

**ADDITIONAL EXHIBIT BOOTH
REPRESENTATIVE**

\$75 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 Emphysema Foundation of
America and return with completed application to: **5858
Wilshire Boulevard, Suite 302, Los Angeles, CA 90036**

**TOTAL
AMOUNT \$**



GUEST RESERVATION FORM
11TH ANNUAL CALIFORNIA COPD & LUNG HEALTH CONFERENCE

RSVP INFORMATION

A credit card is required to reserve a space. Failure to cancel without 24 hour notice will result in a \$35 fee. All fields in this reservation form must be completed in order to reserve a space for the conference. Submit the completed form to Deborah Maxwell by email at DMaxwell@breathela.org, by fax at (323) 935-1873, or by mail Attn: Deborah Maxwell, BREATHE LA, 5858 Wilshire Blvd., Suite 300, Los Angeles, CA 90036.

Name: _____

Title: _____ Affiliation: _____

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

Phone: _____ Email: _____

_____ Your Initial Here

I understand that if I do not cancel within 24 hours of the event I will be charged a \$35 fee.*

PAYMENT INFORMATION

VISA MASTERCARD AMERICAN EXPRESS | **3-DIGIT CODE** _____

Card Number: _____ Exp Date: _____

Name on Card: _____

Print Name: _____

Signature: _____

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

My billing address is the same as my mailing address above.

Unable to attend? You can still show your support to those effected by COPD and other lung health diseases by taking action in one of the following ways:

Learn more about the Trudeau Society - A membership driven network of lung health professionals hosting professional symposia and grand rounds for experts in respiratory care. Speakers come from top universities and hospitals to explore the latest trends in chronic lung disease treatments and patient care.

Make a donation to support BREATHE LA programs like our Better Breather's Club that provides COPD Self-Management Workshops to those diagnosed with COPD in our community.

I am unable to attend but please accept my donation in the **amount of \$**_____

Make checks payable to Emphysema Foundation of America and return with completed application to: **5858 Wilshire Boulevard, Suite 302, Los Angeles, CA 90036**

THANK YOU FOR YOUR SUPPORT!