

Saturday, November 20, 2021 | 8am-3:30pm
VIRTUAL CONFERENCE



PACIFIC COAST LUNG HEALTH CONFERENCE

Celebrating “A century of inspiration,
innovation, and invention”

Co-Presented By:



Jointly Provided By:



CEDARS-SINAI®

PROSPECTUS

EXHIBIT | SPONSOR | ADVERTISE

ABOUT BREATHE SOUTHERN CALIFORNIA

Breathe SoCal is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs through research, education, advocacy, and technology. For over 115 years, Breathe SoCal programs and services have addressed Southern California'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 California.



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.



ABOUT EMPHYSEMA FOUNDATION OF AMERICA

In conjunction with Breathe Southern California, 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.



WHY SPONSOR OUR CONFERENCE?



The Pacific Coast 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 Southern 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 PREVIOUS CONFERENCES:

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 20, 2021

Time: Event 8:00 AM - 3:30PM

Location: Virtual Conference

Benefits: As described on page 3 of Sponsorship Opportunities

For partnership opportunities, please contact the Development Department at (323) 935-8050 Ext. 247 or Email: AOriza@breathesocal.org

SPONSORSHIP OPPORTUNITIES

Breathe SoCal 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.

ONLY 2

Diamond Level.....\$10,000

- Exclusive use of time: No other promotional programs overlap; Morning or Afternoon Non-CME Program
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Platinum Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); full-page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list to be used to mail/email program invitations
- Complimentary tickets for 4 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 4

Platinum Level.....\$7,500

- Exclusive opportunity to provide company/branded badge lanyards for attendees or other branded materials in post event meeting gift bag
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Platinum Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); half-page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list
- Complimentary tickets for 3 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 6

Gold Level.....\$5,000

- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Gold Level Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); quarter page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list
- Complimentary tickets for 2 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 8

Silver Level.....\$1,500

- Complimentary Trainee Program Admittance for Hospitals and Medical Centers to the conference
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Silver Level Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); name and logo recognition in digital program

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

LITERATURE DISTRIBUTION

\$200 (1) Company Branded Item in Gift Tote

DIGITAL MARKETING



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

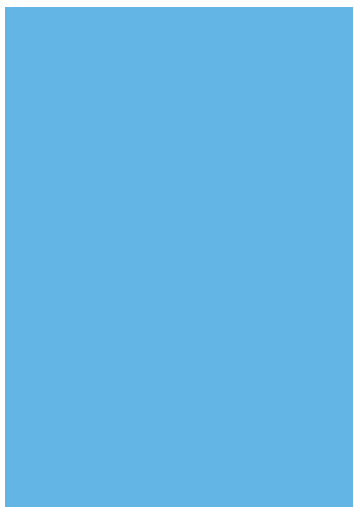


\$500 (1) Banner Ad in an email blast to over 10,000 contacts



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

There are diverse opportunities to sponsor and partner with Breathe SoCal and the Trudeau Society. For inquiries please contact our Development Department at loriza@breathesocal.org or call (323) 935-8050 ext. 247.



SPONSOR RESERVATION FORM: TRUDEAU SOCIETY PACIFIC COAST LUNG HEALTH CONFERENCE

SPONSOR INFORMATION

We hereby apply for the following sponsorship at the Pacific Coast Lung Health Conference on Saturday, November 20, 2021, for virtual programming. All promotional materials and sponsorships must be submitted to Breathe SoCal by Friday, November 5, 2021. We understand this application becomes a contract when signed by us and accepted by Breathe SoCal. 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: _____

TICKETS:

☐ \$35/PERSON EARLY BIRD (ENDS 10/01/21)

☐ \$50/PERSON (AFTER 10/02/21)

☐ \$25/ PERSON FELLOWS (share program)

Note: Complimentary ticket for all Centennial Circle Donors that donate \$1,000+

SPONSORSHIP LEVELS:

☐ DIAMOND SPONSOR
\$10,000

☐ PLATINUM SPONSOR
\$8,000

☐ GOLD SPONSOR
\$6,000

☐ SILVER SPONSOR
\$1,500

☐ 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 Breathe Southern California and return with completed application to: **5858 Wilshire Boulevard, Suite 300, Los Angeles, CA 90036**

TOTAL
AMOUNT \$