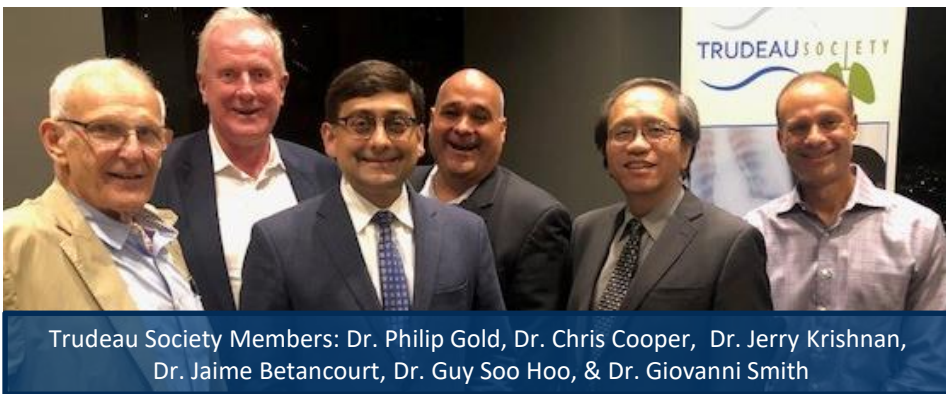
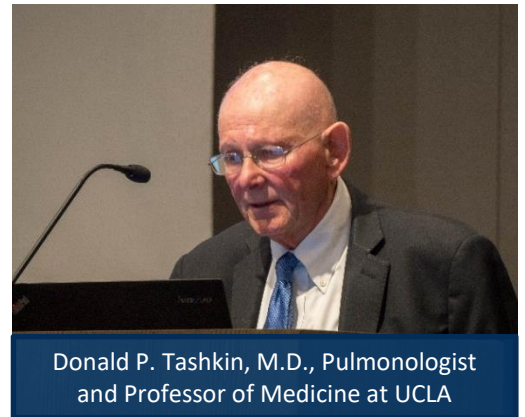
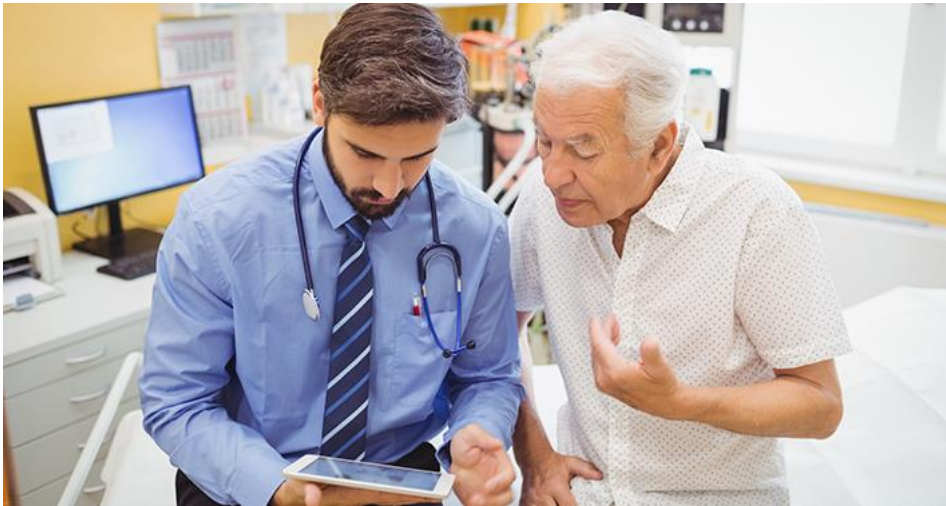


# Trudeau Society Partnership Opportunities

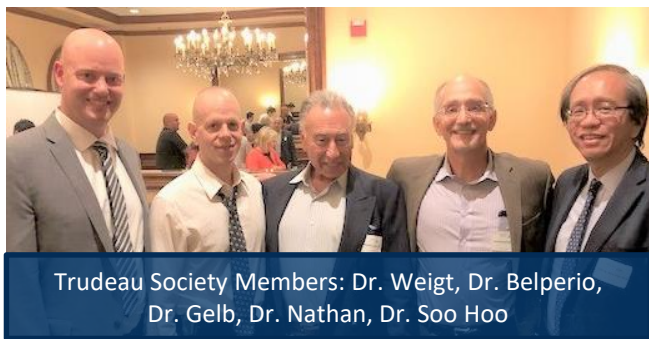


**Educate | Engage | Exhibit**

# Life Lung Learning™ Trudeau Society



BREATHE LA offers partnership opportunities through our Trudeau Society that provides enriching and rewarding experiences for your company. In collaboration with our corporate partners, we develop customized opportunities that best meets your objectives while making a significant impact on underserved communities most affected by respiratory disease throughout Southern California.



Trudeau Society Members: Dr. Weigt, Dr. Belperio, Dr. Gelb, Dr. Nathan, Dr. Soo Hoo

## A Network of Health Professionals

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.

## Life Lung Learning

Each year, the society hosts a series of lectures and panels on lung health issues featuring nationally recognized experts. With the mission of “Life Lung Learning,” the organization seeks to increase knowledge and awareness about the latest trends and research in chronic lung disease and patient care. Continuing Medical Education credits are provided for attendees at several of the Trudeau Society programs each year.

## A Rich History

The Trudeau Society is named in honor of Edward Livingston Trudeau, M.D. (1848-1915), the first doctor to develop the sanatorium concept of treating tuberculosis (TB).

Founded in 1921, as the Trudeau Tuberculosis Society, the organization carried out Livingston’s legacy “to promote a better understanding of pulmonary diseases and to stimulate a greater interest in the study of this specialty to further acquaintance and good fellowship among those interested in tuberculosis.”

Since 1925, the Trudeau Society has expanded beyond tuberculosis toward fostering a better understanding of pulmonary diseases, patient care and outcomes for all respiratory conditions.

## Be a Part of the Latest Medical Breakthroughs

The Trudeau Society offers educational engagement opportunities for medical professionals on a wide range of lung health issues—thus promoting a better understanding of pulmonary diseases in an effort to provide the best possible care to the community.



Dear Corporate Partners,

We are excited to announce the 2020 Trudeau Society calendar that we hope will engage and invigorate our network of healthcare professionals and corporate partners. The Trudeau Society is a membership organization providing doctors and health professionals with networking opportunities, special events and continuing education on lung health. With the mission of “Life Lung Learning,” the organization seeks to increase knowledge and awareness about the latest trends and research in chronic lung disease and patient care.

**We respectfully request your support as a sponsoring partner of our Trudeau Society lecture series and research forum. Your support will help equip medical professionals with the knowledge and tools they need to provide better patient care.** 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 Los Angeles County.

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 at our wide-ranging Trudeau Society events that includes our Lecture Series and Research Forum.

Every year, we expect attendance of 100 healthcare professionals at the California Research Forum on lung health and 40 physicians at each of our six Trudeau Society Lectures. Each of our Trudeau Society events accepts exhibitor sponsorships from multiple members of our corporate and healthcare communities.

We look forward to working with you and your company to continue to provide education and increase awareness about the latest treatments and research in lung disease. The Trudeau Society calendar and sponsorship opportunities are attached. Thank you for your continued partnership. For questions, please contact Andrea Oriza at (323) 935-8050 ext.247 [aoriza@breathela.org](mailto:aoriza@breathela.org).

Sincerely,



Marc Carrel  
President & CEO



DATE	EVENT	LOCATION
Jan. 30, 2020 6:30p – 9:30p	<p><b>Pro/Con Debate</b>            “Systemic thrombolysis is the preferred treatment for submassive pulmonary embolism”            Richard Channick, M.D.; Ronald Reagan-UCLA Medical Center</p> <p>“Catheter directed thrombolysis is the preferred treatment for submassive pulmonary embolism”            Victor Tapson, M.D.; Cedars-Sinai Medical Center</p>	Flame International 11330 Santa Monica Blvd. Los Angeles, CA
Feb. 27, 2020 6:30pm – 9pm	<p><b>Daniel Simmons, M.D. Distinguished Scholar Lecture</b>            “Inflammation and Immunity in the Pathogenesis of Lung Cancer”            Steven Dubinett, M.D.; Ronald Reagan-UCLA Medical Center</p>	UCLA Faculty Center 480 Charles E Young Dr. E Westwood, CA
Mar. 31, 2020 6pm – 9pm	<p><b>Samuel J. Sills, M, D. Distinguished Scholar Lecture</b>            “COPD: Deep Learning in Medicine: Leveraging Strengths While Managing Expectations”            George Washko, M.D.; Brigham and Women’s Hospital, Harvard Medical School</p>	USC McKay’s Trophy Room 3540 South Figueroa St. Los Angeles, CA
Apr. 18, 2020 8am – 1pm	<p><b>* Inquire about Lecture &amp; Forum Packages</b>            California Research Forum on Lung Health "Emerging Technologies and Treatment in Pulmonary Medicine" Sponsored by Trudeau Society, BREATHE LA, and Emphysema Foundation of America</p>	The Lundquist Institute at Harbor-UCLA Medical Center 1124 W. Carson St., Torrance, CA 90502
Jun. 23, 2020 6pm – 9pm	<p><b>Trudeau Society and LA Society of Allergy, Asthma and Clinical Immunology</b>            “The use of biologics in the management of asthma/obstructive lung disease”            An allergist’s view: Jonathan Corren, MD; UCLA            A pulmonologists’ view: Richard Barbers, MD; USC</p>	TBA – Los Angeles
Jul. 2020 6:30p – 8:30p	<p><b>Sleep Apnea Treatments and Consequences</b>            “Central sleep apnea and new treatment modalities” Rami Khayat, MD; UCI Health            “Sleep apnea and cerebrovascular consequences” Ruth Benca, MD; UCI Health</p>	Il Fornaio 18051 Von Karman Ave. Irvine, CA 92612
Sept. 2020 6:30p – 8:30p	<p><b>Philip Gold, M.D. Distinguished Scholar Lecture</b>            “Personalized Medicine”            Richard Irwin, M.D.; Former Editor-CHEST, University of Massachusetts</p>	TBA – Riverside County / Loma Linda University

More events may be added. Events subject to change. For the most current list of information, check [www.TrudeauSociety.Org](http://www.TrudeauSociety.Org).

The Trudeau Society Lecture Series is a collection of engaging panel discussions, pro-con debates, and lectures that offer Trudeau Society members an evening of education and discussion. This intimate networking event brings together an audience of physicians and allied health professionals across Los Angeles County and Southern California. Trudeau Society partners with corporate and healthcare communities that are aligned with its mission to increase awareness about innovative treatments and research focused on improving patient care for those affected by respiratory disease. 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.



**View Page 4 for  
Trudeau Society Calendar**

[View past lectures here](http://bit.ly/2JOWxkN)

(<http://bit.ly/2JOWxkN>)

## 2020 Trudeau Society Lecture Series Sponsorship Opportunities and Benefits

- Complimentary Registrations
- Number of Trudeau Society Lectures included:
- **Website Recognition:** Logo linked to your company home page on the Trudeau Society website [www.trudeausociety.org](http://www.trudeausociety.org)
- **Email Campaign Recognition:** Logo and/or company name included in email promotions to 20,000 constituents
- **Brand Recognition:** Logo and/or company name included in all printed marketing collateral and looping digital tributes
- **Social Media Recognition:** Pre- and Post- event recognition on Facebook, Twitter, and Instagram
- **On-Site Exhibition:** 6' Table and 2 chair in Exhibit Hall
- **Digital Advertisements:** Banner ad in email promotions and Trudeau Society website
- **Media Release Spotlight:** logo and paragraph recognizing company in media/press release
- **Attendee List:** Access to Trudeau Society Attendee list

**Interested in Learning More?**  
 Visit [TrudeauSociety.org](http://TrudeauSociety.org)  
[Click Here](http://TrudeauSociety.org)

	Package Opportunities				One-Time
	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000
• Complimentary Registrations	6	4	3	2	1
• Number of Trudeau Society Lectures included:	6	4	3	2	1
• <b>Website Recognition:</b> Logo linked to your company home page on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in email promotions to 20,000 constituents	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed marketing collateral and looping digital tributes	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and Instagram	✓	✓	✓	✓	✓
• <b>On-Site Exhibition:</b> 6' Table and 2 chair in Exhibit Hall	✓	✓	✓	✓	✓
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓	
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓		
• <b>Attendee List:</b> Access to Trudeau Society Attendee list	✓	✓			

The California Research Forum on Lung Health joins local researchers as they share strategies and innovations related to clinical and scientific pulmonary and respiratory health. Research abstracts are selected by the Scientific Review Committee and the leading oral/poster presentations receive awards.



Harbor UCLA / Lundquist Institute  
Torrance, CA

[View last year's events here](http://bit.ly/2JOWxkN)  
(<http://bit.ly/2JOWxkN>)

**Interested in Learning More?**  
Visit [TrudeauSociety.org](http://TrudeauSociety.org)  
[Click Here](#)

**Donate to Trudeau Society**  
[Click Here](#)  
(<http://bit.ly/2XYTfka>)

## 2020 California Research Forum on Lung Health Sponsor Opportunities and Benefits

	Diamond Level	Platinum Level	Gold Level	Silver Level
	\$15,000	\$10,000	\$5,000	\$3,000
• Complimentary registrations	6	4	3	2
• Logo recognition on event website page linked to your company home page	✓	✓	✓	✓
• Logo recognition on signage	✓	✓	✓	✓
• Logo recognition on looping digital tribute projected on screen(s)	✓	✓	✓	✓
• Inclusion in media release	✓	✓	✓	✓
• Logo and name recognition in all email campaign promotions to 20,000 constituents	✓	✓	✓	✓
• 6' Table in the Exhibit Hall	2	1	1	1
• Banner ad on email promotions	✓	✓	✓	
• Social media recognition	✓	✓	✓	
• Contribute company-branded items to gift bag	✓	✓		
• Access to conference attendee list	✓	✓		
• Sponsor recap video	✓			

**TRUDEAU SOCIETY | PARTNERSHIP AGREEMENT FORM**

Name: \_\_\_\_\_

Affiliation (Company): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

Fax Number: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**2020 PARTNERSHIP PACKAGE OPPORTUNITIES**  
**6 Lectures and Research Forum**

- January 30, 2020 – Pro/Con Debate -----.00
- February 27, 2020 – Daniel Simmons, M.D. Distinguished Scholar Lecture -----.00
- March 31, 2020 – Samuel J. Sills, M.D. Distinguished Scholar Lecture -----.00
- April 18, 2020 – Research Forum -----.00
- June 2020 – Pro/Con Debate -----.00
- July 2020 – Trudeau Society Lecture -----.00
- September 2020 – Philip Gold M.D., Distinguished Scholar Lecture -----.00

Sub-Total Amount	\$ -----.00
Discount(s)	-\$ -----.00
<b>Total Sponsorship Amount</b>	<b>\$ _____ .00</b>

**Please make checks payable to:** BREATHE California of Los Angeles County and include in Memo Trudeau Society Diamond Level Sponsorship

**CREDIT CARD PAYMENTS:**

Visa/MC # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return to:**

ATTN: Andrea Oriza  
BREATHE California of Los Angeles County  
c/o Trudeau Society of Los Angeles  
5858 Wilshire Boulevard, Suite 300  
Los Angeles, CA 90036

*For additional questions on sponsorships please contact Andrea Oriza at (323) 935-8050, Ext. 247 or by email at [aooriza@breathela.org](mailto:aooriza@breathela.org).*