



present

The 15th Annual
**PACIFIC COAST
LUNG HEALTH
CONFERENCE**

“Current Topics in Pulmonary Hypertension
and Pulmonary Embolism”

Saturday, December 7, 2024
7:00 a.m. - 3:30 p.m.

Cedars-Sinai Medical Center
Advanced Health Sciences Pavilion
127 S. San Vicente Boulevard
Los Angeles, CA 90048



Co-Presented By:



October 28, 2024

Hello,

On behalf of the Trudeau Society, Breathe Southern California, and Emphysema Foundation of America, I am pleased to invite you to participate as a sponsor for the 15th Annual Pacific Coast Lung Health Conference. This year's conference will be held on Saturday, December 7, 2024 from 7:00 am - 3:00 pm. Our goal is to provide an enriching and rewarding experience for attendees, speakers, and sponsors.

As a sponsor, we hope to not only enhance your existing customer relationships but also offer the opportunity to make new contacts and increase your brand awareness. We understand that networking and brand exposure are essential for meaningful partnerships. Sponsoring this conference provides a unique opportunity to connect with Southern California pulmonologists, thoracic surgeons, allergists and allied health professionals in the lung health fields; build brand awareness; and highlight your company's efforts to improve lung health and create greater awareness of for lung disease.

Breathe Southern California, Trudeau Society, and Emphysema Foundation of America would be honored to collaborate with your company. The sponsorship packages outlined in this document provide flexible opportunities and benefits for a mutually beneficial partnership.

The sponsor fee does not include transportation or movement of exhibit or program materials, speaker-related expenses, or any additional costs not included herein.

Please review and let us know which sponsorships you are interested in learning more about

Thank you for your consideration. We look forward to working with you to continue our mission of fighting for every breath of those living with chronic lung disease.

In Health,

A handwritten signature in black ink that reads "Marc Carrel".

Marc Carrel
President & CEO



15th Annual Pacific Coast Lung Health Conference

“Current Topics in Pulmonary Hypertension and Pulmonary Embolism”

Saturday, December 7, 2024 | 7:30am – 3:00pm

Cedars-Sinai Medical Center | Advanced Health Sciences Pavilion

AGENDA

7:00 AM – 8:00 AM

REGISTRATION

7:15 AM – 8:45 AM

SPONSORED BREAKFAST LECTURE (Gold Sponsor)

8:00 AM – 8:10 AM

WELCOME REMARKS

Isabel Pedraza, MD, Trudeau Society Steering Committee Chair, Assistant Professor of Medicine and Director, Medical Intensive Care Unit, Cedars-Sinai

Marc Carrel, President & CEO, Breathe Southern California & Emphysema Foundation of America

8:10 AM – 9:25 AM

CURRENT TOPICS IN PULMONARY HYPERTENSION

a. Different Approaches in Treatment for Patients with PH-ILD and PH-COPD

Sivagini Ganesh, MD, Assistant Professor of Clinical Medicine, Medical Director, Lung Transplant Program at Keck Medical Center, Keck School of Medicine of USC

Moderator: TBA

b. Right Heart Catheter Practice

Antoine Hage, MD, Director of Solid Organ Transplant Cardiology and Co-Director of the Pulmonary Hypertension Program at the Cedars-Sinai Heart Institute, Professor of Medicine, Smidt Heart Institute, Cedars-Sinai Medical Center, Clinical Professor of Medicine, David Geffen School of Medicine at University of California, Los Angeles (UCLA).

Moderator: TBA

9:25 AM – 9:50 AM

BREAK/ EXHIBITS / NETWORKING

9:50 AM – 11:00 AM

CURRENT TOPICS IN PULMONARY HYPERTENSION (continued)

c. Pregnancy and Pulmonary Hypertension

Yuri Matusov, MD, FACP, Assistant Professor of Medicine, Cedars-Sinai Medical Center, Health Sciences Assistant Clinical Professor, David Geffen School of Medicine

Maryam Naqvi, MD, Associate Professor, Obstetrics & Gynecology, Cedars-Sinai Medical Center

Moderator: TBA

15th Annual Pacific Coast Lung Health Conference
“Current Topics in Pulmonary Hypertension and Pulmonary Embolism”

AGENDA

(Continued)

11:05 AM – 12:15 PM

CURRENT TOPICS IN PULMONARY EMBOLISM

a. Advances in Intermediate and High-Risk Pulmonary Embolism/Chronic Thromboembolic Pulmonary Hypertension (CTEPH)

Sonia Jasuja, MD, Clinical Instructor, Division of Pulmonary and Critical Care Medicine, David Geffen School of Medicine at University of California, Los Angeles (UCLA)

Moderator: TBA

b. Management of Acute Right Ventricular Failure

Oren Friedman, MD, Associate Professor, Medicine, Cedars-Sinai, Associate Director of the Cardiac Surgery Intensive Care Unit, Cedars-Sinai Smidt Heart Inst.

Moderator: TBA

12:15 PM – 12:30 PM

EXHIBITS / NETWORKING / GRAB BOX LUNCH

12:30 PM – 1:10 PM

SPONSORED LECTURE (*Platinum Sponsor*)

Topic: TBA

Speaker: TBA

1:10 PM – 2:10 PM

CURRENT TOPICS IN PULMONARY EMBOLISM (*continued*)

c. PE and PH from a Community Perspective

Natalie Achamallah, MD, MS, MA, Director of Critical Care Education at Santa Barbara Cottage Hospital

Brian D. Sherman, MD, Chair, Critical Care Department, Torrance Memorial Hospital

Moderator: TBA

2:10 PM – 2:25 PM

BREAK/ EXHIBITS / NETWORKING

2:25 PM – 3:15 PM

KEYNOTE ADDRESS: *Where Are We in Pulmonary Hypertension Going Into 2025?*

Nicholas A. Kolaitis, MD, MAS, Assistant Professor, Medicine, Director of Bronchoscopy, UC San Francisco School of Medicine

Introduced by: **Yuri Matusov, MD, FACP**, Conference Chair

3:15 PM – 3:30 PM

CLOSING REMARKS

Isabel Pedraza, MD, Cedars-Sinai, Chair, Trudeau Society Steering Committee

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 public health in California.



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.



EMPHYSEMA FOUNDATION OF AMERICA

The Emphysema Foundation of America (EFA) sponsors the annual Pacific Coast Lung Health Conference and supports adult lung health programs that serve those suffering from COPD and other chronic lung diseases. EFA is dedicated to fighting for every breath of those suffering from emphysema and COPD, to increase awareness of these diseases, and to conduct and support activities and research to prevent, diagnose, treat, and find a cure.



WHY SPONSOR THIS CONFERENCE?



The Pacific Coast Lung Health Conference is presented annually to provide physicians and other lung health professionals the latest research and best practices on topical issues in the pulmonary and respiratory health field. This event is co-sponsored by Breathe Southern California, Trudeau Society, and Emphysema Foundation of America. Presented since 2009, the conference has featured leading experts on issues related to the diagnosis, treatment, and prevention of lung disease.

This conference enables corporate partners an opportunity to showcase new and improved treatments, research, and technologies in the management of various lung diseases, as well as products and services targeted to health professionals.

ATTENDEE SURVEY RESULTS FROM PREVIOUS CONFERENCES:

86%

Reported that the conference met their expectations.

88%

Would attend the Pacific Coast Lung Conference again.

88%

Reported that the speakers were engaging.

92%

Felt the information provided is useful to improve the quality of care for their patients.

92%

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

SPONSOR INFORMATION

Date: Saturday, December 7, 2024

Time: Sponsor Set-up 6:00 AM
Event 7:00 AM - 3:00PM
Close-Out 3:30pm

Location: Cedars-Sinai Medical Center
Advanced Health Sciences Pavilion
127 S. San Vicente Boulevard
Los Angeles, CA 90048

For partnership opportunities, please contact Carrie Maloney
at (415) 279-7191
or cmaloney@breathesocal.org

The Pacific Coast Lung Health Conference is an annual event that enables corporate and healthcare partners to showcase new and improved treatments, research, and technologies to medical professional focused on lung disease. Since 2009, the conference has brought 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 physicians and other health care professionals. 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.

Package Opportunities

Pacific Coast Lung Health Conference Sponsorship Opportunities and Benefits

	Diamond Level (w/ Lunch Program)	Platinum Level (w/ Breakfast Program)	Gold Level	Silver Level
	\$15,000	\$10,000	\$5,000	\$2,500
Complimentary registrations	6	4	3	2
Logo on event website linked to your company home page	✓	✓	✓	✓
Logo recognition on signage and looping digital tribute projected on screen(s)	✓	✓	✓	✓
Inclusion in Media Release	✓	✓	✓	✓
Logo and name recognition in all email campaign promotions to 20,000 recipients	✓	✓	✓	✓
6' Table and 2 Chairs in the Exhibit Area	✓	✓	✓	✓
Social media recognition	✓	✓	✓	
Banner ad on email promotions	✓	✓		
Access to conference attendee list	✓			

Complimentary registrations

Logo on event website linked to your company home page

Logo recognition on signage and looping digital tribute projected on screen(s)

Inclusion in Media Release

Logo and name recognition in all email campaign promotions to 20,000 recipients

6' Table and 2 Chairs in the Exhibit Area

Social media recognition

Banner ad on email promotions

Access to conference attendee list

Interested in Learning More?
Visit TrudeauSociety.org

DIGITAL MARKETING OPPORTUNITIES



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



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



\$1,000 (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 Marc Carrel at mcarrel@breathesocal.org or call (323) 935-8050 ext. 250.

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 1

Diamond Level.....\$15,000

- Lunch Sponsored Lecture Program - Exclusive use of time: No other promotional programs overlap
- Exhibit – 6’ tabletop space with two badges
- Website recognition: Placement of logo on Trudeau Society website acknowledging Diamond Sponsorship and linked to your company page or initiative
- Conference recognition: Logo on signage and digital tribute projected on screen
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME)
- Social Media Recognition and Inclusion in Media Release
- Attendee List: Access to Attendee & Participant pre-registration list to be used to mail/email program invitations



ONLY 1

Platinum Level.....\$10,000

- Breakfast Sponsored Lecture Program - Exclusive use of time: No other promotional programs overlap
- Exhibit – 6’ tabletop space with two badges
- Website recognition: Placement of logo on Trudeau Society website acknowledging Platinum Sponsorship and linked to your company page or initiative
- Conference recognition: Logo on signage and digital tribute projected on screen
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME)
- Social Media Recognition and Inclusion in Media Release



ONLY 4

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

- Exhibit – 6’ tabletop space with two attendee badges
- Website recognition: Placement of logo on Trudeau Society website acknowledging Gold Level Sponsorship and linked to your company page or initiative
- Conference recognition: Logo recognition on signage and looping digital tribute projected on screen
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME)
- Social Media Recognition and Inclusion in Media Release



ONLY 6

Silver Level\$2,500

- Exhibit – 6’ tabletop space with two attendee badges
- Website recognition: Placement of logo on Trudeau Society website acknowledging Silver Level Sponsorship and linked to your company page or initiative
- Conference recognition: Logo on signage and digital tribute projected on screen
- Social Media Recognition and Inclusion in Media Release



SPONSOR RESERVATION FORM: 15th Annual PACIFIC COAST LUNG HEALTH CONFERENCE

SPONSOR INFORMATION

We hereby apply for the following sponsorship of the Pacific Coast Lung Health Conference on Saturday, December 7, 2024 at Cedars-Sinai Medical Center. In the event that the specified event does not take place, Breathe Southern California is committed to providing a refund to the sponsor. 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: _____

SPONSORSHIP LEVELS:

DIAMOND SPONSOR
\$15,000

PLATINUM SPONSOR
\$10,000

GOLD SPONSOR
\$5,000

SILVER SPONSOR
\$2,500

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

Reserve _____ seats for me at
the conference.

PLEASE NOTE: A credit card is required to reserve a space. No refunds if fail to cancel by Noon Pacific Time on December 2, 2024. Failure to pay in full by December 31, 2024, shall subject the payee to a 10% late fee.

OTHER OPPORTUNITIES

\$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

ADDITIONAL EXHIBIT BOOTH REPRESENTATIVE

\$75 per person fee

Number of Additional Representatives _____

Attendee Name(s) & Title(s):

PAYMENT INFORMATION

VISA MASTERCARD AMERICAN EXPRESS | **CVC 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 \$