



Learn • Share • Care



Patients, caregivers and healthcare providers join together at a forum to learn about treatments, resources and the latest research to help those living with lung disease lead healthier, active lives.

Marketing and Partnership Opportunities

APRIL 30, 2015

DRURY LANE THEATRE & CONVENTION CENTER
OAKBROOK TERRACE, ILLINOIS

PRESENTED BY



2015 PLANNING COMMITTEE

Sangeeta Bhorade, MD
Northwestern University
LUNG FORCE Expo Chair

Joshua Bennett, MBA
Salter Labs

Patricia Bradley, RT
Loyola Medical Center/ISRC

Neeraj Desai, MD, FCCP
Chicago Chest Center

Daniel Dolan-Laughlin
Consumer/Double Lung t Transplant Survivor

Terry Gillespie
Lung Cancer Heroes

Eric Gluck, MD
Swedish Covenant Hospital

Anita Indrelie, CRT
Cadence Health

Kevin Kovitz, MD, MBA, FCCP, FACP
University of Illinois Hospital & Health Sciences
System/Chicago Chest Center
Immediate Past Chair

Robin Robinson RT
Advocate Health/ISRC

Susan Sochowski, RN, BSN, CTTS
American Lung Association in Illinois

Jaime Villanueva, MD
DuPage Medical Group

Mark Yoder, MD, MS
Rush University Medical Center

2015 LUNG FORCE EXPO AGENDA

Professional Track

7:30	Registration / Exhibits	
8:15	Welcome / Opening Remarks	Sangeeta Borhade, MD, Chair Northwestern University Feinberg School of Medicine
8:30	Survivorship and Rehabilitation in Lung Cancer	TBD Requests out to five additional possibilities
9:15		
9:30	Reducing COPD Readmissions—Why Now?	Jerry Krishnan, MD, PhD University of Illinois College of Medicine at Chicago
10:15		
10:30	Break / Exhibits / Poster Sessions	
11:00	Pulmonary Hypertension: A Frequently Missed Diagnosis	Roberto Machado, MD University of Illinois College of Medicine at Chicago
11:15		
11:30		
12:00	LUNG FORCE Luncheon	
1:15	Asthma Talk	Aaron Donnell, MD Chicago Family Asthma & Allergy - in discussions (Suggestions - Severe Asthma Treatment Guidelines or Medical Screening Advancements for Asthma targeting High Risk - TBD)
2:00		
2:15	Advanced Bronchoscopic Tools: Navigational Bronchoscopy	Neeraj Desai, MD Chicago Chest Center
3:15	Break	
3:30	New Therapies for Idiopathic Pulmonary Fibrosis	Dan Dilling, MD Loyola University Medical Center
4:30	Closing Remarks / Evaluations	

Patient Track

8:30	Registration / Exhibits	
9:15	Welcome / Opening Remarks	Sangeeta Borhade, MD, Chair
9:30	It Takes a Team: Getting to Know Your Health Care Professionals (Multidisciplinary Approach)	TBD
10:15	Exercise Alternatives...Let's Get Moving Panel	Zumba Gold - Jeanne Barker, CHES Whole Health Coaching Balls, Bands and Bars - pulmonary rehab/physical therapy teams invited Yoga - Oakbrook Terrace Fitness Center - invited
10:30		
11:00	Exhibits	
11:15	Special Session - Survivorship and Rehabilitation in Lung Cancer	TBD
11:30	Special Session - Ask the Pharmacist	CVS invited
12:00	LUNG FORCE Luncheon	
1:15	Ask the Doctor Panel	inviting committee physicians
2:00	Closing Remarks / Evaluation	
3:30		
4:30		



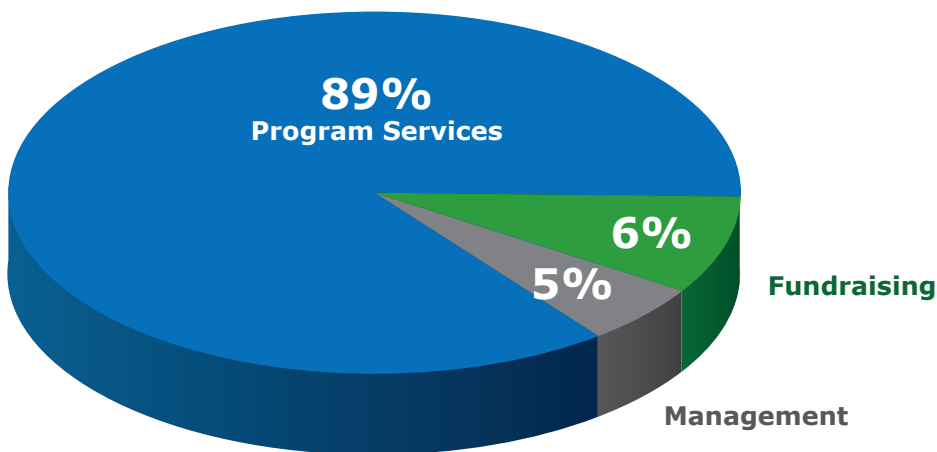
How Your Support Helps

At the American Lung Association, we believe healthy lungs and healthy air are worth fighting for. Whether it's searching for cures, keeping kids off tobacco or fighting for laws that protect the air we all breathe, the work of the American Lung Association saves lives every day.

Our vision is simple, but expansive: a world free of lung disease. Our mission to save lives by improving lung health and preventing lung disease is advanced through research, education and advocacy.

- } Lung disease is growing at a rate faster than other major diseases.
Help support research to find a cure.
- } Asthma is the number one chronic disease of children.
Help support community- and school-based programs.
- } Big tobacco spends billions of dollars each year to lure kids to smoke.
Help us keep our kids healthy and tobacco-free.

WHERE YOUR MONEY GOES*



Visit [LUNGFORCE.org/Expo](https://www.lungforce.org/Expo) or call 312-781-1100

WHO WE ARE



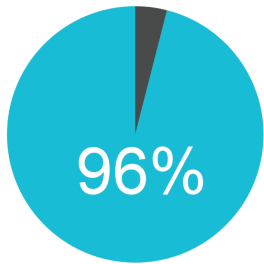
Our Brand

MISSION

To save lives by improving lung health and preventing lung disease – the #3 killer in the U.S.

100+ year

history of improvements in lung health



Name recognition among consumers

Our Reach

21M+ People annually

300,000+

staff, volunteers and advocates across the country



\$150M

organization

Our Impact

Critical Education



Game-Changing Advocacy



Landmark Research



\$86M

MARKETING AND PARTNERSHIP OPPORTUNITIES

\$5,000 Commitment - Silver Partner

- Company logo included on print materials, brochure and poster
- Company logo and weblink featured on LUNG FORCE Expo webpage
- Acknowledged as partner in promotional e-communications
- Acknowledged as partner in participant packets
- Social media marketing
- Company's literature included in participant packets
- 6' skirted table to display products and/or promotional items
 - Lunch provided for four company representatives
- 2 entries to the Professional Track (\$250 value)
 - Full-day attendance required
 - Lunch provided
 - CEUs earned for nurses and respiratory therapists
- Company logo included in event day signage
- Verbal recognition throughout event day
- Acknowledged in American Lung Association *Annual Report*

\$2,500 Commitment - Premium Exhibitor

- 6' skirted table to display products and/or promotional items
 - Lunch provided for two company representatives
 - Full day staffing required
- 2 entries to the Professional Track (\$250 value)
 - Full-day attendance required
 - Lunch provided
 - CEUs earned for nurses and respiratory therapists
- Company logo and weblink featured on LUNG FORCE Expo webpage
- Acknowledged as partner through event day signage
- Acknowledged as partner in participant packets
- Social media marketing
- Company logo included in event day signage
- Verbal recognition throughout event day

\$800 Commitment - Basic Exhibitor

- 6' skirted table to display products and/or promotional items.
 - Lunch provided for two company representatives
- Listed by name as exhibitor on LUNG FORCE Expo webpage
- Acknowledged as partner in participant packets
- Company name included in event day signage
- Social media marketing



2015 Commitment Level

- Silver Partner: \$5,000
- Premium Exhibitor: \$2,500
- Basic Exhibitor: \$800

Organization _____

Industry _____

Address _____

Phone _____ Website _____

Contact Person _____ Title _____

Phone _____ Email _____

Names of representatives staffing your table

Names of two attending professional education session*

Special needs _____

We will be able to provide a door prize of _____

We will need electricity for our table (*additional cost*).

Commitment forms may be returned to:

Felicia Fuller: Felicia.Fuller@Lung.org | 312-781-9250 (*fax*)
Jennifer Carr: Jennifer.Carr@Lung.org | 312-781-9250 (*fax*)

Payment Details

Tax ID number is 20-4392201.
Checks payable to the American Lung Association in Greater Chicago may be mailed to:
American Lung Association in Greater Chicago
Attn: LUNG FORCE Expo
55 W Wacker Dr, Ste 800, Chicago IL 60601
Please include the "LUNG FORCE Expo" in the memo section of the check.