



CHICAGO, IL
2017

28
JULY
29

**Exhibit and Commercial
Opportunities**

WELCOME

copdconferencesusa.org

**JULY 28 & 29,
2016
Chicago, IL**

Join the Conversation.

Participate in the only multi-disciplinary COPD conference in the United States.

Modeled after the successful European COPD9 conference held in Birmingham, UK for 20 years, the COPDUSA conference series began in 2011. COPD10USA brings together several hundred healthcare professionals for two days of cutting edge medical education sessions focused on clinical care, care delivery, and innovation in chronic obstructive pulmonary disease.

COPD10USA is held by the COPD Foundation, an organization committed to improving the lives of COPD patients through education. The content presented at COPD10USA will not only be relevant to patient care, but is also designed to teach attendees to implement changes vital to improving patient's lives, and how innovation is driving the future of COPD care management.

COPD10USA is designed for primary care physicians, pulmonologists, mid-level practitioners like nurse practitioners and physician assistants,

advanced and registered nurses, physical therapists, pharmacists, physician assistants, respiratory therapists, health system and health plan administrators and all who are involved and interested in the management of individuals with COPD. COPD10USA will also engage young scientific investigators. The unique environment at COPD10USA allows these investigators to network and interact with expert faculty which ultimately creates the next generation of leading experts in COPD patient care.

COPD10USA brings together a diverse group of stakeholders which includes our corporate partners. Exhibitors and commercial supporters at past COPDUSA conferences consistently report successful in-depth conversations with attendees, key opinion leaders, and clinicians from regional and national organizations.

We look forward to seeing you at COPD10USA.



Enjoy these Benefits as an Exhibitor:

- Network with 5.5 hrs of unopposed time with our attendees
- Gain visibility as a listed exhibitor on conference collateral materials
- Showcase your products and innovation to the perfect audience
- Receive two complimentary conference registrations
- Receive discounted rates for additional registrants

Guaranteed Traffic Builders

Unopposed exhibit time

5.5 hours over two days will be dedicated time for attendees to visit our exhibitors. There will be no accredited sessions scheduled during this time period. Complimentary beverages and snacks will be provided in the exhibitor area.

Exhibitor passport

Attendees will receive a card with each exhibitor listed. Each card will have special questions that can only be answered by each exhibitor. Attendees can then visit each booth and get their card marked off with the correct answers. These completed game cards will be submitted for an opportunity to be entered into a prize drawing.

Complimentary exhibit hall only passes

Set up an appointment with your clients. Receive up to four complimentary exhibit hall passes for your VIP customers in the Chicago area.

GENERAL INFORMATION

Conference Dates & Hours

Friday July 28, 2017

7.00 a.m. to 5.00 p.m.

Saturday July 29, 2017

7.00 a.m. to 4.00 p.m.

Location:

The Hyatt Regency O'Hare

9300 Bryn Mawr Avenue

Rosemont, IL 60018

For the most recent agenda and faculty list,
please visit copdconferencesusa.org

Rooming Information:

The official hotel of COPD10USA is the Hyatt Regency O'Hare. The COPD10USA group rate is \$154 single/double room.

Cut-off date is 7/5/2017.

Reservation requests received after the cut-off date will be based on availability only.

To reserve your room: call the Hyatt Regency O'Hare @ (888) 421-1442 and mention "COPD10USA".

Transportation:

The Hyatt Regency O'Hare has a free airport shuttle from Chicago O'Hare International Airport giving easy access to exhibitors and attendees. Questions regarding rooming and transportation can be answered in our FAQ section of copdconferencesusa.org.



Continuing Education Credit:

This live activity has been approved for AMA PRA Category 1 Credit™ by Northwestern University School of Medicine.

Continuing education hours for respiratory therapists will be applied for through the American Association of Respiratory Care (AARC).

EXHIBITOR INFORMATION

Exhibitor Booth Pricing

10X10 BOOTH \$1,950.00

10X20 BOOTH \$2,500.00



Exhibit Hours

Friday July 28, 2017

7.00 a.m. - 8.00 a.m. Registration/Exhibits

9.00 a.m. - 9.30 a.m. Break

12.00 p.m. - 1.30 p.m. Lunch

5.00 p.m. - 6.00 p.m. Poster Session/Exhibit Hall

Saturday, July 29, 2017

7.00 a.m. - 8.00 a.m. Registration/Exhibits

9.30 a.m. - 10.00 a.m. Break

12.00 p.m. - 1.30 p.m. Lunch

2:30 pm Exhibit Hall Passport Winner Announcement

Exhibit Set up

Friday, July 28 2017

6:00 a.m. - 9:30 a.m. Move-in

Exhibit Breakdown

Saturday, July 29, 2017

4 p.m. Move-out

A booth includes:

8' high back wall and 3' side drape, (1) 6x30" skirted table, (2) side chairs, (1) waste basket, 7"x44" ID sign, (2) copies of the COPD10USA program booklet, exhibit listing in program booklet, exhibit listing on conference website, (2) complimentary exhibitor conference registrations (No CE), and discounted rates for additional registrants.

Additional Badge Rates:

Please contact exhibit@copdfoundation.org. Exhibitor Service Info provided by Freeman Decorating Company (see page 9).

No Lead Readers Necessary

Attendee badges will have QR codes for a Smartphone.

Refunds & Cancellations Downsizing

Notice of cancellation or downsizing must be received in writing prior to April 15, 2017. Cancellation refund schedule: Before April 15, 2017: full refund minus \$100 administrative fee. April 15 to May 15, 2017: 50% refund. After May 15, 2017: no refund.

COMMERCIAL SUPPORT



Platinum \$25,000

Receive platinum support recognition in COPD10USA program | receive six (6) CE full event registrations and four (4) non-CE registrations | marketing item for distribution (subject to approval) | platinum signage in high traffic area | acknowledgement in all promotional emails | platinum recognition on all event related social media mentions | hyperlink acknowledgement on website | 20 x 10 exhibitor booth in prominent location.

Gold \$15,000

Become the exclusive supporter of the conference's catering needs on a chosen day | signage at the meal area | public announcement of support when giving lunch details to attendees | hyperlink acknowledgement on website | acknowledgement in all promotional emails | receive four (4) full CE conference registrations and four (4) non-CE registrations | receive gold support recognition in COPD10USA program | 10x10 exhibitor booth

Silver (2 opportunities available) \$10,000

Provide your company graphics to be printed on two large column wraps in the conference exhibit hall (graphics subject to approval; some size restrictions apply) | receive two (2) full CE conference registrations and four (4) non CE registrations | receive silver recognition in COPD10USA program | 10x10 exhibitor booth.

Bronze \$5,000

Support an official snack break | recognition on signage near snack break area | receive recognition in printed/electronic program | 10x10 exhibitor | Four (4) non-CE conference registrations

COMMERCIAL SUPPORT cont.

Mini Product Theaters \$15,000

Hold a session with specific attendees and educate them on your product.



WIFI Sponsor \$18,000

Sponsor wifi for the entire conference. Imagine your brand being seen by everyone logging in.

Window Clings \$8,500

Be seen with two 8' x 4' window clings in the event registration area. Artwork is subject to approval and due April 20, 2015.

Marketing Items \$1,500

Have your educational or product materials distributed to attendees.

Non-CE Evening Industry Symposia Please inquire directly.

Print Marketing Items \$varies

Have your educational or product materials distributed to attendees with an advertisement in the printed and online program. All items require approval, please contact Jason Moury for more information.

Don't see what you are looking for? Contact us to discuss custom support options.

To inquire about and secure COPD10USA commercial support opportunities, please contact: Jason Moury, Vice President of Operations (866) 731-2673 x. 228 or via email at jmoury@copdfoundation.org.

EXHIBITOR APPLICATION

The COPD Foundation now has the application available online. Visit www.copdconferenceusa.org to complete the online application.

ORGANIZATION _____
CONTACT NAME _____
CONTACT TITLE _____
MAILING ADDRESS _____ CITY _____
STATE _____ ZIP CODE _____ PHONE _____
CONTACT EMAIL _____
COMPANY WEBSITE _____

EXHIBIT BOOTH CHOICE (PLEASE CHECK ONE)

☐ 10x10 ☐ 10x20

ADDITIONAL INFORMATION

To register booth personnel, please contact exhibit@copdfoundation.org.

PAYMENT OPTIONS: ☐ CHECK

If you are paying by check, please send this form and
remit payment to:

The COPD Foundation

3300 Ponce De Leon Blvd, Miami, FL 33134

AMEX ☐ DISCOVER ☐ MC ☐ VISA ☐

CARD NUMBER _____ EXP DATE _____
CVV _____

NAME OF CARD HOLDER _____
COMPANY _____ AUTHORIZED SIGNATURE _____

NAME _____ TITLE _____
PHONE _____ EMAIL _____

Terms and Conditions: By completing, executing, and returning this application, you agree to the terms of the General Rules and Regulations, in addition to the payment schedules, proposals and agreements. Exhibit booths are not considered secured until full payment is received.

All exhibition communications should be directed to exhibit@copdfoundation.org or (866) 231-2673 x. 231.

GENERAL RULES & REGULATIONS

General Rules and Regulations

All exhibitors must adhere to the following rules and regulations.

Interpretation of the Rules

The COPD Foundation (COPDF) shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. Issues and questions not covered by these rules and regulations shall be subject to the final judgment and decision of the COPDF. The COPDF may amend these rules and regulations at any time, and the amendments so made shall be binding upon the exhibitor, provided the exhibitor is notified of the amendments.

Installation

All exhibits must be erected by the given time within the general information portion of this prospectus. No trunks, cases, or other packaging materials are to be left in the exhibit area after exhibit installation, unless items are placed under the exhibit table. Any space not claimed by 10:00 am on July 28th may be reassigned without refund.

Shipping Information

Freeman is the official general service contractor for COPD10USA. Shipping information will be provided by Freeman directly to confirmed exhibitors.

Exhibit Hours

The COPDF requires all booths to remain open, with at least one representative at the exhibit, during the dedicated exhibit hours.

Sales and/or Solicitation of Orders
Sale of products and services is allowed on the exhibit floor, provided such sales are conducted in a professional manner, in accordance with COPDF guidelines. Exhibitors must comply with all state and

local tax regulations. The COPDF reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Eligibility to Exhibit

The exhibit is designed for the display, demonstration, and sale of products and services relating to COPD and professional education and support of conference participants. The COPDF reserves the right to determine the eligibility of all exhibit space applicants.

Space Assignments

Exhibit space will be assigned on a first come, first served basis. Exhibit space will only be allocated once the full application, including payment, is received by the COPDF. Incomplete applications, including those without full payment, will be returned to the applicant. Applications received after the application date will be processed on a space availability basis.

Space Relocation

The COPDF reserves the right to relocate an exhibitor at any time. The COPDF reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of the COPDF.

Subletting of Space

The subletting, assignment, or appointment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business. Should any subletting be found, both the lessor and lessee shall be asked to vacate their space immediately and neither company shall be allowed to exhibit the following year(s).

Cancellations

Cancellation of exhibit space must be made in writing. Refund amounts will follow the cancellation policy listed within the general information portion of the exhibitor prospectus. Cancelling companies may not cede exhibition space to other companies; exhibit space is the property of the COPDF, is non-transferable, and will be assigned according to the wait list (if applicable). Cancellation of the conference by the COPDF will result in a full refund to all exhibitors unless due to circumstances beyond the COPDF's control.

Booth Arrangement and Construction

All exhibits are confined to the spatial limits of their respective booths. All equipment, products, or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within the said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. The exposed portions may be draped at the exhibitor's expense. No nails or bracing wires used in erecting displays may be attached to the premises without the consent of facility.

Fire Regulations

All displays or exhibited materials must be fireproof to conform to all applicable federal, state, and city fire safety regulation and laws. Combustible materials must be treated with an effective flame retardant material. Oilcloth, tarpaper, sisal paper, nylon, orlon, and certain plastic material that cannot be made flame retardant are prohibited.

GENERAL RULES cont.

Exhibitor Personnel

Names of exhibitor personnel should be included in the application. In order for all registered personnel to receive the pre-printed name badges onsite, these applications should be presented by the listed deadline of applications within the general information material. Personnel names submitted after that date will not receive a pre-printed badge.

Badge Distribution

Badges will be distributed onsite at the registration desk. Representatives without a badge will not be admitted to the exhibit hall or conference sessions. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Should a registered exhibitor representative be unable to attend the conference, his/her badge fee may be transferred to another person. Only the designated on site contact can authorize this transfer.

Admission to the General Sessions and Break Out Sessions

Please see page six for guidelines on attending sessions. Exhibitors receive 2 complimentary exhibitor conference registrations (NO CE).

Exhibitor Conduct

The COPDF reserves the right to approve all exhibits and related activities. The COPDF may require an exhibit be curtailed if it does not meet the standards set forth herein. An exhibitor of a questionable exhibit or activity related thereto must submit a description of the exhibit or activity with the exhibit application for the COPDF's approval.

The exhibit hall will be inspected during installation hours and efforts will be made to advise exhibitors

of any deviation from exhibit rules. Exhibitors must make all corrections requested by the COPDF at their own expense or risk removal from the exhibition without notice or without obligation on the part of the COPDF or any refund.

The COPDF reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the conference.

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting attendees is strictly prohibited.

Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor unless approved, in writing, by the COPDF. The COPDF reserves the right to determine at what point sound or odor interferes with others and must be discontinued. No smoking is permitted within the exhibit hall and conference areas at any time.

Handouts and Giveaways

It is appropriate for companies, where permitted by law, to offer items designed primarily for the education of patients or healthcare professionals if the items are not of substantial value (\$100 or less) and do not have value to healthcare professionals outside of his or her professional responsibilities. Distribution of all giveaways, except the exhibitor's own products and literature, must be approved in writing by the COPDF prior to the conference. Requests for questionable giveaway items, accompanied by a sample

of the giveaway (which will not be returned) or an electronic image of the item, must be submitted by the final application deadline. The COPDF will request the removal of unapproved items.

Contest, Raffles, Etc.

Contests and raffles are permitted with the prior approval from the COPDF (\$10 maximum value). Requests must be submitted by the final application deadline. The rules must be posted at the booth and include: eligibility, date and time of drawing, the words "no purchase necessary to enter", and how winner will be notified. The COPDF must be notified of the winners and when the prize was awarded. The COPDF reserves the right to restrict contests or raffles that it deems inappropriate or unprofessional.

Children

No children under 18 years of age will be permitted to enter the exhibit hall during the installation or dismantling of exhibits.

Security

The COPDF will not provide security in the exhibit hall. Neither the COPDF nor the meeting facility will be held responsible for any loss or damage to the exhibitor's property. The exhibit hall room will be locked overnight but the COPDF does not guarantee the safety of all exhibits. Exhibitors must take precautions to protect their property against pilferage.

Insurance and Liability

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages, or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss or damage is incident to,

GENERAL RULES cont.

arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless, and defend the COPDF, its officers, directors, agents, members, and employees against all such claims, liabilities, losses, damages, and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of the COPDF, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death, or property damage incident to arising out of, or in any way connected with their participation in the exhibition, in the amount of not less than one million dollars for personal injury, death or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover the COPDF as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection, and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the COPDF, its officers, directors, agents, members, or employees. The exhibitor further waives any claim against the COPDF and its officers, directors, agents, members, or employees arising out

of the oral or written publication of any statement made in connection with the conference by anyone not an employee of the COPDF concerning the exhibit or exhibitor.

If any part of the exhibit hall is destroyed or damaged, preventing the COPDF from permitting an exhibitor to occupy assigned space during part or all of the exhibition, or in the event occupation of assigned space during part or all of the exhibition is prevented by strikes, national emergencies, or other causes beyond the control of the COPDF, exhibitor will be charged for the space during the period it was or could have been occupied; and exhibitor hereby waives any claims against the COPDF, its officers, directors, agents, members, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the COPDF being a refund of rent paid for the period it was prevented from using the space.

Satellite Events

Any exhibitor wishing to hold meetings, social events, or a hospitality suite during the course of the conference must receive permission in writing from the COPDF.

Animals

Live animals, with the exception of service animals, are not allowed onto the show floor.

Market Research

Any and all market research efforts are required to be conducted from within a company's designated exhibit space. Soliciting the show floor or within the center is not permitted.

Wait list

In the event that the COPDF runs out of available exhibition space, a wait list will be created. The wait list will be operated on a first come, first served basis regardless of size requested, contributions, or relationships to other companies.

As exhibit space becomes available, companies will be assigned to space regardless of location requests. If the location of the space is unacceptable, the company will be taken off the wait list and a refund will be issued based on policy.

Companies may not sublet (see above for policy) and cancelling companies may not cede exhibition space to other companies. Exhibit space is the property of the COPDF and will be assigned according to the waitlist. In all cases, the decision of the COPDF shall be final and binding on all parties.

Violations

Any violation of the general rules and regulations shall be subject to the exhibiting company to removal from the show floor and one year suspension of exhibiting privileges. However, a more severe penalty may be levied at the discretion of the COPDF. The COPDF reserves the right to restrict and/or dismiss, at any time, any exhibit that it deems undesirable.