



sponsor and exhibitor prospectus

DECEMBER 5–7, 2013 • LA JOLLA, CALIFORNIA

www.pffsummit.org

Dear Pulmonary Fibrosis Community,

I am excited to invite you to participate in the Pulmonary Fibrosis Foundation's (PFF) second biennial health care conference, *PFF Summit 2013: From Bench to Bedside*. Our program includes many prominent thought-leaders from the pulmonary fibrosis (PF) community. It is our goal that fostering this type of collaboration will lead to better patient care and help stimulate the research needed to find better treatments for pulmonary fibrosis.

The *Summit* provides an opportunity to interact with physicians, researchers, industry representatives, patients, and caregivers all in one venue. If you attended our inaugural conference in 2011, I am sure you would agree that it was extremely informative and thought provoking. The *PFF Summit 2013* promises to be as comprehensive and stimulating!

We greatly appreciate the support of individuals and corporations that enable us to provide important educational initiatives like the *Summit*. We believe the *Summit* is an important catalyst for the PF community, and we thank you for your interest in supporting this event.

I look forward to seeing you in La Jolla.

Warmest Regards,



DANIEL M. ROSE, MD

CHIEF EXECUTIVE OFFICER and CHAIRMAN OF THE BOARD OF DIRECTORS
PULMONARY FIBROSIS FOUNDATION

sponsor and exhibitor prospectus

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“Speakers were of the highest caliber.”

SUMMIT 2011 ATTENDEE

about the Pulmonary Fibrosis Foundation

OUR MISSION

The mission of the Pulmonary Fibrosis Foundation (PFF) is to help find a cure for idiopathic pulmonary fibrosis (IPF), advocate for the pulmonary fibrosis (PF) community, promote disease awareness, and provide a compassionate environment for patients and their families.

OUR INITIATIVES

The PFF's strategic plan includes initiatives to:

- Increase funding for PF research through independent foundation grants, and partnership grants with the American Thoracic Society, the American College of Chest Physicians, and the National Institutes of Health.
- Facilitate collaboration between the academic research community and the bio-pharma industry.
- Establish a Pulmonary Fibrosis Patient Registry and Clinical Care Network.
- Foster interaction and innovation among physicians, researchers, allied health professionals, patients, and caregivers at our biennial international conference, *PFF Summit: From Bench to Bedside*.
- Expand our support group network to include the international PF community, assist in the development of local support groups, and improve access to the PFF online support groups.
- Implement new patient education and disease awareness programs utilizing webinars, online support services, and social media platforms.
- Support the needs of our constituents through legislative advocacy.
- Increase disease awareness through education, traditional media, social media, and community events.

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about the pff

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National Jewish Health
DENVER, COLORADO

about the PFF Summit 2013

The *PFF Summit 2013* is a unique venue that brings together a multi-faceted group of physicians, researchers, allied health professionals, industry representatives, patients, and caregivers. The *Summit* creates a spirit of collaboration in an environment in which the most up-to-date medical information is disseminated with a primary goal of improving the care, management, and quality of life for pulmonary fibrosis (PF) patients and their families. More than 45 world-renowned experts will participate in a variety of activities that will include lectures, facilitated panel discussions, poster presentations, and “meet the experts” sessions.

The conference will kick-off on Thursday, December 5, 2013, with a Welcome Reception that will also include Poster Presentations. The first day of the *Summit* for medical professionals and researchers will focus on the science of lung injury and repair; genetics and biomarkers; promising therapeutic targets; and the challenges of drug development for pulmonary fibrosis. The second day of the conference will be dedicated to the clinical management of patients with pulmonary fibrosis with sessions focusing on the diagnosis, common co-morbidities, and treatment options.

Sessions for patients, family members, and caregivers will run concurrent with the medical professional sessions. The first day will have sessions designed to improve the attendees’ understanding of the disease process and will incorporate a discussion on the various forms of pulmonary fibrosis and idiopathic interstitial pneumonias (including autoimmune, occupational, and environmental fibrotic lung disease). Those attending will also have the opportunity to participate in “roundtable discussions” with the experts. Day two will cover additional topics important to the patient community and will provide additional opportunities to participate in “roundtable discussions” and further interact with experts in PF.

A complimentary Networking Dinner on Friday, December 6 will further facilitate interaction among this diverse group of participants.

View the *Summit 2011* archive, including a webinars of all the sessions,
at www.pffsummit.org/summit2011archive.

cme/ce information

ACCREDITATION AND DESIGNATION STATEMENTS

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of National Jewish Health and the Pulmonary Fibrosis Foundation. National Jewish Health is accredited by the ACCME to provide continuing medical education for physicians.

National Jewish Health designates this live activity for a maximum of 15.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

National Jewish Health is an approved provider of continuing nursing education by the California Board of Registered Nursing. Provider Number CEP 12724. Nursing Contact Hours are pending.

Application has been made to the American Association for Respiratory Care (AARC) for continuing education contact hours for respiratory therapists.

TARGET AUDIENCE

Physicians and allied health professionals who treat patients with pulmonary fibrosis.

LEARNING OBJECTIVES

At the conclusion of this activity, participants should be able to:

- Explain the pathophysiology of idiopathic pulmonary fibrosis (IPF) based on the most current data
- Describe a systematic approach for accurately diagnosing idiopathic interstitial pneumonias (IIPs), including IPF
- Discuss recent evidence for treatments in the management of IPF
- Recognize genetic components of IPF
- Provide patient lifestyle management tools which improve functional status
- Develop a comprehensive approach to the management of IPF, that includes both pharmacologic and non-pharmacologic therapies

program

schedule at a glance

THURSDAY, DECEMBER 5, 2013

Arrivals/Registration

3:00 p.m. – 8:00 p.m.

Welcome Reception and Poster Presentations

5:00 p.m. – 8:00 p.m.

FRIDAY, DECEMBER 6, 2013

Sessions for Physicians, Researchers, Registered Nurses, and Allied Health Professionals

7:00 a.m. – 5:45 p.m.

Sessions for Patients and Caregivers

8:00 a.m. – 2:15 p.m.

Networking Dinner

6:30 p.m. – 10:00 p.m. at the Hyatt Regency La Jolla

SATURDAY, DECEMBER 7, 2013

Sessions for Physicians, Researchers, Registered Nurses, and Allied Health Professionals

7:00 a.m. – 5:00 p.m.

Sessions for Patients and Caregivers

8:00 a.m. – 2:15 p.m.

View the current agendas at www.pffsummit.org.

“Best comprehensive coverage of the science and clinical
management of PF [of any conference] I have ever attended.”

program committee

CO-CHAIRS

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“It was remarkable . . . the content and organization/process
were as if it were not the 1st but the 101st Summit.”

faculty AS OF APRIL 7, 2013

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JEFFREY JAMES SWIGRIS, DO, MS

National Jewish Health
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JANET TALBERT, MS, CGC

National Jewish Health
DENVER, COLORADO

LESLIE C. WATTERS, MD

Atlanta Pulmonary Group
ATLANTA, GEORGIA

sessions for physicians, researchers, registered nurses, and allied health professionals

SCIENTIFIC SESSIONS

Lung Injury and Repair

- Introduction: Lung Injury and Repair
- Matrix
- Fibroblasts/Plasticity
- Stem Cells in Lung Disease

Personalized Medicine: Genetics and Biomarkers

- Introduction: Genetics and Biomarkers
- Genetic Markers: Impact on Outcome and Patient Management
- Peripheral Blood Biomarkers
- Implications of Genetic Data

Drug Development in IPF

- Introduction: Comparison of Regulatory Agencies and the Approval Process
- Promising Therapeutic Targets
- Challenges of IPF Drug Development

CLINICAL SESSIONS

- Making an Accurate Diagnosis: How to Use the IPF Consensus Guidelines
- Sleep Apnea and IPF: Coincidence or Causation?
- Case Presentations with Master Clinicians
- Pulmonary Hypertension in PF: To Test? To Treat?
- GERD and Microaspiration in PF: Fundoplication for Everyone?
- Talking with PF Patients: Truth-telling while Maintaining Hope
- Treatment Options: From a Global Perspective

sessions for patients and caregivers

- What is Pulmonary Fibrosis, What are the Causes, and How is it Treated?
- What is Autoimmune Related Pulmonary Fibrosis?
- What is Pulmonary Hypertension and How is it Related to PF?
- Occupational and Environmental Related Pulmonary Fibrosis
- Research Trials, Stem Cell Therapies, and the Drug Pipeline
- Lung Transplantation
- Palliative and Hospice Care
- Tools for Living Better with Pulmonary Fibrosis
- Meet the Experts—Q+A Roundtable Discussions

highlights

WELCOME RECEPTION AND POSTER PRESENTATIONS

All conference participants are invited to attend the Welcome Reception and Poster Presentations at the Hyatt La Jolla's Pavilion on Thursday, December 5. Cocktails and hors d'oeuvres will be served. Approximately 40 academic and industry investigators will present their posters. Exhibits will also be open during this time.

NETWORKING DINNER

All conference participants are also invited to attend the complimentary poolside Networking Dinner at the Hyatt on Friday, December 6. The buffet-style dinner is designed to create an evening of engagement and networking opportunities.

KEYNOTE SPEAKERS

Opening Keynote Address

Robert J. Beall, PhD, President and CEO, Cystic Fibrosis Foundation

Advocacy Keynote Session

To be announced

EXHIBIT HALL

The Exhibit Hall, located in the Pavilion, will be open during conference hours.*

amenities

BREAKFAST, LUNCH, AND BREAKS

Conference participants will enjoy breakfast, a morning break, lunch, and an afternoon break on Friday and Saturday.

LOUNGE AREAS

Due the popularity of our lounge seating at *Summit 2011*, we will once again offer lounge areas with live feeds of the professional sessions for comfort and flexibility.

CHARGING STATIONS

Charging stations will be available for the convenience of conference participants.

* The Exhibit Hall will close at 3:00 p.m. on Saturday, December 7, before the end of the professional sessions.

benefits and reach

why participate in the summit?

VISIBILITY as a participant in the largest, international PF-focused educational conference for physicians, researchers, allied health professionals, and the patient community

OPPORTUNITY to showcase your products or services to a broad audience

AFFILIATION with the leading pulmonary fibrosis patient advocacy group

EXPOSURE beyond the conference with placement on marketing materials and on www.pffsummit.org

ACCESS to all educational sessions with conference registration

marketing strategy

We have positioned *PFF Summit 2013* as an inclusive educational resource that brings together the medical, scientific, and patient communities to learn and interact. A world-class faculty will present the most current information and provide thought-provoking discussions. Our promotional strategy includes advertising at major national and international respiratory conferences, regional seminars, and local meetings. We also will promote the *Summit* with pre-and post-conference press releases, articles in the PFF's *Breathe Bulletin*, advertising in appropriate medical journals, and an aggressive communications campaign that includes e-newsletters, targeted e-blasts, and social media.

“Inspirational for patients and professionals. The spirit of collaboration was evident throughout. This event put the PFF on the map.”

by the numbers

PFF SUMMIT 2013

600 ATTENDEES EXPECTED

400 professionals + 200 patients/caregivers

50 faculty members representing leading academic centers, industry, and government

40 academic and industry posters

IPF SUMMIT 2011

371 ATTENDEES

244 professionals + 127 patients/caregivers

36 states + 14 countries

89% national + 11% international

95+ institutions and corporations represented

44 faculty members from leading academic centers, industry, and government

34 academic and industry posters

Unique visitors on www.ipfsummit.org website in 2011: 6,958

PULMONARY FIBROSIS FOUNDATION

92,000+ DATABASE

18,000+ EMAIL LIST

10,500+ Facebook fans

1,200+ Twitter followers

1,600+ Inspire.com support group members

Unique visitors on www.pulmonaryfibrosis.org in 2012: 154,775

Page views on www.pulmonaryfibrosis.org in 2012: 714,752

sponsor and exhibitor prospectus

benefits and reach

INSTITUTIONS AND CORPORATIONS REPRESENTED AT SUMMIT 2011

Akron General Medical Center	MedImmune	University of Chicago
Amira Pharmaceuticals	MinuteClinic	University of Calgary
Atlanta Pulmonary Group	National Jewish Health	University of Colorado Denver
Beth Israel Deaconess Medical Center	National Institutes of Health	University of Kansas Hospital
Biogen Idec	NewYork-Presbyterian/Columbia University Medical Center	University of Louisville
Boehringer Ingelheim	North Shore-LIJ Health System	University of Michigan
Booz Allen Hamilton	Northeast Ohio Pulmonary Critical Care and Sleep Associates, Inc.	University of Minnesota
Bristol-Myers Squibb	Northern Virginia Pulmonary and Critical Care Associates, P.C.	University of Pittsburgh Medical Center
Cardeas Pharma	NorthShore University HealthSystem	University of Texas Health Science Center at San Antonio
Carle Foundation	Northwestern University	University of Texas Southwestern Medical Center
Celgene Corporation	Norton Healthcare	University of Utah
Coalition for Pulmonary Fibrosis	Novartis Biosciences Peru S.A.	University of Utah School of Medicine, Lung Health Research Center
Columbia University	New York University	University of Western Ontario
Columbia Wanger Asset Management	Ogilvy Healthworld	University of Wisconsin Hospital
Complejo Hospitalario Universitario A Coruña	Ogilvy Public Relations	University of Wisconsin School of Medicine and Public Health
Concord Hospital	Ohio State University	Utah Valley Pulmonary Clinic
Cornwall Community Hospital	Paulista School of Medicine	Vanderbilt University
Dean Medical Center	Penn State Milton S. Hershey Medical Center	Washington University School of Medicine
Duke University	Promedior	Winnebago County Health Department
Duke Clinical Research Institute	Pulmonary & Critical Care Medicine, LLC (St. Louis, Missouri)	Xiehe Hospital
Escola Paulista de Medicina	Pulmonary & Critical Care Services, P.C. (Albany, New York)	Zhongshan Hospital
Essentia Health	Pulmonary Fibrosis Advocates	
Exempla Lutheran Medical Center	Pulmonary Fibrosis Partners	
Geisinger Health System	Purdue University	
Genoa Pharmaceuticals	Rhode Island Hospital	
Harvard Medical School	Robert Wood Johnson Medical School	
Horizon Hospice & Palliative Care	Sanofi-Aventis	
Hospital de Cabueñes	St. Mary's General Hospital (Kitchener, Ontario, Canada)	
Ibarakihigashi National Hospital	St. Michael's Hospital, University of Toronto	
Ikaria	Stanford University	
ImmuneWorks	Stromedix	
Ingalls Memorial Hospital	Sunlife Financial	
Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán	Synovex	
Intermountain Healthcare/LDS Hospital	Tulane University	
InterMune	University Hospital of South Manchester	
Jichi Medical University	University of British Columbia	
JMP Securities	University of California, Davis	
KSB Hospital	University of California, San Francisco	
Loyola University Medical Center		
Market Research Society		
Massachusetts General Hospital		
Mayo Clinic		
Mayo School of Graduate Medical Education (Arizona)		

sponsorship opportunities

SUPPORT THE PROGRAMS OF THE PULMONARY FIBROSIS FOUNDATION

opportunities by level

\$250,000 ▪ EVEREST SPONSOR

- Recognition as a sponsoring partner for the *Summit* professional and patient webinar series. Webinars will be available post-*Summit* on the PFF and *Summit* websites and also available on DVD.*
- Three minute speaking opportunity at Networking Dinner
- Verbal recognition at the Welcome Reception and Networking Dinner
- Thank you message on Facebook (10,500+ likes)
- Thank you message on Twitter (1,200+ followers)
- Linked company logo on home and registration pages of *Summit* website
- Complimentary meeting space at Hyatt Regency La Jolla during non-*Summit* hours
- Four reserved tables at the Networking Dinner
- Private lounge with a live feed of the professional sessions
- 30' x 10' exhibit space
- Inclusion of up to three non-commercial company brochures in the *Summit* tote bags[†]
- Twenty-four *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Prominent placement on ALL conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

START BENEFITING FROM A PFF SUMMIT 2013 SPONSORSHIP TODAY!

Contact Rodney J. Watt, Vice President of Development, at 312.239.6628
or rwatt@pulmonaryfibrosis.org.

*Slide placement will be at the beginning of each webinar (single webinar sponsor logo per slide, shown in alpha order).

[†]If applicable; materials must be provided by the sponsor and are subject to approval by the PFF.

[‡]Full meeting registrations include Welcome Reception, two breakfasts, two lunches, four breaks, and Networking Dinner

[§]ATS, ERS, and CHEST meetings in 2013

sponsor and exhibitor prospectus

sponsorship opportunities

\$150,000 ■ MCKINLEY SPONSOR

- Verbal recognition at the Welcome Reception and Networking Dinner
- Thank you message on Facebook (10,500+ likes)
- Thank you message on Twitter (1,200+ followers)
- Linked company logo on home and registration pages of *Summit* website
- Complimentary meeting space at Hyatt Regency La Jolla during non-*Summit* hours
- Three reserved tables at the Networking Dinner
- Private lounge with a live feed of the professional sessions
- 20' x 10' exhibit space
- Inclusion of up to two non-commercial company brochures in the *Summit* tote bags[†]
- Sixteen *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Prominent placement on ALL conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

\$75,000 ■ KILIMANJARO SPONSOR

- Linked company logo on home and registration pages of *Summit* website
- Complimentary meeting space at Hyatt Regency La Jolla during non-*Summit* hours
- Two reserved tables at the Networking Dinner
- Access to sponsor lounge with a live feed of the professional sessions
- 20' x 10' exhibit space
- Inclusion of one non-commercial company brochures in the *Summit* tote bags[†]
- Twelve *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Prominent placement on conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

[†]If applicable; materials must be provided by the sponsor and are subject to approval by the PFF.

[‡]Full meeting registrations include Welcome Reception, two breakfasts, two lunches, four breaks, and Networking Dinner

[§]ATS, ERS, and CHEST meetings in 2013

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sponsorship opportunities

\$50,000 ■ RAINIER SPONSOR

- One reserved table at the Networking Dinner
- Access to sponsor lounge with a live feed of the professional sessions
- Complimentary meeting space at Hyatt Regency La Jolla during non-*Summit* hours
- 10' x 10' exhibit space
- Inclusion of one non-commercial company brochure in the *Summit* tote bags[†]
- Eight *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

\$25,000 ■ SHASTA SPONSOR

- 10' x 10' exhibit space
- Inclusion of one non-commercial company brochure in the *Summit* tote bags[†]
- Six *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

\$10,000 ■ GRAND TETON SPONSOR

- Two *Summit* registrations[‡]
- Public recognition as a Foundation sponsor that includes:
 - Conference signage (by level)
 - Prominent signage at PFF booth at international professional meetings[§]
 - Linked company logo on the sponsor page of the PFF and *Summit* websites
 - The PFF's monthly e-newsletter and in *Summit* email blasts (minimum 2 per month)
 - Pre- and post-*Summit* national press releases
 - The PFF's biannual *Breathe Bulletin* magazine and 2013 Annual Report
- Sponsor ribbons for all sponsor staff

sponsor and exhibitor prospectus

sponsorship opportunities

opportunities at a glance

	EVEREST	MCKINLEY	KILIMANJARO	RAINIER	SHASTA	GRAND TETON
RECOGNITION AS WEBINAR SPONSORING PARTNER*	X					
THREE MINUTE SPEAKING OPPORTUNITY AT NETWORKING DINNER	X					
VERBAL RECOGNITION AT NETWORKING DINNER AND WELCOME RECEPTION	X	X				
THANK YOU MESSAGE ON FACEBOOK (10,500+ LIKES)	X	X				
THANK YOU MESSAGE ON TWITTER (1,200+ FOLLOWERS)	X	X				
LINKED COMPANY LOGO ON HOME AND REGISTRATION PAGES OF <i>SUMMIT</i> WEBSITE	X	X	X			
COMPLIMENTARY MEETING SPACE DURING NON- <i>SUMMIT</i> HOURS	X	X	X			
RESERVED TABLE(S) AT NETWORKING DINNER	4	3	2	1		
ACCESS TO SPONSOR LOUNGE	PRIVATE	PRIVATE	X	X		
EXHIBIT SPACE	30'x10'	20'x10'	20'x10'	10'x10'	10'x10'	
INCLUSION OF UP TO THREE NON-COMMERCIAL COMPANY BROCHURES IN THE <i>SUMMIT</i> TOTE BAGS†	3	2	1	1	1	
<i>SUMMIT</i> REGISTRATIONS‡	24	16	12	8	6	2
PUBLIC RECOGNITION AS A FOUNDATION SPONSOR INCLUDING:						
CONFERENCE SIGNAGE (BY LEVEL)	ALL PROMINENT	ALL PROMINENT	PROMINENT	X	X	X
PROMINENT SIGNAGE AT PFF BOOTH AT INTERNATIONAL PROFESSIONAL MEETINGS§	X	X	X	X	X	X
LINKED COMPANY LOGO ON THE SPONSOR PAGE OF THE PFF AND <i>SUMMIT</i> WEBSITES	X	X	X	X	X	X
THE PFF'S MONTHLY E-NEWSLETTER AND IN <i>SUMMIT</i> EMAIL BLASTS (MINIMUM 2 PER MONTH)	X	X	X	X	X	X
PRE- AND POST- <i>SUMMIT</i> NATIONAL PRESS RELEASES	X	X	X	X	X	X
THE PFF'S BIENNIAL <i>BREATHE BULLETIN</i> MAGAZINE AND 2013 ANNUAL REPORT	X	X	X	X	X	X

*Slide placement will be at the beginning of each webinar (single webinar sponsor logo per slide, shown in alpha order).

†If applicable; materials must be provided by the sponsor and are subject to approval by the PFF.

‡Full meeting registrations include Welcome Reception, two breakfasts, two lunches, four breaks, and Networking Dinner

§ATS, ERS, and CHEST meetings in 2013

exhibitor information

BOOTH FEES AND SPACE ASSIGNMENT

STANDARD BOOTH SIZE

10' x 10'

BOOTH FEES

Corporate: \$2,500

Non-profit: \$795

Exhibit space is limited.
Sign up today!

Included with the booth fee:

- Two *Summit* registrations
- Acknowledgement on *PFF Summit 2013* website
- Complimentary listing in the *Summit* Workbooks (Exhibitors must have paid no later than October 15, 2013 in order to ensure placement in the *Summit* Workbooks.)
- Draped back wall and sides (corners booths do not have side drapes on one side)
- One 6' skirted table, two chairs, one waste basket, and electric

All other costs to exhibit are the responsibility of the exhibiting company. Additional amenities such as internet, audio visual, etc., will be available at an additional cost to exhibitor (information will be provided upon acceptance).

To secure exhibit space, full payment and a description of products and services are required. Please complete the application (with payment) and include a brief (50 words or less) description of the products and services you plan to exhibit. Space will not be assigned without: 1) full payment, 2) a brief description of your organization, and 3) approval by the Pulmonary Fibrosis Foundation. Space is limited and will be assigned to sponsors first and then to non-sponsors on a first-contracted/paid, first-serve basis.

EXHIBIT SPACE ASSIGNMENT

Space is limited. The PFF will assign exhibit space to sponsors first and then to non-sponsors on a first-contracted/paid, first-serve basis. The PFF reserves the right to make changes to the Exhibit Hall floor plan as deemed necessary at its sole discretion. Booth assignments for will be communicated by October 31, 2013.

CANCELLATION POLICY

Exhibitors cancelling an application:

- on or before October 15, 2013, will forfeit 25% of the total cost of the exhibit space
- after October 15, 2013, but on or before November 15, 2013, will forfeit 50% of the total cost of the exhibit space.
- after November 15, 2013, will forfeit 100% of the total cost of the exhibit space.

All cancellations must be submitted in writing and received by the PFF to be official.

Please contact Cara Schillinger at cschillinger@pulmonaryfibrosis.org.

APPLICATION AND PAYMENT

To apply for an exhibitor space, please fill out and return the Exhibitor Application. For your convenience, payment can be made with your Visa, MasterCard, Discover, or American Express. The Exhibitor Application can be found at www.pffsummit.org/exhibitors.

EXHIBIT HALL DATES AND HOURS

MOVE-IN/INSTALLATION

Thursday, December 5

1:00 p.m. – 4:00 p.m.

EXHIBIT HALL DATES AND HOURS

Thursday, December 5

5:00 p.m. – 8:00 p.m.

Friday, December 6

7:00 a.m. – 5:45 p.m.

Saturday, December 7

7:00 a.m. – 3:00 p.m.

DISMANTLE/MOVE-OUT HOURS

Saturday, December 7

3:00 p.m. – 4:00 p.m.

The exhibit area must be cleared by 4:00 p.m.

EXHIBIT HALL DATES AND HOURS (continued)

All booths must be setup by 4:00 p.m. on Thursday, December 5. Any booth unoccupied by 4:00 p.m. on Thursday, December 5 will be regarded as a no show and the contract to exhibit will be terminated unless the PFF has pre-authorized a late set-up. All freight will be removed and returned to the loading dock at the exhibitor's expense.

Dismantle will begin Saturday, December 7 at 3:00 p.m. Dismantling or tearing down exhibits prior to this time is prohibited. For safety and security, no one under the age of 18 is allowed in the exhibit hall during move-in or move-out.

HOTEL ACCOMMODATIONS

Group rates at \$179 per room night (single and double) at the Hyatt Regency La Jolla are available until November 7, 2013. Reservations will be accepted on a space and rate available basis. Please visit www.pffsummit.org/venue for more information about making reservations and the hotel.

ACCME COMPLIANCE REQUIREMENTS

Exhibitors must abide by the ACCME Standards for Commercial Support. Any actions that are not in accordance with ACCME stated policies may result in the removal of the exhibit company and its representatives from the conference site; in such a case, the PFF will not refund of exhibit fees.

EXHIBIT MANAGEMENT

The *PFF Summit 2013* Exhibit Hall is managed by the Pulmonary Fibrosis Foundation (PFF). The PFF reserves the right to reject any application for exhibit space at the *PFF Summit 2013: From Bench to Bedside* it deems necessary.

For questions about exhibiting, please contact:

Cara Schillinger

Associate Vice President of Marketing and Communications

312.265.2184

cschillinger@pulmonaryfibrosis.org

additional information

REGISTRATION

Please visit www.pffsummit.org, or contact:

Courtney Firak

Coordinator of Patient Services

312.854.1940

cfirak@pulmonaryfibrosis.org

SPONSORSHIPS

For more information about sponsorships, please contact:

Rodney J. Watt

Vice President of Development

312.239.6628

rwatt@pulmonaryfibrosis.org

EXHIBITS

For questions about exhibiting, please contact:

Cara Schillinger

Associate Vice President of Marketing and Communications

312.265.2184

cschillinger@pulmonaryfibrosis.org

VENUE AND HOTEL ACCOMMODATIONS

Hyatt Regency La Jolla at Aventine

3777 La Jolla Village Drive

San Diego, California 92122

858.552.1234

www.lajolla.hyatt.com

GENERAL INQUIRIES

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