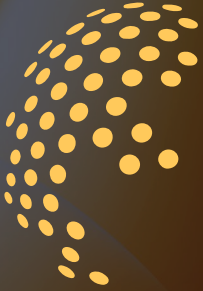


2023



# **GOLD** INTERNATIONAL **COPD** CONFERENCE

## 2023 GOLD and COPD Foundation Patient Sessions

Exhibit and Sponsorship Opportunities

**Monday, November 13, 2023**

**HILTON AT PENN'S LANDING  
PHILADELPHIA, PENNSYLVANIA**

*The 2023 GOLD International COPD Conference is hosted in partnership by  
the Temple Lung Center (TLC) and the Global Initiative for Chronic Obstructive Lung Disease (GOLD)*

*In collaboration with*



Lung Center



# Join Us for a Comprehensive Day of Education Designed Specifically for Patients With COPD

**The GOLD International COPD Conference**, held annually in Philadelphia, is the most comprehensive educational symposium dedicated entirely to chronic obstructive pulmonary disease.

Expanding on the success of previous conferences, the **2023 GOLD International COPD Conference** will be offered as a two-day event. The conference expansion includes an additional **half-day event dedicated entirely to patients**, as well as a **series of sessions for community-based providers**.



The focus of the patient event is to provide COPD patients and caregivers with the latest information that may impact their care and empower them to be active participants in their treatment decisions. Educational sessions will be mixed with exhibits, product demonstrations, and networking breaks to provide patients with significant opportunities for learning.

On day 2, we will continue to offer the popular full-day in-depth learning portion of the **GOLD International COPD Conference** with six plenary health care provider sessions, focusing on the definition and severity classification of COPD exacerbations, the role of respiratory infections in patients with COPD, a review of new updates for the 2024 GOLD Report, approaches to reduce mortality in patients with COPD, a review of the role of assistive devices in COPD management, and finally an interactive discussion of the future of COPD. A separate prospectus is available for exhibition and sponsorship opportunities during educational sessions designed for healthcare providers who manage patients with COPD.

Join us as we empower patients with the latest knowledge, skills, and technologies to improve COPD care.

Thank you for your support of the conference and we look forward to seeing you in November!

Sincerely,



**Gerard J Criner MD**

*Conference Chair*  
*Professor and Chair,*  
*Department of Thoracic Medicine and Surgery*  
*Lewis Katz School of Medicine at Temple University*  
*Philadelphia, Pennsylvania*  
 EMAIL: [gerard.criner@tuhs.temple.edu](mailto:gerard.criner@tuhs.temple.edu)



**Bartolome Celli, MD**

*Conference Chair*  
*Harvard Medical School*  
*Boston, Massachusetts*  
 EMAIL: [bcelli@copdnet.org](mailto:bcelli@copdnet.org)

# General Information

## LOCATION

Hilton Philadelphia at Penn's Landing  
201 S. Christopher Columbus Blvd. | Philadelphia, PA 19106

## PATIENT SESSIONS DATE AND TIME

Monday, November 13, 2023 | 11:30 AM – 4:30 PM

## ANTICIPATED ATTENDANCE

GOLD, Temple Lung Center, and COPD Foundation anticipate 100 patient and caregiver attendees.

## HOTEL ACCOMMODATIONS

A block of rooms has been reserved for November 13, at the Hilton Philadelphia at Penn's Landing Hotel.

Conference room rates of \$249 USD per night, excluding state and local taxes, have been arranged.

- To book a room: Visit [integrityce.com/GOLD2023Hotel](https://integrityce.com/GOLD2023Hotel) or call **800-445-8667** and mention "Gold International COPD Conference"



## KEY CONTACTS

### EXHIBIT QUESTIONS AND AVAILABILITY (PATIENT AND PROVIDER SESSIONS)

Contact: Abigail Langer  
[goldcopd@integrity.com](mailto:goldcopd@integrity.com)  
855-835-4004

### SPONSORSHIP QUESTIONS AND AVAILABILITY (PATIENT SESSIONS)

Contact: Mike Hess  
[mhess@copdfoundation.org](mailto:mhess@copdfoundation.org)  
786-305-5807

# Patient & Caregiver Event Sponsorship Levels

	PLATINUM	GOLD	SILVER
Cost	\$50,000 (3 remaining)	\$25,000	\$10,000
Signage and materials acknowledgement	●	●	●
Exhibit booth included	●	●	●
Acknowledgement on GOLD Conference & COPD Foundation websites	●	●	●
Acknowledgement on enduring recording	●	●	●
Session registrations	4	3	2
Choice of sponsorship of one of the following:			
<ul style="list-style-type: none"> <li>Phone charging station</li> <li>Hand sanitizing station</li> <li>Badge lanyards</li> <li>Break sponsorship</li> <li>Coffee station</li> </ul>	●	●	
Learning Lab, Product Theater, or Livestream and On-Demand Sponsorship	●		

To reserve a premium sponsorship, please contact  
**Mike Hess** at [mhess@copdfoundation.org](mailto:mhess@copdfoundation.org)

# Exhibit and Sponsorship Opportunities

The GOLD International COPD Conference provides an unmatched attendee experience and expands on GOLD-designed content with:

- In-person networking opportunities
- Product theaters
- Learning labs
- Exhibit hall
- And more!

Attendees will be provided with complementary valet parking service and oxygen will be available to reduce attendance barriers.

## EXHIBIT OPPORTUNITIES

Take advantage of more than 2 hours of exhibit time to engage with approximately 100 COPD patients and their caregivers. Live program exhibit space is limited in 2023. We encourage you to reserve your booth today!

EXHIBIT OPTIONS	PATIENT EXHIBIT BOOTH
Fee	\$2,000
Exhibitor Registrations	2
Listing on Patient Exhibitor Page	●
Exhibit Acknowledgement in Premeeting Communications	●
Meals Included for Exhibitors	●
Acknowledgement on Program Materials	●

To reserve an Exhibit Booth, please contact  
**Abigail Langer** at [goldcopd@integrity.com](mailto:goldcopd@integrity.com)

# Product Theaters and Learning Labs

Product theaters and learning labs provide the best opportunity to highlight products, services, or your most recent data to patients with COPD and their caregivers. Room access, audio visual, and food and beverage are provided by conference organizers. Rooms are assigned on a first-come, first-served basis. For more information and availability of product theaters and learning labs, please contact **Abigail Langer** at [goldcopd@integrityce.com](mailto:goldcopd@integrityce.com) or **855-835-4004**.

## PRODUCT THEATERS

Reserve a product theater time slot to showcase the latest information about your products and services to an important audience of patients with COPD and their caretakers live in Philadelphia! Available time slots include:

### PATIENT SESSIONS – PRODUCT THEATERS

**2:30 PM – 3:00 PM**

**3 Sessions Available**

**Room Set for 80 (Classroom Seating): \$8,000**

**Room Set for 80 (Classroom Seating): \$8,000**

**Room Set for 60 (Banquet Seating): \$5,000**

## LEARNING LABS

Learning Labs provide open space in a smaller meeting room to demonstrate products, present your data, host attendees for small group discussion, or get creative and engage attendees however you see fit. You tell us how you want the room set and we'll have it ready! Learning Labs are conveniently located immediately outside the general session space and are available for the duration of the patient sessions on a first-come, first-served basis.

### PATIENT SESSIONS – LEARNING LABS

**11:30 AM – 4:00 PM**

**2 Available**

**\$5,000 (\$7,000 w/ Coffee Station)**

### Disclaimer

Submission of this application does not guarantee acceptance by the GOLD International COPD Conference. Product theaters and learning labs are awarded on a first-come, first-served basis. If required, application for sponsorship through appropriate channels can be made by the GOLD International COPD Conference following receipt of this application. All exhibits and sponsorships are subject to the rules and regulations on the following pages.

# Additional Sponsorship Opportunities

Enhance visibility at the 2023 GOLD International COPD Conference through additional sponsorship opportunities outlined below.

## LIVE CONFERENCE SPONSORSHIPS

Phone Charging Stations / 2 Available	\$2,500
Hand Sanitizer Stations / 2 Available	\$2,500
Badge Lanyards / 1 Available	\$2,000
Break Sponsorships / 2 Available	\$2,500
Coffee Station / 2 Available	\$5,000

## DIGITAL/PROMOTIONAL SPONSORSHIPS

Session/Exhibit Booth Banner Ads on Conference Website / 3 Available	\$2,000
Conference Session/Exhibit Booth Sidebar Ads on Conference Website / 2 Available	\$1,000

# Exhibit and Sponsorship Reservation

If your company is interested in any of these exhibitor or sponsorship opportunities, please fill out and return the application on the following page.

## CONTACT INFORMATION

For questions, additional information, or exhibit availability, please contact:

**Abigail Langer**  
[goldcopd@integrityce.com](mailto:goldcopd@integrityce.com)  
**855-835-4004**

For questions, additional information and availability of sponsorship, please contact:

**Mike Hess**  
[mhess@copdfoundation.org](mailto:mhess@copdfoundation.org)  
**786-305-5807**

## TERMS AND CONDITIONS

Submission and acceptance of an application by the GOLD International COPD Conference will serve as a Letter of Agreement upon confirmation of exhibit space/sponsorship. Except in the case of exhibits, separate application for sponsorship through appropriate channels can be made by the GOLD International COPD Conference.

For exhibitors, by signing and returning this application, representative understands this form shall become a binding contract and is subject to the terms, conditions, rules, and regulations set forth herein. Payment is due in full within 30 days of receipt. Payment may be made by check and sent to Integrity Continuing Education, Inc. at 106 Apple Street, Suite 300, Tinton Falls, NJ 07724.

For sponsors, by signing and returning this application, representative understands this form shall become a binding contract and is subject to the terms, conditions, rules, and regulations set forth herein. Payment is due in full within 30 days of receipt. For sponsorship payments, please contact [finance@COPDFoundation.org](mailto:finance@COPDFoundation.org).

All exhibits and sponsorships are subject to the rules and regulations on the following pages.



# Exhibitor/Sponsorship Application

To reserve exhibit space, please complete the following application and return to **Abigail Langer** at [goldcopd@integrityce.com](mailto:goldcopd@integrityce.com).

To reserve any of the following sponsorship opportunities, please complete the following application and return to Mike Hess at [mhess@copdfoundation.org](mailto:mhess@copdfoundation.org)

## EXHIBIT BOOTHS

- ☐ Patient Exhibit Booth: \$2,000

## PRODUCT THEATERS

Please select your desired Product Theater session.

- ☐ Product Theater / Grand Ballroom / Room Set for 80: \$8,000
- ☐ Product Theater / Discovery Ballroom / Room Set for 80: \$8,000
- ☐ Product Theater / Admiral's Quarters / Room Set for 60: \$5,000

## LEARNING LABS

Please select your desired Learning Lab session.

- ☐ Patient Session Learning Lab / USS NJ / Theater Seating Up to 25 People: \$5,000
- ☐ Patient Session Learning Lab / USS Olympia / Theater Seating Up to 25 People: \$5,000
- ☐ Coffee Station Add-On: \$2,000

## SPONSORSHIP OPPORTUNITIES

Please select your desired sponsorship.

- ☐ Platinum Level / 3 Available \$50,000
- ☐ Gold Level / 5 Available \$25,000
- ☐ Silver Level / 5 Available \$10,000

## A LA CARTE SPONSORSHIP OPPORTUNITIES

Please select your desired sponsorship.

- ☐ Phone Charging Stations / 2 Available: \$2,500
- ☐ Hand Sanitizing Stations / 2 Available: \$2,500
- ☐ Badge Lanyards / 1 Available: \$2,000
- ☐ Break Sponsorship / 2 Available: \$2,500
- ☐ Coffee Station / 2 Available: \$5,000
- ☐ Conference Session / Exhibit Booth Banner Ads on Conference Website / 3 Available: \$2,000
- ☐ Conference Session / Exhibit Booth Sidebar Ads on Conference Website / 2 Available: \$1,000

# Exhibitor/Sponsorship Application



## COMPANY REPRESENTATIVE AND SIGNATURE

COMPANY	
NAME	
TITLE	
ADDRESS	
PHONE	
EMAIL	
SIGNATURE	
DATE	

### Disclaimer

Submission of this application does not guarantee acceptance by the GOLD International COPD Conference. Product theater and learning labs are awarded on a first-come, first-served basis. If required, application for sponsorship through appropriate channels can be made by the GOLD International COPD Conference following receipt of this application.

All exhibits and sponsorships are subject to the rules and regulations on the following pages.

# Rules and Regulations

## All exhibits and sponsorships are subject to the rules and regulations on the following pages.

The following 2023 GOLD International COPD Conference Prospectus Rules and Regulations are fully incorporated as part of the agreement between the exhibiting, sponsoring, and/or advertisement company ("Company") and the Global Initiative for Chronic Obstructive Lung Disease (GOLD), Temple Lung Center, COPD Foundation, and Integrity Continuing Education, Inc. (herein after collectively called "Organizers").

### **GOLD INTERNATIONAL COPD CONFERENCE NAME AND LOGO USAGE:**

The GOLD International COPD Conference name, logo, or other identifying branding may not be used in signs, advertising, or other promotional material without prior written consent from GOLD. To receive GOLD approval, all advertisement materials must refer to the conference by the correct name: "2023 GOLD International COPD Conference".

### **INSURANCE AND LIABILITY:**

Insurance and liability are the full and sole responsibility of the Company. This contract shall not constitute or be considered a partnership, joint venture, or agency between GOLD and the Organizers.

### **INDEMNIFICATION:**

The Company agrees to protect, save, and hold the Organizers and The Hilton Philadelphia at Penn's Landing, as well as all these entities' owners, agents, and employees (hereinafter collectively called "Indemnitees") harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, the Company shall, at all times, protect, indemnify, save, and hold harmless Indemnitees against and from any and all losses, costs (including attorney's fees), damage, liability, or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including its agents, employees, and business invitees, which arise from or out of, or by reason of, said Company's occupancy and use of the exhibition/meeting room premise or a part thereof except to the extent such losses, costs (including attorney's fees), damage, liability, or expenses are caused by the negligence or willful misconduct of the Indemnitees.

### **FORCE MAJEURE:**

Organizers may cancel all or any part of the event or reduce the amount of space allocated to the event for any reason at its sole discretion for acts beyond its reasonable control, which may include, but is not limited to fire, strike, damage, construction or renovation, pandemic, government regulation, public catastrophe, or natural disaster. Organizers shall use funding under this agreement to implement, in its sole discretion, the most reasonable solution for the supporter/sponsor to achieve the goals originally set forth in the agreement.

### **PAYMENT & CANCELLATION POLICY:**

Exhibit payments can be made by credit card (American Express, VISA, or MasterCard), checks, or electronic transfer made payable "Integrity Continuing Education" (Tax ID #20-5910771). All credit card company charges and bank charges will be the Company's responsibility.

### **Payments can be mailed to:**

Integrity Continuing Education  
Attn: GOLD Conference 2023  
106 Apple Street, Suite 300  
Tinton Falls, NJ 07724

For sponsorship payments, please contact [finance@COPDFoundation.org](mailto:finance@COPDFoundation.org).

### **Exhibit space, advertisement and/or sponsorship:**

All exhibit space, advertisement, and/or sponsorship order forms require payment in full to fully secure these opportunities. If payment and fully executed agreement are not received with your submission, Organizers have the right to forfeit the agreement and give the opportunity to the next applicant (in priority order). Cancellations received by July 15, 2023 will result in a 50% penalty of the fees. No refunds will be issued for exhibit space, advertisement, and/or sponsorship cancellations received after July 15, 2023, nor will they be issued to no-shows.

### **RIGHT OF FIRST REFUSAL:**

To allow other companies to participate in our sponsorship, exhibit, and/or advertisement. Organizers will not give companies right of first refusal for future conferences. The only way to hold a future slot is with a signed application page from the prospectus.

### **UNSANCTIONED EVENTS:**

Companies are not allowed to sponsor any unsanctioned event (including small dinners, medical affairs events, thought exchanges, or similar) which directly conflict before, during, or after conference events. Failure to abide by this requirement will result in a breach of the agreement by the Company and gives Organizers the right to revoke all exhibitor/sponsor badges and evict any exhibit that violates this policy.

### **ADVERTISEMENT:**

It is prohibited to display material or signage of companies other than those that have paid for exhibit space. Canvassing and solicitation of business or other conferences is strictly prohibited. All signs, flyers, distribution of literature and souvenirs, entertainment, or any other activities must take place directly adjacent to the contracted table only.

### **AMENDMENTS:**

All matters and questions not covered in any of the rules and regulations are subject to the discretion of the Organizers. The rules and regulations may be amended at any time by the Organizers, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to the rules and regulations, written notice will be given by Organizers to such parties.

## Exhibitors

### BOOTH ASSIGNMENT:

Booths will be assigned on a first-come, first-served basis. Organizers reserve the right to reconfigure the exhibit hall floor plan, with the provision that all exhibitors shall be advised of any such changes. It is the exhibiting company's responsibility to confirm their placement on the floor plan.

### ELIGIBILITY FOR EXHIBITING:

All products and services exhibited must be relevant to the sciences field. Organizers reserve the right to refuse acceptance of the contract and/or entrance/setup to exhibitors not meeting required standards or in competition to the meeting, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc.

### EXHIBIT HOURS:

Exhibit setup must be complete by 11:00 AM on November 13, 2023. It will be each Exhibitor's responsibility to see that all materials are removed from the exhibit area by 5:30 PM on November 13, 2023. Displays should not be dismantled before 4:00 PM on November 13, 2023.

### OBSTRUCTION OF BOOTHS OR AISLES:

Booths cannot obstruct attendees' views of adjacent booths from any angle. Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. Nothing is allowed to be attached to pillars, walls, ceiling, windows, etc. Furthermore, exhibitors are not allowed to impede normal traffic flow through the exhibit hall.

### AUDIO USE:

Audio and/or video devices apart from the exhibit must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. Organizers reserve the right to prohibit the use of amplifying devices that it considers objectionable.

### GIVEAWAYS AND RAFFLES:

Giveaways and raffles are permitted on the exhibit floor when used as a promotion to attract higher attendance at your booth. However, public address announcements of winners on the exhibit floor are not permitted.

### SPONSORED EVENTS:

Sponsored events include product theaters and learning labs.

### TIMESLOT ASSIGNMENT:

Sponsored event times will be assigned on a first-come, first-served basis. The timeslots noted on page 4 have been approved by Organizers and may not be modified by the sponsor. Times are subject to change, and the sponsors will be notified. Organizers reserve the right to approve all agreements and may restrict inappropriate products/services.

### INCLUDED WITH EACH SPONSORED EVENT

- Meals are provided by Organizers through attendee registration fees—no "Sunshine Act" reporting required. F&B orders are at the discretion of Organizers.
- Private meeting space is assigned for your sponsored event, Disease State or Medical Affairs event to comply with ACCME guidelines. GOLD does not guarantee an audience size.
- Audio-visual equipment and show technician: Organizers will provide lavalier mics for up to two (2) presenters, one (1) mic with stand for Q&A session, one (1) screen, one (1) projector, one (1) show computer with Windows 10 and PowerPoint (16:9 PowerPoint recommended), one (1) wireless cue/remote slide advancer, and one (1) podium with microphone. Additional A/V equipment can be purchased at the Company's expense.
- Two (2) complimentary badges for Sponsored Event staffing purposes.
- Complimentary listing on conference website, online agenda, onsite materials, and onsite signage.

### THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

- Content development of a 45- to 60-minute presentation (agencies or 3rd party providers can assist the company).
- Final session topic, title, and presenter information due to GOLD by August 10, 2023.
- Door monitors/staff
- All presenter-related costs (flights, honorarium, accommodations, conference registration, etc).
- The design, development, and production of any promotional material (subject to GOLD's approval)—all material must include disclaimer:  
*The content of this [product theater or learning lab] and the views expressed therein are those of the presenting entity and not of GOLD or affiliated conference organizers. This [product theater or learning lab] is not part of the scientific program and does not provide CME credit.*

### ATTENDEE REGISTRATION:

Organizers will not facilitate pre-registration for attendees. Sponsored events are open to all GOLD International COPD Conference attendees and are available on a first-come, first-seated basis.

### FOOD AND BEVERAGE:

Unless otherwise noted in the agreement, conference meals are provided by Organizers through attendee registration fees and are exempt from reporting under the Open Payments (Sunshine Act) program. Meals will be placed near the sponsored event room to encourage attendance.

One of the following statements must appear prominently on all handout materials or any printed materials distributed for a Sponsored Event:

**For Organizer Provided Meals, Please Use:** [Meal type: Breakfast, Lunch or Dinner] provided by conference organizers.

Example: "Breakfast provided by GOLD"

### DISCLAIMER FOR NON-CME SESSIONS:

The following disclaimer statement must appear in all materials intended to promote your sponsored event, including but not limited to: websites, broadcast emails, promotional brochures, invitations, signage: "The content of this [product theater or learning lab] and the views expressed therein are those of the presenting entity and not of GOLD or affiliated conference organizers. This [product theater or learning lab] is not part of the scientific program and does not provide CME credit."

All promotional material must be approved by organizers before release and distribution. Because changes may be required, it is strongly recommended that review and approval by Organizers occur before printing or production of the materials. Companies may distribute print material to promote their event from inside their contracted booth space only unless other arrangements are made.

The GOLD, Temple, COPD Foundation, or Integrity CE logos and/or GOLD International COPD Conference graphics may not be used on sponsored event materials. You should submit your materials for review no later than September 4, 2023. Please allow 3 business days for review.

### SESSION ATTENDANCE:

The organizers are proud to partner with you to help with audience generation and make every attempt to project accurate attendance numbers; however, attendance at sponsored events is not guaranteed. Organizers are not responsible for audience generation to these activities. Marketing and promotional opportunities are available on pages 3-5. The number reflected is the F&B order that organizers project will be placed. Organizers reserve the right to adjust the F&B order.

### ROOM ACCESS:

Product theater and learning lab sponsors may have access to the room 1 hour prior to their event's start time for setup. If you require additional setup time, please contact Abigail Langer at [goldcopd@integrityce.com](mailto:goldcopd@integrityce.com).

**PRESENTERS:**

GOLD International COPD Conference faculty, GOLD Board Members, and members of the GOLD Scientific Committee are NOT permitted to participate in sponsored events. Symposium presenters are not considered “faculty” at the GOLD International COPD Conference and thus will not be provided the same badge as GOLD faculty. The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, conference registration, etc).

**ONSITE SIGNAGE:**

The Organizers recommend and allow up to three (3) professionally printed signs (maximum size is 30” x 40”). Signs can be placed in the conference registration area 24 hours prior to the start of the Session. Directional signage and signage outside the meeting room are permitted 2 hours prior to the start of the session. All signage must be removed at the end of the session.

**MARKETING EFFORTS BY ORGANIZERS:**

All sponsored events will be listed on the online conference agenda web page, online agenda, onsite signage, and potential print material. Additionally, organizers will, in our sole discretion, send dedicated emails and app announcements to encourage participants to attend these events. We encourage you to take additional measures to promote your symposium (see page 5 for additional promotional opportunities).

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For exhibit availability or questions, contact:

**Abigail Langer**  
**[goldcopd@integrityce.com](mailto:goldcopd@integrityce.com)**  
**855-835-4004**

For sponsorship availability or questions, contact:

**Mike Hess**  
**[mhess@copdfoundation.org](mailto:mhess@copdfoundation.org)**  
**786-305-5807**



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**COPD** CONFERENCE