



**ATS 2021** | INTERNATIONAL  
CONFERENCE

**MAY 14-19, 2021**

**Breakthroughs in  
Respiratory Science**

# **Sponsorship Opportunities**

ATS 2021 is a fully virtual experience that brings together pulmonary, critical care and sleep professionals from those in the earliest stages of their careers to those whose research or strides in clinical care has gained them international recognition.

**Join the Experience!**

*<https://conference.thoracic.org/exhibitors/promotional-opportunities/>*



**ATS 2021** | MAY 14-19

INTERNATIONAL CONFERENCE

# Connect with an estimated 10,000 pulmonary, critical care and sleep professionals!

*ATS 2021 showcases the latest advances and discoveries in respiratory science, patient care, and global respiratory health. At a unique moment in history, these breakthroughs shape our future as scientists, healthcare professionals and leaders in the field.*

*Participating at ATS 2021 demonstrates the level of commitment your organization has to shaping the future of pulmonary, critical care and sleep medicine.*



**How committed is your organization to shaping the future of pulmonary, critical care and sleep medicine?**

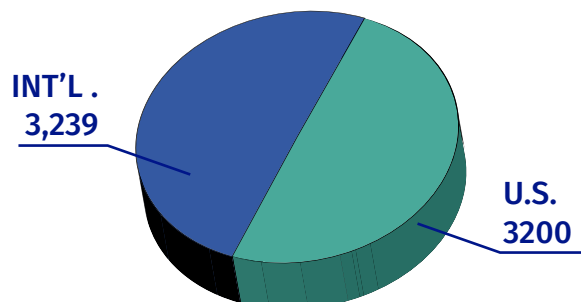


## DEMOGRAPHICS

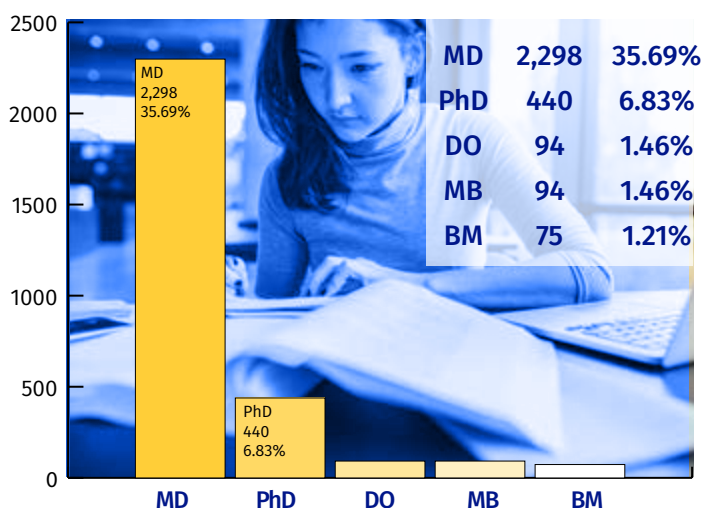
### ATS 2020 Registered Attendance:

#### TOTAL ATTENDANCE

# 6,439



### Top Five Degrees



*Please note attendees could select more than one response*

### Specialty Areas

| Top 25 Specialty Areas        | Count | % of Total |
|-------------------------------|-------|------------|
| Pulmonary - Adult             | 3,130 | 48.61%     |
| Critical Care - Adult         | 1,491 | 23.16%     |
| Clinical Practice             | 1,269 | 19.71%     |
| Research - Clinical           | 1,021 | 15.86%     |
| Internal Medicine             | 870   | 13.51%     |
| Education/Teaching            | 791   | 12.28%     |
| Research - Basic Science      | 672   | 10.44%     |
| Allergy and Immunology        | 591   | 9.18%      |
| Pulmonary - Pediatric         | 585   | 9.09%      |
| Sleep Medicine                | 587   | 9.12%      |
| Pediatrics                    | 430   | 6.68%      |
| Respiratory Therapy           | 400   | 6.21%      |
| Cell and Molecular Biology    | 329   | 5.11%      |
| Immunology                    | 323   | 5.02%      |
| Business/Management           | 277   | 4.30%      |
| Infectious Disease            | 277   | 4.30%      |
| Research - Epidemiology       | 245   | 3.80%      |
| Assistant Professor           | 243   | 3.77%      |
| Medical or Scientific Affairs | 202   | 3.14%      |
| Pharmacology                  | 196   | 3.04%      |
| Public Health                 | 167   | 2.59%      |
| Post Doctoral                 | 161   | 2.50%      |
| Epidemiology                  | 162   | 2.52%      |
| Critical Care - Other         | 163   | 2.53%      |
| Interventional Pulmonology    | 157   | 2.44%      |





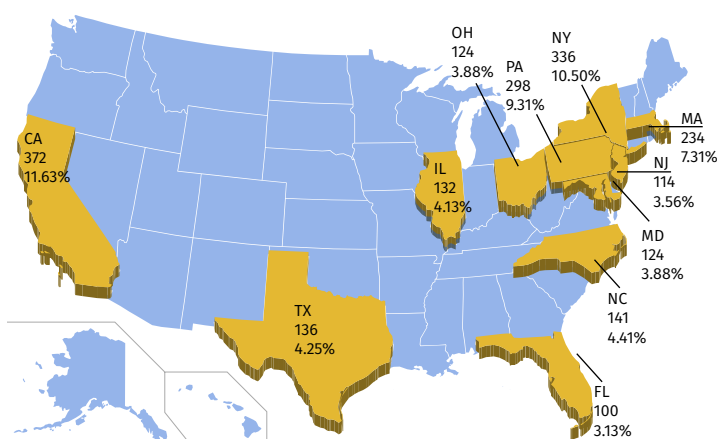
### Top Topics of Interest

| Top 25 Topics of Interest                           | Count | % of Total |
|---|-------|------------|
| Asthma  | 2,933 | 45.55%     |
| COPD  | 2,573 | 39.96%     |
| Interstitial Lung Diseases, Other                   | 1,787 | 27.75%     |
| Idiopathic Pulmonary Fibrosis                       | 1,741 | 27.04%     |
| Bronchiectasis                                      | 1,461 | 22.69%     |
| Pneumonia   | 1,443 | 22.41%     |
| Pulmonary Hypertension                              | 1,400 | 21.74%     |
| ARDS  | 1,391 | 21.60%     |
| Infectious Lung Diseases, Other                     | 1,217 | 18.90%     |
| Lung Cancers  | 1,165 | 18.09%     |
| Respiratory Failure/Injury, Other                   | 1,085 | 16.85%     |
| Sepsis  | 1,026 | 15.93%     |
| Tuberculosis  | 968   | 15.03%     |
| Obstructive Sleep Apnea                             | 960   | 14.91%     |
| Cystic Fibrosis                                     | 951   | 14.77%     |
| Cough   | 948   | 14.72%     |
| Bronchoscopy  | 939   | 14.58%     |
| Air Movement and Airways Diseases, Pleural Effusion | 940   | 14.60%     |
| Pulmonary Vascular Diseases, Other                  | 928   | 14.41%     |
| Sarcoidosis   | 894   | 13.88%     |
| Pleural Infections                                  | 874   | 13.57%     |
| Pulmonary Embolism/Deep Vein                        | 790   | 12.27%     |
| Chronic Thromboembolic Pulmonary Hypertension       | 767   | 11.91%     |
| Mechanical Ventilation                              | 768   | 11.93%     |
|   | 758   | 11.77%     |

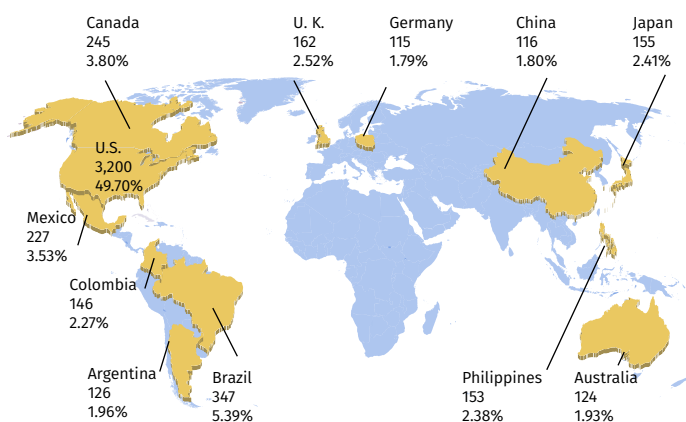
### Top Work Settings



### Top Attendee States



### Top Attendee Countries





### SPONSORSHIP ON THE VIRTUAL PLATFORM

Increase visibility at ATS 2021 with exclusive marketing and promotional opportunities, maximizing visibility for your company or brand.

Broaden your exposure on the virtual platform with premium banner opportunities that can link to your virtual exhibit or website!



### Sponsor the ATS Welcome Box

Leave a lasting impression on 1,500 domestic pulmonary professionals with the ATS 2021 Welcome Box! The box is delivered to the attendee in early May with a welcome letter, ATS goodies, and promotional information.

| Opportunity                              | Description  | Sponsor Benefit  | Locations  | Specs  | Space Reservation Deadline | Materials Due | Number of Opps                       | Price   |
|--|--|--|--|--|----------------------------|---------------|--------------------------------------|---|
| VIRTUAL PLATFORM                         |  |  |  |  |                            |               |                                      |   |
| Home Page Banner                         | Premium placement on the first page that is seen each time an attendee logs into ATS 2021  | Link to sponsor website, a specific page, session, or booth<br>Reporting can showcase banner clicks that are linked to a sponsor booth within the platform.  | 3 shuffled, rotating banners at the top and 3 static rectangles across the bottom        | <b>NEW!</b> 1380x200 - 200px for the sponsor's ad + 85px below the sponsor's ad in HEX#F5F5F5 added by the sponsor<br>Bottom rectangular ads: 430x200 pixels/ jpg or png | 3/19/2021                  | 3/29/2021     | 3 top banners<br>3 bottom rectangles | \$32,000 each for top banner<br>\$16,000 each for bottom banner |
| Attendee Dashboard Banner                | One-click from the home page to access the attendee dashboard  | Link to sponsor website, a specific page, session, or booth<br>Reporting can showcase banner clicks that are linked to a sponsor booth within the platform.  | 3 shuffled, rotating banners at the top and 3 static rectangles across the bottom        | <b>NEW!</b> 1380x200 - 200px for the sponsor's ad + 85px below the sponsor's ad in HEX#F5F5F5 added by the sponsor<br>Bottom rectangular ads: 430x200 pixels/ jpg or png | 3/19/2021                  | 3/29/2021     | 3 top banners<br>3 bottom rectangles | \$28,000 each for top banner<br>\$14,000 each for bottom banner |
| Agenda Page Banner                       | One-click from the home page and attendee dashboard to access the agenda   | Link to sponsor website, a specific page, session, or booth<br>Reporting can showcase banner clicks that are linked to a sponsor booth within the platform.  | 3 shuffled, rotating banners at the top and 3 static rectangles across the bottom        | <b>NEW!</b> 1380x200 - 200px for the sponsor's ad + 85px below the sponsor's ad in HEX#F5F5F5 added by the sponsor<br>Bottom rectangular ads: 430x200 pixels/ jpg or png | 3/19/2021                  | 3/29/2021     | 3 top banners<br>3 bottom rectangles | \$24,000 for top banner<br>\$12,000 each for bottom banner      |
| Exhibit Directory (All Companies) Banner | Main directory with all exhibitors accessible from the home page<br>A featured directory that provides quick access for attendees to easily locate specialty areas of interest                                   | Link to sponsor website, a specific page, session, or booth<br>Reporting can showcase banner clicks that are linked to a sponsor booth within the platform.  | 3 shuffled, rotating banners at the top  | <b>NEW!</b> 1380x200 - 200px for the sponsor's ad + 85px below the sponsor's ad in HEX#F5F5F5 added by the sponsor/ jpg or png   | 3/19/2021                  | 3/29/2021     | 3                                    | \$10,000 each   |
| New Product Showcase Banner              |  |  |  |  |                            |               |                                      | \$5,000 each  |
| Demo Zone Banner                         |  |  |  |  |                            |               |                                      | \$2,500 each  |
| Pharmaceutical Banner                    |  |  |  |  |                            |               |                                      | \$5,000 each  |
| Medical Device Banner                    |  |  |  |  |                            |               |                                      | \$5,000 each  |
| Software Banner                          |  |  |  |  |                            |               |                                      | \$2,500 each  |
| Patient Education Banner                 |  |  |  |  |                            |               |                                      | \$2,500 each  |
| Recruiter Banner                         |  |  |  |  |                            |               |                                      | \$2,500 each  |
| Publication Banner                       |  |  |  |  |                            |               |                                      | \$2,500 each  |
| Abstract Presentation Site Banner        | Premium placement on the Abstract presentation site - generated over 300 clicks to the exhibitor's booth in ATS 2020 Virtual   | Link to sponsor website, a specific page, session, or booth<br>Reporting can showcase banner clicks that are linked to a sponsor booth within the platform.  | Shuffled, rotating top banner - 1 ATS banner and 2 sponsored banners - and bottom banner | <b>NEW!</b> 1380x200 - 200px for the sponsor's ad + 85px below the sponsor's ad in HEX#F5F5F5 added by the sponsor/ jpg or png   |                            | 3/29/2021     | 1                                    | \$50,000  |
| OTHER                                    |  |  |  |  |                            |               |                                      |   |
| Attendee Welcome Box                     | Leave a lasting impression with on 1,500 domestic pulmonary professionals with a Welcome Box! The box is delivered to the attendee in early May with a welcome letter, ATS goodies, and promotional information. | Premium sponsor - Branding outside on the sleeve of the box (left, right, and back of the box), recognition in the welcome letter (text only), and 1 insert included<br><br>Inserts (4) - promote your exhibit, product, or industry program |  | TBD  | 3/12/2021                  | 4/12/2021     |                                      | Premium: \$60,000<br>Individual inserts: \$15,000 each          |



### DIGITAL MARKETING

Exclusive banner ads placed prominently at the top of the email below the ATS header. It is a great way to gain brand awareness, drive traffic to your website, highlight disease state education or other initiative by company.

### Digital Marketing Opportunities

\*Personas - The email is sent to personas with tailored content based on their specialty/area of interest.

| Deployment Date | Space Reservation Deadline | Banner Ad Deadline | Marketing Email Opportunity             | Specs                                     | Metrics  | Metrics from ATS 2020 Virtual  | Audience   | Sent in Personas*? | Cost     |
|-----------------|----------------------------|--------------------|---|---|--|--|--|--------------------|----------|
| 3/9/2021        | 2/23/2021                  | 2/25/2021          | Two Days Until Early Bird Deadline      | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | Y                  | \$15,000 |
| 3/15/2021       | 3/1/2021                   | 3/3/2021           | Marketing to Prospects #1: Program Live | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | Y                  | \$15,000 |
| 3/29/2021       | 3/15/2021                  | 3/17/2021          | ePreview 1                              | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | Y                  | \$15,000 |
| MARCH TBD       | MARCH TBD                  | MARCH TBD          | Marketing to Prospects #2: TBD          | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | N                  | \$12,000 |
| APRIL TBD       | APRIL TBD                  | APRIL TBD          | ATS 2021 Career Guide + Networking      | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | N                  | \$12,000 |
| APRIL TBD       | APRIL TBD                  | APRIL TBD          | ePreview 2: Industry                    | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Average Open Rate: 42%<br>Average Unique Click-Through Rate: 2.3%    | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual Conference registrants.             | Y                  | \$15,000 |
| 5/13/2021       | 4/1/2021                   | 5/3/2021           | ePreview 3: Know Before You Go          | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Average Open Rate: 54.3%<br>Average Unique Click-Through Rate: 22.2% | ATS 2021 Conference Registrants  | Y                  | \$18,000 |
| 5/14/2021       | 4/1/2021                   | 5/4/2021           | eDaily, Day 1                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 65.5%<br>Unique Click-Through Rate: 28.2%                 | ATS 2021 Conference Registrants  | N                  | \$18,000 |
| 5/15/2021       | 4/1/2021                   | 5/5/2021           | eDaily, Day 2                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 57%<br>Unique Click-Through Rate: 19.3%                   | ATS 2021 Conference Registrants  | N                  | \$15,000 |
| 5/16/2021       | 4/1/2021                   | 5/6/2021           | eDaily, Day 3                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 52.1%<br>Unique Click-Through Rate: 13.9%                 | ATS 2021 Conference Registrants  | N                  | \$15,000 |
| 5/17/2021       | 4/1/2021                   | 5/5/2021           | eDaily, Day 4                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 49.9%<br>Unique Click-Through Rate: 11.8%                 | ATS 2021 Conference Registrants  | N                  | \$15,000 |
| 5/18/2021       | 4/1/2021                   | 5/6/2021           | eDaily, Day 5                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 51.2%<br>Unique Click-Through Rate: 12.1%                 | ATS 2021 Conference Registrants  | N                  | \$15,000 |
| 5/19/2021       | 4/1/2021                   | 5/7/2021           | eDaily, Day 6                           | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 48.6%<br>Unique Click-Through Rate: 13%                   | ATS 2021 Conference Registrants  | N                  | \$15,000 |
| 5/20/2021       | 4/1/2021                   | 5/10/2021          | Thank You for Joining Us at ATS 2021    | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Open Rate: 53%<br>Unique Click-Through Rate: 5.2%                    | ATS 2021 Conference Registrants  | N                  | \$12,000 |
| 6/8/2021        | 4/1/2021                   | 5/27/2021          | eHighlight: ATS by the Numbers          | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment |  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual and ATS 2021 Conference registrants | Y                  | \$18,000 |
| TBD             | TBD                        | TBD                | Reminder to Access On-demand Content    | 600x100 pixels - preferred file type: jpg | Unique open rate, click rates, successful deliveries, and time spent viewing email<br>Available to the sponsor one week after the email deployment | Average Open Rate: 40.9%<br>Average Unique Click-Through Rate: 4.7%  | Reach over 26,000, consisting of active ATS members, prospects, 2018-2020 Abstract and Journal authors, and ATS 2020 Virtual and ATS 2021 Conference registrants | N                  | \$12,000 |



### ATS 2021 VIRTUAL INDUSTRY PROGRAMS

The ATS welcomes and encourages industry supported, non-accredited programs to be part of ATS 2021 on May 14-19, 2021. Industry Programs are the optimal opportunity for companies to promote brand launches or current therapies, conduct a focused program on disease awareness, or discuss current pipeline activity.

There are 24 Industry Program slots available for ATS 2021 from May 16-19. The programs are 30 or 60 minutes and can be pre-recorded, live, or pre-recorded with live Q&A. There are a total of six programs each day, with three programs from 12-1 p.m. and three programs from 5:30-6:30 p.m. Time listed are ET. Companies/agencies may purchase three programs initially and be waitlisted for one additional program based on availability. A company/agency can purchase a maximum of four programs.

#### ATS Promotion

- Dedicated industry program page on the ATS conference site linking to the program
- Listing on the ATS 2021 Schedule at a Glance
- Listing on the platform agenda where attendees can add the program to their calendar, bookmark the program, and download a calendar reminder for their email
- Recognition in an ePreview highlighting the virtual exhibits and industry program
- Recognition in ATS 2021 social media marketing

#### Program Features

- 30 or 60 minutes in length
- Pre-recorded, live, or pre-recorded with live Q&A
- Hosted on ATS 2021 until the end of the conference
- Production labor and equipment
- Archive hosted on ATS YouTube page for up to one year after the conference with a disclaimer\*
- Upload one file to the program listing for attendees to download
- Polling and Q&A feature with reporting
- Option to auto-direct to the sponsor's booth or survey
- Buy-up option: Discussion Forum\*\*

### PROGRAM AVAILABILITY

Sun. May 16 through Wed. May 19

12-1 p.m. ET

5:30-6:30 p.m. ET

#### \*\*DISCUSSION FORUM

Limited to 4 opportunities, \$5,000 each

- Direct attendees to your forum where you start the discussion with a prompt that can be moderated by the sponsor/speaker until the end of the conference
- Non-commercial, disease focused discussions only
- Sponsor receives text recognition

#### Sponsor Benefit

- Sponsor logo on the program listing
- Complimentary one-time use of the ATS 2021 Attendee List Rental
- Program hosted on ATS YouTube page after ATS 2021. ATS provides post-promotion of the archived webinar hosted on ATS YouTube channel.
- Attendance list from your virtual industry program with attendees who opted-in to receiving information from industry partners

### Questions?

Send an email to  
Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org)

DISCLAIMER to be posted on the program listing YouTube Playlist:

Opinions expressed and resources shared may not have been reviewed by the ATS prior to distribution through ATS channels, or reflect official positions of the ATS, unless it is explicitly noted as a result of official ATS approval. References to specific commercial entities (companies) or products do not reflect review or endorsement by the ATS unless it is explicitly noted as a result of official ATS approval.

#### Program Price

Pre-recorded, Live or Pre-recorded with live Q&A

| Duration   | Type         | Dates:   |          |          |          |
|------------|--------------|----------|----------|----------|----------|
|            |              | 5/16     | 5/17     | 5/18     | 5/19     |
| 30 minutes | Pre-recorded | \$16,000 | \$15,000 | \$14,000 | \$13,000 |
|            | Live         | \$18,000 | \$17,000 | \$16,000 | \$15,000 |
| 60 minutes | Pre-recorded | \$32,000 | \$30,000 | \$28,000 | \$26,000 |
|            | Live         | \$36,000 | \$34,000 | \$32,000 | \$30,000 |

#### How To Apply

1. Application available to download Thursday, February 11, at 11:30 a.m. Eastern Time on the conference site.
2. Applicants indicate the top five choices for day and time on the application.
3. All completed applications are sent to Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org) and are processed in order of receipt and placed by the ATS.
4. All placed applicants receive details of placement and deadlines for completing the contract and sent the invoice. Contracts are due 30 days after receipt.
5. Full payment is due Thursday, April 8, 2021.  
A deposit is not required, but a cancellation of 20% of the total program price is available until April 8, 2021.  
After April 8, 2021 there are no refunds and funds cannot be applied to other opportunities.



### SPONSORSHIP APPLICATION

Please return all completed applications to Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org). Applications are processed in the order of receipt.

#### APPLICANT INFORMATION:

|  |                           |
|--|---------------------------|
| Company Name:                          | Contact Name:             |
| Address (No P.O. Boxes):               | Contact Title:            |
| Country, City, State, Zip/Postal Code: | E-mail:                   |
|  | Telephone:                |
|  | Cell:                     |
| Agency Name:                           | Agency Contact Name:      |
| Address (No P.O. Boxes):               |                           |
|  | Agency Contact E-mail:    |
| Country, City, State, Zip/Postal Code: | Agency Contact Telephone: |
|  | Agency Contact Cell:      |

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all the policies, rules terms and conditions and regulations, contains online and additions/changes that we accept as part of this agreement.

PRINT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_





### ADVERTISING OPPORTUNITY:

Please select the opportunity(s) you would like to secure and indicate the quantity.

\*Subject to first right of refusals from ATS 2020 Virtual

#### VIRTUAL PLATFORM

- ☐ Home Page Banner – Top banner ( \_\_ /3) \$32,000 each
- ☐ Home Page Banner – Bottom rectangle ( \_\_ /3) \$16,000 each
- ☐ Attendee Dashboard Banner – Top banner ( \_\_ /3) \$28,000 each
- ☐ Attendee Dashboard Banner – Bottom rectangle ( \_\_ /3) \$14,000 each
- ☐ Agenda Page Banner – Top banner ( \_\_ /3) \$24,000 each
- ☐ Agenda Page Banner – Bottom rectangle ( \_\_ /3) \$12,000 each
- ☐ Exhibit Directory (All Companies) Banner ( \_\_ /3) \$10,000 each
- ☐ New Product Showcase Directory Banner ( \_\_ /3) \$5,000 each
- ☐ Demo Zone Directory Banner ( \_\_ /3) \$2,500 each
- ☐ Pharmaceutical Directory Banner ( \_\_ /3) \$5,000 each
- ☐ Medical Device Directory Banner ( \_\_ /3) \$5,000 each
- ☐ Software Directory Banner ( \_\_ /3) \$2,500 each
- ☐ Patient Education Directory Banner ( \_\_ /3) \$2,500 each
- ☐ Recruiter Directory Banner ( \_\_ /3) \$2,500 each
- ☐ Publication Directory Banner ( \_\_ /3) \$2,500 each
- ☐ Abstract Presentation Site\* \$50,000

#### ATTENDEE WELCOME BOX

- ☐ Attendee Welcome Box – Premium \$60,000
- ☐ Attendee Welcome Box – Insert ( \_\_ /4) \$15,000 each

#### DIGITAL MARKETING (EXCLUSIVE BANNER AD)

- ☐ March 3 – Two Days Until Early Bird Deadline \$15,000
- ☐ March 15 – Marketing to Prospects #1: Program Live \$15,000
- ☐ March 29 – ePreview 1 \$15,000
- ☐ March TBD – Marketing to Prospects #2: TBD \$12,000
- ☐ April TBD – ATS 2021 Career Guide + Networking \$12,000
- ☐ April TBD – ePreview 2: Industry \$15,000
- ☐ May 13 – ePreview 3: Know Before You Go\* \$18,000
- ☐ May 14 – eDaily, Day 1 \$18,000
- ☐ May 15 – eDaily, Day 2 \$15,000
- ☐ May 16 – eDaily, Day 3 \$15,000
- ☐ May 17 – eDaily, Day 4 \$15,000
- ☐ May 18 – eDaily, Day 5 \$15,000
- ☐ May 19 – eDaily, Day 6 \$15,000
- ☐ May 20 – Thank You for Joining Us at ATS 2021 \$12,000
- ☐ May 14 – eHighlight: ATS by the Numbers \$18,000
- ☐ TBD – Reminder to Access On-demand Content \$12,000

### PAYMENT INFORMATION:

#### CANCELLATION POLICY

The full payment is due no later than Thursday, April 8, 2021. If payment is not received by the deadline(s), Sponsor may forfeit the opportunity and the opportunity may be offered to others. Cancellations are non-refundable.

#### Payment Type:

- ☐ ACH Payment/Wire Transfer

Please contact Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org) for ACH/wire transfer instructions. Payments should be drawn on a U.S. bank, or additional fees will be incurred. An additional fee of \$25.00 USD is required for all wire transfers.

- ☐ Credit Card Payment: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

|                             |                       |  |                            |
|-----------------------------|-----------------------|--|----------------------------|
| Enter Amount:<br>\$         | Enter Account Number: | Enter Expiration Date<br>(MM/YY):      | CSV# (3- or 4-digit code): |
| Name as it appears on card: |                       | Billing Address:                       |                            |
| Authorized signature::      | Date:                 | Country, City, State, Zip/Postal Code: |                            |



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CONFERENCE

**MAY 14-19, 2021**

**Breakthroughs in  
Respiratory Science**

# **Sponsorship Opportunities**

**YOUR ENGAGEMENT AND  
SPONSORSHIP CONTACT**

Fiona Zheng  
Associate Director,  
Sponsorships  
and Programs  
Phone: 212-315-8605  
[fzheng@thoracic.org](mailto:fzheng@thoracic.org)

**Don't delay!**

**Submit your application via email to  
Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org)**

**For more information, please visit**

**<https://conference.thoracic.org/exhibitors/promotional-opportunities/>**