Phase 3 – Premier Sponsorship Opportunities

To reserve these sponsorships, contact Fiona Zheng, Associate Director of Sponsorships and Programs at fzheng@thoracic.org. Sponsorship opportunities are reserved on a first-come, first-served basis.

ATS Public Advisory Roundtable (PAR) Patients and Experts Forum (formerly Meet-the-Experts), $10,500

Help support the annual free patient and family forum hosted by the ATS Public Advisory Roundtable (ATS PAR). The forum features two segments – morning talks and an afternoon disease-specific breakout session. This year’s talks will focus on “Improved Lung Health: What’s on the Horizon?” with the program consisting of: 1. Patient Speaker (CFTR modulator therapy), 2. Regenerative Medicine: Repair and Restore, 3. Improved Therapy: Single cell sequencing and gene targeting, 4. Regulatory and Legislative Updates for Patients, and 5. Clinical Trials: Patient Reported Outcomes.

Benefits of Sponsorship

• Corporate recognition in all promotional emails and digital ads
• Corporate recognition on the ATS 2022 Conference website
• Recognition on signage at the event

Support Details
Saturday, May 14, 2022 | 10:00 a.m. - 2:00 p.m. | San Francisco Marriott Marquis

Deadlines
Jan. 19 Ad space deadline
Jan. 24 Ad materials due
**Forum Sponsorships**

Promote your advocacy for diversity, inclusion, and equality within the fields of pulmonary, critical care, and sleep medicine and research at ATS 2022 by sponsoring the ATS Diversity or Women's Forums! All ATS members are invited to attend these premier luncheon events, providing valuable opportunities for networking and career development.

**Benefits of Sponsorship**
- 10 tickets to the event
- A tabletop exhibit outside of the event space for non-branded corporate materials, such as patient education, disease awareness, clinical trials, IITs, etc.
- Corporate recognition in all promotional emails and digital ads
- Corporate recognition on the ATS 2022 Conference website
- Recognition on signage at the event
- Corporate logo recognition on printed agendas placed at each place setting
- Acknowledgement of support from the podium during the event
- Photo with ATS Leadership
- Right of First Refusal for ATS 2023

**Support Details and Fees**

**Women’s Forum**  | Sunday, May 15, 2022  | 11:45-1:15 p.m. | San Francisco Marriott Marquis **$40,000**

**Diversity Forum**  | Monday, May 16, 2022  | 11:45-1:15 p.m. | San Francisco Marriott Marquis **$40,000**

**Deadlines**

Feb. 4 Ad space deadline
Feb. 11 Ad materials due

**Special Notes**
- Each forum is exclusive to one sponsor.
- Forum sponsorships are limited to corporate support only.
- Food and beverage will be served at each forum, but the ATS certifies that no funds from the sponsorship will be used for food or beverage, and no funds will be applied to the Minority Trainee Development Scholarships, the ATS Fellowship in Health Equality, or the Elizabeth A. Rich, MD award.
**Metreon 4th Street Billboards, $210,000**

A cannot miss on the route most attendees take to the convention center and travel between buildings! Highly visible branding opportunity directly across from Moscone West where most of the scientific sessions are taking place.

**Benefits of Sponsorship**
- (5) 40’ x 40’ billboard panels posted May 14-18, 2022
- Exclusive to one sponsor
- Production fees are included

**Deadlines**
- March 25 Ad space deadline
- April 1 Ad materials due

**Walking Challenge, $100,000**

The Walking Challenge is a great way to encourage attendee fitness while generating corporate awareness, driving booth traffic, and promoting your generosity to the ATS Research Program. The Walking Challenge provides exposure prior to, during and after the conference, maximizing those advertising dollars and keeping your company top of mind for attendees.

The Walking Challenge goal is to encourage attendees to walk 30,000 steps over the course of the conference. For every participant that reaches that goal, the sponsor makes a $100 donation up to a max of $50,000 (negotiable). The top three steppers win a prize as well as three randomly selected participants who reach the 30,000-step goal.
Benefits of Sponsorship

- In-booth Walking Challenge Leader Board
- In-booth Walking Challenge attendee “step booster” technology that includes “scan-in” QR code functionality (with offline capability) to help drive targeted booth traffic daily
- Leads from “step booster” scans (attendees log in to app using registration number)
- Logo recognition on ATS Walking Challenge app
- Logo recognition on the ATS Walking Challenge Registration counter with leaderboard located in high traffic area
- Logo recognition on three promotional signs located around the convention center
- Photos with the winners and a representative from your company
- Recognition in or on:
  - Attendee confirmation emails (dependent on signed contract date)
  - Walking Challenge pre-registration email to those who signed up before the conference
  - ATS Conference News
  - (2) ATS Morning Minute emails sent to over 19,000+ ATS members
  - (2) ATS Stat newsletters sent to over 19,000+ ATS members
  - ATS Assembly Newsletters – distributed to all members via the 14 Assembly newsletters
  - “Know Before You Go” email sent to all pre-registered attendees
  - ATS 2022 conference website
  - ATS 2022 conference mobile app (downloaded by over 10,450 attendees in 2019)
  - Inside ATS 2022 – distributed to conference attendees at their hotel
  - Joint press release between ATS and Heka Health
  - Daily Challenge email updates to all participants
  - Post conference Walking Challenge results email
- ATS Facebook and Twitter Walking Challenge posts
- Exclusive to one sponsor
- Production fees are included

Deadlines
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