

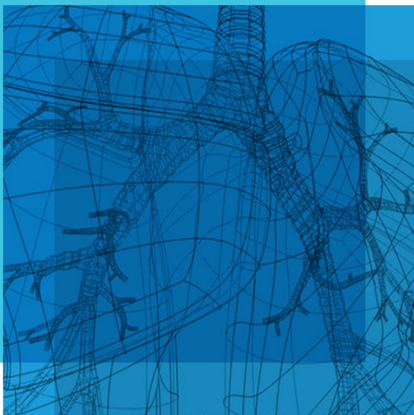
HARVARD LUNG CONFERENCE

offered in conjunction with the

CIMIT Inhalation Technology Conference

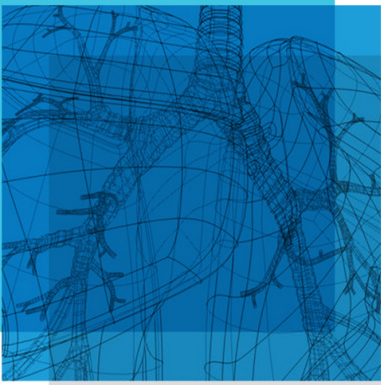
October 6 - 8, 2010

Martin Conference Center at the Harvard Medical School
Boston, Massachusetts



Sponsorship & Exhibitor Prospectus

www.harvardlungconference.org



AN INVITATION TO SPONSOR THE HARVARD LUNG CONFERENCE

offered in conjunction with the
CIMIT Inhalation Technology Conference

The Harvard Lung Conference is a two-day meeting to be held October 6 and 7, 2010, at Harvard Medical School's Martin Conference Center in Boston, Massachusetts. Immediately following this meeting, the CIMIT (Center for the Integration of Medicine and Innovative Technology) Inhalation Technology Conference will take place on October 8th. This is the first of what will become an exciting series of combined conferences.

The Harvard Lung Conference is hosted by the Brigham and Women's Hospital with collaboration from partners at Massachusetts General Hospital, Beth-Israel Deaconess Medical Center, Children's Hospital Boston, and the Harvard School of Public Health. This innovative conference will present the latest findings in a wide variety of topics related to pulmonary disease. Major topics to be covered will include the following:

- Stem Cell/Regenerative Medicine
- Omics/High Throughput Discovery
- Cellular and Immunological Basis of Airways Lung Disease
- Lung Injury and Vascular Injury

This conference will bring together top researchers in the field of pulmonary disease to discuss cutting-edge research and its implications for and implementation into clinical practice. The conference will provide a forum for physicians and scientists alike to form new collaborations leading to previously unexplored directions for research in the field that will advance clinical care, and which will ultimately result in improved patient outcomes.

In the last 12 years, the CIMIT model for inspiring collaboration amongst like-minded researchers and its repeated proven successes in translating discoveries in the lab into improvements in patient care have established CIMIT as the preeminent leader in the medical technology innovation field. The CIMIT Inhalation Technology Conference, held in conjunction with the Harvard Lung Conference on October 8, 2010 in Boston, Massachusetts, will emphasize the utility of this model in the field of inhalation technology. The morning sessions will examine the current state of research and patient care and the future challenges and directions in asthma, pulmonary arterial hypertension, and COPD. The afternoon will highlight the immense translational successes of CIMIT researchers. Most importantly, the conference will provide a window into how any researcher, in the Boston area and beyond, can become involved in this pioneering work through collaboration with other researchers.

On behalf of the Harvard Lung Conference and CIMIT Inhalation Technology Conference, we invite interested companies to become sponsors and exhibitors, and look forward to your participation.

Augustine M. K. Choi, MD
Brigham and Women's Hospital

Janice Crosby, RN, MBA
CIMIT

VENUE

Joseph B. Martin Conference Center at the Harvard Medical School
77 Avenue Louis Pasteur, Boston, Massachusetts, 02115
www.theconfcenter.hms.harvard.edu

The conference will take place in Boston, Massachusetts, a mecca of education and technology with more universities than any other city in the country. Boston hosts over 12 million visitors each year. This vibrant, thriving city is renowned for its cultural facilities, world-class educational institutions, champion sports franchises, as well as its place at the very forefront of American history.

The venue for the Harvard Lung Conference and CIMIT Inhalation Technology Conference is the Joseph B. Martin Conference Center at the Harvard Medical School, located in the New Research Building on the Longwood campus of the Harvard Medical School. This prime location allows attendees to get a feel for the real Harvard “experience.” The conference center is the pinnacle of contemporary design, featuring impressive glass-encased atriums that allow for maximum exposure to natural light. The meeting spaces range from intimate board rooms to an amphitheater to seat 500, all presenting a stately, refined meeting space ideal for academic conferences.

MEETING OBJECTIVES

At the end of the Harvard Lung Conference, participants should be able to:

- Define and review the pathogenesis of vascular and lung disease
- Define and review the molecular basis of the major paradigms involved in the pathogenesis of vascular and lung disease
- Define and translate the bench discoveries to human-based lung diseases
- Define novel molecular targets which can serve as diagnostic and therapeutic targets in vascular and lung diseases

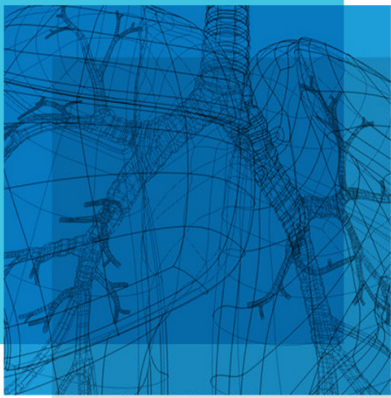
At the end of the CIMIT Inhalation Technology Conference, participants should be able to:

- Identify the clinical challenges in managing patients with Asthma, Chronic Obstructive Pulmonary Disease (COPD), and Pulmonary Arterial Hypertension (PAH)
- Identify specific new drugs or devices which can impact the treatment of lung diseases
- Identify new areas of technology which can improve delivery of drugs to the lung
- Identify potential interactions and collaborations between academia, pharmaceuticals and industry to improve health care

WHO WILL ATTEND?

The great range of topics covered in the field of pulmonary disease makes this an ideal conference for scientists and healthcare providers alike who have an interest in augmenting their understanding of the latest breakthroughs in the pulmonary field. Physicians, researchers, nurses, and students are all invited to attend.

We will host distinguished speakers from across the country, ensuring a broad geographic representation of current research in pulmonary diseases, including 35 Boston-area speakers, and 10 national speakers.



PROMOTION OF THE CONFERENCE

Our promotional strategy is two-fold: first, to build on the unique brand of the Harvard Lung Conference and CIMIT, and second, to expand the brand to a potential larger audience for upcoming clinical applications. We are aligning our marketing strategy to generate news and events that will drive awareness of the meeting. We will carefully position the meeting to attract the target market. Publicity and promotion will bring attention to the conference through a variety of venues, such as targeted e-mail notices, and association e-newsletters. We will market to media, social networking media on the internet, and place announcements in medical publications about the conference, the program, the speakers and special events.

STRUCTURE OF THE MEETING

The Harvard Lung Conference will feature four scientific sessions:

- Stem Cell/Regenerative Medicine
- Omics/High Throughput Discovery
- Cellular and Immunological Basis of Airways Lung Disease
- Lung Injury and Vascular Injury

Each of these sessions will feature two keynote speakers and four symposia speakers, who will present didactic lectures on a variety of topics. Each presentation will be followed by a brief Q&A period. The end of the first day will feature a reception open to all attendees.

The CIMIT Inhalation Technology Conference will follow a slightly different format. The morning will feature discussions on three major pulmonary diseases:

- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Pulmonary Arterial Hypertension (PAH)

Through a combination of keynote presentations and interactive panels, leading experts will discuss the current state of clinical care and future challenges. The afternoon will focus on the incredible results that the Center for Integration of Medicine and Innovative Technology (CIMIT) has had in starting new research projects, forging collaborations and translating great science into clinical practice. The day will finish with a networking reception.

CONFERENCE
HIGHLIGHTS

Speaker Reception

The night prior to the opening of the conference, speakers will meet informally at the Inn at Longwood.

Welcome Reception

On the opening night of the Harvard Lung Conference, our 200 attendees will meet and discuss their research and interests.

Networking Reception

Following the close of the CIMIT Inhalation Technology Conference, our approximately 200 attendees will mingle to discuss the innovative topics covered during the day, and plan new avenues for research.

CONFERENCE
AMENITIES

Conference participants will enjoy daily Continental Breakfast Service, Coffee Service throughout the day, and Gourmet Tote Lunch Service. Additionally, all highlighted conference events (see above) will be catered.

SPONSORSHIP
OPPORTUNITIES

PLATINUM SPONSORSHIP

Support of \$10,000 or greater qualifies you for sponsorship at the PLATINUM level.

GOLD SPONSORSHIP

Support of \$7,500 or greater (up to \$10,000) qualifies you for sponsorship at the GOLD level.

SILVER SPONSORSHIP

Support of \$4,000 or greater (up to \$7,500) qualifies you for sponsorship at the SILVER level.

BRONZE SPONSORSHIP

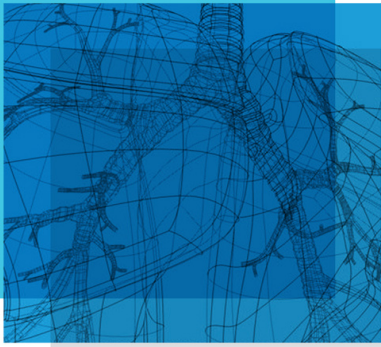
Support of \$1,500 or greater (up to \$4,000) qualifies you for sponsorship at the BRONZE level.

INDUSTRY
EXHIBITION

Exhibitor Package (\$2,000/ea)

Our exhibitor package includes:

- Exhibit space (for up to all 3 days of the joint conferences): 60" by 30" tabletop space with skirting, one chair, and access to internet and electricity.
- Featured location in the atrium at the Joseph B. Martin Conference Center
- Logo coverage on the Conference website
- Public recognition during the conference as an exhibitor



REGISTRATION OF INTEREST

To purchase a sponsorship or exhibitor package for the Harvard Lung Conference and CIMIT Inhalation Technology Conference, please e-mail or fax the details requested below to us at elizabethmeyer@strategicresults.com by August 1, 2010. Thank you for your participation!

You are welcome to call us at 443.451.7200 with any questions, or to further discuss any of our sponsorship or exhibition opportunities.

Contact name
Position/ Division
Company
Address
Phone
E-mail

Please note: A sponsorship or exhibition contract is not confirmed until you have been notified by the organizer.

CONTACT DETAILS

Contact person: Elizabeth Phelps Meyer

Telephone: 443.451.7200

Fax: 443.451.7256

E-mail: elizabethmeyer@strategicresults.com