



6th American Cough Conference

June 9-10, 2017
Reston, VA

CORPORATE SUPPORT CATALOG

Connecting You with the Who's Who of Cough



When you need to reach decision makers in Cough, there is no better choice than the American Cough Conference (ACC). Since its inauguration in 2007, this biennial meeting has attracted the top scientists, clinicians and thought-leaders in the management of cough. Small enough to allow interaction with each of the faculty and attendees, yet large enough to satisfy corporate “return on investment”, the ACC offers it all.

In a break with tradition, and in response to your feedback, the 2017 meeting will offer unparalleled commercial support opportunities without the stringent constraints of CME.

In this catalog you will find sponsorship opportunities to suit every budget and the perfect solution to your branding, educational, marketing and sales needs. And if you don't find what you're looking for – let us know and we'll work with you to make it happen!

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► About the ACC



Chaired by Peter Dicipinigitis, Professor of Clinical Medicine at Albert Einstein College of Medicine and Director of the Montefiore Cough Center in NY, NY, and expertly managed by Strategic Pharmaceutical Advisors, the American Cough Conference (ACC) is the nation's leading educational meeting for health care professionals involved in improving the management of patients with cough.

The program provides a state-of-the-art update on the evaluation and management of cough including epidemiology, diagnosis, management, and ongoing clinical and basic research.

The distinguished Faculty includes many of the world's leading experts in cough. Most importantly, the ACC provides ample opportunity for informal networking, discussion, debate and dialogue with fellow professionals from around the world.

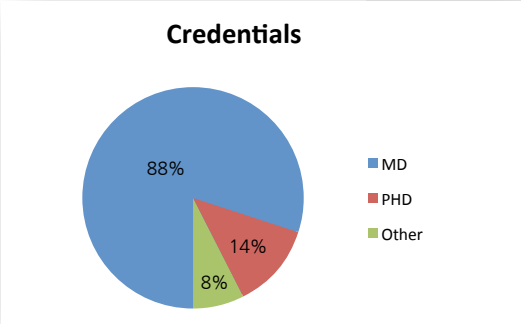
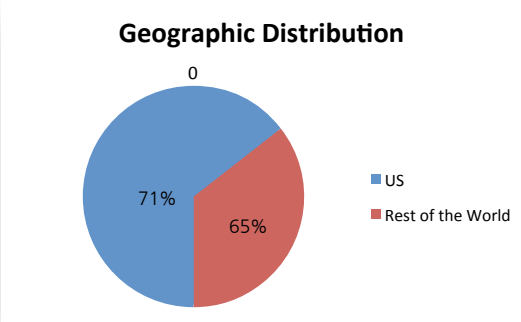
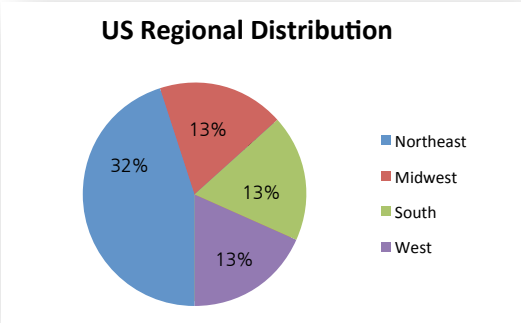


Past meetings:

2007	New York City
2009	Jersey City
2011	New York City
2013	New York City
2015	Washington DC

Key Demographics

2015 Total attendees: 110



▶ Corporate Support Benefits

The ACC offers many unique corporate support opportunities designed to fit your budget and desired level of exposure.

Choose one of our top-tier support packages and enjoy unparalleled recognition

- Platinum Supporter **\$50,000**
- Gold Supporter **\$35,000**
- Silver Supporter **\$25,000**
- Bronze Supporter **\$15,000**

All top-tier supporters will receive the following benefits in addition to those provided by the specific underwritten item.

	Platinum	Gold	Silver	Bronze
Program listing	✓	✓	✓	✓
Complimentary Program Ad	✓			
Use of ACC logo	✓			
Website listing	✓	✓	✓	✓
Dedicated on-site signage	✓	✓		
On-site signage			✓	✓
Ribbons identifying support level	✓	✓	✓	✓
Pre- and post- conference mailing list	✓	✓	✓	✓
Invitation to Faculty Reception	✓	✓		
Conference Registrations	5	4	3	2

We welcome the opportunity to discuss your corporate support goals and tailor something to fit your needs. Let us know how we can help.

▶ Exhibiting at the 2017 American Cough Conference

Dates: **June 9-10, 2017**
Investment: **Starting at \$2,500**
Attendees: **>100 health care professionals specializing in cough**

Exhibit Space Selection:

One 6'x 3' table	Investment: \$2,500
Two 6' x 3' tables	Investment: \$4,000
Freestanding space	Investment: Price on request*

**Call or email Judi Miller to discuss your requirements and we'll be pleased to provide you with a proposal.*

Benefits of exhibiting include:

- Exhibit space
- Listing on the conference website
- Recognition on all pre-conference mailings
- Recognition on all on-site signage
- Recognition in the Program Manual
- 2 complimentary conference registrations
- Breakfast and refreshments on both days on the conference

Who Should Exhibit?

- OTC cough and cold medications
- Prescription cough and cold medications
- Prescription asthma and COPD medications
- Prescription GERD medications
- OTC GERD medications
- Diagnostic equipment
- Medical devices
- Cough and pulmonology journals
- Clinical research

Secure your exhibit space now. Please see exhibitor application form.



► Receptions and Networking

WELCOME RECEPTION

Taking place on the evening of Thursday June 8th, the welcome reception will provide you with an advance introduction to the 2015 American Cough Conference Chair, faculty and attendees. Feedback from the attendees of previous meetings has told us that the social aspects of the conference are just as important to them as the education. Sponsorship of this event will guarantee you early recognition and provide you with the opportunity to network with friends, colleagues and healthcare professionals from around the world. The welcome reception will offer an exclusive opportunity to promote your company's products, services and personnel.

Investment: **\$25,000**

JOHN WIDDICOMBE RECEPTION

Held immediately after presentation of the 2nd John Widdicombe Award for best oral presentation, the Widdicombe reception will offer ACC attendees the opportunity to relax and unwind after a stimulating scientific session. Support of this event, will offer companies unparalleled access to the Who's Who of cough. Your support of this event will be acknowledged with branded cocktail napkins and colored linens of your choice.

Investment: **\$10,000**

COFFEE BREAKS [3 available]

The coffee breaks provide excellent branding and networking opportunities. Sponsor a morning or afternoon coffee break and receive exclusive signage and branded napkins in recognition of your company's support. You also have the opportunity to supply company branded coffee cups for each break station.

Investment: **\$7,000** [one break]

\$10,000 [two breaks]

\$12,500 [all three breaks]

FACULTY DINNER

Your chance to join the faculty-only dinner on Friday, June 9th. The exclusive sponsor will be given the opportunity to invite up to 5 company personnel, showcase their products and/or services and later enjoy one-on-one time with the world's leading experts in cough.

Investment: **\$12,500**



► Promotional Opportunities



CONFERENCE PROGRAM BOOKLET

Attendees will refer to their program throughout their program and after the meeting. Sponsorship of the conference program booklet will keep your company name and products top of mind.

Investment: **\$7,500**



DOOR DROPS

Deliver your product information directly to the attendees by means of door drops. Door drops can also provide added visibility to your exhibit / satellite symposium etc. Sponsors are responsible for development and production of materials.

Investment: **\$3,000** [Friday only]

\$3,000 [Saturday only]

\$5,000 [Friday and Saturday]

▶ Ancillary Meetings

SUNRISE SATELLITE SYMPOSIA*

[2 available – one each Friday & Saturday]

Get 'em while they're fresh! This is your opportunity to host an unopposed 45-minute educational breakfast symposium prior to the start of the daily scientific program. Sponsors will be responsible for educational content, and faculty honoraria. Breakfast, standard AV and room rental included. In addition, symposia will be extensively promoted by the ACC organizers through the conference website, email blasts and on-site program advertising and signage.

Investment: **\$25,500** each

PRODUCT SHOWCASES*

[2 available – one each Friday & Saturday]

Put your product in the spotlight with a 30 minute lunchtime showcase on either Friday or Saturday. The time is yours to either provide didactic information, hands-on demonstration, discussion or a combination. Sponsors will be responsible for educational content, and faculty honoraria. Boxed lunch, standard AV and room rental included. In addition, symposia will be extensively promoted by the ACC organizers through the conference website, email blasts and on-site program advertising and signage.

Investment: **\$20,000** each

FOCUS GROUPS*

[2 available – one each Friday & Saturday]

Take advantage of the presence of so many cough experts to conduct a lunchtime focus group of up to 10 participants. Sponsors will be responsible for content. Includes lunch.

Investment: **\$7,500** each

ADVISORY BOARDS*

Let us facilitate an advisory board, with your choice of our world class faculty on Thursday June 8.

Customized, turn-key logistics available.

Investment: **Price on request**

Call or email Judi Miller to discuss your requirements and we'll be pleased to provide you with a proposal.

*Please note: No unauthorized meetings can be held in conjunction with the American Cough Conference





▶ **Widdicombe Award Sponsorship**

Established in 2013, to honor and remember one of the pioneers of cough research, Professor John Widdicombe. The Widdicombe Award is given to the presenter of the best oral abstract on either the clinical or basic science aspects of cough.

The sponsor of the Widdicombe Award may present the award to the winning participant.

Investment: **\$7,500**

▶ Advertising and Online Opportunities

ACC WEBSITE BANNER ADVERTISING

Let potential attendees know about your company / products / services ahead of the conference. Invite them to visit your booth. Link to your company / product website.

Investment: **\$2,500**

PRE-ACC e-BLASTS

Have a specific message or event that you'd like to communicate ahead of the conference? We'll deliver it direct to the email box of all registered attendees.

