

A BREATH *of* HOPE

L U N G F O U N D A T I O N

***Finding Hope Together* Midwest Lung Cancer Summit – 2018**

The Midwest Lung Cancer Summit provides support, hope and real tools for patients and caregivers living with lung cancer. The summit offers important educational opportunities and resources about research, clinical trials, and various psycho-social topics important to survivors and caregivers to improve quality of life. Building community and offering real resources have been shown to improve outcomes for patients. This is our goal for each attendee.

In collaboration with doctors, nurses and other healthcare providers, this event will take place Saturday, November 17 at the Marriott Hotel Airport. With keynote speakers and breakout sessions, each attendee (both patients and caregivers) will be able to choose the sessions that best meet their needs and the event will end with a networking happy hour to allow patients and caregivers to identify others who understand their journey and maybe even share their individual diagnosis. It is our goal to repeat this event each year.



Speakers and Event Highlights

- 8:15 a.m.: **Keynote Speaker Shanda H. Blackmon, M.D., M.P.H., FACS, Associate Professor, Thoracic Surgery Division, Department of Surgery, Mayo Clinic:** *Thinking to the Future in Lung Cancer Treatment and Surgery*
- 12:30 p.m.: **Keynote Speaker Jeffrey Kendall, PsyD, LP, Director, Oncology Support Services, University of Minnesota:** *Resilience & Hope in Cancer Survivors and Caregivers*
- **Breakout Session Topics:** Clinical Trials, Legal Aid, Grief & Loss, Nutrition, Side Effects, Faith, Fitness, Palliative Care/Managing Side Effects, Essential Oils, Massage Therapy, etc.
- 3:30 p.m.: **Expert Panel, Q & A** for summit attendees
- 4:30 p.m.: **Happy Hour and Survivor Networking**

Summit Features:

- Educational keynote presentations as listed above on topics identified by Survivor Planning Committee as key areas of confusion and frustration for lung cancer patients and families
- Interactive breakout sessions as listed above to develop tools that lead to better lives
- Networking breakfast, lunch and happy hour for survivors and caregivers

Summit Goal: Due to poor prognoses, limited resources, and an unkind stigma that leads to blame and shame, lung cancer patients face higher levels of anxiety and depression than many other cancer patients. The goal of this summit is to empower individuals who are living with lung cancer toward an increased understanding of their options, deepened resilience, and an improved quality of life.

Who will Attend: Lung cancer patients, survivors and caregivers

Conference Method/Strategy:

- The morning keynote address by Dr. Shanda Blackmon will set the stage for a dialogue about new science and research, and less invasive surgery options to help survivors and their families understand their options, seek additional resources as needed, and feel empowered toward shared decision-making with their healthcare provider.
- Personal stories, shared experiences, clinical expertise and case studies will be shared by presenters and participants to build community and empower those living with lung cancer to participate in major decisions about their care.
- A focus on new research and resilience will equip attendees – patients and caregivers alike with new tools for their journey toward survivorship
- Discussion, interactive experiences, resources, tools, feedback, networking

Lung Cancer Summit Sponsorship Opportunities

Presenting Sponsor

\$15,000

- Exclusive sponsorship of summit; no other sponsors will be invited to participate at this level
- Five (5) event passes
- Invitation to meet/greet keynote speakers at VIP reception
- Provide welcome and introduce keynote speaker
- Top placement of logo will appear on all electronic and mailed promotions totaling thousands to patients and medical community
- Top placement of logo on the conference webpage with a link to your website
- Top placement of logo on conference program reaching 300-400 attendees
- Top placement of logo on signage at event, including podium
- Table/display opportunity for entire conference, premier location
- Mention in media release and other media as possible
- Recognition in A Breath of Hope’s annual report

Gold Sponsor

\$10,000

- Three (3) event passes
- Invitation to meet/greet keynote speakers at VIP reception
- Placement of logo will appear on all electronic and mailed promotion totaling thousands to patients and medical community
- Top placement of logo on the conference webpage with a link to your website
- Top placement of logo on conference program reaching 300-400 attendees
- Logo placement on signage at event

- Table/display opportunity for entire conference, premier location
- Recognition in A Breath of Hope's annual report

Silver Sponsor

\$5,000

- Two (2) event passes
- Opportunity to give welcome at a breakout session
- Placement of logo will appear on all electronic and mailed promotion totaling thousands to patients and medical community
- Mention as a donor on invitation and on conference program reaching 300-400 attendees
- Logo placement on signage at event
- Mention as donor on Summit conference website with a link to your website
- Recognition in annual report
- One 6-ft table for display at the conference

Bronze Sponsor

\$1,500

- One (1) event pass
- Mention as a donor on invitation and on conference program reaching 300-400 attendees
- Logo placement on signage at event
- Mention as donor on Summit conference website with a link to your website
- Recognition in annual report
- Table/display opportunity for entire conference

Exhibit Hall Vendor

\$1000

- One (1) event pass
- Table/display opportunity for entire conference