



Date:
September 19, 2019

Location:
**Golden Gate Club
at the Presidio,
San Francisco**

Event:

AWAKETOGETHER **SUMMIT**

“ **TOGETHER
WE CAN CONQUER
SLEEP APNEA** ”

SPONSORSHIP OPPORTUNITIES

Organizer:
**American
Sleep Apnea
Association**

Contact:
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www.sleepapnea.org

A LETTER FROM SLEEPAPNEA.ORG

May 16, 2019

Dear Friends of ASAA,

It has been an exciting and innovative time at the American Sleep Apnea Association (ASAA). So much so that we are launching a new brand to better communicate our mission- we are happy to introduce sleepapnea.org, home of the ASAA. We are carrying out the same mission as before, to improve the lives of sleep apnea patients.

As you know, sleepapnea.org held in 2018 the first patient-centered meeting with both the drug development and medical device divisions of the FDA. Our 88-page report on this meeting highlighted important new insights into patient experiences of sleep apnea.

This September, we invite you to continue the journey with sleepapnea.org. Based on the results from last year's report, we will pursue our in-depth exploration of sleep apnea patient experiences. The meeting will feature both patient panelists and an exciting multi-disciplinary team of experts.

Join us at the Presidio in San Francisco, CA on September 19 for the 2019 **AWAKETOGETHER** Summit. As a sponsor of this event, your company will have access to leading sleep apnea thinkers, both medical professionals and patient advocates. You will be known as a strong supporter of our declared goal to accelerate the discovery and dissemination of best in-class patient-centered solutions for the most pressing and often underreported issues that sleep apnea patients face.

The enclosed sponsorship packet enumerates the many benefits of participating in this event.

Please contact Justine Amdur by phone -- (305) 773-2003 -- or by email at jamdur@sleepapnea.org to secure your sponsorship today!

Sincerely,

Carl Stepnowsky, PhD
Chief Science Officer
sleepapnea.org



“ IT IS CRITICAL TO HAVE PATIENTS INVOLVED
IN INNOVATION, RESEARCH, AND DEVELOPMENT
BECAUSE IT IS A TEAM SPORT

— Kathryn O’Callaghan,
Assistant Director, Strategic Programs, CDRH, FDA
AWAKE *INITIATIVE* Sleep Apnea Meeting
June 8, 2018



AWAKEINITIATIVE MEETING

JUNE 7-8, 2018

12 PARTNER
ORGANIZATIONS

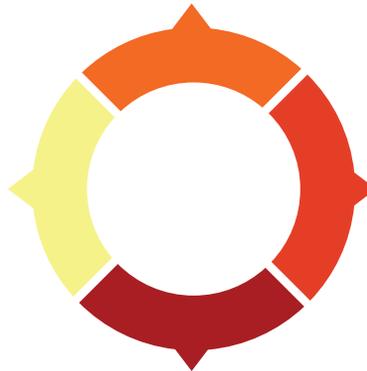


4 CORPORATE
SPONSORS



465 PARTICIPANTS

at the AWAKEINITIATIVE Sleep Apnea Meeting; 87 in person and 378 by live webcast.



5,380 VIEWS

of the simulcast on YouTube and Facebook



AWAKEINITIATIVE RESULTS

The **AWAKEINITIATIVE** Sleep Apnea Meeting was the 1st-ever PFMPD (Patient-Focused Medical Product Development) meeting organized with the Drugs and Medical Devices divisions of the FDA.

Our objective was to mobilize the community to share its experiences and makes its successes, challenges and needs known. sleepapnea.org surveyed, in early 2018, over 5,600 sleep apnea patients and caregivers. We presented the findings, at the **AWAKEINITIATIVE** meeting and in our AWAKE Sleep Apnea report. This significant community feedback, painting the real patient journey, was shared with the FDA to help them guide better care.

The AWAKE Sleep Apnea Patient & Caregiver Survey responses and the panelists powerful personal stories produced results beyond our expectations.

Consistently, patients experienced:

- Many disorders correlating with sleep apnea;
- Difficulty in diagnosis, often including years of delay;
- Symptoms that persist despite following the treatment plan; and
- Desire for improved access to patient-generated data.



AWAKE**TOGETHER** SUMMIT

SEPTEMBER 19, 2019

Our **AWAKE**TOGETHER**** Summit will explore these issues and more, with a focus on potential solutions.

Once again, engaged patient panelists will share their experiences. The meeting will demonstrate the value of a ground-breaking multi-disciplinary team approach from diagnosis to treatment coordination. The patient panels, live in-person and online participant polling, sleep apnea expert presentations, a keynote speaker, and group discussions will consistently show the value of deeper collaboration between patients, researchers and health care professionals.

AWAKETOGETHER**** once again will include several participation opportunities, including in-person attendance or remote attendance by live webcast. We expect to see the number of participants to be even higher than in 2018.

A work product derived from the 2018 meeting, sleepapnea.org's report, "Raising Voices For Progress In Treatment And Care", summarizing the findings of the summit, was distributed widely to key opinion leaders and stakeholders. We want to double the reach of the 2019 report.

The **AWAKE**TOGETHER**** Summit falls in the middle of our annual awareness and education campaign, SleepSeptember, which will promote the meeting every day prior to September 19 and will stream the meeting live on September 19.

Following the summit there will be an awareness campaign, to alert a wide range of patients and caregivers of the solutions proposed at the summit.

OUR REACH

sleepapnea.org draws on our large and varied patient community

SLEEP HEALTH MOBILE APP

12,600

USERS

- track sleep and activities of daily living, and
- participate in observational studies via Apple's Research Kit
- Version 3, for IOS and Android will be out shortly

FACEBOOK

92,000

LIKES

A robust community with active discussions, awareness and advocacy campaigns, peer-to-peer support and news dissemination

CPAP USERS

7,500

USERS

Over 7,500 users have received CPAP equipment packages over the last 3 years and stay in contact with us.

AWAKETOGETHER SPONSORSHIP

sleepapnea.org is offering sponsorship opportunities for the **AWAKETOGETHER** Summit that provide visibility throughout all summit activities, including pre-summit promotions, onsite at the summit, and in the summary report. Sponsorship is offered in consideration of an unrestricted educational grant to sleepapnea.org to defray costs associated with the meeting events, associated surveys, community outreach and educational activities, report production and a select number of travel scholarships for patients and caregivers to attend the meeting, the recipients of which will be chosen solely by sleepapnea.org.

AT A GLANCE

POPULAR SILVER	BEST GOLD	SPECIAL PLATINUM
\$10,000	\$25,000	\$50,000
<ul style="list-style-type: none">• Seating and meals for 1 company representative <p>NAME & LOGO RECOGNITION:</p> <ul style="list-style-type: none">• Event signage• Logo listed on the dedicated summit website• Logo in summit summary report• Option to purchase print ad in summit program	<ul style="list-style-type: none">• Seating and meals for 3 company representatives• Table exhibit option <p>NAME & LOGO RECOGNITION:</p> <ul style="list-style-type: none">• Event signage and recognition before during and after the summit (1/2 page print ad in summit program)• Logo listed on the dedicated summit and sleepapnea.org websites• Logo and acknowledgement in summit summary report• Mention in introductory and closing remarks• Seated with patient panelist or sleepapnea.org staff during event	<ul style="list-style-type: none">• Seating and meals for 6 company representatives• Table & representative in foyer <p>NAME & LOGO RECOGNITION:</p> <ul style="list-style-type: none">• Event signage and recognition before during and after the summit (Full page print ad in summit program)• Logo listed on the dedicated summit and sleepapnea.org websites• Logo and acknowledgement in summit summary report• Mention in introductory and closing remarks• Social Media recognition for 2 months leading up to event, and 1 month afterwards, including sleepapnea.org webinars• Seated with keynote healthcare speakers and Drs. during event



“ I HOPE THIS IS THE FIRST OF MANY, MANY IMPORTANT GATHERINGS OF OUR COMMUNITY TOGETHER WITH DIFFERENT STAKE HOLDERS IN AN INCLUSIVE, COLLABORATIVE MANNER SO WE CAN START MAKING A GREATER DIFFERENCE IN PEOPLE’S LIVES.

— Adam Amdur
Chief Patient Officer, *sleepapnea.org*
AWAKEINITIATIVE Sleep Apnea Meeting
June 8, 2018

