



## Promotional Opportunities

### ASTS-University of Cincinnati

Laparoscopic Donor Nephrectomy Workshop

Cincinnati, Ohio

April 1-2, 2016

**Deadline for all support opportunities is Monday, February 22, 2016.**

The American Society of Transplant Surgeons (ASTS) and the University of Cincinnati invite you to be part of the **Laparoscopic Donor Nephrectomy Workshop**, Friday April 1 and Saturday April 2, 2016, in Cincinnati, Ohio. We are pleased to offer you a variety of promotional opportunities that can be tailored to spotlight your commitment to the field of transplantation.

This course is designed to give participants a comprehensive review of the laparoscopic donor nephrectomy procedure, including the pre-operative workup and post-operative care. It will provide those new to the procedure an introduction to the minimally invasive approach and will offer the participants tools to expand their techniques.

Over two days, participants will view a live surgery where they will have the opportunity to ask questions during the procedure viewing; discuss topics such as patient and kidney selection, intraoperative techniques and pearls, and appropriate post-operative care in an interactive setting; and practice their skills in a cadaver lab.

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### Marketing Selections

**Meeting Flyer \$750** Provide a printed insert or brochure communicating your company's message or logo to attendees. *Unlimited available.*

#### Evening Dinner Sponsorship \$8,000

Sponsor a dinner for attendees on Friday, April 1. Attendees will see your company's support and message posted on signs in the dining room. You can also share a presentation with attendees during dinner. *One available, provided on a first-come, first-served basis.*

#### Hotel Key Cards & Card Holder \$2,500

Key cards are distributed upon check-in at the hotel front desk, and attendees carry their key cards with them wherever they go, giving your company's message or logo a unique and outstanding visibility. In addition, ASTS is offering double the exposure by including key card sleeves. *One available, provided on a first-come, first-served basis.*

#### Hotel Room Door Drop \$4,000

The door drop is distributed to the hotel rooms of all attendees and guests associated with the meeting room block. Attendees will find your company's message or logo right at their doorstep. Your door drop can be a bag that hangs on the door knob, a door hanger, or an artful flyer under the door. *Multiple available.*
















**Hotel Room Mirror Cling \$3,500**

Clings will be placed in attendee hotel rooms on bedroom or bathroom mirrors. Share your company message and highlight your support of the meeting to attendees as they spend time in their room! *One available, provided on a first-come, first-served basis.*

**Hotel Welcome Kits \$4,000**

Welcome bags will be distributed to attendees upon check in and can include your company message or logo showing your support of the meeting. Welcome kits could include bottled water, a company pen, light snacks, and a brief message about your company. *Kit materials will be organized by ASTS staff and given to the hotel by Thursday, March 31. All materials will need to be confirmed with the ASTS office no later than March 14, 2016.*

## Sponsorship Opportunities

	Bronze	Silver	Gold	Platinum
	\$2,500	\$5,000	\$10,000	\$20,000
<b>Attendee acknowledgements and recognition include:</b> <ul style="list-style-type: none"> <li>Venue signage with support acknowledgment</li> <li>Walk-in slides</li> <li>ASTS website</li> <li>Email blasts to attendees</li> </ul>				
<b>Acknowledgement in attendee welcome letter</b>				
<b>Sole sponsor for 1, 2, 3, or 4 of the following:</b> <ul style="list-style-type: none"> <li>Sponsor logo on notebooks</li> <li>Sponsor logo on USBs</li> <li>Sponsor water stations (<i>outside educational space</i>)</li> <li>Sponsor logo on napkins during lunch on April 1 &amp; 2</li> <li>Sponsor health snack break (<i>outside the educational space</i>)</li> <li>Sponsor of coffee station (<i>outside the educational space</i>)</li> </ul>	Choose 1	Choose 2	Choose 3	Choose 4
<b>Ad insert or brochure for meeting bags</b>				
<b>Other acknowledgments include:</b> <ul style="list-style-type: none"> <li>ASTS website</li> <li>ASTS Chimera</li> <li>Year-end corporate sponsorship acknowledgment in the <i>American Journal of Transplantation</i></li> </ul>			 Friend Circle	 Friend Circle
<b>Acknowledgement as lead sponsor onsite as well as recognition at the 2016 Annual ASTS Fellows Symposium</b>				

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## **Rules & Regulations**

To participate in the symposium's promotional activities, you must agree to comply with the following ASTS requirements:

- ASTS must approve all advertising artwork and descriptions on any supported item before distribution or production by the given deadline.
- Recognition and acknowledgments are subject to printing deadlines. Confirmation of support must be received by **Monday, February 22, 2016**.
- The fully executed sponsorship agreement must be received within 10 business days of verbal agreement.
- Cancellations: Any cancellation must be received in writing. Cancellations prior to **February 8, 2016**, will be refunded minus a \$300 administrative fee. *Fees will not be refunded after February 8, 2016.*
- As this is a course accredited for CME, all promotional activities must align with ACCME Standards, PhRMA, and AMA CEJA.

If there are opportunities you do not see on the list or you would like to request other options for items in the general support level, please contact the email below for consideration.

For any questions, email Maggie Kebler at [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) or call 703-414-7870.

Thank you for your support!