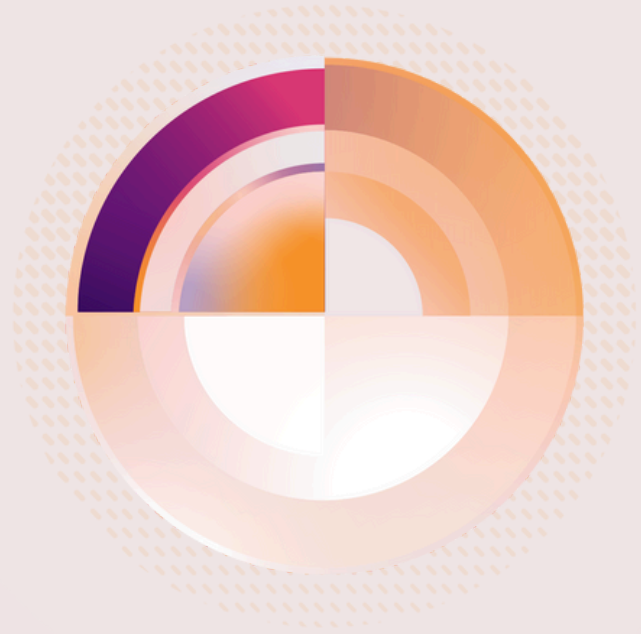




# ASTS

American Society of  
Transplant Surgeons



# 2025

## WINTER SYMPOSIUM

JANUARY 16–19 | PHOENIX, AZ

## SPONSORSHIP & MARKETING PROSPECTUS



# 2025 Winter Symposium

January 16–19, 2025

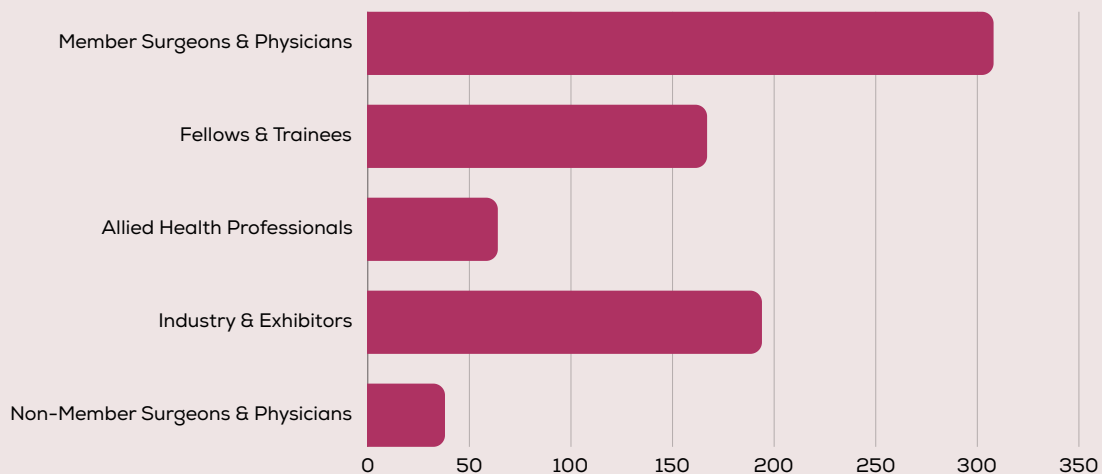
Sheraton Grand At Wild Horse Pass | Phoenix, AZ



Join ASTS in Phoenix for the 25th Annual Winter Symposium, where leading experts will convene to discuss critical topics and emerging technologies in transplantation. This event offers a prime opportunity to connect with top transplant professionals and showcase your company's innovations while building valuable relationships within the field. We hope to see you there!

## 2024 Winter Symposium: By the Numbers

Total Attendance: 771



**ASTS**  
American Society of  
Transplant Surgeons

### Contact ASTS

Ellie Proffitt  
Manager, Research & Development  
[ellie.proffitt@asts.org](mailto:ellie.proffitt@asts.org)

# General Support



## All General Support Levels Include:

- ✓ Onsite acknowledgement on signage and walk-in slides
- ✓ Pre- and post-meeting attendee list (*does not include email addresses*)
- ✓ Print acknowledgement in blast emails, ASTS Chimera e-newsletter, Winter Symposium webpage, and ASTS mobile app



## Premier Level

*Exclusive opportunity limited to one premier partner*

**\$150,000**

- ✓ Exclusive support of Saturday evening dinner and dancing, including branding, signage, and brief speaking opportunity
- ✓ Choice of **either** a sponsored lunch symposium or a **networking opportunity** listed below
- ✓ Choice of one **exclusive support opportunity** listed below
- ✓ Choice of one **orange marketing opportunity** listed below
- ✓ Choice of one **purple marketing opportunity** listed below
- ✓ First choice of exhibit kiosk placement
- ✓ Ten (10) complimentary registrations
- ✓ Virtual bag insert
- ✓ Four (4) sponsored mobile app push notifications



## Diamond Level

**\$100,000**

- ✓ Choice of **either** a sponsored lunch symposium or a **networking opportunity** listed below
- ✓ Choice of one **exclusive support opportunity** listed below
- ✓ Choice of one **orange marketing opportunity** listed below
- ✓ Preferred placement exhibit kiosk
- ✓ Eight (8) complimentary registrations
- ✓ Virtual bag insert
- ✓ Three (3) sponsored mobile app push notifications

# General Support



## All General Support Levels Include:

- ✓ Onsite acknowledgement on signage and walk-in slides
- ✓ Pre- and post-meeting attendee list (*does not include email addresses*)
- ✓ Print acknowledgement in blast emails, ASTS Chimera e-newsletter, Winter Symposium webpage, and ASTS mobile app



## Platinum Level

**\$75,000**

- ✓ Choice of **either** a sponsored lunch symposium or a **networking opportunity** listed below
- ✓ Choice of one **orange marketing opportunity** listed below
- ✓ Preferred placement exhibit kiosk
- ✓ Six (6) complimentary registrations
- ✓ Virtual bag insert
- ✓ Three (3) mobile app push notifications



## Gold Level

**\$50,000**

- ✓ Choice of one **orange marketing opportunity** listed below
- ✓ Choice of one **purple marketing opportunity** listed below
- ✓ Preferred placement exhibit kiosk
- ✓ Four (4) complimentary registrations
- ✓ Two (2) mobile app push notifications
- ✓ Virtual bag insert



## Silver Level

**\$30,000**

- ✓ Choice of one **purple marketing opportunity** listed below
- ✓ Preferred placement exhibit kiosk
- ✓ Two (2) complimentary registrations
- ✓ One (1) mobile app push notifications
- ✓ Virtual bag insert



# Marketing & Networking Opportunities



## Friday Evening Reception Sponsorship \$22,000

*exclusive support opportunity*

Gain face time for your company at an outdoor lawn game reception for all meeting attendees. Branded items to be determined between ASTS and sponsor.

## Hotel Key Cards & Sleeves \$22,000

*exclusive support opportunity*

Include your company's branding on the key cards and sleeves distributed upon check in at the hotel front desk.

## Branded Lanyards \$22,000

*exclusive support opportunity*

Highlight your company's logo on the badge lanyards distributed to all attendees.

## Sponsored Wi-Fi \$22,000

*exclusive support opportunity*

Attendees will enter your company's name each time they access Wi-Fi in the meeting space.

## Know Before You Go Email Sponsorship \$12,000

*orange marketing opportunity*

Display your company's banner ad at the top of the informational email sent to all Winter Symposium attendees the week of the conference. Exclusive opportunity.

## Tranquility Room \$12,000

*orange marketing opportunity*

Sponsor a calming space for attendees to take a moment to themselves to unwind during the meeting.

## Hotel Room Door Drop \$12,000

*orange marketing opportunity*

Attendees booked in the hotel block will find your company's message at their doorstep!

## Branded Hand Sanitizers \$12,000

*orange marketing opportunity*

Provided branded hand sanitizers to all attendees at the registration desk.

## Branded Sparkling Waters \$12,000

*orange marketing opportunity*

Individual branded bottles of sparkling water will be available to attendees.

## Branded Hotel Archway \$12,000

*orange marketing opportunity*

Design a branded archway graphic display in the entrance to the hotel conference area.

## Charging Station \$12,000

*orange marketing opportunity*

Provide an area for attendees to charge their devices.

# Marketing & Networking Opportunities



## Branded Seating Area \$8,000

### *purple marketing opportunity*

Work with our exhibit partner to design a seating area for attendees in the meeting area foyer. A variety of options are available.

## Window or Wall Cling \$8,000

### *purple marketing opportunity*

Work with our exhibit partner to design a wall or window cling that will be displayed in the meeting area of the hotel. Sponsor will work with ASTS to determine placement.

## Photo Booth Sponsorship \$8,000

### *purple marketing opportunity*

Print your company's logo on photos taken of attendees at the photo booth. Available during the Friday evening reception or Saturday evening dinner.

## Free-Standing Signage \$8,000

### *purple marketing opportunity*

Work with our exhibit partner to design free-standing signage that will be displayed in the meeting area of the hotel. A variety of options are available. Sponsor will work with ASTS to determine placement.

## Member Focus Group \$20,000

Gain an audience of ASTS members to discuss, brainstorm, or strategize your company's initiatives and priorities. ASTS will be responsible for attendee recruitment and meeting space. Any food and beverage costs will be sponsor's responsibility.

## Exhibit & Poster Reception Sponsorship \$15,000

### *networking opportunity*

Two available. Includes signage, branded napkins, and brief remarks from a company representative.

## Pipeline Reception Sponsorship \$15,000

### *networking opportunity*

Sponsor a networking opportunity for the future of transplantation! Includes signage, branded napkins, and brief remarks from a company representative.

## ATP Reception Sponsorship \$15,000

### *networking opportunity*

Sponsor the well-loved Advanced Transplant Provider reception! Includes signage, branded napkins, and brief remarks from a company representative.

## Affiliate Meeting Space *price varies*

Reserve a private meeting room at the Sheraton Grand at Wild Horse Pass for your company. Available by the day or half day. Audio visual services and food and beverage not included.

# Exhibit Opportunities



## Exhibitor Application

Please refer to the Winter Symposium webpage on [ASTS.org](http://ASTS.org) for the link to the online application.

Display and advertise your company mission or products by purchasing space in the exhibit hall. We are excited to streamline the exhibit hall at the 2025 Winter Symposium, and all available exhibit space will be in a standardized booth format. Each exhibitor will be provided with the same set up, including the following:

- 8' high by 10' wide graphic panel
- 43" monitor
- Pedestal table with black stretch cover
- Four (4) stools
- One storage credenza (30"H by 6'L by 18"D)
- One wastebasket
- Lead retrieval services
- Two (2) full-access complimentary registrations to the Winter Symposium

Exhibitors are not permitted to bring additional items for display in their booth not for demonstration purchases. Please refer to exhibitor rules & regulations below.

## Exhibit Booth Pricing

Regular exhibit booth rate: **\$4,000**

Non-profit exhibit booth rate: **\$2,000**

# Sponsored Symposia

ASTS welcomes our industry partners to purchase a sponsored symposia time slot to share their new and innovative products, technologies, and diagnostics. Sponsored symposia include the following:

- Presentation information on signage in registration area (*dependent on receiving symposium title by printing deadline*)
- Onsite acknowledgement on signage and walk-in slides
- Acknowledgement on ASTS website, mobile app, and blast emails
- Standalone email blast promoting symposium to all meeting attendees to be sent by ASTS

## Food & Beverage

The sponsor will be responsible for the ordering process and cost associated with food and beverage provided by the Sheraton Grand at Wild Horse Pass.

## Pricing

60 minute lunch slot: **\$25,000\***

*\*Symposia time slots are not exclusive and may have competing sessions*

## Schedule\*

Thursday, January 16, 11:00 am–12:00 pm

Friday, January 17, 11:30 am–12:30 pm

Saturday, January 18, 11:15 am–12:15 pm

*\*Draft schedule subject to slight changes*

# Exhibitor & Sponsor Rules & Regulations

*The American Society of Transplant Surgeons (ASTS) show management shall have full power in the interpretation and enforcement of all rules and regulations governing sponsors and exhibitors.*

## Assignment of Booth Space

Booth assignments will be made on a first-come, first served basis. Meeting sponsors will be given priority with booth locations. Non-profit booths will be assigned directly by ASTS and will not be placed in corner booth spaces. ASTS reserves the right to make any revisions necessary to the floor plan and may relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the ASTS Winter Symposium, the payment for exhibitor space will be fully refunded, minus the \$500.00 administrative fee. Exhibitors wishing to avoid assignment of space adjacent to that of a competitor should communicate this directly to ASTS. Careful consideration is given to all requests but requests are not guaranteed.

## Standard Booth Specifications

Exhibitors are not permitted to bring any other items (including additional signage) for display in the booth space that are not for demonstration purposes. Any items used for demonstration must fit within the 10x10 floor space. Giveaways and handouts are permitted. Booth graphics MUST be received by December 20. Exhibitors who send booth graphics in late may incur a fee. Please contact [Ellie Proffitt](#) if you require clarification.

## Payment

All payments must be received by December 20, 2024 and can be paid by check or online payment. Exhibit space will not be assigned or reserved without a completed exhibitor application and full payment.

## Important Dates

### November 15, 2024

- Exhibitor applications due to ASTS Office
- Cancellation deadline

### December 20, 2024

- Booth graphics due to exhibits partner

### December 20, 2024

- Payments due to ASTS Office

### January 8, 2025

- Exhibitor & Sponsor registration deadline
- Sponsors receive pre-registration list

## Registration and Badge Access

Any exhibitor, sponsor, or industry representative must register at the industry rate to attend the Winter Symposium. All industry registrations will include full access to the ASTS Winter Symposium. Exhibitors must register themselves using the information provided by the ASTS National Office prior to arriving on site. Sales and promotional activities are not permitted within the educational space.

## Cancellation

All cancellations must be submitted in writing to [Ellie Proffitt](#). The date of receipt of written notice will be the official cancellation date. Cancellations received on or before November 15, 2024 will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after November 15, 2024 will be responsible for paying the full amount.

## Failure to Occupy Space

Exhibit booth space not occupied by the exhibitor by 6:00 p.m. on Thursday, January 16, 2025, will be forfeited without refund to the exhibitor, and the space may be resold or used by ASTS. It is mutually agreed that in the event of cancellation of the 2025 ASTS Winter Symposium this agreement will be terminated.





# ASTS

American Society of  
Transplant Surgeons



## Contact ASTS



**Website**

[www.ASTS.org/WinterSymposium](http://www.ASTS.org/WinterSymposium)



**Phone**

704-414-7870



**Email Contact**

Ellie Proffitt, Manager, Research & Development  
[ellie.proffitt@ASTS.org](mailto:ellie.proffitt@ASTS.org)



**Social Media**

@ASTSChimera (X) / @ASTSconnect (Instagram)



**National Office**

1410 S. Clark St., Suite 1120, Arlington, VA 22202