

# The Future Is Now:

## Saving More Lives Through Transplantation

**18th Annual State of the Art Winter Symposium**  
January 11–14, 2018 | Loews Miami Beach Hotel | [ASTS.org/winter-symposium](http://ASTS.org/winter-symposium)

Exhibit Dates: Thursday, January 11, Friday, January 12, and Saturday, January 13, 2018

**Application deadline: Wednesday, November 15, 2017**

The most respected leaders in the field of transplant surgery are gathering in Miami in January for the ASTS 18<sup>th</sup> Annual State of the Art Winter Symposium. Don't miss this unique opportunity to get their attention!

The Winter Symposium focuses on the most important topics in transplant surgery, such as innovative science, legislative issues, clinical procedures, and regulation. It appeals to all members of the transplant surgical team and is the perfect forum to build or strengthen relationships with transplant surgeons, physicians, scientists, researchers, and allied health professionals.

Our attendees are enthusiastic about discussing the latest technologies, products, and services in

transplant—which is why it is crucial for your company to have a presence on the exhibit floor.

This year, we have scheduled several events in the exhibit hall with no competing sessions. During scientific sessions, the hall will be closed to allow exhibitors to attend the sessions or network with attendees. In addition, the closing dinner will offer a unique opportunity for member interactions.

We look forward to seeing you in Miami!

### ASTS Winter Symposium Attendee Demographics

Overall ASTS Membership	2017 WS Attendees Total: 550	2016 WS Attendees Total: 634	2015 WS Attendees Total: 544	2014 WS Attendees Total: 516
Surgeons: 65% Allied Health: 11% Trainees: 15% International: 4% Other (physicians, scientists): 5%	Members: 242 Non-members: 78 Trainees: 118 Industry: 94 Guest/Other: 18	Members: 291 Non-members: 73 Trainees: 139 Industry: 107 Guest/Other: 24	Members: 233 Non-members: 52 Trainees: 114 Industry: 107 Guest/Other: 38	Members: 227 Non-members: 62 Trainees: 98 Industry: 85 Guest/Other: 44

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### Why exhibit and advertise with ASTS now?

- Wide array of innovative methods to get your message in front of attendees
- Network with the most influential decision-makers in the field
- Keep up with the latest in the field of transplantation and be part of the conversation

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### Exhibit Hall Schedule

Exhibit hall hours allow all attendees access to the hall throughout the symposium to learn what's new and innovative in the field. In addition, four events will bring attendees into the exhibit hall at targeted times with no competing sessions. This year, the Exhibit Hall will be closed during session times to allow exhibitors to attend the scientific talks and network with attendees.

#### Thursday, January 11

**6:00 – 7:00 p.m. – Opening Exhibit Hall Reception**

#### Friday, January 12

**11:00 a.m. – 12:00 p.m. – Welcome Boxed Lunch**

**1:15 – 1:35 p.m. – Afternoon Coffee Break**

**3:05 – 3:25 p.m. – Afternoon Coffee Break**

**5:00 – 7:30 p.m. – Poster Session & Evening Exhibit Hall Reception**

#### Saturday, January 13

**7:00 – 8:00 a.m. – Breakfast available in the Exhibit Hall**

**10:40 – 11:00 a.m. – Morning Coffee Break**

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### General Support

Choosing a general support package is a cost-effective way to diversify your presence at the Winter Symposium.

All support opportunities will be offered on a first-contracted, first-confirmed basis. Only completed contracts with full payment enclosed will be considered. Incomplete contracts or contracts without payment enclosed will not be accepted.

General Support Levels	Bronze	Silver	Gold	Diamond	Platinum
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Venue Signage with Support Acknowledgement					
ASTS Website Recognition					
Email Blast & <i>Chimera</i> Recognition					
One 10 x 10 Exhibit Booth					
4 x 6 Meeting Bag Insert*					
8 x 10 Meeting Bag Insert*					
Number of Complimentary Registrations (separate from purchase of Exhibit Booth)	1	2	3	5	8
Sole Sponsor of an Evening Reception during the Pre-Meeting or Symposium					
Sponsor support recognition at 2 additional ASTS Meetings					

\* Distributed materials must be pre-approved by ASTS.

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### Exhibit & Marketing Opportunities

For additional opportunities not listed on this prospectus, please contact Maggie Kebler, Associate Director, Development, at [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org).

#### **Branded Benches \$1,200 (per bench)**

Park benches located on the 2<sup>nd</sup> floor of the Loews Hotel, throughout the registration area. Up to 4 are available for purchase.

#### **Column Wraps \$5,000 (each)**

Display your company's message in the foyer of the 2<sup>nd</sup> floor of the Loews Hotel. The wraps are 10 feet high and consist of 4 top panels and 4 bottom panels for your personalized artwork.

#### **Charging Lounge \$14,000 (outside exhibit hall)**

Located outside the exhibit hall, this offers high visibility to attendees while they charge their mobile devices. Your branding will be featured on the furniture backs and swing table tops.

#### **Daily Pocket Schedule \$8,000 (1 available)**

A daily pocket schedule with your corporate logo or message will be provided to attendees.

#### **Elevator Landing Floor Decals \$11,500 (single support)**

Highlight your company's message as soon as attendees exit or wait for the elevator! Decals are placed on the 2<sup>nd</sup> floor near registration and size can be customized based on your needs. Minimum decal size is 11.5" x 11.5".

#### **Escalator Cling \$11,500 (single support)**

Advertise your organization's name and logo on escalators between the main lobby and 2<sup>nd</sup> floor of the Loews Hotel. Cling will run up the center of the escalator, offering high visibility to attendees.

#### **Escalator Mat \$4,000 (single support)**

Showcase your company branding at the top of the 2<sup>nd</sup> floor escalator at the Loews, near registration, as attendees walk toward the meeting space.

#### **Exhibit Booth \$1,975 - \$2,475**

Display and demonstrate your company's products and services. Each 10x10 space has 3 ft high side rails and an 8 ft high back. Includes conference sign, mobile application listing and website recognition, and 2 complimentary registrations. Price is dependent upon selection of inline (\$1,975) or corner (\$2,475) booth.

#### **Exhibit Hall Foot Prints \$4,500**

Lead attendees to your booth from the entrance of the exhibit hall. Each decal is printed on a template and includes your corporate or product logo and booth number. Placement is per ASTS' discretion and cannot interfere with other booths.

#### **Hand Sanitizer Stations \$5,000 (2 dispensers)**

Help attendees keep their hands clean and reduce the spread of germs. Each station includes a poster of your artwork, an automated dispenser, and hand sanitizer. Stations can be placed near registration and/or in the exhibit hall.

#### **Hotel Key Cards & Sleeves \$16,250**

Key cards are distributed upon check-in at the hotel front desk. In addition, ASTS is offering double the exposure by including keycard sleeves.

#### **Hotel Room Door Drop \$8,500**

The door drop is distributed to all guest rooms associated with the meeting room block. Attendees will find your message at their door. The hotel will distribute bags on Friday, January 12, the largest night in the room block.

#### **Logo on Mobile Meeting App \$8,500 (single support)**

Advertise your corporate logo within the meeting app. The app offers a detailed look at the meeting's program, special events, and space layout, and your logo will be visible when users open the app and on the app landing page.

#### **Mobile App Push Notifications \$1,750 (per day, limit 2 supporters each day)**

Inform attendees about your booth and invite them to visit you during the scheduled breaks.

#### **Tote Bag Insert \$5,000**

Include a printed insert in the Symposium meeting bags distributed to all registered attendees. *All inserts must be pre-approved by ASTS.*

#### **Water Stations \$5,000**

Share your company message at water stations throughout the exhibit hall and non-educational meeting space.

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### Important Deadlines

#### November 15, 2017

- Applications due to the ASTS National Office.

#### November 22, 2017

- Cancellation deadline—\$300.00 processing fee will be deducted from the deposit fee. Any cancellations received after this date will be responsible for the total cost.

#### December 4, 2017

- Confirmation letters, details of exhibit space assignments, and exhibitor packets emailed.
- Deadline for company description.
- Deadline for notification of use of Independent Contractors.
- Deadline for Certificate of Insurance.
- Exhibitor registration opens.

#### December 22, 2017

- Payments due to the ASTS National Office.

#### December 31, 2017

- Badge registration deadline.

#### January 11 – 14, 2018

- ASTS 18<sup>th</sup> Annual State of the Art Winter Symposium

### Exhibitor Hours

**Thursday, January 11** | 6:00–7:00 p.m.

**Friday, January 12** | 11:00 a.m.–12:00 p.m.

| 1:15–1:35 p.m.

| 3:05 –3:25 p.m.

| 5:00–7:30 p.m.

**Saturday, January 13** | 7:00–8:00 a.m.

| 10:40–11:00 a.m.

### Booth Installation

**Thursday, January 11** | 1:00–5:00 p.m.

**Friday, January 12** | 8:00–10:00 a.m.

### Exhibitor Registration Hours

**Thursday, January 11** | 1:00–5:00 p.m.

**Friday, January 12** | 7:00 a.m.–5:00 p.m.

### Dismantle

**Saturday, January 13** | 1:00–4:00 p.m.

*Booth dismantling is not permitted before 1:00 p.m. on Saturday, January 13.*

*All exhibit material must be in place and ready for removal from the exhibit area by 4:00 p.m., Saturday, January 13.*



# ASTS 2018 Winter Symposium Exhibitor Application

*Please email to [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) by November 15, 2017*

## Contact Information

Company:

Contact person(s):

Address:

City:

State:

Zip:

Country:

Preferred Telephone Number:

Preferred Email:

## Booth Information

Booth Selection (10x10, 10x20 or 10x30):

Corner Space:

Inline Space:

Non-Profit Space:

Principle products to be displayed:

☐ Publications ☐ Instruments ☐ Equipment ☐ Pharmaceuticals ☐ Other (please explain):

Preferred locations (We understand and recognize that the assignment of space is at the sole discretion of the ASTS)

1<sup>st</sup>

2<sup>nd</sup>

3<sup>rd</sup>

Please list any companies you do not wish to be near:

**Please provide a description (max 75 words) of your company's services and/or products via e-mail to [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org).**

## Electronic Signature to Exhibit

By signing this application, you agree to exhibit at the 2018 ASTS Winter Symposium and you will be invoiced directly for payment. Payments can be made online or via check and must be received no later than Friday, December 22, 2017.

Signature:

**Phone:** 703-414-7870 **Email:** [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org)

American Society of Transplant Surgeons, 2461 S. Clark St., Suite 640, Arlington, VA 22202

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

In compliance with the ACCME's Standards for Commercial Support<sup>SM</sup>, educational materials that are part of a CME activity, such as slides, abstracts, and handouts, cannot contain any advertising, corporate logos, trade names, or product-group messages of an ACCME-defined commercial interest.

### REGISTRATION & BADGE ACCESS

Any exhibitor, sponsor, or industry representative must register online as an "Exhibitor" to attend the Winter Symposium prior to the pre-registration deadline of December 31, 2017. All Exhibitor registrations include full access to the ASTS Winter Symposium and tickets to the Winter Symposium Dinner. Industry representative attendance is subject to ASTS policies on interactions with attendees. Sales and promotional activities are not permitted within the educational space.

### TERMS OF PAYMENT

All payments must be received by **December 22, 2017**, and can be paid by check or online payment. Exhibit space will not be assigned or held without a completed application and full payment.

### CANCELLATION

Cancellations must be submitted in writing to Maggie Kebler, Associate Director, Development, at [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org). The date of receipt of written notice at the ASTS National Office will be the official cancellation date. If the selected marketing or support level is cancelled on or before **November 15, 2017**, all monies paid to date minus a \$300.00 processing fee will be returned to the exhibitor. Any cancellations after **November 15, 2017**, will be responsible for the total cost.

### ASSIGNMENT OF BOOTH SPACE

Space assignments will be made on a first-come, first-served basis, considering space configurations.

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. ASTS reserves the right to 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 administrative fee of \$300.00. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note this preference on the application. Careful consideration will be given to all such requests, but granting of requests cannot be guaranteed.

### FAILURE TO OCCUPY SPACE

Exhibit booth space not occupied by the exhibitor by 6:00 p.m. on **Thursday, January 11, 2018**, 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 2018 ASTS Winter Symposium due to fire, strikes, governmental regulations, war, acts of God, terrorism, or other causes that would prevent its scheduled opening or continuance, this contract will be terminated and the ASTS Council will determine an equitable basis for the refund of such portion of any fees paid as is possible, after due consideration of previous expenditures and commitments.