

2020



SUPPORT & MARKETING  
OPPORTUNITIES

AMERICAN SOCIETY OF TRANSPLANT SURGEONS

**ASTS**   
American Society of Transplant Surgeons®



What attendees say:

“The comradery is my favorite part.”—  
Dr. Nancy Ascher

“And it’s a small family. We all know  
each other, and it’s great.”—Dr. Kim  
Olthoff

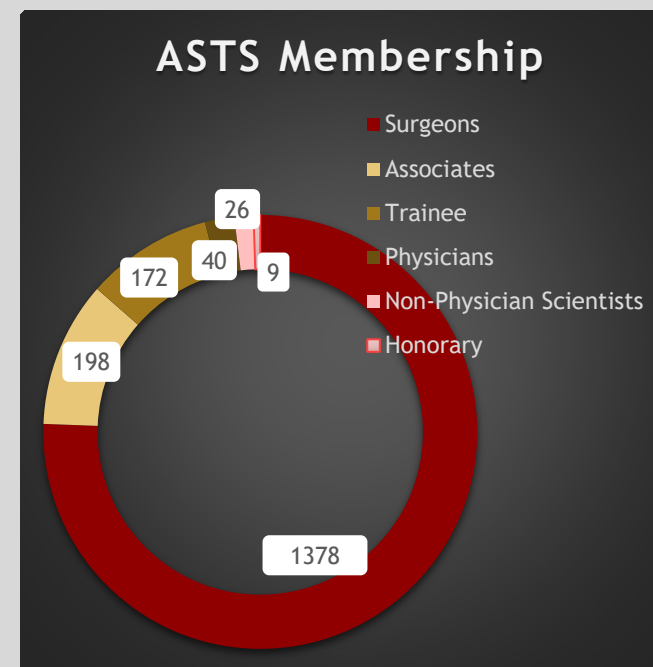
## Meeting Overview

The most respected leaders in the field of transplant surgery are gathering in Miami in January for the ASTS 20<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 surgical management, technical challenges, legislative issues, clinical procedures, organ procurement, and professional development. 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—so it’s crucial for your company to have a presence on the exhibit floor. We have scheduled four events in the exhibit hall with no competing sessions. In addition, the closing dinner will offer a unique opportunity for member interactions. We look forward to seeing you in Miami!

## ASTS Member & Attendee Demographics



## 2019 Winter Symposium Attendance

**713 Total Attendees**

Attendee Type	
ASTS Surgeon/Physician Members	301
Non-Members	104
Allied Health Professionals	35
Trainees (fellows, medical students, residents)	114
Industry & Exhibitors	126
Guest/Other	33

## The Details

The American Society of Transplant Surgeons (ASTS) invites you to be part of the 20<sup>th</sup> Annual State of the Art Winter Symposium, Thursday, January 9 through Sunday, January 12, 2020, at the Loews Miami Beach Hotel in Miami Beach, Florida.

## Contact Us

Maggie Kebler-Bullock  
Associate Director, Development  
Phone: 703-414-1608  
Email: [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org)

## General Support Packages

Choosing a general support package is a cost-effective way to diversify your presence at the Winter Symposium. Each package provides a variety of opportunities for exposure.

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.

All packages include:

- ❖ Recognition on meeting agenda\*
- ❖ Onsite acknowledgement on signage and walk-in slides\*
- ❖ Company name listed on ASTS.org meetings page\*
- ❖ Acknowledgement in ASTS *Chimera*
- ❖ Acknowledgement in various blast emails
- ❖ Final attendee registration list (registrant information does not include email addresses)

*\* Per ACCME guidelines, ASTS does not include company logos on educational materials. Company logo is only used on [Acknowledgement of Support](#) page within ASTS.org.*

“Keep up the good work and represent patients and represent the profession. I remember when it was an organization of a few hundred people; now it’s progressed way beyond that and it’s wonderful to be a part of that.”—Dr. Francis Wright

### Platinum Level \$100,000

Benefits include:

- ❖ Support of an Evening Exhibit Hall & Poster Reception, the ATP Reception or Product Theatre
- ❖ Eight meeting registrations (travel & lodging costs not included)
- ❖ One Hotel Door Drop
- ❖ Two push notifications
- ❖ One 10x20 exhibit booth
- ❖ One 8x10 tote bag insert

### Diamond Level \$75,000

Benefits include:

- ❖ Six meeting registrations (travel & lodging costs not included)
- ❖ One Hotel Door Drop
- ❖ Two push notifications
- ❖ One 10x20 exhibit booth
- ❖ One 8x10 tote bag insert

### Gold Level \$50,000

Benefits include:

- ❖ Three meeting registrations (travel & lodging costs not included)
- ❖ One column wrap
- ❖ Two push notifications
- ❖ One 10x20 exhibit booth
- ❖ One 8x10 tote bag insert

### Silver Level \$30,000

Benefits include:

- ❖ Two meeting registrations (travel & lodging costs not included)
- ❖ One push notification
- ❖ One 10x10 exhibit booth
- ❖ One 4x6 tote bag insert

### Bronze Level \$15,000

Benefits include:

- ❖ One meeting registration (travel & lodging costs not included)
- ❖ One 10x10 exhibit booth
- ❖ One 4x6 tote bag insert





## Advertising & Marketing

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

### **Branded Benches \$1,300 per bench**

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

### **Column Wraps \$6,000 each**

Display your company's message in the foyer of the 2nd 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 \$18,000 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 tabletops.

### **Elevator Floor Decals \$12,500 single support**

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

*"My favorite meeting is the ASTS Winter Symposium. We get to interact with some of the senior surgeons here who have been really tremendous mentors for us and hopefully can be collaborators in the future."—Dr. Jayme Locke*

### **Escalator Clings \$12,500 single support**

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

### **Escalator Mat \$4,500 single support**

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

### **Exhibit Hall Footprints \$5,000**

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 Sanitizers \$10,000 (for all attendees)**

Help attendees keep their hands clean and reduce the spread of germs during the meeting. 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 \$18,500 single support**

Key cards & sleeves are distributed upon check-in at the hotel front desk.

### **Hotel Room Door Drop \$9,000**

All attendees within the hotel room meeting block will find your company's message right at their doorstep. The hotel will distribute bags to attendees on Thursday, January 9 or Friday, January 10.

### **Meeting WiFi \$15,000**

Attendees will see your company name every time they access WiFi in the meeting area and general session room.

### **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.

### **Pocket Schedule \$9,000 single support**

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

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

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

### **Water/Refreshment Station \$5,000**

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

### **Window Clings \$4,500 each, multiple available**

Advertise your company message or lead attendees to your exhibit booth through branded window clings. Location of the clings will be selected with assistance of ASTS staff.

## Exhibit Opportunities

Display and demonstrate your company's products and services by purchasing a space within the exhibit hall! Purchase a 10x20 or 10x30 size space and really make a splash, or purchase one of our smaller booth spaces for more efficient marketing. Pricing is based on booth size and location.

Each space has 3 ft high side rails and an 8 ft high back and includes conference sign, mobile application listing, one badge scanner, and website recognition.

## Pricing

### Corner 10x10 Booth \$2,500

*\* 2 complimentary registrations included*

### Inline 10x10 Booth \$2,000

*\* 2 complimentary registrations included*

### Non-Profit 10x10 Booth \$1,200

*\* 1 complimentary registration included*

### 6x10 Booth \$1,700

*\* 1 complimentary registration included*

*\* Booths 1 thru 10*

### 6x8 Booth \$1,500

*\* 1 complimentary registration included*

*\* Booths 1 thru 10*

*Micro booths 1 thru 10 can be either 6x8 or 6x10 based on your needs.*

## Exhibit Hall & Product Theatre Schedule

### Thursday, January 9

11:00 a.m.-12:00 p.m. Product Theatre Lunch Symposium (*in Cowrie, level 3 of the Loews*)

2:10-2:35 p.m. Coffee Break

5:45-7:15 p.m. Exhibit Hall Reception & Poster Session A

### Friday, January 10

7:00-8:00 am Product Theatre Breakfast Symposium (*in Cowrie, level 3 of the Loews*)

11:00 a.m.-12:00 p.m. Product Theatre Lunch Symposium (*in Cowrie, level 3 of the Loews*)

11:45 a.m.-12:30 p.m. Networking in Exhibit Hall

2:15-2:35 p.m. Coffee Break

3:50-4:10 p.m. Coffee Break

5:30-7:00 p.m. Exhibit Hall Reception & Poster Session B

### Saturday, January 11

7:00-8:00 a.m. Breakfast in Exhibit Hall

7:00-8:00 am Product Theatre Breakfast Symposium (*in Poinciana 1-3, level 2 of the Loews*)

10:30-10:50 a.m. Coffee Break

12:45-1:45 p.m. Product Theatre Lunch Symposium (*in Poinciana, level 2 of the Loews*)

## Product Theatre Opportunities

ASTS welcomes our industry partners to purchase product theatre time to share their new and innovative products, technologies and diagnostics. ASTS has times available each day for a product symposium.

Each package includes the following:

- ❖ Presentation information within the printed AJT supplement/program
- ❖ Onsite acknowledgement on signage and walk-in slides\*
- ❖ Acknowledgement in ASTS *Chimera* and blast emails
- ❖ Attendee registration list for one-time use direct email to promote symposium.
- ❖ One email from ASTS to all attendees to advertise symposium.
- ❖ A/V set up and either classroom style or rounds.
- ❖ Two complimentary registrations
- ❖ One badge scanner
- ❖ Food & beverage through the Loews Hotel.

## Pricing

Breakfast Symposium (60 minutes) \$20,000

Lunch Symposium (60 minutes) \$30,000

## Locations

Product Theatres will be held in Cowrie, level 3 of the Loews on Thursday & Friday, and Poinciana 1-3, level 2 of the Loews on Saturday.

## Exhibitor Rules & Regulations

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

### Registration & Badge Access

Any exhibitor, sponsor, or industry representative must register as an “Exhibitor” to attend the Winter Symposium. All Exhibitor registrations will include full access to the ASTS Winter Symposium and tickets to the Winter Symposium Dinner. Exhibitors must provide their attendee information to the ASTS Office no later than January 5, 2020. Industry representative attendance is subject to ASTS policies on interactions with attendees. Sales and promotional activities are not permitted within the educational space.

### Failure to Occupy Space

Exhibit booth space not occupied by the exhibitor by 6:00 p.m. on Thursday, January 9, 2020, 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 2020 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.

### Assignment of Booth Space

Booth assignments will be made on a first-come, first-served basis. 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 \$300.00 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 are not guaranteed.



## Exhibit Hall Set Up

### Booth Installation

- ❖ Wednesday, January 8 | 7:00 – 11:00 p.m. (*large exhibitors*)
- ❖ Thursday, January 9 | 7:00 a.m. – 1:00 p.m.

### Booth Dismantle

- ❖ Saturday, January 11 | 1:45 – 5:00 p.m.

*Booth dismantling is not permitted before 1:45 p.m. on Saturday, January 11.*

*All exhibit material must be in place and ready for removal from the exhibit area by 5:00 pm, Saturday, January 11.*

## The Fine Print

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.

### Participation

To participate in any promotional activity, compliance with the following is required:

- ❖ ASTS approval on all advertising artwork and descriptions prior to production and/or distribution
- ❖ Fully executed Marketing Agreement prior to the start of the activity

### Payment

All payments must be received by **December 21, 2019** 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-Bullock**. The date of receipt of written notice will be the official cancellation date. Cancellations received on or before **November 15, 2019**, will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after **November 15, 2019**, will be responsible for paying the full amount.

"It's small, it's intimate, and it's a wonderful opportunity to meet other transplant surgeons and come up with new ideas on how to better take care of our patients."—Dr. Michael Englesbe

## Important Deadlines

### November 15, 2019

- ❖ Applications due to the ASTS National Office

### November 29, 2019

- ❖ Cancellation deadline\*

### December 6, 2019

- ❖ Confirmation letters, 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 21, 2019

- ❖ Payments due to the ASTS National Office

### December 31, 2019

- ❖ Badge registration deadline

### January 9-12, 2020

- ❖ 20<sup>th</sup> Annual State of the Art Winter Symposium

## Have More Questions?

Contact **Maggie Kebler-Bullock**, Associate Director, Development with any questions. We are here to make your experience the best it can be, and ensure your company is meeting its marketing goals.

## Join Us!

Our members want to meet you and get to know the companies that are committed to transplantation and our field. Submit an application and reach over 650 members of the transplant surgery community.

- ❖ ASTS offers a 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.

Contact ASTS today!

## Contact

Maggie Kebler-Bullock  
Associate Director, Development  
American Society of Transplant Surgeons  
1401 S. Clark Street  
Suite 1120  
Arlington, VA 22202  
Phone: 703-414-1608  
Email: **Maggie.kebler@asts.org**

# ASTS 2020 Winter Symposium Exhibitor Application

*Please email to [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) by November 15, 2019*

## Contact Information

Company: \_\_\_\_\_

Contact person(s): \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## Booth Selection

Booth Selection (10x10, 10x20, 10x30, 6x10 or 6x8): \_\_\_\_\_

Corner Space: \_\_\_\_\_ Inline Space: \_\_\_\_\_ Non-Profit Space: \_\_\_\_\_

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

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

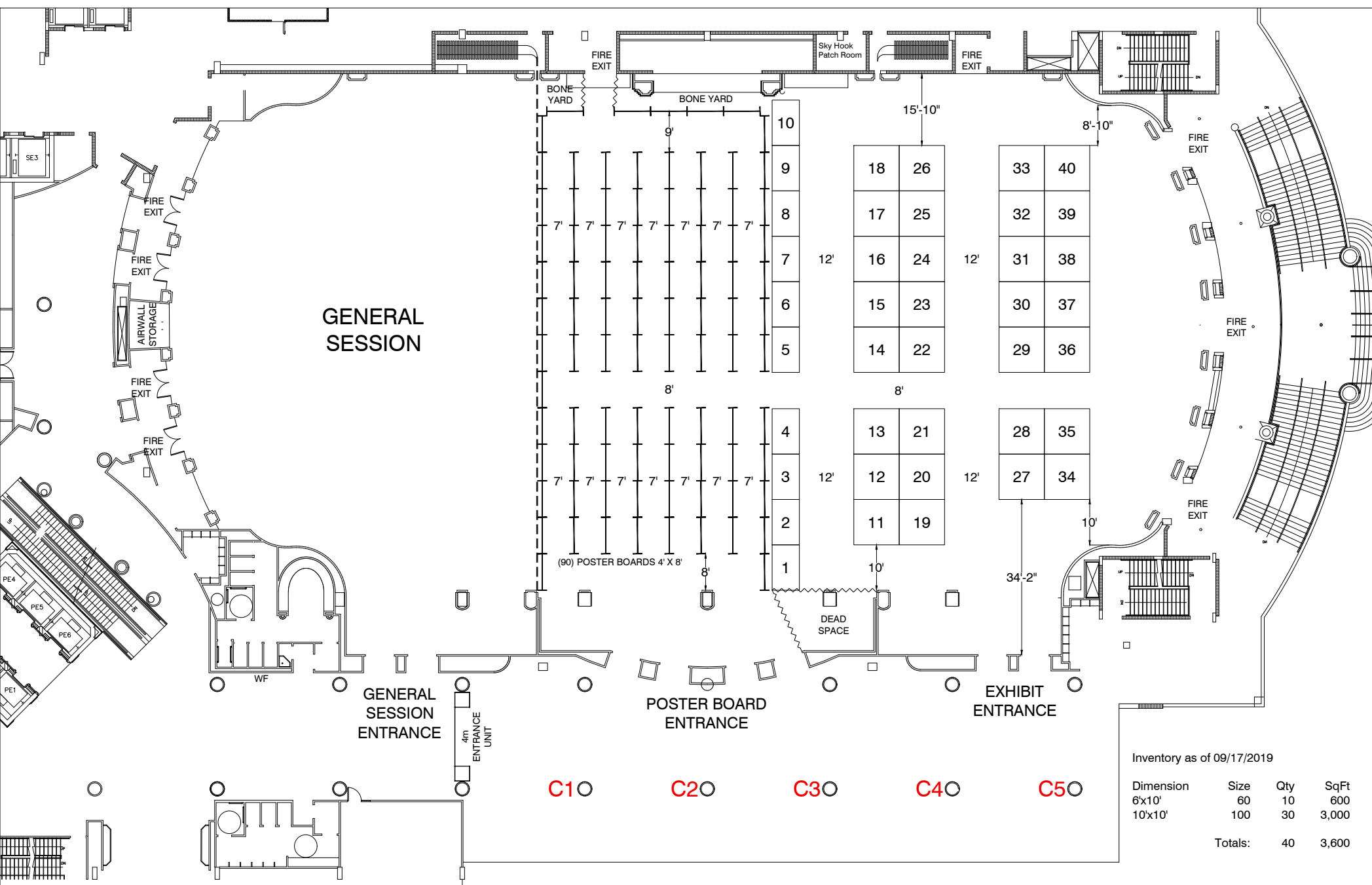
Please list any companies you do not wish to be near: \_\_\_\_\_

## Electronic Signature to Exhibit

By signing this application, you agree to exhibit at the 2020 ASTS Winter Symposium. You will be invoiced directly for payment. Payments can be made online or via check and must be received no later than Friday, December 21, 2019. Cancellations must be submitted in writing to [Maggie Kebler-Bullock](#). The date of receipt of written notice will be the official cancellation date. Cancellations received on or before **November 15, 2019**, will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after **November 15, 2019**, will be responsible for paying the full amount.

Signature: \_\_\_\_\_





# **ASTS 20TH ANNUAL STATE OF THE ART WINTER SYMPOSIUM JANUARY 9-12, 2020**

(30) 1-SIDED BOARDS 4' X 8' = (60) FACES  
(60) 2-SIDED BOARDS 4' X 8' = (240) FACES  
**TOTAL: (300) FACES 4' X 4'**

AMERICANA BALLROOM  
LOEWS MIAMI BEACH HOTEL  
1601 COLLINS AVE  
MIAMI BEACH, FL 33139

<b>EXPO</b> CONVENTION CONTRACTORS INC www.expocci.com 15959 NW 15th AVE. MIAMI, FL 33169 PHONE: (305) 751-1234 FAX: (305) 754-9402	DRAWING NO.:	<b>5</b>
	DATE:	<b>4-22-19</b>
	SCALE:	<b>N.T.S.</b>
	DRAWN BY:	<b>JLF</b>
	REVISIONS:	<b>9-17-19</b>
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