

2019

American Society of Transplant Surgeons  
19<sup>th</sup> Annual State of the Art Winter Symposium  
The Modern Transplant Surgeon: Striking the Right Balance  
January 10-13, 2019



SPONSORSHIP & MARKETING  
OPPORTUNITIES



## The Details

The American Society of Transplant Surgeons (ASTS) invites you to be part of the 19<sup>th</sup> Annual State of the Art Winter Symposium, Thursday, January 10 through Sunday, January 13, 2019, 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)

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 19<sup>th</sup> Annual State of the Art Winter Symposium. Don't miss this unique opportunity to get their attention!

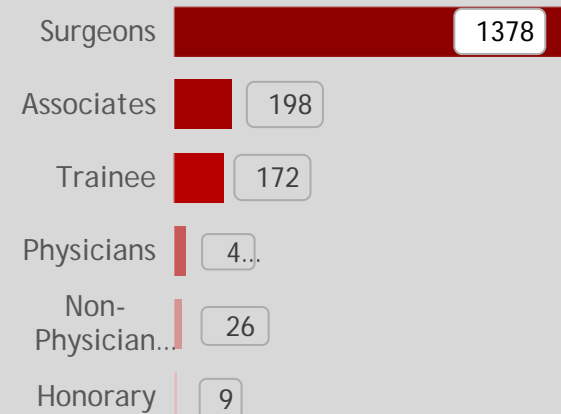
The Winter Symposium focuses on the most important topics in transplant surgery, such as surgical management, technical challenges, legislative issues, clinical procedures, organ procurement, and professional development. It appeals to all members of the transplant surgical team and is the perfect forum 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

### ASTS Membership



### 2018 Winter Symposium Attendance

#### 618 Total Attendees

Attendee Type	
ASTS Surgeon/Physician Members	259
Non-Members	54
Allied Health Professionals	41
Trainees (fellows, medical students, residents)	124
Industry	87
Guest/Other	53

## 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 in printed program\*
- ❖ 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

### Platinum Sponsor \$100,000

#### Benefits include:

- ❖ Sponsor support recognition at 2 additional ASTS meetings in 2019
- ❖ Sole sponsor of an Evening Reception
- ❖ Eight all-access meeting registrations (travel & lodging costs not included)
- ❖ One 10x20 exhibit booth
- ❖ One 8x10 tote bag insert

"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

### Diamond Sponsor \$75,000

#### Benefits include:

- ❖ Sole sponsor of an Evening Reception
- ❖ Five all-access meeting registrations (travel & lodging costs not included)
- ❖ One 10x10 exhibit booth
- ❖ One 8x10 tote bag insert

### Gold Sponsor \$50,000

#### Benefits include:

- ❖ Three all-access meeting registrations (travel & lodging costs not included)
- ❖ One 10x10 exhibit booth
- ❖ One 8x10 tote bag insert

### Silver Sponsor \$30,000

#### Benefits include:

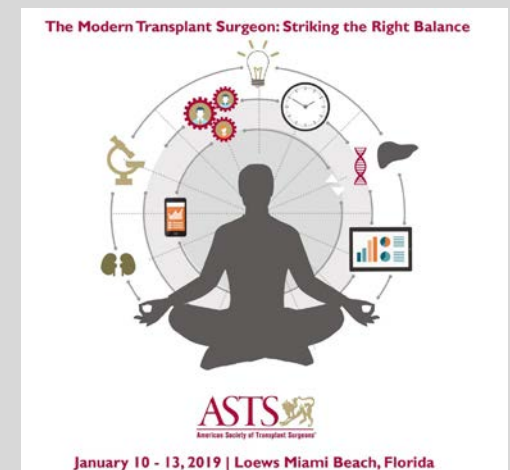
- ❖ Two meeting registrations (travel & lodging costs not included)
- ❖ One 10x10 exhibit booth
- ❖ One 4x6 tote bag insert

### Bronze Sponsor \$15,000

#### Benefits include:

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

*\* 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.*





## 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 \$1,200 *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 \$5,000 *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 \$15,000 *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.

### **Elevator 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 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 \$11,500 *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 \$4,000 *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 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.

### **Hotel Key Cards & Sleeves \$16,500 *single support***

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**

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 Friday, January 12, 2019.

### **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 \$8,000 *single support***

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

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

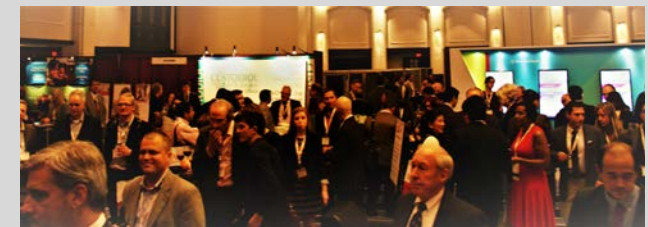
Include a printed bag insert in the Symposium meeting bags. Bags are distributed to all registered attendees. All inserts must be pre-approved by ASTS.

### **Water/Refreshment Stations \$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! Pricing is based on booth size and location.

Each 10x10 space has 3 ft high side rails and an 8 ft high back and includes conference sign, mobile application listing, one badge scanner, website recognition, and 2 complimentary registrations.

## Pricing

- ❖ **Corner 10x10 Booth \$2,475**
- ❖ **Inline 10x10 Booth \$1,950**
- ❖ **Non-Profit Booth \$1,150**

### 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 Schedule

### Thursday, January 10

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

### Friday, January 11

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

2:30-2:50 p.m. Afternoon Coffee Break

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

### Saturday, January 12

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

10:40-11:00 a.m. Morning Coffee Break

11:00 a.m. Exhibit Hall Closes

## Exhibit Hall Set Up

### Booth Installation

- ❖ Thursday, January 10 | 1:00-5:00 p.m.
- ❖ Friday, January 11 | 8:00-10:00 a.m.

### Booth Dismantle

- ❖ Saturday, January 12 | 12:30-3:30 p.m.

*Booth dismantling is not permitted before 12:30 p.m. on Saturday, January 12.*

*All exhibit material must be in place and ready for removal from the exhibit area by 3:30 pm, Saturday, January 12.*

## 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 online 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 register prior to the pre-registration deadline of December 31, 2018. 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 10, 2019, 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 2019 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.

## 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 Sponsorship & Marketing Agreement prior to the start of the activity

### Payment

All payments must be received by **December 22, 2018**, 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, 2018**, will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after **November 15, 2018**, 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, 2018

- ❖ Applications due to the ASTS National Office

### November 22, 2018

- ❖ Cancellation deadline\*

### December 4, 2018

- ❖ 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 22, 2018

- ❖ Payments due to the ASTS National Office

### December 31, 2018

- ❖ Badge registration deadline

### January 10-13, 2019

- ❖ 19<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 600 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  
2461 S. Clark Street  
Suite 640  
Arlington, VA 22202  
Phone: 703-414-1608  
Email: [Maggie.kebler@asts.org](mailto:Maggie.kebler@asts.org)

## ASTS 2019 Winter Symposium Exhibitor Application

Please email to [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) by November 15, 2018

### Contact Information

Company:

Contact person(s):

Address:

City:

State:

Zip:

Country:

Preferred Telephone Number:

Preferred Email:

### Booth Selection

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

Corner Space: ☐

Inline Space: ☐

Non-Profit Space: ☐

75-word Company Description:

Preferred locations (Please refer to the included exhibit hall layout for booth numbers. We understand and recognize that the assignment of space is at the sole discretion of ASTS)

1<sup>st</sup>

2<sup>nd</sup>

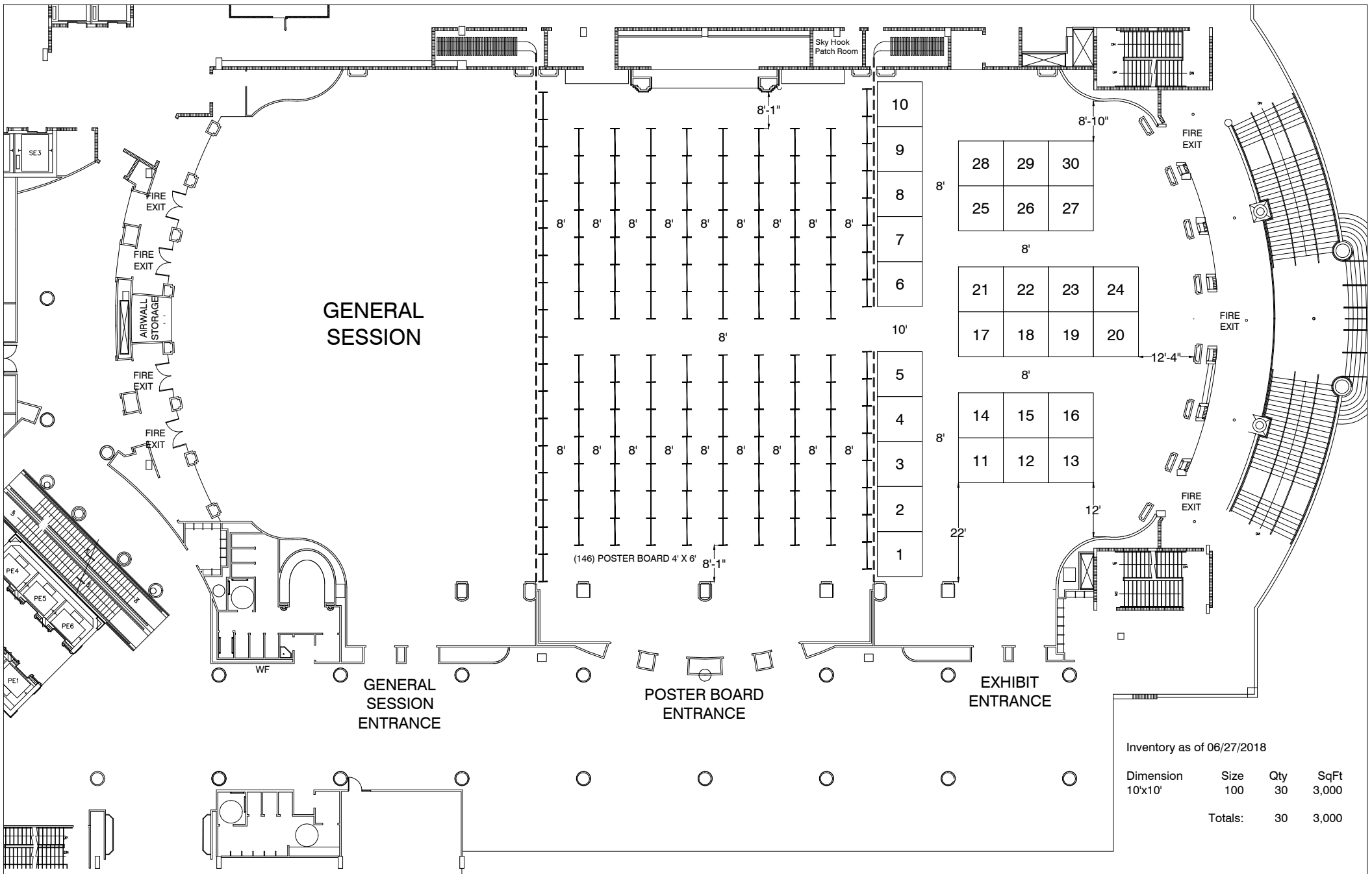
3<sup>rd</sup>

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 2019 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 22, 2018. 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, 2018**, will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after **November 15, 2018**, will be responsible for paying the full amount.

Signature:



Inventory as of 06/27/2018

Dimension	Size	Qty	SqFt
10'x10'	100	30	3,000
<b>Totals:</b>		<b>30</b>	<b>3,000</b>

**ASTS 19TH ANNUAL STATE OF THE ART  
WINTER SYMPOSIUM  
JANUARY 10-13, 2019**

**(34) 1-SIDED BOARDS 4' X 6'**  
**(112) 2-SIDED BOARDS 4' X 6'**

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

**EXPO**  
CONVENTION CONTRACTORS INC  
www.expocci.com  
15959 NW 15th AVE.  
MIAMI, FL 33169  
PHONE: (305) 751-1234  
FAX: (305) 754-9402

DRAWING NO.: **4A**  
DATE: **6-22-18**  
SCALE: **N.T.S.**  
DRAWN BY: **JLF**  
REVISIONS: **6-27-18**

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