

# ORGAN DONATION 2.0 TURNING IDEAS INTO ACTION



## EXHIBITOR PROSPECTUS

January 26–29, 2017

Loews Miami Beach Hotel

Exhibit Dates: January 27–28, 2017



# By exhibiting and advertising at the ASTS Winter Symposium, you will establish new relationships and strengthen existing ones.

We are once again assembling the top surgical transplant experts in Miami, Florida for the ASTS 17<sup>th</sup> Annual State of the Art Winter Symposium. The Winter Symposium offers you high visibility to the most respected leaders in the field.

The Winter Symposium is the premier event for transplant surgeons and professionals, focusing on the most important and relevant topics in the field 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 interact and build relationships with transplant surgeons, physicians, scientists, researchers, and allied health professionals.

Our attendees are enthusiastic about interacting with you to discuss 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. 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.

There are many opportunities offered in the following pages. By exhibiting and advertising at the Winter Symposium, you will establish new relationships and strengthen existing ones.

*We look forward to seeing you in Miami!*

## Our Mission

To advance the art and science of transplantation through leadership, advocacy, education, and training.

## Our Vision

Saving and improving lives with transplantation.

### Why exhibit and advertise with ASTS now?

- ▶ Increased exposure as attendance continues to grow
- ▶ 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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### Attendee Demographics

Overall ASTS Membership	2016 Attendee Total: 634	2015 Attendee Total: 544	2014 Attendee Total: 516
Surgeons: 65% Allied Health: 11% Trainees: 15% International: 4% Other (physicians, scientists): 5%	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

#### Open Exhibit Hours

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.

**Friday, January 27 | 11:00 a.m.–7:30 p.m.**

**Saturday, January 28 | 10:00 a.m.–1:15 p.m.**

#### Friday, January 27

**11:00 a.m.–12:00 p.m. – Exhibit Hall Opening, Welcome Boxed Lunch**

Before the symposium kicks off on Friday, all attendees are invited into the exhibit hall for a welcome boxed lunch. Attendees will get a chance to interact with you before heading into the afternoon sessions.

**2:00 – 2:15 p.m. – Afternoon Coffee Break**

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

The Friday evening reception in the exhibit hall allows attendees extended time to peruse the exhibits and gives you the opportunity to interact with them one on one. In addition to our exhibits, the hall showcases the poster presentations that highlight the strong scientific abstracts submitted to the ASTS Winter Symposium. Attendees will enjoy refreshments as they explore new science and technology.

#### Saturday, January 28

**10:25 – 10:45 a.m. – Morning Coffee Break**

**12:30 – 1:00 p.m. – Boxed Lunch**

Attendees will make their way into the exhibit hall for lunch before heading into the afternoon session.

#### Installation

Thursday, January 26 | 1:00–5:00 p.m.

Friday, January 27 | 8:00–10:00 a.m.

#### Registration Hours

Thursday, January 26 | 1:00–5:00 p.m.

Friday, January 27 | 7:00 a.m.–5:00 p.m.

#### Dismantle

Saturday, January 28 | 1:00–4:00 p.m.

*Booth dismantling is not permitted before 1:00 p.m. on Saturday, January 28.*

*All exhibit material must be in place and ready for removal from the exhibit area by 4:00 p.m., Saturday, January 28.*

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### General Support

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.

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 & Chimera 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.

\*\* 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.





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### Exhibit & Marketing Opportunities

#### **Advanced Transplant Provider Award \$5,000**

Each year, ASTS recognizes 1 individual for his or her time and efforts dedicated to advancing the practice, standards, and mentorship of Advanced Transplant Providers. Supporters will have the opportunity to present this award to the recipient during the recognition ceremony.

#### **Rising Star in Transplantation Award \$5,000 (per award)**

Each year, ASTS recognizes up to 2 members whose body of academic or scholarly work is original, significant, and potentially transformative to the field of transplant surgery. Supporters will have the opportunity to present this awards to the recipient during the recognition ceremony.

#### **Vanguard Prize Awards \$5,000 (per award)**

Each year, ASTS recognizes 2 junior members for their efforts in basic and clinical research. Supporters will have the opportunity to present these awards to the recipients during the recognition ceremony.

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

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

#### **Charging Lounge \$12,000 (outside exhibit hall) SOLD**

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 \$7,500 (1 available)**

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

#### **Elevator Landing Floor Decals \$10,000 (single support) SOLD**

Highlight your company's message as attendees exit or wait for the elevator! These floor decals will be placed on the 2<sup>nd</sup> floor near registration. Decal size and distribution can be personalized based on your needs. Minimum decal size is 11.5" x 11.5".

#### **Escalator Cling \$10,000 (single support) SOLD**

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) SOLD**

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 Booth \$1,950-\$2,475 (per 10x10 space)**

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 \$4,250**

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.

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

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 \$15,000 SOLD**

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 \$7,500**

The door drop is distributed to all guest rooms associated with the meeting room block. Attendees will find your company's message right at their doorstep. The hotel will distribute bags to attendees on Friday, January 27, 2017, as this is the largest night in the room block.

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### ~~Mobile App Push Notifications \$1,500 (per day, limit 2 supporters each day)~~ **SOLD**

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

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

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

## Important Deadlines

### **November 16, 2016**

- Applications due to the ASTS National Office.

### **November 21, 2016**

- 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.

### **November 30, 2016**

- Payments due to the ASTS National Office.

### **December 1, 2016**

- 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.

### **January 5, 2017**

- Registration deadline.

### **January 26–29, 2017**

- ASTS 17<sup>th</sup> Annual State of the Art Winter Symposium

## Previous Supporters

- Alliance for Paired Donation
- American Foundation for Donation & Transplantation
- Applied Medical, Inc.
- Artegraft, Inc.
- Astellas Pharma US, Inc.
- Biofusion, Inc.
- BK Ultrasound
- Bridge to Life
- Bristol-Myers Squibb
- Cleveland Clinic
- CSL Behring
- Cylex
- Cytonet, LLC
- Edda Technology Inc.
- ELSEVIER
- ERBE USA
- Essential Pharmaceuticals
- Genentech
- Gilead Sciences
- Glycorex Transplantation
- Immucor
- International Institute for the Advancement of Medicine
- MedSleuth, Inc.
- National Kidney Registry
- Novartis Pharmaceuticals
- Organ Recovery Systems
- OTTR Chronic Care
- Sanofi
- Thompson Surgical Instruments
- Transplant Connect
- Transplant Genomics
- United States Drug Testing Laboratories
- Veloxis Pharmaceuticals, Inc.
- Walgreens Specialty Pharmacy
- Waters Medical Systems, LLC
- Xyn Management
- XVIVO Perfusion



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

*Please email to [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) by November 18, 2016*

### Contact Information

Company:

Contact person(s):

Address:

City:

State:

Zip:

Country:

Telephone:

Fax:

Email:

### Booth Information

Total number of 10 x 10 booths:

Corner or Inline 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 American Society of Transplant Surgeons)

1<sup>st</sup>

2<sup>nd</sup>

3<sup>rd</sup>

Companies you do not wish to be near:

Companies you would like 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 2017 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 Wednesday, November 30, 2016.

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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### Regulations, Confirmation and Cancellation Information

*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 January 5, 2017. Industry representative attendance is subject to the 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 within 10 days of commitment to participate and can be made online via ASTS.org. **Full payments must be received by Wednesday, November 30, 2016.** 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, Grants Manager, at [maggie.kebler@asts.org](mailto:maggie.kebler@asts.org) by **Monday, November 21, 2016**. 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 21, 2016**, all monies paid to date minus a \$300.00 processing fee will be returned to the exhibitor. Any cancellations after **November 21, 2016**, 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. 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 26, 2017**, 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 2017 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.

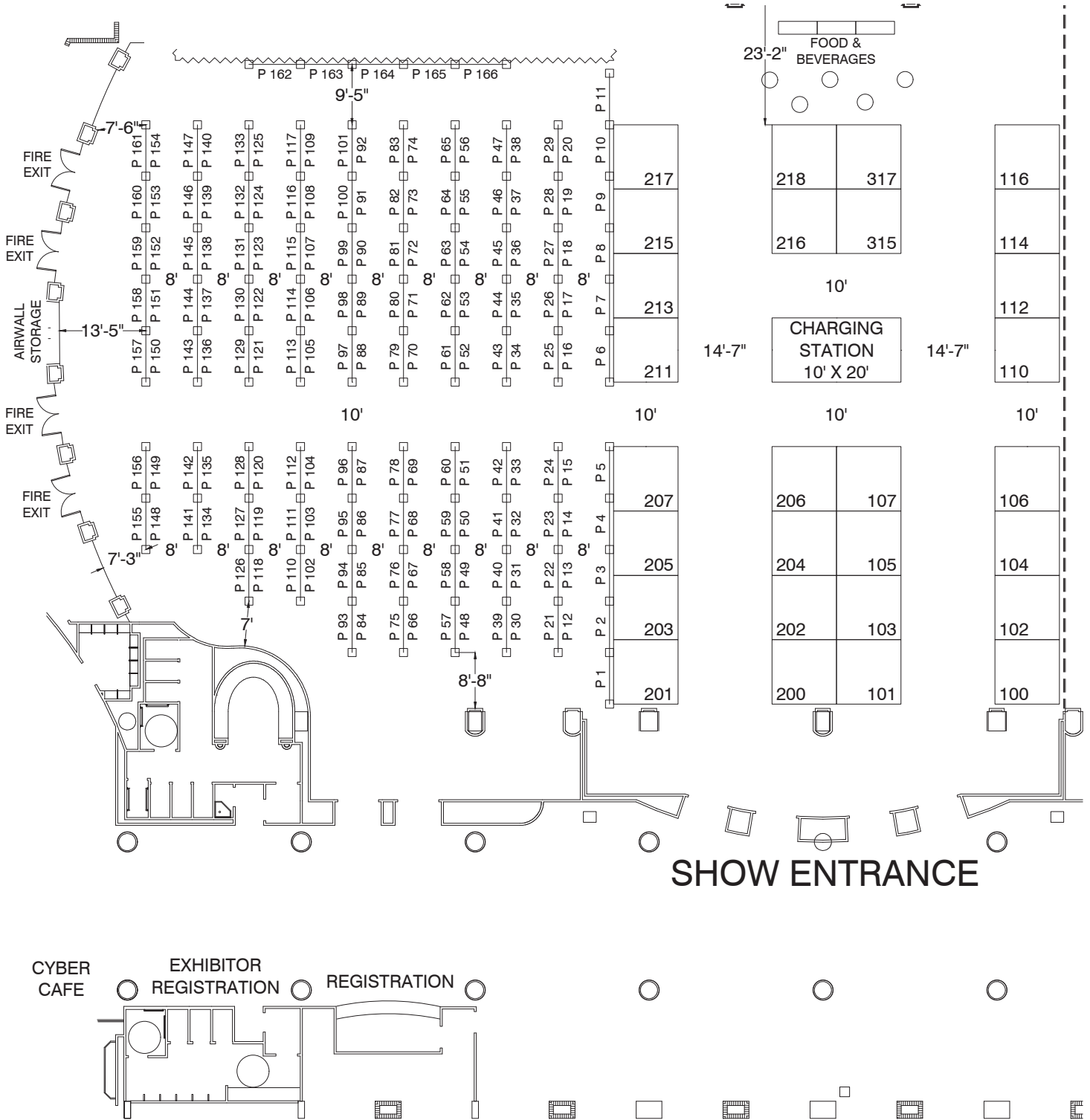


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# Exhibit Hall as of 8/30/2016



ASTS 17TH ANNUAL  
STATE OF THE ART WINTER SYMPOSIUM