

2021



State of the Apart Digital Conference

January 14 - 16, 2021

SUPPORT & MARKETING
OPPORTUNITIES

AMERICAN SOCIETY OF TRANSPLANT SURGEONS

ASTS 
American Society of Transplant Surgeons®



The Details

The American Society of Transplant Surgeons (ASTS) invites you to be part of our State of the Art Digital Conference, Thursday, January 14 through Saturday, January 16, 2021, through a digital media!

Contact Us

Maggie Kebler-Bullock, CFRE
 Director, Development
 Phone: 703-414-1608
 Email: 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

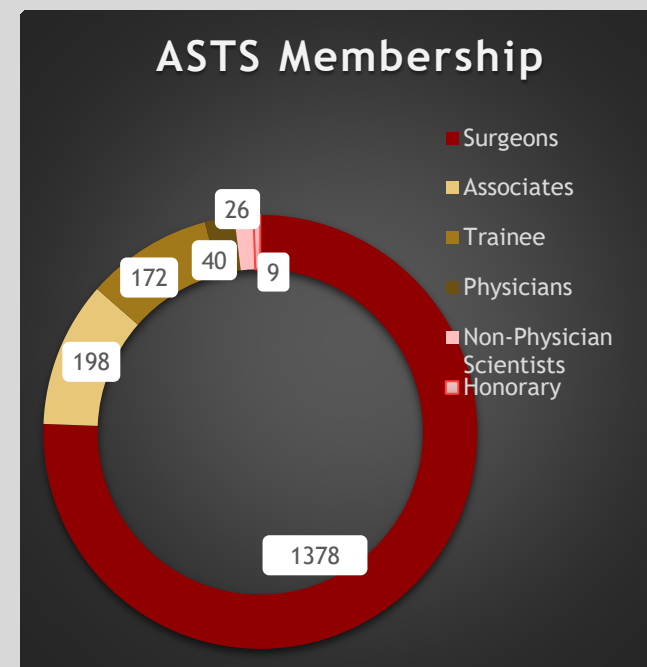
Meeting Overview

The 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.

This year we are taking our meeting digital, which will provide our attendees the flexibility of participating from the safety of their own space. We anticipate we will reach even more attendees, giving access to individuals who might not typically be able to attend.

Look through our offerings and find the marketing experience that fits not only your needs but our attendees needs. Now more than ever we need to remain connected. We hope you’ll join us!

ASTS Member & Attendee Demographics



2020 Winter Symposium Attendance

814 Total Attendees

Attendee Type	
ASTS Surgeon/Physician Members	311
Non-Members	69
Allied Health Professionals	107
Trainees (fellows, medical students, residents)	97
Industry & Exhibitors	190
Guest/Other	40

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:

- ❖ 90 second company video to be shown once a day, each day.*
- ❖ Recognition on meeting agenda**
- ❖ Acknowledgement on meeting website
- ❖ 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, commercials cannot be shown immediately before, after or during any educational content.*

*** 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.*

Platinum Level \$100,000

Benefits include:

- ❖ 75 meeting registrations
- ❖ Support of a morning Coffee & Conversations or wellness event
- ❖ Support of virtual lunch symposium or evening symposium.
- ❖ Two push notifications
- ❖ Platinum Exhibit Booth
- ❖ One virtual flyer
- ❖ One meeting bag insert
- ❖ Two promotional giveaways

Diamond Level \$75,000

Benefits include:

- ❖ 50 meeting registrations
- ❖ Support of a virtual lunch symposium or evening symposium.
- ❖ Two push notifications
- ❖ Platinum Exhibit Booth
- ❖ One virtual flyer
- ❖ One meeting bag insert
- ❖ One promotional giveaway

Gold Level \$50,000

Benefits include:

- ❖ 25 meeting registrations
- ❖ Support of morning Coffee & Conversations or wellness event
- ❖ Two push notifications
- ❖ Platinum Exhibit Booth
- ❖ One virtual flyer
- ❖ One meeting bag insert
- ❖ One promotional item

Silver Level \$30,000

Benefits include:

- ❖ 15 meeting registrations
- ❖ One push notification
- ❖ Platinum Exhibit Booth
- ❖ One virtual flyer
- ❖ One meeting bag insert
- ❖ One promotional item

Bronze Level \$15,000

Benefits include:

- ❖ 8 meeting registrations
- ❖ One push notification
- ❖ Platinum Exhibit Booth
- ❖ One virtual flyer
- ❖ One meeting bag insert
- ❖ One promotional item



Advertising & Marketing

For additional opportunities not listed on this prospectus, please contact Maggie Kebler-Bullock, CFRE, Director, Development, at maggie.kebler@asts.org

Virtual Lunch or Evening Symposium \$12,000 one per company

ASTS welcomes our industry partners to purchase virtual symposium time to share their new and innovative products, technologies and diagnostics. ASTS will coordinate an UberEats or DoorDash discount code to share with registered attendees. One-hour time slots available:

- ❖ Thursday, Jan 14 at 12:40 PM ET
- ❖ Thursday, Jan 14 at 6:00 PM ET
- ❖ Friday, Jan 15 at 11:30 AM ET
- ❖ Friday, Jan 15 at 5:00 PM ET
- ❖ Saturday, Jan 16 at 12:30 PM ET

Coffee & Conversations \$7,500 one per company

Each morning, ASTS will host 2 Zoom meetings for attendees to discuss transplant topics over coffee. Sponsorship includes an email message to attendees with your company's message and a 90 second video at the start of the event. Sponsoring company is also invited to attend the conversation and share a welcome message. **Topics to be determined.*

Morning Wellness Events \$7,500 one per company

In an effort to engage our attendees and encourage non-screen time, ASTS will promote morning wellness events, including:

- ❖ Morning Yoga with a branded yoga mat
- ❖ Morning Peloton ride
- ❖ Morning 5K

Sponsorship includes an email message to attendees with your company's message on wellness, as well as a 90 second video.

Other Events available for Sponsorship: \$9,000 per 1 hour event

Thursday, January 14 from 4:00 - 5:00 PM ET

- ❖ Career Development Conversation: Trainee & Fellow Fireside Chat
- ❖ Exhibitor Happy Hour - Sidecars & Science

Friday, January 15 from 4:00 - 5:00 PM ET

- ❖ Transplant Jeopardy
- ❖ ATP Happy Hour
- ❖ Grants Session & Workshop

Exhibit Opportunities

Be a part of the transplant conversation by participating in our virtual exhibit hall. Exhibit hall will be available for 1 year.

Exhibit Hall Times *(all times provided in Eastern Time)*

Thursday, January 14

- ❖ 9:30 – 10:00 AM
- ❖ 11:30 – 11:45 AM
- ❖ 12:45 – 11:40 PM
- ❖ 2:35 – 2:50 PM
- ❖ 4:00 – 5:00 PM

Friday, January 15

- ❖ 9:30 – 10:00 AM
- ❖ 11:30 AM – 12:30 PM
- ❖ 1:50 – 2:05 PM
- ❖ 4:00 – 5:00 PM

Saturday, January 16

- ❖ 9:30 – 10:00 AM
- ❖ 11:00 – 11:15 AM
- ❖ 12:30 – 1:30 PM
- ❖ 4:00 – 5:00 PM

Pricing

Platinum Booth \$5,000

- ❖ 5 complimentary registrations included

Gold Booth \$2,500

- ❖ 3 complimentary registrations included

Silver Booth \$1,250

- ❖ 2 complimentary registrations included

Bronze Booth \$500

- ❖ 1 complimentary registrations included

Optional Add-on for all tiers: Private Virtual Meeting Room at \$1,000

Join Us!

Our members want to meet you and get to know the companies that are committed to transplantation and our field. Participate in our new digital conference and get connected!

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 digital conference. All Exhibitor registrations will include full access to the digital conference and activities. Exhibitors must register no later than December 31, 2020. Sales and promotional activities are not permitted within the educational space.

Assignment of Booth Space

All exhibitors will work directly with PSAV to develop their virtual booth content and layout. The virtual layout is based on sponsorship and booth package size, and specific location requests will be determined between you, ASTS and PSAV.

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.

The Fine Print

In compliance with the ACCME’s Standards for Commercial SupportSM, educational materials that are part of a CME activity, cannot be displayed on any of the educational pages within the digital conference web app.

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

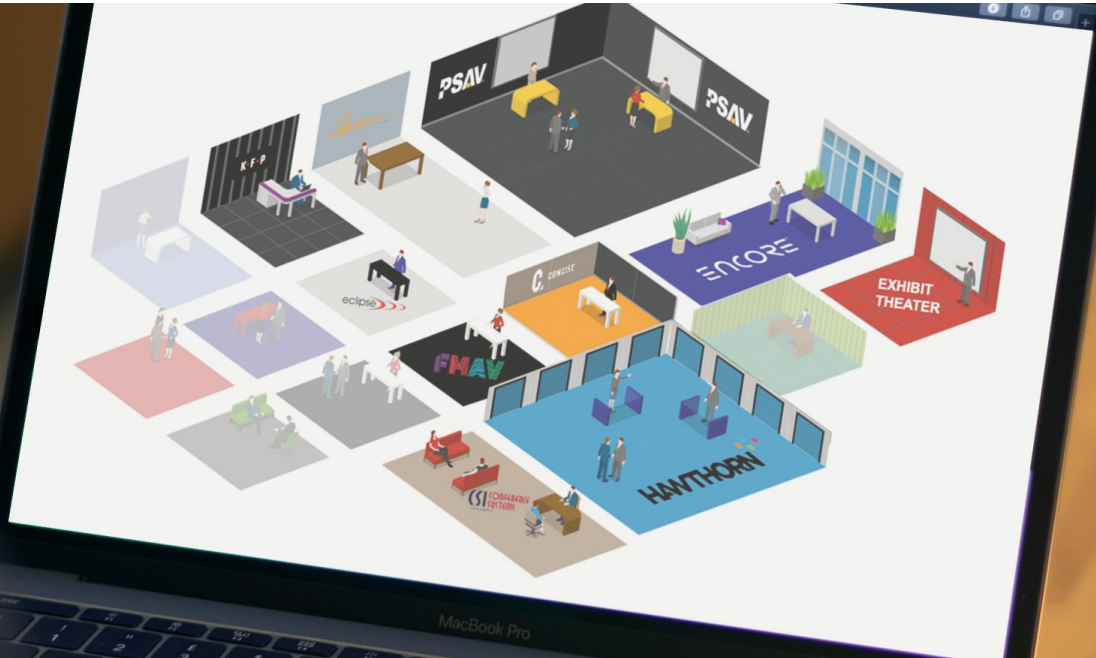
Payment

All payments must be received by **December 15, 2020** and MUST be paid online.

Cancellation*

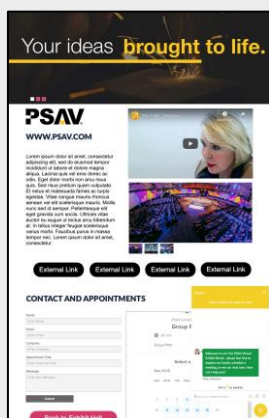
Cancellations must be submitted in writing to [Maggie Kebler-Bullock](#). The date of receipt of written notice will be the official cancellation date. Cancellations received on or before **November 15, 2020**, will be refunded all monies paid minus a \$250.00 processing fee. Cancellations received after **November 15, 2020**, will be responsible for paying the full amount.

For full exhibitor details from PSAV, please see next pages.



Virtual Exhibit Hall

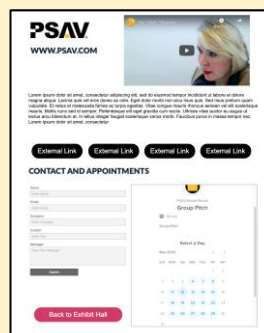
A virtual space for your exhibitors to showcase their products and meet virtually with attendees



Platinum

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Embedded Video
- Contact Form
- Meeting Scheduler
- External Links
- Chat
- Image Gallery
- Rotating Banner

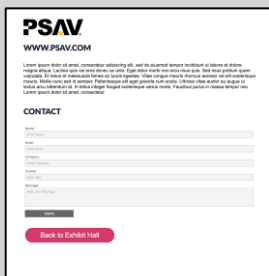
Total \$5,000.00



Gold

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Embedded Video
- Contact Form
- Meeting Scheduler
- External Links

Total \$2,500.00



Silver

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Contact Form

Total \$1,250.00



Bronze

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph

Total \$500.00

Optional Add-on for all tiers: Private Virtual Meeting Room - \$1,000.00

- PSAV Administrated Virtual Room with link on the exhibitor's page

Booth Elements

Layout and placement on following pages

Rotating Banner

Format: Landscape

Size: 2MB maximum per image

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Best Practice: Center text to accommodate scaling

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Format: Exhibitor provides link and display text

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Image Gallery

Format: Landscape

Size: 2MB maximum per image

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Introductory Paragraph

Word Limit: 150 words

Product / Demo Links

Character Limit: 20 / (**Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px)

Meeting Scheduler

Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide PSAV with an embed code

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

Chat

Format: Exhibitor will setup an account customize their chat on <https://www.tawk.to/> and provide PSAV with an embed code

Platinum Booth Elements

Rotating Banner

Format: Landscape

Size: 2MB maximum

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Best Practice: Center text to accommodate scaling

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Exhibitor Weblink

Introductory Paragraph

World Limit: 150 words

Image Gallery

Format: Landscape

Size: 2MB maximum

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Product / Demo Links

Character Limit: 20 / **Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px

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Chat

Format: Exhibitor will setup an account customize their chat on <https://www.tawk.to/> and provide PSAV with an embed code

Gold Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Introductory Paragraph

Word Limit: 150 words

Product / Demo Links

Character Limit: 20 / (**Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px)

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

Meeting Scheduler

Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide PSAV with an embed code

Silver Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Introductory Paragraph

World Limit: 150 words

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

Bronze Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Introductory Paragraph

World Limit: 150 words

ASTS 2021 Digital Conference Interest Form

Please email to maggie.kebler@asts.org by November 15, 2020

Contact Information

Company: _____

Contact person(s): _____

Address: _____

City, State & Zip: _____

Phone Number: _____

Email: _____

Booth Selection

Booth Selection (Platinum, Gold, Silver or Bronze): _____

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, 2020**, will be refunded all monies paid minus a \$250.00 processing fee. Cancellations received after **November 15, 2020**, will be responsible for paying the full amount.

Signature: _____

