



Annual Meeting

Conference: February 26 - March 1, 2025

Exhibits: February 26 - 28, 2025

Philadelphia Marriott Downtown • Philadelphia, PA

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS (ACOG)
COUNCIL ON RESIDENT EDUCATION IN OBSTETRICS AND GYNECOLOGY (CREOG)
ASSOCIATION OF PROFESSORS OF GYNECOLOGY AND OBSTETRICS (APGO)

Amplify your presence by participating in
advertising and sponsorship opportunities!



Promote your key takeaway messages through sponsorships and advertising. Increase your booth traffic, generate more leads, create a buzz, separate yourself from the crowd and position your company as an industry leader. Keep your company in your buyer's mind long after the conference comes to a close!

IMPORTANT RESTRICTIONS

Use of the names American College of Obstetricians and Gynecologists (ACOG), the Council on Resident Education in Obstetrics and Gynecology (CREOG), Association of Professors of Gynecology and Obstetrics (APGO), or the ACOG Foundation Insignia, Logos or Acronyms, or the convention show logo is expressly prohibited from being used by exhibitors in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during and/or after the meeting. ACOG, CREOG, APGO and ACOG Foundation insignias, logos and acronyms are properties of those respective organizations and may not be used without prior written permission. Booth activities and educational/symposia events or receptions cannot be promoted together on the same promotional literature.

CREOG and APGO can only be used in a sentence following the company name and booth number. CREOG and APGO should never be used on any promotional piece without written approval in advance. All literature must be submitted to Shirley Harris at shirley.harris@spargoinc.com for approval per the guidelines set forth below. The only exceptions are the statements similar to the following that can be used on booth promotional mailing pieces:

"Visit XYZ Industries at booth #450 at the 2025 CREOG & APGO Annual Meeting in National Harbor, MD."

"Stop by and let Raven Medical Company at booth #1330 show you how to fly at the 2025 CREOG & APGO Annual Meeting."

"Visit Hunter & Fisher at booth #824 at the 2025 CREOG & APGO Annual Meeting, February 26 - March 1 in Philadelphia."

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. At no time is distribution of promotional material permitted by an exhibitor anywhere within the convention hotel (other than in exhibit space), hotel lobbies, shuttle buses, restrooms, or other common areas. Companies that distribute information outside of ACOG and APGO's approved marketing opportunities will have their materials removed and destroyed.

Contact Emily Dowling at
apgoexhibits@spargoinc.com
for more information on
any of the advertising
opportunities below.

Advertising Opportunities

ATTENDEE EMAIL BLASTS

Pre-Show eBlast - \$1,850 | 3 Opportunities Available
Post-Show eBlast - \$2,000 | 3 Opportunities Available

Invite registrants to your booth or follow-up with meeting attendees with a pre-show email blast. Your email must be used to promote a product or service devoted to obstetrics and gynecology health care education. Attendee emails will not be released and are not sold. Only one email will be sent on each of the below days. Email blast date will be scheduled upon receipt of total payment and will be assigned on a first-come, first-served basis. Email content must be approved by ACOG and APGO.

Available eBlast Dates

- Pre-Show will be: February 18, 19, 20
- Post-Show will be: March 4, 5, 6

CONFERENCE WI-FI

\$5,000

Your support allows attendees to enjoy free wireless internet. Your support will be recognized on onsite signage as well as the login page of this much valued complimentary service.

MOBILE APP PUSH MESSAGES

\$1,000 each | 1 per Exhibiting Company, up to 3 Messages per Day

Exhibitors may purchase push messages in the CREOG & APGO Annual Meeting app. Push messages will be sent out in the order that content is approved from February 26 – March 1. Content must be approved by ACOG and APGO.

- Title of Alert: 40 characters max, including spaces
- Description: 200 characters max, including spaces

Offerings and pricing are subject to change.



EXHIBIT BOOTH FOOD & BEVERAGE TRAFFIC ACCELERATORS

The Philadelphia Marriott Downtown has a host of exhibitor booth food and beverage traffic accelerators. Exhibiting companies will work directly with the hotel to order. Menus and order forms can be found in the Exhibitor Service Manual. Pricing varies.

*Advertiser/sponsor must provide **high-resolution logo files and/or camera-ready artwork** by the content due date indicated. Send all files to Shirley Harris at shirley.harris@spargoinc.com. Failure to meet content due dates may result in a forfeiture of any opportunity or a late fee of 20% of the cost of the opportunity. Advertising and sponsorship opportunities are non-refundable.

CONFERENCE ID BADGE LANYARDS

\$7,000 Rights Only | Exclusive

Put your company name and logo around the neck of every conference attendee. Exhibitor must ALSO purchase both the ribbon lanyard and alligator clip clear vinyl badge sleeves. Specifications, logistics, and deadlines will be provided to sponsor. Design must be approved by ACOG and APGO.

ENHANCE YOUR PRESENCE.

Secure your advertising or sponsorship opportunity today.
703-631-6200 | 800-564-4220 | apgoexhibits@spargoinc.com



Sponsorship Opportunities

Affirm and publicize your company's commitment to ob-gyn education, spotlight your company's message and reach prospective clients by participating in one or more CREOG & APGO Annual Meeting sponsorship opportunities. ACOG and APGO will work with sponsors to follow all current regulatory agencies' guidelines and codes of ethics.

All corporate sponsors will be recognized by:

- Listing as a sponsor in the meeting app
- Logo on conference signage
- Logo on APGO website under meeting sponsors

Customized sponsorship packages, as well as packages for breaks and meals, are also available upon request.

WELCOME RECEPTION

\$20,000 | Exclusive

Sponsor will be acknowledged with signage during the event in the Exhibit Hall. Sponsor may also display pre-approved flyers and beverage napkins at multiple mutually agreed upon locations in the Exhibit Hall during the reception. Flyer and final proof of beverage napkin must be submitted for approval. Sponsor is responsible for bringing all flyer copies and beverage napkins to the conference.

CONFERENCE MORNING OR AFTERNOON BREAKS IN THE EXHIBIT HALL

\$7,500 per break | Each Exclusive

There are four conference breaks available. Sponsor(s) will be acknowledged with signage during the event in the Exhibit Hall. Sponsor may also display pre-approved flyer at multiple mutually agreed upon locations in the Exhibit Hall during the breaks. Flyer must be submitted for approval. Sponsor is responsible for bringing all flyer copies to the conference.

SKYBRIDGE WINDOW CLINGS

\$12,500 for 6 Window Clings | Exclusive

Catch the eye of attendees as they walk from the General Session Salons to the session rooms with your branding and messaging in this cannot miss opportunity.

COLUMN WRAPS

Registration Lobby: \$18,500

4th Floor Pre-Function Space: \$15,000

Elevate your brand's visibility by sponsoring column wraps in prime, high-traffic areas! Located in the registration lobby and the 4th-floor pre-function space, these prominent wraps ensure your message stands out to attendees as they register, network, and navigate between sessions. Capture their attention and reinforce your brand presence at every turn—don't miss this opportunity to make a lasting impression!

ESCALATOR CLINGS

\$30,000 | Exclusive

Drive your brand message home with escalator clings that span from the lobby to the 3rd floor! These eye-catching placements keep your brand front and center as attendees move between key event spaces. Escalator clings are a high-impact opportunity to ensure continuous visibility and engagement, providing memorable touchpoints on attendees' journey throughout the meeting.

ESCALATOR BANK WITH RUNNER

\$15,500 | Exclusive

Take your brand to new heights with escalator clings and runners on the Level 3 to Level 4 escalator bank. This prominent placement ensures that your message catches the eye of every attendee as they transition between floors. Maximize exposure where it matters most—on the move and in full view!

TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$2,500 per Set of 5 | 2 Opportunities Available

Place your branding on one or more sets of the table attendees will use during the breaks, reception, or just "taking five." Tables will be placed in the aisles throughout the Exhibit Hall.

METER BOARDS

\$1,850 | 6 Opportunities Available

Your branding and messaging will be displayed prominently on these double-sided boards located in the Lobby area.



HOTEL KEY CARDS

\$7,500 Rights Only | Exclusive

Make an impression as attendees arrive in Philly! Customized key cards with your personalized design will be distributed to meeting attendees upon check in at the official hotels. Sponsor is responsible for the cost to design, produce, and distribute the key cards.

LIGHT BOX CUBE

\$6,500

Shine a spotlight on your brand with a high-impact light box cube! Placed in a key location, this illuminated display captures attention and showcases your message in a sleek, modern format. Make your brand unforgettable with this powerful, eye-catching sponsorship opportunity!

BETSEY, LUCY, AND ANARCA DAY OF RECOGNITION OPPORTUNITY

\$10,000 | Exclusive

Join us in honoring the legacy of Betsey, Lucy, and Anacra Day with a meaningful sponsorship of this commemorative event in Salon E-H on February 28. As a sponsor, your brand will stand alongside a tribute that resonates with attendees, fostering connections through shared respect and recognition. Be part of this memorable celebration and showcase your brand's commitment to honoring the past while looking to the future.

Sponsorships

	Gold \$50,000	Silver \$25,000	Bronze \$15,000	Investor \$10,000	Friend \$5,000
Recognition as a Sponsor on Signage	Yes	Yes	Yes	Yes	Yes
Recognition as a Sponsor in Meeting App	Yes	Yes	Yes	Yes	Yes
Push Messages in the Meeting App	1	1	1		
Exhibit Booth Space (8' x 20')	Yes	Yes			
Exhibit Booth Space (8' x 10')			Yes		
Conference Registration	2	1			

***Sponsor must provide high-resolution logo files and/or camera-ready artwork for meeting signage, email blasts and print advertisements by February 6, 2025. Send all files to Shirley Harris at shirley.harris@spargoinc.com. Failure to meet this deadline may result in forfeiture of any print advertising recognition. Sponsorships are non-refundable.**

Offerings and pricing are subject to change.

Build your brand in 2025! Contact Emily Dowling, Senior Sales Manager, to secure your opportunities today! 703-631-6200 | 800-564-4220 | apgoexhibits@spargoinc.com