



ACOG

The American College of
Obstetricians and Gynecologists

SPONSORSHIP & ADVERTISING OPPORTUNITIES | **2020 Annual District Meetings**

*Secure your marketing and
support opportunities today!*

Districts I, V and VI: Montreal, QC, Canada | August 21-23, 2020

Districts VII, VIII and IX: Kapalua, HI | October 1-3

District X (Armed Forces): Tacoma, WA | October 4-7

District IV: Norfolk, VA | October 9-11

District XI: Bastrop, TX | October 16-18

acogexhibits@spargoinc.com | 703-631-6200 | acog.org/admexhibits



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Exhibitor Marketing Opportunities

To help your company maximize its exposure at ACOG's Annual District Meetings, we offer multiple marketing opportunities for purchase. Marketing opportunities are exclusively available to exhibiting companies.

RECEPTION **\$7,500**

Sponsor the meeting's Reception. Food stations will be positioned in close proximity to the sponsor's exhibit space. Recognition on signage will be displayed throughout the reception. Sponsoring companies may also provide branded napkins for use at their sponsored station(s).

ACOG KIDS CAMP **\$5,000 EXCLUSIVE**

Kids Camp will welcome children ages 3 months through 12 years* with scheduled activities, arts and crafts, and much more. By supporting this opportunity, you are providing a safe, secure, entertaining and educational experience for the children of our attendees.



* District VII, VIII & IX Kids Camp for ages 3-12 years

TECHNOLOGY SPONSOR **\$5,000**

A lot of technology goes into making an Annual District Meeting a success, from AV to the meeting mobile app. Help us provide our attendees with the optimal education experience by sponsoring the meeting technology.

ATTENDEE WATER BOTTLES **\$2,500 EXCLUSIVE**

Sponsor the official water bottle for the Annual District Meetings. Each attendee will receive a water bottle at registration. Water bottles will be purchased and provided by sponsoring company after design approval from ACOG. This sponsorship is open to non-pharma and non-medical device exhibiting companies only.

ATTENDEE REGISTRATION BAGS **\$2,500 EXCLUSIVE**

Sponsor the official registration bag for the Annual District Meetings. Each attendee will receive the bag at registration. Bags will be purchased and provided by sponsoring company after design approval from ACOG. This sponsorship is open to non-pharma and non-medical device exhibiting companies only.

YOGA **\$1,500 EXCLUSIVE**

Help provide attendees with the energy and focus they need for a day full of meetings. Sponsorship includes recognition at the yoga session and in the meeting program and mobile app.



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Product Theaters

\$12,500

Product Theaters are 60-minute sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Scheduled throughout the day, at the District Meeting Hotels, Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. ACOG recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Hosting a Product Theater allows 2020 Annual District Meeting Exhibitors to:

- Interact with Annual District Meeting attendees in an intimate theater setting
- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give product details in-depth
- Demonstrate products
- Distribute branded materials

Product Theaters will be available in multiple time slots allowing exhibitors to select the time of day that best suits their presentation needs. All session will be assigned on a first-come, first-served basis.

Contact acogexhibits@spargoinc.com to see time slots and inclusions for your specific District Meeting.

EACH PRODUCT THEATER INCLUDES:

- (1) 60-minute time slot
- Room rental fee
- Lead retrieval scanning provided by show management for data collection from session attendees
- Listing in the Final Program*
- Event Listing in meeting mobile app
- (2) Single-sided 22"x28" signs*
- Inclusion in an e-blast highlighting the Product Theater sessions to all registered attendees*

**For applications paid and confirmed before print deadlines.*



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Marketing Opportunities

FINAL PROGRAM

Each Annual District Meeting produces a Final Program for Meeting Attendees. Each Final Program includes speaker, a schedule of educational program, a listing of exhibitors and sponsors, and the Exhibit Hall floor plan. Attendees will be provided a printed Final Program on-site at registration (with the exception of the Kapalua District Meeting representing Districts VII, VIII & IX), it will also be accessible in PDF format in the District Meeting Mobile App.

- Full Page Ad: \$2,000
- Half Page Ad: \$1,000

MOBILE APP ENHANCED EXHIBITOR LISTING: \$500

Stand out from the crowd! Add your company logo and description to your exhibitor listing in the meeting mobile app.

MOBILE APP ENHANCED EVENT LISTING: \$1,000

Upgrade your event's listing in the Meeting Mobile App.

MOBILE APP ALERTS: \$500

Alert attendees to a specific resource from your company, promote your onsite event or sponsorship with a mobile app alert.

HOTEL ROOM-BLOCK DOOR DROPS \$500

A Door-Drop at the District Meeting Hotels are a great way to promote your company or presence at the meeting. Have a flyer or postcard delivered to the door of every attendee in the ACOG room block delivered outside their door.

MOBILE APP BANNER AD: \$500

Advertisement will be displayed randomly on non-CME pages in the mobile app throughout and following the event.

OTHER EVENTS

Other events, such as focus groups, advisory meetings, or receptions are approved by the district leadership on a case-by-case basis. Events of this nature will not be approved if they overlap or conflict with an ACOG district event. For availability and pricing, please email your full event description to acogexhibits@spargoinc.com.

DISTRICT IV OPPORTUNITY

Film Festival \$6,000

The Film Festival features short films, created by district attendees, demonstrating a new or different way of conducting a surgical procedure or best practice in Ob-Gyn and/or Patient Safety. The best film will be selected by a panel of judges and audience votes.