

## 2021 District IV Annual Meeting

*Back to Basics, Connected Through Learning*

VIRTUAL MEETING | OCT 8-10, 2021



## 2021 District VII Annual Meeting

*Well Doctors, Well Patients*

TULSA, OK | SEP 24-26, 2021



## 2021 Districts VIII and IX Annual Meeting

*Bridging Medicine and Wellness: A Melodic Series of Mini-Symposiums*

MAUI, HI | SEP 30-OCT 2, 2021



## 2021 Armed Forces Annual Meeting

*Service in Changing Times*

VIRTUAL MEETING | OCT 10-12, 2021



## 2021 District XI Annual Meeting

*Focusing on Women's Health*

VIRTUAL MEETING | OCT 22-24, 2021



SPONSORSHIP & ADVERTISING  
OPPORTUNITIES

# 2021 Annual District Meetings

acogexhibits@spargoinc.com | 703-631-6200 | [acog.org/admexhibits](http://acog.org/admexhibits)





# ACOG 2021 ANNUAL DISTRICT MEETINGS

## In-Person 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. Here are the in-person exhibitor marketing opportunities for:

**District VII:** Tulsa, OK | September 24–26, 2021

**Districts VIII and IX:** Maui, HI | October 1–2, 2021

### RECEPTION **\$7,500 EXCLUSIVE**

*(District VIII and IX Only)*

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).

### WELCOME RECEPTION - **\$4,000**

*(3 Co-sponsorships available) (District VII Only)*

Open to all attendees and guests the welcome reception will be the marquee event of the conference. Taking place at the award winning Gathering Place. Food stations will be positioned throughout. Sponsors will have a designated high top table. Recognition on signage will be displayed. Sponsoring companies may also provide branded items for use at their sponsored high-top.

### MIX & MINGLE RECEPTION

**\$5,500 EXCLUSIVE** *(District VII Only)*

Open to all attendees and located at The Dust Bowl which is walking distance of the hotel. Heavy appetizers and passed snacks along with drinks drink tickets available to guests. Sponsor recognition so signage to be displaced and sponsors can receive extra drink tickets to distribute.

### 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.

### YOGA **\$1,500 EXCLUSIVE** *(District VIII and IX Only)*

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.

### MASSAGE/RELAXATION STATION **\$5,000**

*(District VII Only)*

Hands down, the best way to welcome attendees and support their health and wellness. Sponsorship includes the service of two local, licensed and insured, professional massage therapists providing attendees a spa-like experience including electronic foot massage stations, complimentary device charging, aromatherapy, relaxing spa music and more.



# ACOG

## 2021 ANNUAL DISTRICT MEETINGS

## In-Person Product Theaters

**District VII:** Tulsa, OK | September 24–26, 2021 | \$10,000

**Districts VIII and IX:** Maui, HI | October 1–2, 2021 | \$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 2021 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. The fee provides access to Annual District Meeting attendees who register for the event. Once your application has been approved, you will be introduced to your hotel meetings management contact to arrange room configuration, food and beverage selections and payment, and audiovisual equipment contracting. Contact [acogexhibits@spargoinc.com](mailto:acogexhibits@spargoinc.com) to see time slots and inclusions for your specific District Meeting.

### EACH IN-PERSON PRODUCT THEATER INCLUDES:

- (1) 60-minute time slot
- Room rental fee
- Lead retrieval scanning provided by show management for data collection from session attendees
- 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.*





# ACOG 2021 ANNUAL DISTRICT MEETINGS

## In-Person Marketing Opportunities

### FINAL PROGRAM (PDF IN MOBILE APP)

Each Annual District Meeting produces a Final Program for Meeting Attendees. Each Final Program includes 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 Hawaii District Meeting representing Districts 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 ALERTS: \$750

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 (RIGHTS ONLY)

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. Sponsor responsible for all production, shipping and costs associated with room drop delivery.

### BANNER AD "BEFORE YOU GO" EMAIL \$1,750

Brand the meeting's Know Before You Go email, a key informational email sent to all registered attendees.



# ACOG 2021 ANNUAL DISTRICT MEETINGS

## Virtual Exhibitor Marketing Opportunities

To help your company maximize its exposure at ACOG’s Virtual Annual District Meetings, we offer multiple marketing opportunities for purchase. Here are the marketing opportunities that are exclusively available to the virtual meeting exhibit companies for:

**District IV:** October 8–10, 2021

**District X (Armed Forces):** October 10–12, 2021

**District XI:** October 22–24, 2021

### VIRTUAL PRODUCT DEMOS \$2,500

Take the virtual stage for a 10-minute demo and showcase your company’s hottest new tech tool or software and have all eyes on you. Opportunity to present a 10-minute pre-recorded webinar or product demonstration (subject to approval).

### BANNER AD “BEFORE YOU GO” EMAIL (2 AVAILABLE) \$1,750

Brand the meeting’s Know Before You Go email, a key informational email sent to all registered attendees.

### VIRTUAL PRODUCT THEATERS \$7,500

These 60-minute, pre-recorded product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations. Product Theaters will take place on the virtual platform. Available on demand for 90 days.

### ROTATING BANNER ADS

All attendees will have access to the virtual meeting platform. Rotating digital ad packages are available on multiple non-CME pages. Ads may be hyperlinked to your virtual exhibit or the URL of your choice.

- \$750 Bottom Banner Ad on main navigation page
- \$500 Ad on Exhibit Hall Pages – Attendee Facing

### PUSH NOTIFICATIONS \$750 (3 AVAILABLE PER DAY)

Access to platform available to attendees 60 days following the meeting.





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#### **MENTORSHIP MINGLE (AFD AND DISTRICT IV) \$500 (3 AVAILABLE)**

This event with ACOG Leaders is designed to connect experienced obstetricians and gynecologists with medical students, junior fellows and young physicians through an informal small group setting to discuss a variety of topics. Learn from your mentors, their past career and life experiences, and foster a relationship that can help you advance as a professional.

Your company or product will be featured in the general session before and after participants do their breakouts.

#### **WELCOME RECEPTION (DISTRICT XI ONLY) \$500 (3 AVAILABLE)**

Place your branding in the interactive game that will be the highlight of the reception! Sponsors will also be recognized in the game title and be able to provide trivia questions (must be approved by ACOG).