

AMERICAN SOCIETY FOR REPRODUCTIVE MEDICINE

ASRM 2020

SCIENTIFIC CONGRESS & EXPO



PORTLAND, OREGON • OCTOBER 17-21, 2020
EXHIBITION DATES: OCTOBER 19-21, 2020

SUPPORT OPPORTUNITIES

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SUPPORT LEVELS AND BENEFITS

Choose the Support Opportunities that will best meet your objectives and budget as you develop strategies to gain exposure and engage with your customers. If the total value of your contribution, including your exhibit space, reaches one of the following levels of support, your company will receive additional benefits to enhance your visibility.

	RUBY \$125,000+	PLATINUM \$100,000+	GOLD \$75,000+	SILVER \$50,000+	BRONZE \$25,000+
Final Program Recognition (PDF)	●	●	●	●	●
Recognition in Meeting App	●	●	●	●	●
Recognition on asrmcongress.org	●	●	●	●	●
Recognition Sign in Exhibit Booth	●	●	●	●	●
Recognition on General Session Walk-In Slides	●	●	●	●	
Booth Logo (20x20 or larger)	●	●	●		
Pre-Meeting Attendee Mailing List	●	●			
Complimentary Scientific Congress Registrations	4	2			
Floor Decal at Booth Acknowledging Ruby Level	●				
Insert in Attendee Portfolios	●				

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGN

\$22,500 (Exclusive)

Your company will be played on all aisle signage ensuring that your company is the first noticed as they navigate from one aisle to the next.

Sold



NECK WALLET

\$16,000 (Exclusive)

Take advantage of this highly-visible opportunity to be on the back of each attendee's neck wallet. This opportunity includes production of neck wallets.

Sold



ATTENDEE PACKET - BACK COVER INSERT

\$15,000 (Rights Only; Exclusive)

This is an exceptional opportunity to ensure your company's corporate or product branding is seen everywhere as attendees carry these portfolios throughout the Convention Center.



CARPET DECAL

\$3,000 each (2 for \$5,000)

Make an impression with your company branding and messaging on a 6'x6' carpet decal as attendees navigate the aisles throughout the Expo Hall.



PACKET INSERT

\$4,500 (Rights Only)

Adding an insert into the attendee packet will highlight your company before attendees begin to visit the Exhibit Hall.



CHARGING LOCKER/FLOOR DECAL

\$6,000

Associate your company with this much appreciated service! Located in high-traffic areas in the Convention Center, each kiosk is equipped with a 19" screen for your video or static image, wrap and multiple power connections for charging mobile devices. Your company branding will be prominently displayed on the charging station and a 2'x3' floor decal.



Offerings are subject to change. Images shown for sample purposes.

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

DOOR CLINGS

\$3,500 for Set of Two

Present your company branding to meeting attendees as they navigate throughout the convention center.



CHARGING LOUNGE

\$13,500 (Exclusive)

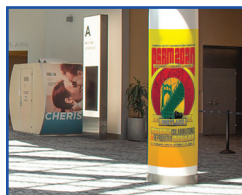
Located in a high-traffic area in the Expo Hall, this lounge contains multiple charging options and seating with branded tables and signage.



COLUMN WRAP

\$8,000 (1 LEFT)

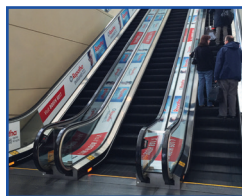
Located in public areas outside of the Expo Hall, attendees are sure to take notice of your messaging on these prominent columns.



ESCALATOR CLINGS

\$15,000 Runner, \$6,500 Clings, \$20,000 Both

Place your company branding on escalator clings in prominent areas. For more exposure, add an escalator runner for \$8,000. Production, installation and removal is included.



EXPO THEATER

- **Monday, Tuesday, Wednesday AM Breaks - \$25,000**
- **Monday, Tuesday Lunch (includes 150 box lunches) - \$40,000**
- **Monday, Tuesday PM Breaks - \$20,000**

40-minute sessions will occur three times daily on the exhibit floor. Sessions are not CME accredited and will offer exhibitors a forum in which to gather and discuss issues, specific products and therapeutic areas. Exhibitors may provide information on a subject of their choice, while showcasing products and services in their product market.



HANGING BANNERS

\$10,000 (2 LEFT)

Opportunities for placement of a company banner in key locations within the Pennsylvania Convention Center. Reach attendees with your message by securing one or more banners. Production, installation, and removal are included.



HIGH-BOY TABLE CLINGS

\$3,500 set of 5 clings

\$5,500 set of 10 clings

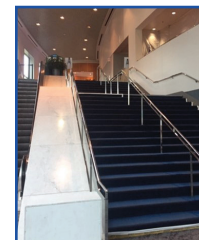
High-boy tables will be placed in prominent areas of the Expo Hall. Have your branding on one set or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others or just passing by.



MARBLE CLING

\$20,000

Ensure that attendees are aware of your presence at the meeting by securing this prime location. Sponsorship includes production of the clings, installation, and removal.

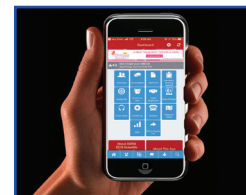


MOBILE APP

\$25,000 (Exclusive)

Capture attention before, during and after the event as attendees access the Mobile App. Sponsorship includes three rotating banner ads, three full page landing page ads, and recognition in mobile app promotions.

Sold



PARK BENCHES

\$10,000 Exclusive

\$3,750 one set (3 available)

Stand out in the Expo Hall with your company branding on park benches placed down the heavily trafficked main cross aisle. Each set contains two back-to-back benches with signage on each bench and a floor decal placed on each side.



PASSPORT GAME

\$2,500 (15 available)

Don't miss your opportunity to drive traffic to your booth via the passport game. Users will need to collect check-in codes at each of the designated booths during the event to meet the goals of the program. Once goals have been completed, users will be entered into a drawing for a series of prizes.



Right of first refusal (RFR) is provided to incumbent exhibitors through February 7, 2020.

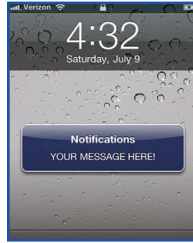
EXPO HALL & CONVENTION CENTER OPPORTUNITIES

PUSH ALERTS

\$1,500 each

(20 available - daily limits apply)

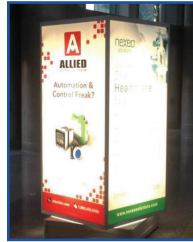
Do you want to remind attendees that your Expo Theater is happening soon, that you are presenting a new product demo or to stop by your booth? With a push alert, you are able to do just that. The alerts will reach all the attendees who have downloaded the meeting Mobile App.



ROTATING BACKLIT CUBE

\$10,000 (1 LEFT)

Catch the eyes of attendees by securing this back-lit, rotating structure placed in prominent areas of the Convention Center. All four sides of the cube will display your message.



COMPREHENSIVE COMMUNICATIONS OUTREACH PACKAGE

\$30,000 (Exclusive)

Extend your company's reach beyond the booth with this exclusive opportunity. Included in package (Total Value \$47,500):

- WiFi (Value \$20,000) – recognition on signage and custom landing page.
- Inclusion of your Branded Ad on Registration and Housing Confirmation Emails (Value \$20,000)
- One Push Alert (Value \$1,500)
- Full Page Ad in Expo Program PDF (Value \$5,000)
- Pre and Post Attendee Mailing Lists (Value \$1,500)

Total Package Value = \$48,000



NETWORKING EVENTS

OPENING CEREMONY BREAKFAST SUPPORT-A-BREAKFAST-STATION

\$5,000 (6 available)

Achieve maximum visibility by supporting the ASRM Opening Ceremony Breakfast. Every attendee, presenter, and exhibitor is invited to eat, drink and network on the first day of the ASRM Congress & Expo. This event is highlighted in ASRM congress publications, on the ASRM website and the Mobile App.



SUPPORT-THE-COFFEE-STATIONS

\$10,000

Attendees are sure to take notice and appreciate your support of complimentary coffee service as a morning break.

POSTER BREAKFASTS

\$35,000 (Exclusive)

Presenters and attendees have the opportunity to network and discuss various posters during the continental breakfasts held on both Tuesday and Wednesday mornings. Supporter is recognized on signage throughout the Posters.

SUPPORT THE PROFESSIONAL GROUP JOINT COCKTAIL RECEPTION ON TUESDAY, OCTOBER 20

Supporter Levels:

\$10,000 (Super Star)

\$5,000 (5 Star)

\$2,500 (4 Star)

\$1,000 (3 Star)

[Click here for details and benefits.](#)

Offerings are subject to change. Images shown for sample purposes.

HOTEL OPPORTUNITIES

HOTEL KEY CARDS

\$12,000 (Exclusive)

Make a first impression as attendees arrive in Philadelphia! Customized key cards with your personalized design will be distributed to meeting attendees upon check in at the official hotels. Includes supporter name/logo and brief promotional message imprinted on side of the key (support subject to ASRM approval). ASRM Congress & Expo logo must be on one side of the key. The sponsor is responsible for hotel distribution, shipping charges and the cost of producing the key cards.



HOTEL DOOR HANGERS

\$7,750 (Exclusive)

Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying. The sponsor is responsible for hotel distribution, shipping charges and the cost of producing the door hangers.



HOTEL TABLE TENT

\$7,500 (Exclusive)

Communicate your message with a company customized table tent delivered and placed in the rooms of meeting participants at the official hotels. The supporter is responsible for hotel distribution, shipping charges and the cost of producing the table tents.



MARKETING OPPORTUNITIES

EXPO PROGRAM ADS (4-COLOR) PDF

Full Page - \$5,000

Half Page - \$2,500

The 2020 Scientific Congress & Expo Program will be available via the ASRM Meeting App, ASRM website, and asrmcongress.org website (PDF download).

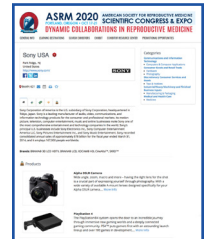


PREMIUM EXHIBITOR PROFILE UPGRADE

\$875

Increase your exposure online, in the Expo Program (PDF) and on the Mobile App with longer company and product descriptions, logos, press releases, and product photos.

See the detailed offerings



All benefits related to the inclusion in materials and signage is based on the supporter meeting print and production deadlines. The supporter's primary contact will receive all correspondence pertinent to the support opportunity and will be responsible for completing and returning items by the the stated deadlines. For items submitted after stated deadlines, the supporter may incur late charges.

TO SECURE YOUR SUPPORT OPPORTUNITY CONTACT:

Emily Dowling | asrmexhibits@spargoinc.com

EMAIL BLASTS

\$2,500 (Two weeks prior - two opportunities)

\$3,000 (One week prior - two opportunities)

\$3,500 (Week of - two opportunities)

Take advantage of this limited opportunity to reach out to registrants in the days leading up to the meeting and during the show. One exclusive email will be sent out on the scheduled day. You will work with our vendor to create a customized html email.

PRE & POST SHOW MAILING LISTS

Pre \$800

Post \$1,000

Pre & Post Bundle Rate \$1,500

Send ASRM attendees a promotion or invitation to visit your booth. Reinforce your on site presence with a follow up communication to initiate post Congress business opportunities. Postal addresses only. No email addresses provided.

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