



# REPRODUCTION REIMAGINED

## SPONSORSHIP OPPORTUNITIES

OCTOBER 16-20, 2021 • BALTIMORE, MD  
EXHIBITION DATES: OCTOBER 18-20, 2021

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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.

	<b>RUBY</b> \$125,000+	<b>PLATINUM</b> \$100,000+	<b>GOLD</b> \$75,000+	<b>SILVER</b> \$50,000+	<b>BRONZE</b> \$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	<b>4</b>	<b>2</b>			
Floor Decal at Booth Acknowledging Ruby Level	●				
Insert in Attendee Portfolios	●				

# EXPO HALL & CONVENTION CENTER OPPORTUNITIES

## AISLE SIGN

**\$22,500 (Exclusive)**

Your corporate logo will be displayed on all aisle **SOLD** in the Expo Hall, ensuring the **SOLD**; take notice as they navigate from one aisle to the next.



## ATTENDEE PACKET INSERT

**\$4,500 (Rights Only)**

By providing a company insert, you can promote your brand to attendees and provide information to find you in the Expo Hall.



## CARPET DECALS

**\$3,000 each (4 available)**

Make an impression with your company branding and messaging on a 6'x6' carpet decal placed in prominent areas in the aisles. ASRM management will determine placement.



## CHARGING LOCKER WITH UV DISINFECTANT LIGHT

**\$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 ultra violet, power connections for charging mobile devices. Your company branding will be prominently displayed on the charging station and a 2'x3' floor decal.



## CHARGING LOUNGE

**\$15,000 (Exclusive)**

Located in the Expo Hall or convention center area. This lounge contains multiple charging options and seating with branded tables and signage. Area is determined by ASRM management and based on availability.



## COLUMN SURROUNDS

**\$10,000 each**

*(2 opportunities available)  
(4-Sided Column Surrounds)*

Advertise your company branding on a column surround located in front of the primary Expo Hall entrance.



*Offerings are current and are subject to change.  
Images for sample purposes only.*

# EXPO HALL & CONVENTION CENTER OPPORTUNITIES

## DOOR CLINGS

**\$4,500 for Set of Two**

Your company branding will meet attendees while they navigate through the convention center. Opportunity includes two 30"x30" door clings.



## ESCALATOR CLINGS

*(2 Locations Available)*

**\$17,500 Clings Only**  
**\$22,500 Clings with Runner Add-On**

Place your company branding on a bank of escalators, via these eye-catching clings. Escalators are utilized by all attendees as they traverse throughout the building. For more exposure add an escalator runner. Runners may only be purchased as an addition to the Clings for \$22,500. Production, installation and removal is included.



## NEW! HAND SANITIZING STATIONS

**\$20,000 (Exclusive)**

**Set of 10 stations and customizable floor stickers**

Located in key areas throughout the exhibit hall, each station will have your company branding on the unit and a customizable 2'x3' floor sticker in front of the unit.



## HIGH-BOY TABLE CLINGS

**\$3,500 for set of 5**  
**2 sets available**

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, and meeting with others or just passing by.



## NEW! METER BOARDS

**\$2,000 each/\$5,000 for set of 3**

Deliver your message and branding on specialty meter boards. Your boards will be placed in the convention center area and can be seen as the attendees walk the halls.



## MOBILE APP

**\$25,000 (Exclusive)**

Capture attention before, during and after the meeting when attendees access the Mobile App. Opportunity includes logo on screens, up to three rotating banner ads, up to three full page landing page ads, and recognition in mobile app promotions.



## NECK WALLET

**\$18,000 (Exclusive)**

Take advantage of this highly-visible opportunity with your logo on the back of each (SOLD) neck wallet. This opportunity includes production and distribution of neck wallets.



## PARK BENCHES

**\$10,000 Exclusive**

Stand out in the exhibit hall with your company branding on park benches placed down the main cross aisle. Each double bench (total of three) will include a 6'x6' floor decal on each side (total of 6 stickers).



## PASSPORT GAME

**\$2,500 (20 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.



## ROTATING BACKLIT CUBE

**\$10,000 (4 available)**

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.



# EXPO HALL & CONVENTION CENTER OPPORTUNITIES

## NEW! ULTIMATE ATTENDEE OUTREACH PACKAGE

**\$30,000** (Exclusive)

Extend your company's reach beyond the booth with this exclusive opportunity. This is the ultimate, high-value, support opportunity package. Get the most premium positioning with attendees before, during, and after the meeting.

Included in the package (Total value if purchased separately is \$63,000)

- Wi-Fi – recognition on signage and a customization on the landing page **SOLD** (\$20,000)
- Inclusion of **SOLD** Full Page Ad on Registration Confirmation Emails (Value \$20,000)
- One Push Alert (Value \$1,500)
- Attendee Packet – Back Cover Insert (Value 15,000)
- Full Page Ad in Expo Program PDF (Value \$5,000)
- Pre and Post Attendee Mailing Lists (Value \$1,500)



## EDUCATIONAL OPPORTUNITIES

### EXPO THEATER

- **Monday, Tuesday, Wednesday AM Breaks - \$25,000**
- **Monday, Tuesday Lunch (includes 100 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. The opportunity includes two lead retrieval devices.

### INDUSTRY-SPONSORED SYMPOSIA (ON DEMAND)

**Price \$15,000**

This is your opportunity to educate attendees with a 40-minute, non-CME on demand presentation for all live and remote attendees. The on-demand presentation is available on the virtual platform until December 31, 2021.

### SATELLITE LUNCH SYMPOSIA (IN PERSON)

**Price \$30,000**

These 45-minute presentations are Non-CME (sponsors responsibility). These private lunch symposia provide you with the opportunity to address your target audience in a one-on-one setting. Additional costs for lunch, AV, etc. will be the responsibility of the sponsor. Topics must be submitted and approved by ASRM, as not to compete with concurrent symposia. Limited to 2 per day, per slot.

## MARKETING OPPORTUNITIES

### EMAIL BLASTS

**\$3,500** (Two weeks prior – two opportunities)

**\$4,000** (One week prior – two opportunities)

**\$5,000** (Week of – two opportunities)

**\$4,500** (One week after – two opportunities)

Take advantage of this limited opportunity to reach out to registrants in the week leading up to the meeting, during, and after the Congress. **SOLD** Exclusive email will be sent out on your scheduled date. You will work with our vendor to create a customized html email.

### DIGITAL BANNER ADS

**Large - \$8,000 / Small - \$4,400**

ASRM will be offering a hybrid component to accommodate attendees who will be participating remotely. Exhibitors will have opportunity to reach all live and remote attendees by way of digital banner ads available on the virtual platform. Note, Banner ads available in two sizes – small and large.

### PRE & POST SHOW MAILING LISTS

**Pre \$800**

**Post \$1,000**

**Pre & Post Bundle Rate \$1,500**

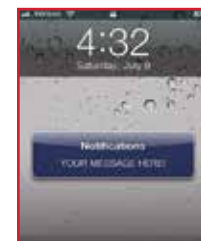
Send ASRM attendees a promotion or invitation to visit your booth. Reinforce your on site presence with a follow up communication to initiate post Congress business opportunities. Postal addresses only. No email addresses provided.

### PUSH ALERT

**\$1,500 each**

(20 available – Daily Limits Apply)

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



*Offerings are current and are subject to change.*

# ADVERTISING OPPORTUNITIES

## EXPO PROGRAM ADS (4-COLOR) PDF

**Full Page - \$5,000**  
**Half Page - \$2,500**

The 2021 Scientific Congress & Expo Program will be available online via the ASRM Meeting App, ASRM website, and ASRMCongress.org Expo website.



## PREMIUM EXHIBITOR PROFILE UPGRADE \$875

Increase your exposure online, in the Expo Program (PDF), and on the Mobile App. Premium upgrade includes longer company and product descriptions, logos, press releases, and product photos. This add-on is designed to draw attention to you listing and help direct traffic to your booth. [See details here.](#)



## NEW! RETARGETING ADS

**\$7,500 (2 available)**

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to reach a **SOLD** use of highly targeted website visitors who have clicked away from the meeting website, keeping your brand top-of-mind, and ensuring you'll consistently reach them as they travel to other web pages.



# HOTEL OPPORTUNITIES

## HOTEL KEY CARDS

**\$12,000 (Exclusive - Rights Only)**

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



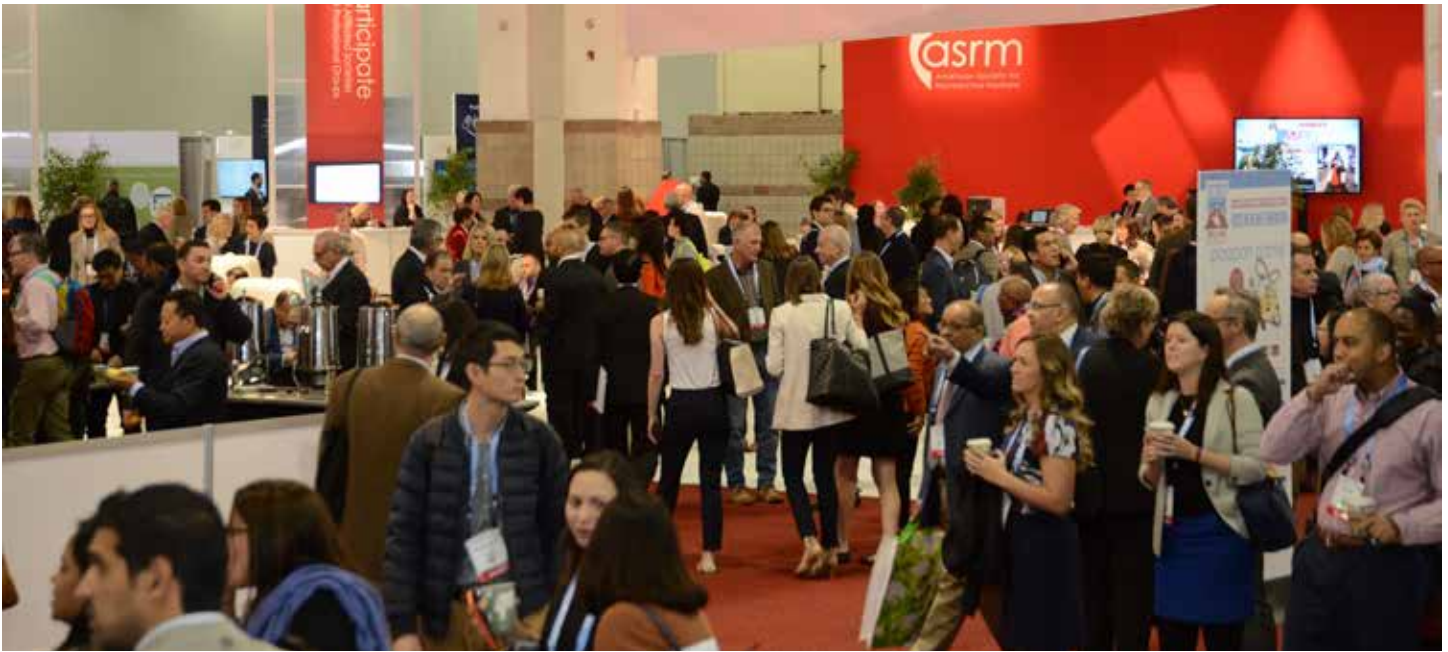
## HOTEL DOOR HANGERS

**\$7,500 (Exclusive - Rights Only)**

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.



*Right of first refusal (RFR) is provided to incumbent exhibitors through April 30, 2021.*



## NETWORKING EVENTS

### OPENING CEREMONY BREAKFAST

**\$10,000** *(Exclusive)*

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. Recognition on two approximately 22"x28" signs at the breakfast, and 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/refreshment break in the Expo Hall. Recognized by signage at the service/refreshment break area.

### POSTER BREAKFASTS

**\$15,000** *(Exclusive - Includes both Tuesday and Wednesday)*

Presenter 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 area.

### 2021 PRESIDENT'S GALA

**Premier - Currently under contract**

**Champion Sponsorship - \$20,000**

**Impact Sponsorship - \$10,000**

**Partner Sponsorship - \$5,000**

ASRM is excited to host the gala fundraising event at the ASRM 2021 Congress. This year's event, The President's Gala, will combine the traditional gala and the annual President's dinner into one celebratory event. The gala will be an in-person fundraiser and held on the evening of Sunday, October 17th. The event will be formal and will include cocktails, dinner, awards presentation, dessert reception, and dancing. More information regarding tickets, tables, and sponsorship level benefits provided at a later date. Contact [asmexhibits@spargoinc.com](mailto:asmexhibits@spargoinc.com) to secure your sponsorship.

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 stated deadlines. For items submitted after stated deadlines, the supporter may incur late charges.

### TO SECURE YOUR SUPPORT OPPORTUNITY CONTACT:

Emily Dowling, Senior Sales Manager  
[asmexhibits@spargoinc.com](mailto:asmexhibits@spargoinc.com)