

ASRM 2022

Genes, Gametes, and Genetics
Anaheim, California
October 22-26, 2022



Genes, Gametes and Genetics

SPONSORSHIP OPPORTUNITIES

EXHIBITION DATES: OCTOBER 24-26, 2022

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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.

	DIAMOND \$125,000+	PLATINUM \$85,001 - \$124,999	GOLD \$60,001 - \$85,000	SILVER \$35,000 - \$60,000
Final Program Recognition (PDF)	●	●	●	●
Recognition on Signage in Exhibit Hall	●	●	●	●
Recognition on asrmcongress.org	●	●	●	●
Recognition Sign in Exhibit Booth	●	●	●	●
Recognition on General Session Walk-In Slides	●	●	●	●
Priority Points	4	3	2	1
Booth Logo (20x20 or larger)	●	●	●	
Complimentary Scientific Congress Registrations	4	2		
Floor Decal at Booth Acknowledging Diamond Level	●			
Insert in Attendee Portfolios	●			

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGN

\$24,500 (Exclusive)

Your corporate logo will be displayed on aisle signs within the Expo Hall that attendees take notice as they navigate from one aisle to the next.



FLOOR DECAL

\$3,250 each (4 available)

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



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. Exhibiting company responsible for production and shipping charges.



CHARGING LOCKER WITH UV DISINFECTANT LIGHT

\$6,500

Associate your company with this much appreciated service! Located in high-traffic areas in the Expo Hall, 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'x 3' floor decal.



BATHROOM CLINGS

\$7,500 (Exclusive)

Do not miss this opportunity to place your branding in front of a captive audience. Clings will be placed in four Expo Hall restrooms. Opportunity sold as a set of 4 (4 clings per set) for a total of 16 clings.



CHARGING LOUNGE

\$16,000 (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.



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

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

COLUMN WRAPS

\$10,000 each

(2 opportunities available)

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



DOOR CLINGS

\$6,000 *(2 opportunities available, 4 clings per opportunity)*

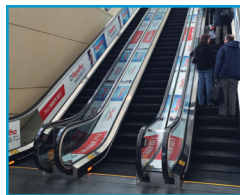
Your company branding will meet attendees while they navigate through the convention center. Opportunity includes four 30"x30" door clings.



ESCALATOR CLINGS

\$27,000 *(2 opportunities)*

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. Production, installation and removal is included.



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'x 3' floor sticker in front of the unit.



HIGH-BOY TABLE CLINGS

\$3,800 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.



METER BOARDS

\$2,500 each \$7,000 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.



NECK WALLETS

\$18,000 *(Exclusive)*

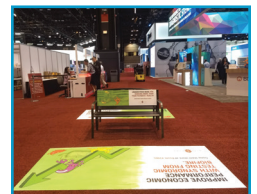
Take advantage of this highly-visible opportunity with your logo on the back of each Congress neck wallet. This opportunity includes production and distribution of neck wallets



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.

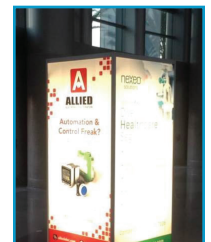


ROTATING BACKLIT CUBE

\$3,500 per side *(2 Cubes available for a total of 8 sides)*

\$12,000 *(Exclusive Cube for a total of 4 sides)*

Catch the eyes of attendees by securing this back-lit, rotating structure placed in prominent areas of the Expo Hall and Convention Center.



NEW! STEP CHALLENGE

\$12,000 *(Exclusive)*

Strengthen Your Sales Pipeline – Literally and FIGURatively. Promote a healthy lifestyle while drawing attendees into the Exhibit Hall and enhance your company's exposure. Everyone is counting their steps and this highly visible ASRM Stepping Competition is sure to be a hit and help drive traffic to your booth.



EXPO HALL & CONVENTION CENTER OPPORTUNITIES

ULTIMATE ATTENDEE OUTREACH PACKAGE

\$30,000 (Exclusive)

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

Included in the package (Total value if purchased separately is \$61,750)

- Wi-Fi – recognition on signage and a customization on the landing page. (Value \$20,000)
- Inclusion of your Branded Ad on Registration Confirmation Emails (Value \$20,000)
- One Push Alert (Value \$1,750)
- Attendee Packet – Back Cover Insert (Value 15,000)
- Full Page Ad in Expo Program PDF (Value \$5,000)



EDUCATIONAL OPPORTUNITIES

EXPO THEATER

- ~~Monday, Tuesday~~, Wednesday AM Breaks - \$25,000 **1 LEFT**
- 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 LUNCH SYMPOSIA

Price \$30,000

The 1-hour presentations are non-CME. 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

\$4,000 (Two weeks prior – three opportunities)

\$4,500 (One week prior – four opportunities)

\$6,000 (Week of – two opportunities)

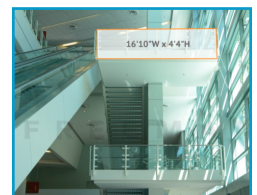
\$5,000 (One week after – two opportunities)

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

HANGING BANNERS

\$10,000 (2 available)

Located next to escalators that **SOLD** to travel between the exhibit hall.



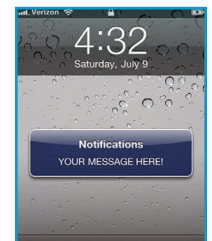
PUSH ALERT

\$1,750 each

(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. Note: Push alerts are only sent during non-session hours. Examples are early AM (before first plenary); AM/PM breaks, lunch, and end of day (after last session).



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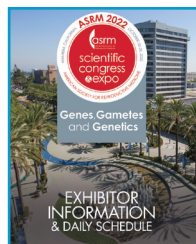
ADVERTISING OPPORTUNITIES

EXPO PROGRAM ADS (4-COLOR) PDF

Full Page - \$5,000

Half Page - \$2,500

The 2022 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.](#)



RETARGETING ADS

\$8,500 (2 available)

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget a base of highly qualified website visitors after they 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 Anaheim! Customized key cards with personalized design, **SOLD** to meeting attendees upon check in at the official hotels. Includes: supporter 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

\$6,000 (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 June 8, 2022.



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" x 28" 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 to include QR code at the service/refreshment break area. This opportunity includes a destination location in the Passport to Prizes Game.

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.

2022 PRESIDENT'S GALA SPONSORSHIPS

Premier - Currently under contract

Advocacy Champion - \$25,000

Impact - \$10,000

Advocate - \$5,000

ASRM is excited to host the 2022 President's Gala on Sunday, October 23rd. This year's annual fundraiser will include cocktails, dinner, and award presentation – followed by a festive After-Party featuring a dessert reception, entertainment, and dancing. Information regarding tickets, tables, and sponsorship level benefits COMING SOON! Contact 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