



ASRM 2023

The Past, The Present, and The Pipeline
New Orleans, Louisiana
October 14 -18, 2023

Exhibition Dates: October 16-18, 2023
New Orleans Ernest N. Morial Convention Center



SPONSORSHIP OPPORTUNITIES

THE PREMIER EDUCATION & RESEARCH MEETING FOR REPRODUCTIVE MEDICINE

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<https://events.jspargo.com/asrm23/Public/enter.aspx>

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

\$25,500 (Exclusive)

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



ATRIUM SEATING AREA

\$18,000 (2 available)

The seating area is a prime spot for promoting your company's presence while attendees take a break and network. The seating area includes table top clings and single-sided low wall glass clings.



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.



BATHROOM CLINGS

\$8,500 (Exclusive)

Do not miss this opportunity to place your company logo on a captive audience. **SOLD** Clings will be placed on the mirrors in four Expo Hall restrooms. Opportunity includes 16 clings.



FLOOR DECAL

\$3,500 each (4 available)

Make an impression with your company logo and messaging on a 6' x 6' floor decal. **SOLD** in prominent areas in the aisles. ASRM management will determine placement.



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.



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

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

CHARGING NETWORKING LOUNGE

\$17,500 (Exclusive)

Located in the Expo Hall, the lounge contains multiple charging options and seating with branded tables and signage.



COLUMN WRAPS

\$11,000 each (2 available)

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



DOOR CLINGS

\$6,000 (3 available, 6 clings per opportunity)

Your company branding will meet attendees as they navigate through the convention center. Opportunity includes six 24" x 24" door clings. Clings will be placed on the bottom half of the door.



ESCALATOR RUNNERS WITH FLOOR DECAL

\$18,000 (2 available) Only 1 Left

Attendees will take notice of your company or product branded escalator runners and floor decal as they head up to sessions.



HAND SANITIZING STATIONS

\$21,000 (Exclusive)

Set of 10 stations and customizable floor decals.

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.



HANGING BANNERS

\$10,000 (2 available) Only 1 Left

Capture the attention of attendees as they travel to Sessions and the Exhibit Hall. Banners are 10' x 8" and double-sided.



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 logo **SOLD** on a 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

\$3,000 each \$8,500 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

\$28,500 (Exclusive)

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



NECK WALLET

\$20,000 (Exclusive)

Take advantage of this highly-visible opportunity to display your logo on the back of a 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. **SOLD** The main cross aisle bench (total of three) will include a 6' x 6' floor decal on each side (total of 6 stickers).



PASSPORT GAME

\$2,700 (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.



Right of first refusal (RFR) is provided to incumbent exhibitors through May 3, 2023.

EXPO HALL & CONVENTION CENTER OPPORTUNITIES

ROTATING BACKLIT CUBE

\$3,750 per side (2 Cubes available for a total of 8 sides)

\$14,000 (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.



SPEAKEASY CHARGING NOOKS

\$15,000 (Exclusive)

When attendees need to recharge, these charging stations will allow them to conveniently power up their devices and stay connected. Each promotional opportunity allows branding on the exterior of the nook



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.



ULTIMATE ATTENDEE OUTREACH PACKAGE

\$35,000 (Exclusive)

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

Included in the package (Total value if purchased separately is \$68,850)

- Wi-Fi recognition signage (Value \$8,500)
- Retargeting Ad (Value \$8,500)
- Inclusion of your Branded Ad on Registration Confirmation Emails (Value \$30,000)
- One Push Alert (Value \$1,850)
- Attendee Packet – Back Cover Insert (Value 15,000)
- Full Page Ad in Expo Program PDF (Value \$5,000)



EDUCATIONAL OPPORTUNITIES



EXPO THEATER

- 15-Minute Presentation, Monday, Tuesday PM - \$8,500 (2 available per day)
- 40-Minute Presentation, Monday, Tuesday, Wednesday AM Breaks - \$27,000 (1 available per day)
- 40-Minute Presentation, Monday, Tuesday Lunch Break (lunch not included) - \$25,000 (2 available)

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 Expo Theater is located in the Exhibit Hall and includes two lead retrieval devices.

INDUSTRY-SPONSORED LUNCH SYMPOSIA

Price \$35,000

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

- \$5,000** (Two weeks prior – three available) **SOLD OUT**
- \$5,500** (One week prior – two available) **SOLD OUT**
- \$7,000** (Week of – two available) **SOLD OUT**
- \$6,500** (One week after – five available)

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.

PUSH ALERT

\$1,850 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).



Offerings are current and are subject to change.

ADVERTISING OPPORTUNITIES

EXPO PROGRAM ADS (4-COLOR) PDF

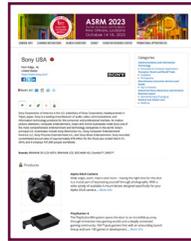
Full Page - \$5,000
Half Page - \$2,500

The 2023 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 your 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

\$16,000 (Exclusive - Rights Only)

Make a first impression as attendees arrive in New Orleans! Customized key cards with a customized design, **SOLD** to meeting attendees upon check in at the official hotels. 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.



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NETWORKING EVENTS

OPENING CEREMONY BREAKFAST

\$12,000 (*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

\$12,000 (*2 available*) **Only 1 Left**

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.

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.

SOCIAL MEDIA SUMMIT

Information coming soon!

PROFESSIONAL GROUP RECEPTION

ASRM's Professional Groups are hosting their annual Joint Cocktail Reception in New Orleans, Louisiana on Tuesday, October 17th, in conjunction with the 2023 ASRM Congress & Expo.

Among expected attendees are nurses, clinic managers, genetic counselors, legal professionals, and mental health professionals in the field of reproductive medicine. [Learn more.](#)

All sponsors must commit by August 1, 2023.

TO SECURE YOUR SUPPORT OPPORTUNITY CONTACT:

Emily Dowling, Senior Sales Manager
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