



## 2008 ASRM Annual Meeting Support Opportunities

### November 8-12, 2008

### San Francisco, CA

There are a variety of benefits associated with support at the ASRM Annual Meeting. Some of the benefits and exposure include:

- Annual Meeting Mailing Labels
- ASRM Membership Mailing Labels
- Complimentary Door Drop Insert
- Complimentary Meeting Room
- Prominent Signage & Banners
- Recognition in *Preliminary Program*
- Recognition in *Final Program*
- Recognition on ASRM website

Additionally, ASRM also offers the following levels of Corporate Support:

<b>RUBY SUPPORTER</b>	\$75,000 or more in contributions
<b>PLATINUM SUPPORTER</b>	\$35,000 or more in contributions
<b>GOLD SUPPORTER</b>	\$20,000 or more in contributions
<b>SILVER SUPPORTER</b>	\$10,000 or more in contributions
<b>BRONZE SUPPORTER</b>	\$5,000 or more in contributions

### INTRODUCTION

The American Society for Reproductive Medicine is a voluntary non-profit organization consisting of more than 8,000 members devoted to advancing knowledge and expertise in reproductive medicine including infertility, menopause, and sexuality.

The Society is multidisciplinary, with members in a variety of fields and includes andrologists, gynecologists, urologists, reproductive endocrinologists, embryologists, genetic health counselors, mental health professionals, internists, nurses, practice administrators, laboratory technologists, pediatricians and research scientists.

ASRM is committed to providing opportunities for industry partners that offer maximum visibility and credibility among leaders in reproductive health care. Become a part of our efforts to foster excellence in reproductive healthcare and reap the benefits of the trusted relationship between ASRM and the reproductive healthcare community.

In addition to specific underwriting and support opportunities, you may be interested in joining the ASRM Corporate Member Council, our corporate membership program. For more information about this program, please contact **Leigh Ann Simpson** at **205-978-5000, ext. 111** or **lsimpson@asrm.org**.



## **ASRM SPECIAL EVENTS**

### **Sunday Gala Reception following ASRM Opening Ceremony**

*Pricing options available. Co-support available. Contact Leigh Ann Simpson at [lsimpson@asrm.org](mailto:lsimpson@asrm.org) or 205-978-5000, ext. 111, for more information.*

Make a strong, favorable first impression with more than 2,000 ASRM Annual Meeting delegates during this networking event and ice-breaker. The Sunday Gala Reception is an excellent opportunity for attendees to meet and connect. Supporter will receive recognition on Gala Reception signage, as well as receive acknowledgement during the Opening Ceremony.

### **President's Dinner \$40,000 Exclusive Support**

Held on a designated night during the Annual Meeting, the President's Dinner honors the premier leaders of ASRM. Supporter receives recognition and may attend.

### **Poster Receptions \$30,000\* Exclusive Support for Two (2) Poster Receptions**

Presenters and attendees have the opportunity to network and discuss various posters during wine & cheese receptions held both on Monday and Tuesday evening. Supporter may provide cups, napkins and is recognized on signage throughout Poster Session.

### **Satellite Events \$1,000 - \$10,000+\***

Events include, but are not limited to, social activities, press conferences, media events, product introductions and focus groups, and other functions. These events must be held during unrestricted times and not conflict with the ASRM Scientific Meeting. If you would like to support an event, please complete the application located in the Exhibitor Prospectus or contact Leigh Ann Simpson, ASRM Industry Liaison, at 205-978-5000, ext. 111 or [lsimpson@asrm.org](mailto:lsimpson@asrm.org) for schedule of times available and pricing.

## **ASRM VENUES & LOCATIONS**

### **Message Center/Cyber Café (E-Mail Stations) \$25,000 Exclusive Support**

ASRM offers computer stations located in a prominent location available for attendees to access the Internet and connect with various attendees and colleagues. Supporter may provide logo for screensaver, mousepads and pens/paper, and will be recognized on signage at location.

### **Video Program \$12,000**

ASRM attendees have the opportunity to view the latest techniques and procedures each day during the ASRM Annual Meeting. Supporter is acknowledged on signage and in *Final Program*.

### **ASRM Water Bottles \$10,000\***

Attendees in need of refreshment between courses and sessions will appreciate the opportunity to stop by the designated water cooler stations located throughout the convention center and fill their water bottle located in the ASRM delegate bag. Supporter may place brand logo on water bottle.

### **Rest & Relaxation Pavilion in Exhibit Hall \$10,000\***

Definitely a crowd pleaser – the ASRM Rest & Relaxation Station located in the Exhibit Hall is available during exhibit hours Monday-Wednesday. Licensed professional massage therapists help attendees stay alert and focused after experiencing the therapeutic benefits of a chair massage. Supporter will be acknowledged on signage and may provide shirts for the station therapists.

### **Coffee Breaks \$5,000 CO-SUPPORT IS AVAILABLE**

Available twice a day during the Annual Meeting and PG Courses, the coffee and refreshment breaks allow attendees an opportunity to network during post-graduate courses and exhibit hours. Supporter will be recognized via signage at the front of the exhibit hall, as well as during the break.



## **ASRM PARTICIPANT AMENITIES**

### **Abstracts on Disc \$10,000\***

Provide attendees with a compilation of the Annual Meeting abstracts on one disc. CDs will be distributed in the ASRM delegate bag. Supporter may place logo on the CD jewel case, as well as have it located on the search page.

### **ASRM Delegate Bag \$15,000\***

Exclusive support of delegate bags distributed at registration. Participants carry and use the bag throughout the conference and often longer. Delegate bags contain *ASRM Annual Meeting Final Program* and various conference materials. Supporter may choose design of bag but it is subject to approval by ASRM. Bags must be delivered in time to insert conference materials (approx. September 19). *Minimum quantity 4,500.*

### **Luggage Tags *New Item!* \$5,000\***

Luggage tags placed on the ASRM Official Delegate Bags. Contributor may place corporate logo and company information on one side of the luggage tag and ASRM's logo will be placed on the other side. Tags must be delivered in time to insert conference materials. (approx. September 19). *Minimum quantity 4,500.*

### **Pen (inserted into Delegate Bags) \$5,000\***

Exclusive support of pen with corporate name, logo and non-product specific message imprinted on pen that is placed in the Delegate Bags. Pen is subject to approval by ASRM. Pens must be delivered in time to insert with conference materials (approx. September 19). *Minimum quantity 4,500.*

### **ASRM Spiral Bound Meeting Planner \$10,000\***

Exclusive support available for spiral bound notebook with daily schedule planner. Planner is distributed in the ASRM Delegate Bag to more than 4,500 attendees. Supporter may place name/logo on front cover plus three more covers for advertising/promotional message. ASRM Annual Meeting logo must also be showcased. Supporter materials must meet ASRM specifications and deadline (approx. September 19). *Minimum quantity 4,500.*

### **Official Lead Retrieval Card \$10,000**

Increase corporate visibility with more than 4,500 delegates who wear badge to access scientific sessions, exhibit floor and message center by supporting the official attendee lead retrieval electronic striped card. Corporate name/logo on back of electronic card. ASRM selects ID cards. Vendor coordinates card imprinting process, specifications and amount of space for supporter name/logo/message.

### **Lanyards \$7,500\***

Receive constant recognition by featuring your company's name or corporate logo on attendees' lanyards. Supporter may provide lanyards of quality, design, style and minimum quantity of 5,000 subject to approval by ASRM. Lanyards must be delivered in time to coordinate with on-site Annual Meeting registration.

### **Hotel Guest Room Key Card \$10,000\***

Provide customized hotel keys distributed to ASRM Annual Meeting guests at designated hotels and build name recognition for your company, product or exhibit booth. Corporate name/logo and brief promotional message imprinted on one side of the key (subject to ASRM approval). ASRM Annual Meeting logo must also be on the key. Key must meet hotel specifications and design approved by ASRM. Keys must be prepared and delivered prior to participant check-in.

### **Map/City Guide \$2,500 - \$15,000 *MULTI-SUPPORTED ITEM***

Exclusive maps of ASRM Annual Meeting and city of San Francisco inserted into the Attendee Delegate Bag. Your company's name and exhibit will be highlighted on the exhibit floor plan. Premium support also available and map can be printed with your logo on the front and back covers.

### **ASRM Exhibit Passport \$2,500**

Multi-supported item that encourages attendees to visit your booth. Your company logo and booth number featured on a card inserted into ASRM Delegate Bag. Attendees are encouraged to visit all participating companies to receive a "stamp" indicating they have visited your booth. Completed cards are returned to the ASRM booth and entered in a drawing for a daily prize.

*\*Support fee only. Subject to additional costs.*



## **ASRM PRINT & ADVERTISING OPPORTUNITIES**

### **Hotel Door Drops \$3,500/day**

Enhance your company's visibility with attendees and remind attendees to stop by your company's booth or event by including literature or promotional items. The ASRM Door Drop is delivered to key hotels on strategic meeting dates.

### **Hotel "Do Not Disturb" Sign *New Opportunity!* \$10,000\***

Be the first and last company they see! Support the ASRM Hotel "Do Not Disturb" sign to be placed at key hotels. Supporter may place corporate/product logo recognition door hangers. Supporter is responsible for coordinating with hotels regarding quantity, due dates, and distribution charges.

### **Hotel Door Drop Bag *New Opportunity!***

**\$7,500/Sunday • \$10,000/Monday • \$10,000/Tuesday**

Place your corporate or brand logo on the outside of the ASRM Hotel Door Drop Bags and increase your visibility to attendees even when they are away from the convention center! ASRM logo located on other side. Price also includes one door drop item.

### **Hotel Room Amenity Drop *New Support Opportunity!* \$5,000\***

Give attendees an extra amenity while they are attending the ASRM Annual Meeting. Supporter may place amenity (such as chocolates) in attendee rooms each evening at designated ASRM hotels. Contributor is responsible for coordinating with hotels regarding quantity, due dates and distribution charges. ASRM must approve amenity and any material associated with amenity.

### **Preliminary Program \$1,500 - \$25,000**

The ASRM Annual Meeting Preliminary Program provides timely information to prospective participants regarding sessions and programs, along with housing and registration information. Exclusive support is available. Contact Leigh Ann Simpson, Industry Liaison, at 205-978-5000, ext. 111 or [lsimpson@asrm.org](mailto:lsimpson@asrm.org) for more details.

### **Final Program \$1,500 - \$27,500**

Advertising in the *ASRM Annual Meeting Final Program* will maximize your on-site visibility. Since many of the meeting attendees use the *Final Program* as a source throughout the meeting, as well as the year, advertising ensures ongoing exposure of your company and its products. Contact **Leigh Ann Simpson, Industry Liaison**, at 205-978-5000, ext. 111 or [lsimpson@asrm.org](mailto:lsimpson@asrm.org) for more details.

### **Final Program POST-IT® FLAG DISPENSERS *New Opportunity!* \$10,000\***

These popular, five-color flag "matchbook" style dispensers make excellent page markers, especially for the *ASRM Final Program*. The dispensers will be distributed to all attendees in their ASRM Delegate Bag. Supporter to choose flags and may place logo on the dispenser.



