

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, including 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 sponsorship 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 \$25,000*

Make a strong, favorable first impression with more than 4,000 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. Underwriter may provide napkins and receives recognition on signs.

President's Dinner \$40,000 RESERVED

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

Poster Receptions – 2 Receptions \$30,000* RESERVED

Presenters and attendees have the opportunity to network and discuss various posters during wine & cheese receptions held both on Monday and Tuesday evening. Underwriter 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, focus groups and other functions. These events must be held during unrestricted times and not conflicting with the ASRM Scientific Meeting. If you would like to support an event, please complete the application located in the Exhibitor Prospectus and contact Bill Ingwersen, ASRM Exhibits Coordinator, at 205-978-5000, ext. 108, or bingwersen@asrm.org for schedule of times available and pricing.

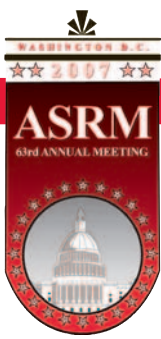
ASRM VENUES & LOCATIONS

Bag & Coat Check \$10,000* "NEW"

Exclusive sponsorship of printed coupon for complimentary luggage check at the Washington Convention Center inserted. Sponsor may distribute coupons from exhibit booth.

Message Center/Cyber Café (E-Mail Stations) \$20,000 RESERVED

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



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. Underwriter will be acknowledged on signage and may provide shirts for the station therapists.

Video Program \$12,000 RESERVED

ASRM attendees have the opportunity to view the latest techniques and procedures each day during the ASRM Annual Meeting. Underwriter is acknowledged on signage.

ASRM Water Stations \$10,000* RESERVED

Attendees in need of refreshment between courses and sessions will love the opportunity to stop by the designated water cooler stations located throughout the convention center. Underwriter may provide cups, signage for cooler.

Coffee Breaks \$5,000 5 AVAILABLE

Available twice a day during the Annual Meeting, the coffee and refreshment breaks allow attendees a moment to network during post-graduate courses and exhibit hours. Co-sponsorship of breaks is available. Underwriter may provide cups and napkins and 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. Underwriter may distribute the disc from their exhibit during the Annual Meeting.

ASRM Delegate Bag \$15,000* RESERVED

Exclusive sponsorship 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. Sponsor may choose design of bag but it is subject to approval by ASRM. Bags must be delivered in time to insert conference materials (approx. August 1). *Minimum quantity 4,500.*

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

Exclusive sponsorship of pen with sponsor 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 (August 1). *Minimum quantity 4,500.*

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

Exclusive sponsorship available for spiral bound notebook with daily schedule planner. Planner is distributed in the ASRM Delegate Bag to more than 4,500 attendees. Sponsor may place name/logo on front cover plus three more covers for advertising/promotional message. ASRM Annual Meeting logo must also be showcased. Sponsor materials must meet ASRM specifications and deadline (approx. August 1).

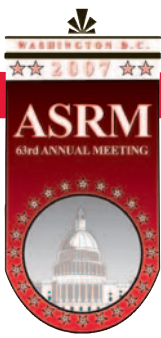
Official Lead Retrieval Card \$15,000 RESERVED

Increase corporate visibility with more than 4,500 delegates who wear badge to access message center, scientific sessions or exhibit floor by sponsoring the official attendee badge holder and electronic striped card. Sponsor name/logo on back side of badge holder and electronic card. ASRM selects ID cards, vendor, coordinates card imprinting process, specifications and amount of space for sponsor name/logo, message.

Lanyards \$5,000* RESERVED

Receive constant recognition by featuring your company's name or corporate logo on attendees' lanyards. Sponsor 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.

**Sponsorship fee only. Subject to additional costs.*



Hotel Guest Room Key Card \$15,000* RESERVED

Provide customized hotel keys distributed to all registered ASRM Annual Meeting guests at designated hotels and build name recognition for your company, product or exhibit space. Sponsor 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 \$10,000

Exclusive maps of ASRM Annual Meeting and city of New Orleans inserted into the Attendee Delegate Bag. Your company's name, exhibit will be highlighted on the exhibit floor plan. Premium sponsorship also available and map can be printed with your logo on the front and back covers. 1 Reserved/9 Available.

ASRM Exhibit Passport \$2,500 7 SPACES AVAILABLE

Multi-sponsored 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 "stamp" indicating they have visited your booth. Completed cards are returned to the ASRM booth and entered in a drawing for a daily prize.

ASRM PRINT & ADVERTISING OPPORTUNITIES

ASRM Door Drops \$4,500/day

Enhance your company's visibility with attendees, even when they are away from the convention center. Advertise in the ASRM Door Drop, which is delivered to key hotels on strategic meeting dates. Remind attendees to stop by your company's booth or event by including literature or promotional items. Delivery is October 22nd, 23rd, 24th, & 25th. Contact **Leigh Ann Simpson, Industry Liaison**, at 205-978-5000, ext. 111 or lsimpson@asrm.org for more details.

Preliminary Program \$5,000*

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

Final Program \$1,250 - \$25,000

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. Several ad sizes are available. Contact **Leigh Ann Simpson, Industry Liaison**, at 205-978-5000, ext. 111 or lsimpson@asrm.org for more details.

ASRM Daily News \$1,250 - \$8,000

Enhance your presence in the ASRM Daily News which is distributed Monday-Wednesday during the ASRM Annual meeting at designated hotel drops as well as the convention center. Several ad sizes and rates are available. For more information contact Kathy Carlson at Elsevier/ESNG at 973-290-8219 or K.Carlson@elsevier.com.

2007 ASRM ANNUAL MEETING SPONSORSHIP APPLICATION
October 13-17, 2007, Washington Convention Center, Washington DC

As an ASRM exhibitor, a wide range of opportunities is available during the 2007 ASRM Annual Meeting for you to maximize participant awareness of your contributions. Among the most practical and effective is support of educational sessions, sponsorship of special events, or participant amenities.

According to the opportunity selected, sponsor recognition may include:

- Recognition in *Final Program*, *ASRM Daily News*, and ASRM website.
- Advance Registration or Membership Mailing labels.
- Complimentary Door Drop Insert.
- Complimentary Meeting Room.
- Signage at event location as appropriate.
- Priority selection of available exhibit space.
- Special recognition banner displayed in lobby.

To begin this process, review the options listed, select those that fit best with your audience visibility plans and return the information requested below. For a more detailed description of available sponsorships visit <http://www.asrm.org/Professionals/Meetings/annualmeeting> or contact Leigh Ann Simpson, Industry Liaison, at 205-978-5000, ext. 111 or lsimpson@asrm.org.

**YES, WE WISH TO SPONSOR THE FOLLOWING ITEMS AT THE
2007 ASRM ANNUAL MEETING:**

COMPANY NAME _____
COMPANY REPRESENTATIVE/TITLE _____
MAILING ADDRESS _____
CITY _____ STATE _____ ZIP _____
TEL _____ FAX _____ E-MAIL _____

Check enclosed payable to ASRM _____	_____ Please invoice for full amount
Payment Amount \$ _____	

Charge to: _____ American Express	_____ Mastercard	_____ Visa
Card Number _____		
Expiration Date _____		
Signature _____		
Billing Address (if different from above): _____		

ASRM SPECIAL EVENTS

Sunday Gala Reception	\$25,000*	
President's Dinner	\$40,000*	<i>Reserved</i>
Poster Receptions (2)	\$30,000*	<i>Reserved</i>

ASRM VENUES AND LOCATIONS

Message Center/E-mail Stations	\$20,000*	<i>Reserved</i>
Relaxation/Massage Station	\$10,000*	
Video Program	\$12,000	<i>Reserved</i>
ASRM Water Stations	\$10,000 plus costs	<i>Reserved</i>
Coffee Breaks	\$5,000 per break	5 Sponsorships Available (co-sponsored breaks and packages also available)

ASRM PARTICIPANT AMENITIES

Official Delegate Bag	\$15,000*	<i>Reserved</i>
Pen inserted into Delegate Bag	\$5,000	<i>Reserved</i>
Spiral Bound Meeting Planner (inserted into Delegate Bags)	\$10,000*	<i>Reserved</i>
Official Lead Retrieval Card	\$5,000	<i>Reserved</i>
Lanyards	\$5,000*	<i>Reserved</i>
Hotel Guest Room Key Cards (in selected hotels)	\$15,000*	<i>Reserved</i>
Abstracts on Disc	\$10,000*	
Bag & Coat Check	\$10,000*	<i>NEW</i> -Exclusive Sponsorship Available
Map & City Guides	\$2,500-\$10,000*	<i>NEW</i> -9 Sponsorships Available
ASRM Exhibit Passport	\$2,500	7 Sponsorships available

ASRM PRINT & ADVERTISING OPPORTUNITIES

Hotel Room Door Drop	\$4500 per item, per day	Up to 10 inserts per bag/per day. Bags dropped on Sunday, Monday & Tuesday.
ASRM Preliminary Program	Based on location and size of ad. Contact Leigh Ann Simpson for more information.	Multiple ad sizes available.
ASRM Final Program	Based on location and size of ad. Contact Leigh Ann Simpson for more information	Multiple ad sizes available.

**Sponsorship fee only. Subject to additional costs.*