

JANUARY 13-16, 2022
LOEWS MIAMI BEACH HOTEL

22ND ANNUAL STATE OF THE ART WINTER SYMPOSIUM

SUPPORT & MARKETING
OPPORTUNITIES

ASTS 
American Society of Transplant Surgeons®



THE DETAILS

The American Society of Transplant Surgeons (ASTS) invites you to be a part of the 22nd Annual State of the Art Winter Symposium taking place Thursday, January 13 through Sunday, January 16, 2022 at the Loews Miami Beach Hotel in Miami Beach, Florida.

WHAT ATTENDEES ARE SAYING

"This was my first year attending and I absolutely loved it. As a newer member to the transplant world, it was extremely informational and I truly know my work going forward will benefit from me attending."
- 2020 Winter Symposium Attendee

"It's a small family, we all know each other and it's great."
- Dr. Kim Olthoff

"The comradery is my favorite part."
- Dr. Nancy Ascher

"Excellent meeting. Well planned and organized! Surgeons are people also, and this came through during the meeting in a way that I have never seen before."
- 2020 Winter Symposium Attendee

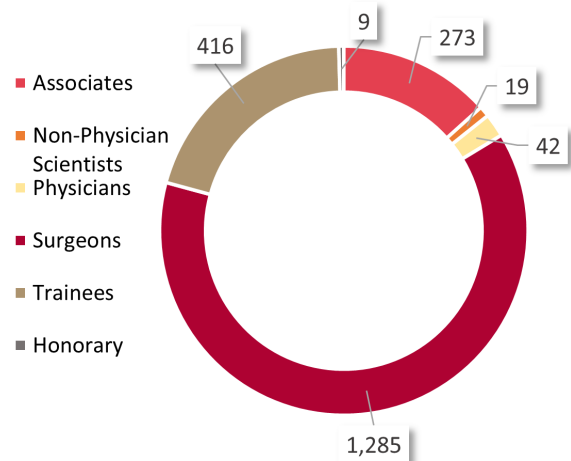
MEETING OVERVIEW

The most respected leaders in the field of transplant surgery are gathering in Miami in January for the ASTS 22nd Annual State of the Art Winter Symposium. Don't miss this unique opportunity to get their attention! The Winter Symposium is focused on pertinent topics in transplantation, such as surgical management, technical challenges, legislative and regulatory issues, emerging technologies, and professional development. The meeting is designed to appeal to all members of the transplant surgical team and is the perfect forum to build or strengthen relationships with transplant surgeons, physicians, scientists, researchers, and allied health professionals. Our attendees are enthusiastic about discussing the latest technologies, products, and services in transplant, so it's crucial for your company to have a presence on the exhibit floor. There will be several scheduled events held in the Exhibit Hall with no competing sessions. In addition, the closing dinner will offer a unique opportunity for member interactions. We look forward to seeing you in Miami!

CONTACT US

Ellie Proffitt
Manager, Research and Development
Phone: 571-446-5663
ellie.proffitt@asts.org

ASTS MEMBER DEMOGRAPHICS



2020 WINTER SYMPOSIUM ATTENDEE DEMOGRAPHICS*

ASTS Surgeon & Physician Members	262
Non-Members	215
Allied Health Professionals	53
Trainee Members (fellows, residents, medical students)	51
Industry & Exhibitors	189
Total Attendees	770

*Attendee data is from the last in-person Winter Symposium.

GENERAL SUPPORT PACKAGES

Choosing a general support package is a cost-effective way to diversify your presence at the Winter Symposium. Each package provides a variety of opportunities for exposure.

All support opportunities will be offered on a first-contracted, first-confirmed basis. Only completed contracts with full payment enclosed will be considered. Incomplete contracts or contracts without payment enclosed will not be accepted.

All support packages include:

- Recognition on meeting agenda*
- Onsite acknowledgement on signage and walk-in slides*
- Company name listed on ASTS.org meetings page
- Acknowledgement in ASTS Chimera
- Acknowledgement in various blast emails
- Final attendee list (registrant information does not include email addresses)

**Per ACCME guidelines, ASTS does not include company logos on educational materials. Company logos are used only on the Acknowledgement of Support page on ASTS.org.*

PLATINUM LEVEL \$100,000

Additional Benefits Include:

- Support of an Evening Exhibit Hall & Poster Reception, the ATP Reception, or a Product Theater
- Eight meeting registrations (travel and lodging costs not included)
- One Hotel Door Drop
- One promotional video at registration desk
- Two mobile app push notifications
- One 10 x 20 exhibit booth
- One virtual meeting bag insert

DIAMOND LEVEL \$75,000

Additional Benefits Include:

- Six meeting registrations (travel and lodging costs not included)
- One hotel door drop
- One promotional video at registration desk
- Two mobile app push notifications
- One 10 x 20 exhibit booth
- One virtual meeting bag insert

GOLD LEVEL \$50,000

Additional Benefits Include:

- Three meeting registrations (travel and lodging costs not included)
- One column wrap
- One promotional video at registration desk
- Two mobile app push notifications
- One 10 x 20 exhibit booth
- One virtual meeting bag insert

SILVER LEVEL \$35,000

Additional Benefits Include:

- Two meeting registrations (travel and lodging costs not included)
- One mobile app push notification
- One 10 x 10 exhibit booth
- One virtual meeting bag insert

BRONZE LEVEL \$20,000

Additional Benefits Include:

- One meeting registration (travel and lodging costs not included)
- One 10 x 10 exhibit booth
- One virtual meeting bag insert

ADVERTISING AND MARKETING

Hotel Key Cards & Sleeves \$20,000 single support

Include your company's branding on the key cards & sleeves distributed upon check in at the hotel front desk.

Charging Lounge \$18,000

Located outside the Exhibit Hall, this offers high visibility to attendees while they charge their mobile devices. Your branding will be featured on the furniture backs and swing tabletops.

Meeting WiFi \$17,000

Attendees will see your company name each time they access WiFi in the meeting space and general session room.

Elevator Floor Decals \$13,000 single support

Highlight your company's message to attendees as they wait for the elevator! Decals are placed on the 2nd floor near registration and size can be customized based on your needs. Minimum decal size is 11.5" by 11.5"

Hotel Room Door Drop \$10,000

All attendees within the hotel room meeting block will find your company's message right at their doorstep. The hotel will distribute bags to attendees on Thursday, January 13 or Friday, January 14.



Escalator Clings \$13,000 single support

Advertise your organization's name and logo on escalators between the main lobby and 2nd floor of the Loews Hotel. Cling will run up the center of the escalator, offering high visibility to attendees.

Hand Sanitizers \$12,000 for all attendees

Help attendees keep their hands clean and reduce the spread of germs during the meeting. Add your branding to individual bottles of sanitizer that will be distributed at registration.

Pocket Schedule \$10,000 single support

A daily pocket schedule with your corporate logo or message will be provided to attendees at the registration desk.

Exhibit Hall Footprints \$5,500

Lead attendees to your booth from the entrance of the exhibit hall. Each decal is printed on a template and includes your corporate or product logo and booth number. Placement is per ASTS' discretion and cannot interfere with other booths.

Branded Benches \$1,400 per bench

Park benches located on the 2nd floor of the Loews Hotel, throughout the registration area. Up to 4 available for purchase.

ADVERTISING AND MARKETING

Promotional Video \$3,500

Advertise your company's message, booth, or sponsored symposium in a video clip to be broadcasted on a screen near the registration desk during meeting hours. Please note videos will be closed captioned with no sound.

Coffee & Conversation Station \$8,500

Sponsor a forum for attendees to gather for breakfast and discuss a topic of your choosing!

Branded Candy \$7,500

Showcase your organization's branding on a sweet treat for meeting attendees that will be available at the registration desk.

Column Wraps \$5,000 each

Display your company's message in the foyer of the 2nd floor of the Loews Hotel. The wraps are 10 feet high and consist of 4 top panels and 4 bottom panels for your personalized artwork.

Virtual Bag Insert \$1,750

Provide a bag insert showcasing your company or product for the virtual meeting bag that will be accessible to all attendees via the website and mobile app.



Photo Wall \$8,000

Our members are excited to be back together in Miami! Include your company's logo on a background that will be used to encourage attendees to stop for a photo opportunity. The photo station will be placed in the registration area during the meeting and will also be at the Saturday night dinner event.

Mobile App Push Notifications \$1,900 per day

Inform attendees about your booth and invite them to visit you during the scheduled breaks. Limit 2 supporters per day.

Refreshment Station \$5,000

Share your company message at water stations placed throughout the exhibit hall and non-educational meeting space.

Escalator Mat \$5,000 single support

Showcase your company branding at the top of the 2nd floor escalator at the Loews, near registration, as attendees walk toward the meeting space.

Window Clings \$5,000 each, multiple available

Advertise your company message or lead attendees to your exhibit booth through branded window clings.

EXHIBIT OPPORTUNITIES

Display and demonstrate your company's products and services by purchasing a space within the exhibit hall! Purchase a 10x20 or 10x30 size space and really make a splash, or purchase one of our smaller booth spaces for more efficient marketing. Pricing is based on booth size and location. Each space has 3 feet high side rails and an 8 feet high back and includes conference sign, mobile application listing, one badge scanner, and website recognition.

PRODUCT THEATER OPPORTUNITIES

ASTS welcomes our industry partners to purchase product theater time to share their new and innovative products, technologies, and diagnostics. ASTS has times available each day for a product symposium.

Each package includes the following:

- Presentation information within the printed pocket schedule
- Onsite acknowledgement on signage and walk-in slides
- Acknowledgement in ASTS Chimera and blast emails
- One email blast to registrants to promote your product symposium

EXHIBIT HALL & PRODUCT THEATER SCHEDULE*

Thursday, January 13

11:00 am - 12:00 pm Product Theater

Lunch Symposium

2:10 - 2:30 pm Coffee Break

4:30 - 4:50 pm Coffee Break

5:30 - 7:00 pm Exhibit Hall Reception and Poster Session

Friday, January 14

7:00 - 8:00 am Product

Theater Breakfast Symposium

11:00 am - 12:00 pm Product

Theater Lunch Symposium

11:45 am - 12:30 pm

Networking in Exhibit Hall

1:20 - 1:40 pm Coffee Break

3:30 - 3:50 pm Coffee Break

5:30 - 7:00 pm Exhibit Hall Reception & Poster Session

Saturday, January 15

7:00 - 8:00 am Product

Theater Breakfast

Symposium

9:30 - 9:50 am Coffee Break

12:00 - 12:20 pm Coffee Break

1:00 - 2:00 pm Product

Theater Lunch Symposium

**This is a draft schedule. Times are subject to change.*

Pricing

Corner 10x10 booth **\$2,500**

- 2 complimentary registrations included

Inline 10x10 booth **\$2,000**

- 2 complimentary registrations included

Non-profit 10x10 booth **\$1,200**

- 1 complimentary registration included

6x10 booth **\$1,700**

- 1 complimentary registration included

- Booths 1 through 10

6x8 booth **\$1,500**

- 1 complimentary registration

- Booths 1 through 10

- One email from ASTS to all attendees to promote symposium
- A/V set up and either classroom style or rounds room set
- Two complimentary registrations
- One badge scanner
- Food & beverage provided by the Loews Hotel

Pricing

Breakfast Symposium (60 minutes) **\$20,000**

Lunch Symposium (60 minutes) **\$35,000**

Locations

Product Theaters will be held in Cowrie, located on level 3 of the Loews Hotel.

EXHIBITOR RULES AND REGULATIONS

The American Society of Transplant Surgeons (ASTS) show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors.

Registration and Badge Access

Any exhibitor, sponsor, or industry representative must register as an "Exhibitor" to attend the Winter Symposium. All Exhibitor registrations will include full access to the ASTS Winter Symposium and tickets to the Winter Symposium Dinner. Exhibitors must provide their attendee information to the ASTS Office no later than January 4, 2022. Industry representative attendance is subject to ASTS policies on interactions with attendees. Sales and promotional activities are not permitted within the educational space.

Failure to Occupy Space

Exhibit booth space not occupied by the exhibitor by 6:00 p.m. on Thursday, January 13, 2022, will be forfeited without refund to the exhibitor, and the space may be resold or used by ASTS. It is mutually agreed that in the event of cancellation of the 2022 ASTS Winter Symposium due to fire, strikes, governmental regulations, war, acts of God, terrorism, or other causes that would prevent its scheduled opening or continuance, this agreement will be terminated. In the event the Winter Symposium is moved to a virtual setting, a reasonable alternative to marketing benefits will be determined between ASTS and the sponsoring partner. If no agreed alternative is reached, then the agreement will be terminated.

Assignment of Booth Space

Booth assignments will be made on a first-come, first served basis. Non-profit booths will be assigned directly by ASTS and will not be placed in corner booth spaces. ASTS reserves the right to make any revisions necessary to the floor plan and may relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the ASTS Winter Symposium, the payment for exhibitor space will be fully refunded, minus the \$300.00 administrative fee. Exhibitors wishing to avoid assignment of space adjacent to that of a competitor should communicate this directly to ASTS. Careful consideration is given to all requests but are not guaranteed.

EXHIBIT HALL SET UP

Booth Installation

- Wednesday, January 12 | 4:00 - 11:00 pm
(large exhibitors)
- Thursday, January 13 | 7:00 - 11:00 am

Booth Dismantle

- Saturday, January 15 | 12:30 - 3:30 pm

Booth dismantling is not permitted before 12:30 pm on Saturday, January 15.

All exhibit material must be in place and ready for removal from the exhibit area by 3:30 pm Saturday, January 15.

THE FINE PRINT

In compliance with the ACCME's Standards for Commercial Support, educational materials that are part of a CME activity, such as slides, abstracts, and handouts, cannot contain any advertising, corporate logos, trade names, or product-group messages of an ACCME-defined commercial interest.

Participation

To participate in any promotional activity, compliance with the following is required:

- ASTS approval on all advertising artwork and descriptions prior to production and/or distribution
- Fully executed Marketing Agreement prior to the start of the activity

Payment

All payments must be received by **December 20, 2021** and can be paid by check or online payment. Exhibit space will not be assigned or held without a completed application and full payment.

Cancellation

All cancellations must be submitted in writing to [Ellie Proffitt](#). The date of receipt of written notice will be the official cancellation date. Cancellations received on or before **November 19, 2021** will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after **November 19, 2021** will be responsible for paying the full amount.



IMPORTANT DEADLINES

November 19, 2021

- Applications due to the ASTS National Office
- Cancellation deadline

December 3, 2021

- Confirmation letters, exhibit space assignments, and exhibitor packets emailed
- Deadline for company description
- Deadline for notification of use of Independent Contractors
- Deadline for Certificate of Insurance
- Exhibitor registration opens

December 20, 2021

- Payments due to the ASTS National Office

December 31, 2021

- Badge registration deadline

January 13-16, 2022

- 22nd Annual State of the Art Winter Symposium

JOIN US!

Our members want to meet you and get to know the companies that are committed to the field of transplantation. Submit an application today and reach over 800 members of the transplant surgery community!

HAVE MORE QUESTIONS?

Contact Ellie Proffitt, Manager, Research and Development with any questions. We are here to make your experience the best it can be and ensure your company is meeting its marketing goals.

CONTACT

Ellie Proffitt
Manager, Research and Development
Phone: 571-446-5663
ellie.proffitt@asts.org



2022 WINTER SYMPOSIUM EXHIBITOR APPLICATION

Please email to ellie.proffitt@asts.org by November 19, 2021

CONTACT INFO

COMPANY: _____

CONTACT PERSON(S): _____

ADDRESS: _____

CITY, STATE, & ZIP: _____

PHONE NUMBER: _____

EMAIL: _____

BOOTH SELECTION

BOOTH SIZE (10X10, 10X20, 6X10, OR 6X8): _____

CORNER SPACE: _____ INLINE SPACE: _____ NON -PROFIT SPACE: _____

PREFERRED LOCATIONS (WE UNDERSTAND AND ACKNOWLEDGE THAT THE ASSIGNMENT OF SPACE IS AT THE SOLE DISCRETION OF ASTS)

1ST CHOICE: _____ 2ND CHOICE: _____ 3RD CHOICE: _____

PLEASE LIST ANY COMPANIES YOU WOULD PREFER NOT TO BE PLACED NEAR:

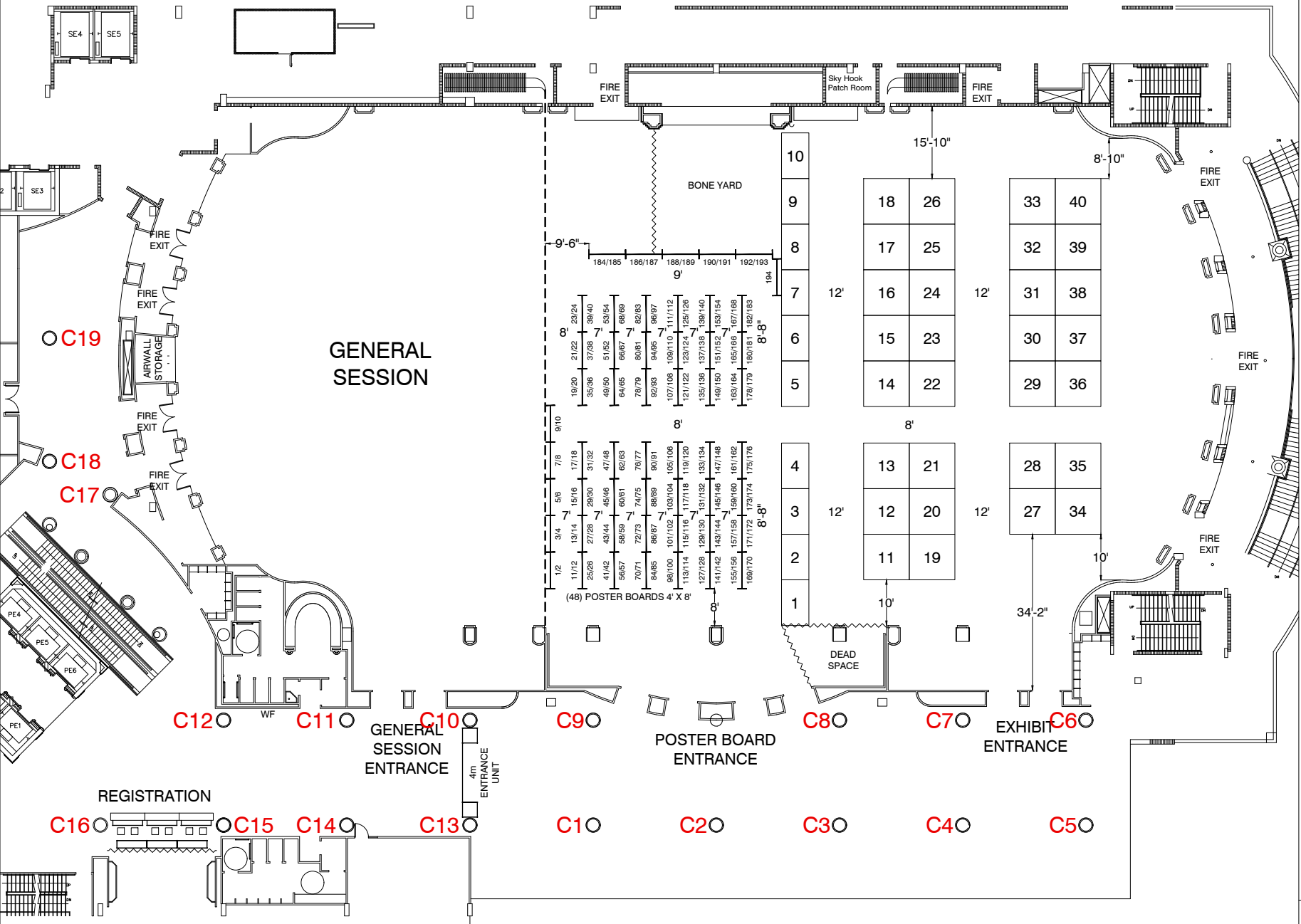
By signing this application, you agree to exhibit at the 2022 ASTS Winter Symposium. You will be invoiced directly for payment. Payments can be made online or via check and must be received no later than **Friday, December 20, 2021**. Cancellations must be submitted in writing to Ellie Proffitt. The date of receipt of written notice will be the official cancellation date. Cancellations received on or before November 19, 2021, will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after November 19, 2021, will be responsible for paying the full amount.

SIGNATURE: _____

**OCCUPANT CAPACITY
DUE TO COVID-19:**

AREA	SQ FT	# OF PPL
SALONS 3-4:	13,626	481
SALONS 1-2:	6,922	245
TOTAL:	20,548	726

* 20% OF SQ FT HAS BEEN REMOVED TO ACCOMMODATE MISC CATERING



POSTER BOARD COUNT:

- (42) 2-SIDED BOARDS 4' X 8' = (168) FACES
- (11) 1-SIDED BOARDS 4' X 8' = (22) FACES
- TOTAL: (190) FACES 4' X 4'**

Inventory as of 05/17/2021

Dimension	Size	Qty	SqFt
6'x10'	60	10	600
10'x10'	100	30	3,000
Totals:		40	3,600

SHOW NAME:	ASTS 22ND ANNUAL STATE OF THE ART WINTER SYMPOSIUM
SHOW DATE:	JANUARY 13-16, 2022
FACILITY NAME:	LOEWS MIAMI BEACH HOTEL, AMERICANA BALLROOM
FACILITY ADDR.:	1601 COLLINS AVE, MIAMI BEACH, FL 33139

DRAWING NO.:	1
REV. DATE:	XXX
INITIAL DATE:	5-17-21
DWG. SCALE:	NO SCALE
DRAWN BY:	JORGE F.

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convention
constructors

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