

# 2022 LEADERSHIP DEVELOPMENT PROGRAM

SUPPORT & MARKETING  
OPPORTUNITIES

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# THE PREMIER EXECUTIVE MANAGEMENT COURSE DESIGNED EXCLUSIVELY FOR THE FIELD OF TRANSPLANTATION

**September 18-21, 2022**

**Northwestern University Kellogg School of Management  
James L. Allen Center**

The American Society of Transplant Surgeons invites our corporate partners to be part of the ASTS 2022 Leadership Development Program (LDP) through promotional opportunities that can be tailored to spotlight your commitment to the field of transplant surgery. The LDP is designed to provide clinical and administrative leadership with essential skills necessary to successfully lead transplant centers within a complex financial and regulatory environment. Key components of the program include an exposure to necessary business practices including cost accounting, financial analysis, and contracting; leadership skills including team building, strategic analysis, and institutional relationships; and an overview of the legal and regulatory aspects of transplantation.

## AMERICAN SOCIETY OF TRANSPLANT SURGEONS

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**Questions?** Contact Ellie Proffitt,  
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**ASTS**   
American Society of Transplant Surgeons®

# GENERAL SUPPORT

	Silver \$20,000	Gold \$35,000	Platinum \$45,000
<b>Complimentary registrations</b> <i>Includes 3 nights of lodging and all meals</i>		1	2
<b>Onsite acknowledgements</b> <i>Venue signage, walk-in slides and verbal messaging</i>	✓	✓	✓
<b>Other acknowledgements</b> <i>ASTS website, Know Before You Go, and annual support list in AJT</i>	✓	✓	✓
<b>Full page virtual bag insert</b> <i>Non product specific</i>	✓	✓	✓
<b>Invitation to join attendees during dinner and networking events</b>	✓	✓	✓
<b>Advertisement in Schedule-at-a-glance</b> <i>Non product specific</i>		Outside back cover	Inside front cover
<b>Mobile app push notifications</b>		1	2
<b>Hotel room door drop</b>			✓
<b>Sole sponsorship of one evening reception</b>			✓

# PROMOTIONAL OPPORTUNITIES

## **Virtual Bag Insert \$1,500**

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.

## **Hand Sanitizers \$5,000**

Help reduce the spread of germs during the meeting. Individual sanitizers will be distributed to attendees at registration.

## **Branded Candy \$5,000**

Share your company's branding on a sweet treat for attendees available at the registration desk.

## **Mobile App Push Notifications \$3,500**

4 days, one message per day. Share your message with attendees through our mobile app.

## **Sponsored Networking Reception \$9,000**

Sole sponsorship of one evening networking reception.

*Two Available*

## **Hotel Room Door Drop \$8,000**

All attendees will find your company's message right at their doorstep.

## THE FINE PRINT

To participate in the symposium's promotional activities, you must agree to comply with the following ASTS requirements:

- ASTS must approve all artwork before distribution or production on any supported item by the given deadline.
- Recognition and acknowledgments in the program book are subject to printing deadlines. Confirmation of support must be received by August 19, 2022 to receive recognition in any printed materials.
- Fully executed marketing agreement must be received within 10 business days of verbal agreement.
- Cancellations: Any cancellation must be received in writing. Cancellations prior to September 5, 2022 will be refunded, minus a \$500 administrative fee.
- As this is a course accredited for CME, all promotional activities must align with ACCME Standards, PhRMA, and AMA CEJA.