

2024 ADVANCED LEADERSHIP DEVELOPMENT PROGRAM

SUPPORT & MARKETING
OPPORTUNITIES



ASTS

American Society of
Transplant Surgeons



AN ADVANCED PREMIER EXECUTIVE MANAGEMENT COURSE DESIGNED EXCLUSIVELY FOR THE FIELD OF TRANSPLANTATION

September 15–18, 2024

**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 2024 Advanced Leadership Development Program (ALDP) through promotional opportunities that can be tailored to spotlight your commitment to the field of transplant surgery. The ALDP is an exciting enhancement to the educational program offered through the popular ASTS Leadership Development Program. The ALDP tackles the toughest leadership challenges facing leaders in transplantation. As the medical environment becomes more complex, successful transplant programs require innovative leadership strategies to remain competitive and profitable. This next level program is designed for senior clinical and administrative transplant leaders.

AMERICAN SOCIETY OF TRANSPLANT SURGEONS

1401 S. Clark Street
Suite 1120
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703-414-7870 | [ASTS.org](https://www.astsonline.org)

Questions? Contact Ellie Proffitt,
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GENERAL SUPPORT

	Silver \$25,000	Gold \$40,000	Platinum \$55,000
Complimentary registrations <i>Includes 3 nights of lodging and all meals</i>		1	2
Onsite acknowledgements <i>Venue signage, walk-in slides and verbal messaging</i>	✓	✓	✓
Other acknowledgements <i>ASTS website, email marketing and communications to attendees</i>	✓	✓	✓
Full page virtual bag insert <i>Non product specific</i>	✓	✓	✓
Invitation to join attendees during dinner and networking events		✓	✓
Advertisement in Schedule-at-a-glance <i>Non product specific</i>		Outside back cover	Inside front cover
Hotel room door drop			✓
Sole sponsorship of one evening reception			✓

PROMOTIONAL OPPORTUNITIES

Sponsored Networking Reception \$10,000

Sole sponsorship of one evening networking reception. Includes signage, branded napkins, and a 2-3 minute speaking opportunity for a company representative.

Two Available

Hotel Room Door Drop \$8,000

All attendees will find your company's message right at their door in the Allen Center.

Pre-Meeting Email Marketing Sponsorship \$5,000

Include a banner ad in the Know Before You Go email sent to all attendees.

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.

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.

THE FINE PRINT

To participate in promotional activities during the ALDP, 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 14, 2024 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, 2024 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.