

# 24TH ANNUAL WINTER SYMPOSIUM

## SUPPORT AND MARKETING OPPORTUNITIES

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JANUARY 11-14, 2024  
LOEWS MIAMI BEACH HOTEL



**ASTS**   
American Society of Transplant Surgeons®

# THE WINTER SYMPOSIUM

The most respected leaders in the field of transplant surgery are gathering in Miami in January for the 24th Annual 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, wellness, and research. The meeting is designed to appeal to all members of the transplant surgical team and is the perfect forum to build and 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 at our meeting. In addition, the closing dinner will offer a unique opportunity for member interactions. We look forward to seeing you in Miami!



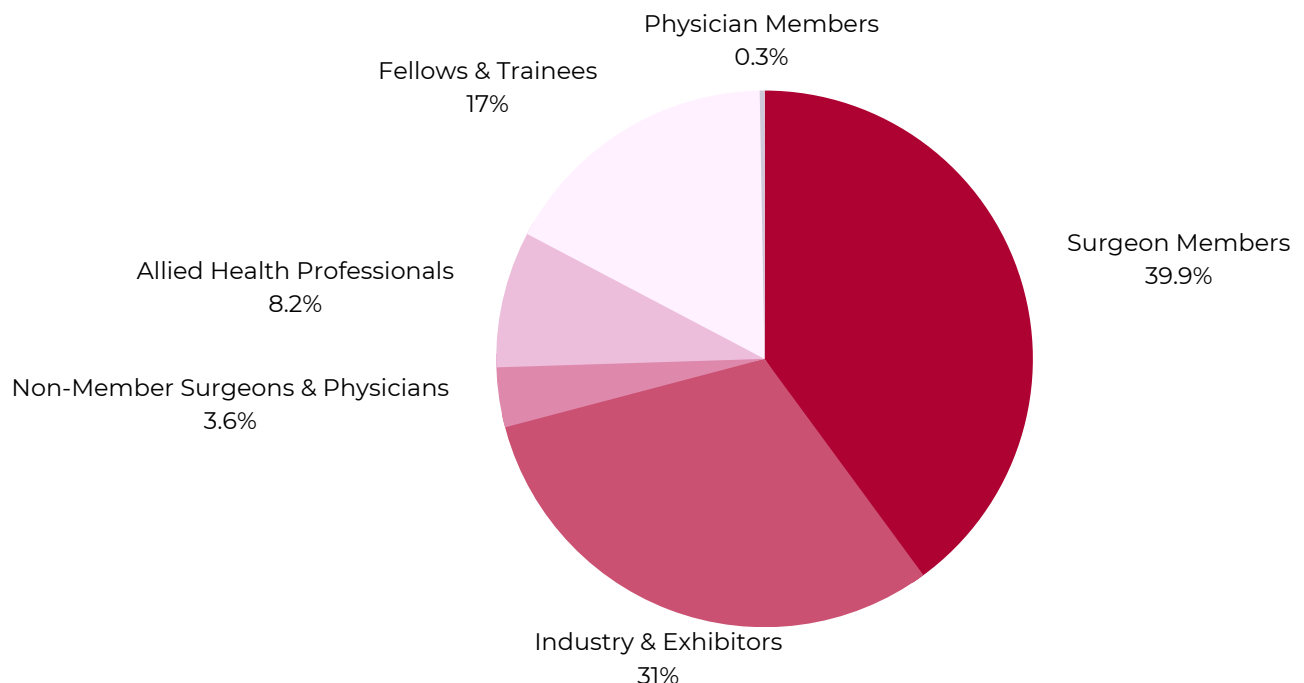
"THIS WAS MY FIRST YEAR ATTENDING AND I ABSOLUTELY LOVED IT. AS A NEWER MEMBER TO THE TRANSPLANT WORLD, IT WAS EXTREMELY INFORMATIONAL AND I TRULY KNOW MY WORK GOING FORWARD WILL BENEFIT FROM ME ATTENDING."  
- 2020 WINTER SYMPOSIUM ATTENDEE

## CONTACT ASTS

Ellie Proffitt  
Manager, Research and Development  
571-447-5663 | [ellie.proffitt@asts.org](mailto:ellie.proffitt@asts.org)

## 2023 WINTER SYMPOSIUM ATTENDEE DEMOGRAPHICS

TOTAL ATTENDANCE: 698



# GENERAL SUPPORT PACKAGES

Choosing a support package is a cost-effective way to diversify your presence at the Winter Symposium. Each package offers a variety of opportunities for exposure and can be customized to reach your goals. All support opportunities are offered on a first contracted, first confirmed basis.

## ALL SUPPORT PACKAGES INCLUDE:

- Logo recognition on screen built into registration desk
- Onsite acknowledgement on signage in registration area and walk-in slides
- Print acknowledgement in blast emails, ASTS Chimera e-newsletter, Winter Symposium webpage, ASTS mobile app
- Pre-meeting attendee list (*does not include email addresses*)

## PREMIER LEVEL \$125,000

- 10x10 exhibit booth
- Ten (10) complimentary registrations
- Exclusive support of an evening reception at the SOAK Cabanas at the Loews
- Support of a sponsored lunch symposium
- Three mobile app push notifications
- One virtual bag insert

## DIAMOND LEVEL \$100,000

- 10x10 exhibit booth
- Eight (8) complimentary registrations
- Support of one of the following:
  - Exhibit Hall & Poster Reception
  - Sponsored lunch symposium
- Choice of one of the following:
  - Hotel room television ad
  - Hotel door drop
- Two mobile app push notifications
- One virtual bag insert

## PLATINUM LEVEL \$75,000

- 10x10 exhibit booth
- Six (6) complimentary registrations
- Choice of one of the following:
  - Hotel room television ad
  - Hotel door drop
- Two mobile app push notifications
- One virtual bag insert

## GOLD LEVEL \$50,000

- 10x10 exhibit booth
- Three (3) complimentary registrations
- Choice of one marketing opportunity:
  - Column wrap
  - Window cling
  - Exhibit hall footprints
- One mobile app push notification
- One virtual bag insert

## SILVER LEVEL \$35,000

- 10x10 exhibit booth
- Two (2) complimentary registrations
- One mobile app push notification
- One virtual bag insert

## BRONZE LEVEL \$20,000

- 10x10 exhibit booth
- One (1) complimentary registration
- One virtual bag insert

# MARKETING OPPORTUNITIES

## **HOTEL KEY CARDS AND SLEEVES \$22,000 SINGLE SUPPORT**

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

## **ASTS MEMBER FORUM \$20,000**

Gain an audience of ASTS members to discuss, brainstorm, or strategize your company's initiatives and priorities. ASTS will be responsible for attendee recruitment and meeting space. Any food and beverage costs will be sponsor's responsibility.

## **ELEVATOR FLOOR DECALS \$13,000 SINGLE SUPPORT**

Highlight your company's branding as attendees wait for the elevator! Decals are placed on the second floor near registration and size can be customized based on your needs.

## **ESCALATOR CLINGS \$13,000 SINGLE SUPPORT**

Advertise your company's name and logo on the escalators between the Loews main lobby and second floor meeting space. Cling runs up the center of the escalator, offering high visibility to attendees.

## **EXHIBIT & POSTER RECEPTION SPONSORSHIP \$10,000**

Support an Exhibit & Poster Reception on either Thursday or Friday evening. Sponsorship includes signage, branded napkins, and verbal remarks.

## **BRANDED SPARKLING WATER \$9,000**

Individual co-branded bottles of sparkling water will be available to attendees.

## **RECEPTION, DINNER, AND DANCING EXCLUSIVE SPONSORSHIP**

The Saturday evening reception, dinner, and dancing is a highlight of the attendee experience at the Winter Symposium. Gain exclusive sponsorship for your company, including branding opportunities, signage, and opportunity for opening remarks. *Please contact ASTS to discuss pricing options.*

## **MEETING WIFI \$20,000**

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

## **POOL CABANA RECEPTION \$15,000**

Host an exclusive one-hour reception on Friday evening at the SOAK cabanas at the Loews. Cost includes space reservation and ASTS promotion. Food and beverage costs will be responsibility of the sponsor. Tiered pricing available per half hour. Max space capacity 175.

## **HAND SANITIZERS \$12,000**

Provide branded hand sanitizers to all attendees to help reduce spread of germs at the meeting. Sanitizers will be distributed at registration.

## **HOTEL DOOR DROP \$12,500**

Attendees booked in the hotel block will find your company's message at their doorstep! Door drop flyers will be distributed on the night of the most hotel reservations.

## **HOTEL ROOM TELEVISION AD \$10,000**

Reach attendees right in their rooms! Your company's branding or short video will be displayed on the guest room televisions at the Loews.

# MARKETING OPPORTUNITIES

## STEP AND REPEAT PHOTO WALL \$7,000

Your company's logo and the ASTS logo will provide a backdrop for a photo opportunity! The photo wall will be placed in the Americana Foyer outside of the meeting space.

## RESTROOM MIRROR CLINGS \$8,000

Display your company's logo on mirror clings in the restrooms next to the second floor meeting space at the Loews.

## REFRESHMENT STATION \$5,000

Share your company's message at a water station placed outside of the educational space.

## ESCALATOR MAT \$7,000 SINGLE SUPPORT

Highlight your company's logo and branding on a floor mat placed at the top of the second floor meeting space escalator near registration.

## WINDOW CLINGS \$5,500

Advertise your company message or direct attendees to your exhibit space through branded window clings. *Multiple available.*

## EXHIBIT HALL FOOTPRINTS \$5,500

Lead attendees to your exhibit space from the exhibit hall entrance. Decals are printed on a template and include your company's logo. Placement is at the discretion of ASTS and cannot interfere with other booth space.

## BRANDED BENCHES \$2,000 EACH

Branded park benches will be placed throughout the registration area and Americana Foyer.

## BRANDED CANDY \$7,500

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



## AFILLIATE MEETING SPACE \$3,500 FULL DAY \$1,800 HALF DAY

Gain access to a meeting room on the third floor of the Loews. A/V and catering is not included and must be arranged by the sponsor.

## REGISTRATION PROMOTIONAL VIDEO \$3,500

Advertise your company's product or sponsored symposia via a video that will be played on a loop near the registration desk during meeting hours. *Videos will not have sound and must be closed captioned.*

## COLUMN WRAP \$7,500

Display your company's message in the Americana foyer outside of the meeting space and exhibit hall. Wraps are 10 feet tall and consist of either 2 or 4 panels for your customized 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.

## INTERESTED IN AN OPPORTUNITY YOU DON'T SEE HERE?

Contact Ellie Proffitt, Manager, Research and Development at [ellie.proffitt@asts.org](mailto:ellie.proffitt@asts.org) or 571-447-5663 to discuss options.



# EXHIBITS AND SPONSORED SYMPOSIA

## EXHIBIT OPPORTUNITIES

Display and advertise your company's mission or products by purchasing space in the exhibit hall! Booth space purchase includes one badge scanner, and inclusion in the exhibitor section of the ASTS mobile app. One 10x10 booth space includes two complimentary registrations. Purchase of each additional 10x10 booth space includes one additional complimentary registration (e.g. a 10x20 booth space includes 3 complimentary registrations).

## EXHIBIT PRICING

Corner 10x10 exhibit booth \$3,500

In-line 10x10 exhibit booth \$3,000

Non-profit 10x10 booth \$1,300

- All booths include 8' high background drape, 3' high side drape, one 6' skirted table, and two chairs

Additional 10x10 booth space \$2,000 each

## EXHIBIT HALL SCHEDULE\*

### Thursday, January 11, 2024

Exhibit Hall Open 11:00 am

Sponsored Symposia 11:00–11:50 am

Coffee Break 2:10–2:30 pm

Coffee Break 3:50–4:10 pm

Exhibit Hall & Poster Reception 5:30–7:00 pm

### Friday, January 12, 2024

Exhibit Hall Open 11:00 am

Sponsored Symposia 11:00 am–12:00 pm

Coffee Break 1:20–1:40 pm

Coffee Break 3:40–4:00 pm

Exhibit Hall & Poster Reception 5:30–7:00 pm

### Saturday, January 13, 2024

Exhibit Hall Open & Breakfast 7:00 am

Coffee Break 9:30–9:50 am

Coffee Break 11:20–11:50 am

Sponsored Symposia 11:30 am–12:30 pm

*\*This is a draft schedule and is subject to change.*

## SPONSORED SYMPOSIA OPPORTUNITIES

ASTS welcomes our industry partners to purchase a sponsored symposia time slot to share their new and innovative products, technologies, and diagnostics. ASTS has reserved time on Thursday, Friday, and Saturday for sponsored symposia.

Sponsored symposia include the following:

- Presentation information within the printed pocket schedule (*dependent on receiving symposium title by printing deadline*)
- Onsite acknowledgement on signage and walk-in slides
- Acknowledgement on ASTS website, mobile app, and blast emails
- Standalone email blast promoting symposium to all meeting attendees to be sent by ASTS
- One additional badge scanner

## FOOD & BEVERAGE

The sponsor will be responsible for the ordering and cost of any food and beverage provided by the Loews Hotel.

## PRICING

60 minute lunch slot\* \$25,000

*\* Symposia time slots are not exclusive and may have competing sessions*

## LOCATION

Sponsored symposia will be held In Cowrie on Level 3 of the Loews, or in Poinciana on Level 2 depending on date & time.

# EXHIBITOR AND SPONSOR 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 sponsors exhibitors.*

## 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 \$500.00 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.

## FAILURE TO OCCUPY SPACE

Exhibit booth space not occupied by the exhibitor by 6:00 p.m. on Thursday, January 11, 2024, 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 2024 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.

## 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. Exhibitors must provide their attendee information to the ASTS Office no later than January 5, 2023. Industry representative attendance is subject to ASTS policies on interactions with attendees. Sales and promotional activities are not permitted within the educational space.

## EXHIBIT HALL SET UP

### Booth Installation

- Wednesday, January 10 | 4:00–11:00 pm  
*(large exhibitors)*
- Thursday, January 11 | 7:00–10:00 am

### Booth Dismantle

- Saturday, January 13 | 2:00–5:00 pm

*Booth dismantling is not permitted before 2:00 pm on Saturday, January 13.*

*All exhibit material must be in place and ready for removal from the exhibit area by 5:00 pm Saturday, January 13.*



# THE FINE PRINT

In compliance with the ACCME's Standards for Independence & Integrity, 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 ineligible company.

## 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, 2023 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 17, 2023 will be refunded all monies paid minus a \$500.00 processing fee. Cancellations received after November 17, 2023 will be responsible for paying the full amount.



## EXHIBITOR APPLICATION

This year's exhibitor application process is fully online. Please refer to the Winter Symposium Exhibits & Marketing webpage on [ASTS.org](https://ASTS.org) for the application link.

## IMPORTANT DATES

### November 17, 2023

- Applications due to the ASTS Office
- Cancellation deadline

### December 1, 2023

- Confirmation letters, exhibit space assignments, and exhibitor kits emailed
- Deadline for notification of use of independent contractors
- Deadline for Certificate of Insurance

### December 20, 2023

- Payments due to ASTS Office

### January 5, 2024

- Exhibitor and sponsor registration deadline
- Sponsors receive pre-registration list

### January 11-14, 2024

- 24th Annual State of the Art Winter Symposium

## JOIN US!

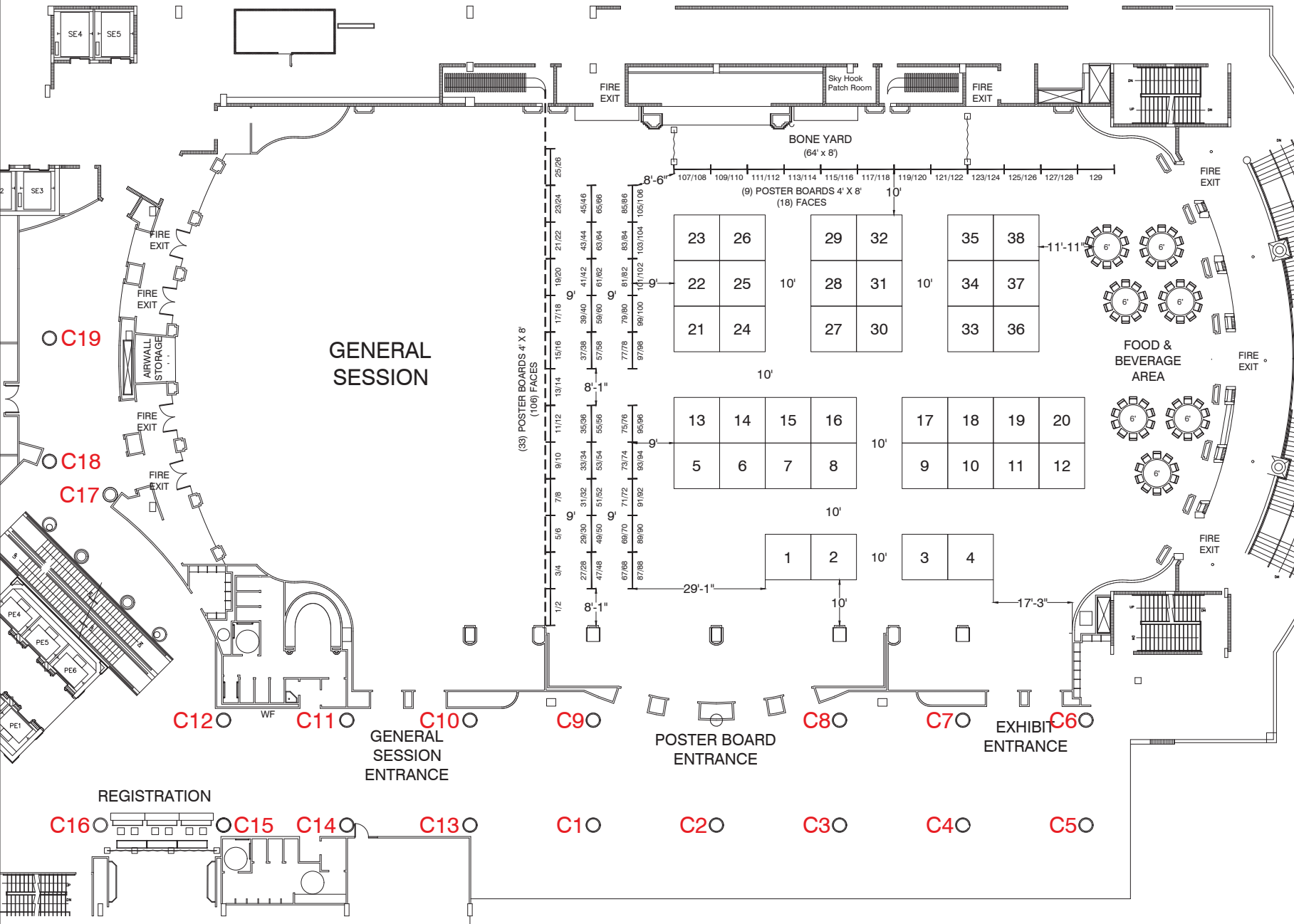
Our members want to meet you and get to know the companies that are committed to the field of transplantation. Submit an application today and reach over 700 members of the transplant surgery community!

## MORE QUESTIONS?

Please contact Ellie Proffitt, ASTS Manager, Research and Development at [ellie.proffitt@asts.org](mailto:ellie.proffitt@asts.org). ASTS is here to ensure your experience as a supporter of the Winter Symposium is the best it can be and help your company reach its goals.



(9) POSTER BOARDS 4' X 8'  
(18) FACES



**POSTER BOARD COUNT:**

(25) 1-SIDED BOARDS 4' X 8'  
(20) 2-SIDED BOARDS 4' X 8'

TOTAL: (130) FACES 4' X 4'

Inventory as of 07/24/2023

Dimension	Size	Qty	SqFt
10'x10'	100	38	3,800
Totals:		38	3,800



www.expocci.com

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MIAMI, FL 33169  
PHONE: (305) 751-1234  
FAX: (305) 754-9402

SHOW NAME:	ASTS 23RD ANNUAL STATE OF THE ART WINTER SYMPOSIUM
SHOW DATE:	JANUARY 10-14, 2024
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:	7-24-23
DWG. SCALE:	FIT TO PAGE
DRAWN BY:	JORGE F.