

EXHIBIT PROSPECTUS AND MARKETING OPPORTUNITIES

*Recognizing the indispensable role of health care companies in furthering
the mission of the American Society of Transplant Surgeons*



American Society of
Transplant Surgeons
14TH Annual State of the Art
Winter Symposium

MEETING THE CHALLENGES OF
Innovation

January 23 – 26, 2014
Loews Miami Beach Hotel, Miami, FL

Exhibit Dates: Friday, January 24, and
Saturday, January 25, 2014

www.ASTS.org



The American Society of Transplant Surgeons (ASTS) invites you to the *ASTS 14th Annual State of the Art Winter Symposium*—the premier and most comprehensive educational and scientific event in the surgical transplant community. For three years in a row, our Symposium has had record-breaking attendance! As we build upon the success of the last few years, we are again assembling the top transplant experts in Miami.

Our attendees are enthusiastic about interacting with you to discuss the latest technologies, products, and services in transplant—which is why it is crucial for your company to have a presence on the exhibit floor. Reaching the top surgical transplant professionals, the *ASTS State of the Art Winter Symposium* offers you high visibility to the most respected leaders in the field. Our exhibitors provide attendees with cutting-edge information and ideas to improve their research, teaching, practice, and service to the larger profession.



This year ASTS celebrates its 40th anniversary. Be a part of ASTS history by participating in the 40th anniversary gala on Saturday, January 25!

We heard what you said!

This year's program will once again feature prominent leaders in the field of transplantation and will cover many exciting topics! We have designed the exhibit hours around the rigorous scientific program to allow exhibitors to attend sessions and learn what's new and innovative in the field. We have scheduled 4 events in the exhibit hall with no competing sessions and will close the exhibit hall earlier on Saturday so you can attend key sessions. In addition, the 40th anniversary gala will offer a unique opportunity for member interactions! We have also included marketing opportunities that have proven popular in past years, as well as new and exciting offerings, some of which provide extended visibility during the 40th anniversary activities.



Please review the many opportunities described in the following pages. By exhibiting and advertising at the *ASTS 14th Annual State of the Art Winter Symposium*, you will establish new relationships and strengthen existing ones.

ASTS Member Demographics

The Winter Symposium provides the perfect forum to reach your clients and prospects. Connect with transplant surgeons, physicians, scientists, researchers, and allied health professionals.

Overall ASTS Membership	2013 Winter Symposium Attendees	2012 Winter Symposium Attendees
Surgeons – 76.7% Physicians – 2.2% Allied Health – 17.9% International – 5.9%	U.S. & Canada - 95% International – 5%	U.S. & Canada - 96% International – 4%

2013 Registrant Demographics

	Heart	Lung	Kidney	Liver	Pancreas	Small Bowel
Staff Surgeon	3	3	152	128	100	23
Program Directors	4	3	56	39	36	7

Other Categories	Registrants
Physician	16
Non-Physician Scientist	5
Pharmacist	15
Administrator/Coordinator	10
ATP (NP, PA, Other)	27



Overall an excellent meeting—great for fellows, residents, and staff alike.

~2013 Attendee

For questions regarding Exhibitor Opportunities, contact Maggie Kebler, Education & Training Coordinator, at 703-414-7870 or maggie.kebler@asts.org.

For questions regarding Marketing and General Support Opportunities, contact Mina Behari, Director of Education, at 703-414-7870 or mina.behari@asts.org.

Why exhibit and advertise with ASTS now?

- Extraordinary participation for 3 years in a row
- Record meeting attendance
- Record exhibitor participation
- Expanded marketing opportunities
- Exposure to the most influential decision-makers in the industry
- Increased influence in the field of transplantation



Exhibit/Exhibitor Eligibility

Exhibits at the ASTS Winter Symposium are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of transplantation. ASTS reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the Winter Symposium, whether due to displays, literature, advertising novelties and souvenirs, conduct of persons, or otherwise.

Booth Category	Standard 10 L x 10 W 3 ft high side rails & 8 ft high back	10 x 20 20 L x 10 W 3 ft high side rails & 8 ft high back	NEW THIS YEAR! 10 x 30 30 L x 10 W 3 ft high side rails & 8 ft high back
Non-Profit Inline Booth	\$1,000	\$2,000	\$3,000
Non-Profit Corner Booth	\$1,200	\$2,500	\$4,000
Standard Inline Booth	\$1,500	\$3,000	\$4,500
Standard Corner Booth	\$2,000	\$3,500	\$5,500
Benefits	Two complimentary exhibitor registrations, conference sign recognition, and ASTS website recognition.	Three complimentary exhibitor registrations, conference sign recognition, and ASTS website recognition.	Four complimentary exhibitor registrations, conference sign recognition, and ASTS website recognition.

** Note: registrations above are specific to booth purchase and separate from registrations provided within corporate support recognition policy.*

Registration and Badge Access

Complimentary registrations will be provided to exhibitors as detailed above. Exhibitor registrations will include full access to the ASTS Winter Symposium and tickets to the 40th anniversary gala. Exhibitors will be responsible for providing the names of the specific personnel to be issued exhibitor badges to the ASTS National Office.

Registration information must be provided by January 6, 2014.

Application deadline: Friday, October 4, 2013

Assignment of Space

Space assignments will be made on a first-come, first-served basis, considering space configurations. ASTS reserves the right to make any revisions necessary to the floor plan. ASTS reserves the right to 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 deposit and/or payment for exhibitor space will be fully refunded, minus the administrative fee of \$300.00. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note this preference on the application. Careful consideration will be given to all such requests, but granting of requests cannot be guaranteed.

Failure to Occupy Space

Booth space not occupied by the exhibitor by 6:00 p.m. on Thursday, January 23, 2014, will be forfeited without refund to the exhibitor, and the space may be resold or used by ASTS.



This continues to be the best practical meeting in the transplant arena.

~2013 Attendee

Cancellation of Booth Space

Cancellations must be submitted in writing to Maggie Kebler, Education & Training Coordinator, at maggie.kebler@asts.org. The date of receipt of exhibitor's written notice at the ASTS National Office will be the official cancellation date. If space is cancelled on or before October 18, 2013, all monies paid to date minus a \$300.00 processing fee will be returned to the exhibitor. An exhibitor that cancels space after October 18, 2013, will be responsible for the total booth cost.

It is mutually agreed that in the event of cancellation of the 2014 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 contract will be terminated and the ASTS Council will determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of previous expenditures and commitments.

Terms of Payment

Total booth fee is due with completed exhibit application. Full payments are due by October 4, 2013. Space will not be assigned or held without the application and deposit.



OPEN EXHIBIT HOURS

Exhibit hall hours have been amended to allow exhibitors to attend the scientific sessions. In addition, there will be 4 events held within the exhibit hall with no competing sessions.

Friday, January 24

11:00 a.m. – 7:30 p.m.

Saturday, January 25

6:30 a.m. – 10:00 a.m.

INSTALLATION

Thursday, January 23

1:00 p.m. – 5:00 p.m.

REGISTRATION HOURS

Thursday, January 23

1:00 p.m. – 5:00 p.m.

Friday, January 24

7:00 a.m. – 12:00 p.m.

DISMANTLE

Saturday, January 25

10:00 a.m. – 1:00 p.m.

Booth dismantling is not permitted before 10:00 a.m. on Saturday, January 25.

All exhibit material must be in place and ready for removal from the exhibit area by 1:00 p.m., Saturday, January 25.

SPECIAL EVENTS in the EXHIBIT HALL

Friday, January 24

3:30 p.m. – 5:00 p.m.

The poster session will be located in the Exhibit Hall and features poster presentations based on a peer reviewed process that identifies the best scientific abstracts submitted to the ASTS Winter Symposium. Attendees will enjoy refreshments as they explore new science and technology in the Exhibit Hall.

Friday, January 24

6:30 p.m. – 7:30 p.m.

The Exhibit Hall Reception allows attendees to peruse the exhibits and enjoy the Poster of Distinction Ceremony which recognizes individuals for outstanding visual presentation of their new research findings.

Friday, January 24

- Boxed Lunch
- Afternoon Coffee Break
- Poster Session
- Evening Reception

Saturday, January 25

- Breakfast
- Morning Coffee Break



ADDITIONAL EXHIBITOR REGULATIONS

Accreditation Council for Continuing Medical Education

ASTS is accredited by the Accreditation Council for Continuing Medical Education and therefore is subject to all rules and regulations, including adherence to FDA-imposed rules and regulations on displayed products, including disclosure of current FDA status by appropriate labeling of all displayed products. ASTS reserves the right to determine what is appropriate as it pertains to exhibit materials, attire, professionalism, and any audio equipment volume. Violation of any rules may lead to immediate shutdown of the exhibitor's booth or exclusion from participation in future meetings. Granting of CME credit, in any category, from an exhibit booth is prohibited.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act of 1990 (ADA), ASTS will make reasonable efforts required to accommodate persons with disabilities. Please contact ASTS for special needs and/or for accommodations. Each exhibitor is responsible for compliance with the ADA within its assigned exhibit space, including without limitation the provision of access to the exhibit booth.

Children's Admission to the Exhibit Hall

Children may be admitted in the Exhibit Hall during show hours only when accompanied by a registered attendee or exhibitor. The accompanying person must remain with the child at all times during their visit, is responsible for the child, and assumes all liability for damage to exhibits and equipment and injury to the child. Children are not permitted in the Exhibit Hall during installation and dismantling of exhibits.

Competitive Events

Exhibitors agree not to schedule events with registered attendees during times when Winter Symposium sessions are in progress.

Contractual Obligation

By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations applicable to ASTS. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, co-marketing partners, third-party contractors, contracted public relations and marketing firms, and/or any agency appointed on its behalf.

It is the responsibility of the exhibiting company to disseminate the Rules and Regulations contained within this Prospectus to its staff and affiliates.

Handouts and Giveaways

All giveaways must comply with the laws and guidelines included in the PhRMA Code on Interactions with Healthcare Professionals and the AdvaMed Code of Ethics on Interactions with Health Care Professionals, whether or not the exhibitors have adopted the Codes. Giveaways by non-profit exhibitors who are not subject to the PhRMA or AdvaMed code must be of modest value (not to exceed \$100). Giveaways must be designed primarily for the education of patients or health care professionals. All handouts and giveaways must be approved by ASTS prior to printing and/or distribution of the product(s) in advance of the meeting. No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially approved will be required to cease distribution immediately and may be excluded from the Exhibit Hall. Giveaway Approval Forms will be included in the Exhibitor Services Online Manual and must be faxed back to ASTS by the date indicated on the form.

For details on the laws and guidelines on the PhRMA Code Interactions with Healthcare Professionals, go to www.phrma.org.

Specific items that may not be distributed include:

- Any type of bag—including plastic, totes, and briefcases
- Clothing and apparel—including t-shirts, caps, and rain ponchos
- Stick-on emblems, buttons, unofficial badges, lanyards, or company nameplates
- Gift cards/certificates

Security

As a courtesy to exhibitors, guard service for the exhibit area will be provided during exhibit hours as deemed necessary by ASTS, but the safekeeping of the exhibitor's property remains the responsibility of the exhibitor. Such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. ASTS is not liable for damage or loss to any exhibitor's property through theft, fire, accident, or any other cause, whether the result of negligence or otherwise.

Greening Guidelines

ASTS asks all exhibitors to use the following guidelines where possible to help us go and stay green.

Waste Reduction

- Recycle, reuse, and reduce where possible.
- Use Energy Star equipment.
- Go paperless where possible.
- Use reusable displays.
- Maximize use of recycled content in paper and displays.
- Use duplex printing in all materials.
- Do not provide hard copies of catalogs; instead, list the URL where catalogs are found on business cards or pricelists.
- Provide ASTS and attendees with information on recycled content % of different titles, catalogs, etc.
- Do not give away any disposable water bottles.
- Donate any leftover giveaway items to shelters.
- Any food provided will use washable or compostable glasses, plates, and flatware.

Pollution Prevention

- Do not use plastic bags—cloth only.
- Provide environmentally sound items as giveaways.
- Do not use plastic signage unless it is reusable.

Transportation

- Offset carbon associated with transport of both staff and materials to the conference. Donate books rather than shipping after the conference.

IMPORTANT DEADLINES

October 4, 2013

- Booth assignments will be made based on a first-come, first-served receipt of complete applications.
- Exhibitor Service Manual will be e-mailed, including registration material.

October 18, 2013

- Cancellation deadline—\$300.00 processing fee will be deducted from the deposit fee. An exhibitor that cancels space after this date will be responsible for the total booth cost.

November 1, 2013

- Notification of exhibit space assignments will be e-mailed.
- Application deadline for listing in onsite program book
- Company/Product descriptions due (75 word limit)
- Deadline for notification of use of Independent Contractors
- Deadline for Certificate of Insurance
- Deadline for novelty/giveaway approvals

January 6, 2014

- Exhibitor badge registration deadline

January 23 – January 26, 2013

- ASTS 14th Annual State of the Art Winter Symposium























Marketing Opportunities

Your investment reaches beyond your booth.

Because we have added new and unique opportunities, they will be offered on a first-contracted, first-confirmed basis. To ensure that each prospective sponsor has equal access to these opportunities, sponsorship contracts will be accepted beginning at 12:00 p.m. (noon) ET on Friday, September 13, 2013. Only completed contracts with full payment enclosed will be considered. Incomplete contracts or contracts without payment enclosed will not be accepted.

General Support Levels

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

General Support Levels	Bronze	Silver	Gold	Platinum
	\$5,000	\$15,000	\$25,000	\$30,000
Venue Signage with Support Acknowledgement				
Walk-in Slides & ASTS Website Recognition				
Email Blast Recognition				
One 10 x 10 Inline Exhibit Booth				
Black and White Meeting Bag Insert (non-product specific)*				
Full Color Meeting Bag Insert (non-product specific)*				
One Additional Complimentary Registration (separate from purchase of Exhibit Booth)				
One-time Use of Pre-registration Mailing List - includes email addresses (provided prior to meeting, after early registration closure)*				

*Distributed material must be approved by ASTS.

Who Exhibits at the ASTS Winter Symposium?

- American Foundation for Donation & Transplantation
- Astellas Pharma US, Inc.
- Bridge to Life
- Bristol-Myers Squibb
- Cleveland Clinic
- CSL Behring
- Cylex
- Cytonet, LLC
- Edda Technology, Inc.
- Essential Pharmaceuticals
- Genentech
- International Institute for the Advancement of Medicine
- MedSleuth, Inc.
- Merrill Lynch
- Methodist Transplant Center
- Novartis Pharmaceuticals Corporation
- Organ Recovery Systems
- Otsuka American Pharmaceuticals
- Pfizer, Inc.
- Sanofi
- Scalan International, Inc.
- Thompson Surgical Instruments
- Transplant Connect
- United States Drug Testing Laboratories
- Waters Medical Systems, LLC
- XDX
- XVIVO Perfusion
- Zymogenetics

Hotel Room Door Drop \$12,000

The door drop is distributed to all guest rooms associated with the meeting room block. Attendees will find your company's message right at their doorstep. Benefits include your corporate logo on the bag, as well as your corporate bag insert. The hotel will distribute bags to attendees on Friday, January 24, 2013, as this is the largest night in the room block.

Logo on Guidebook™ app \$8,500

Advertise your corporate logo on the Guidebook™ app. Attendees download the application and use their mobile device to plan their schedule each day. Guidebook™ offers a detailed look at the meeting's program, special events, and space layout, and your logo will be visible on the app landing page.

Tote Bag Insert \$3,500

Include a printed bag insert in the Symposium meeting bags. Bags are distributed to all registered attendees. Drive attendees to your booth or simply remind them of your corporate message. Inserts must be non-product specific and must be approved by ASTS.

Charging Station \$7,500

Attendees today typically travel with at least one mobile device that needs frequent charging. Offer attendees a quick, convenient recharge for cell phones, iPads, and laptops at the Cyber Café. The self-standing station will offer brand-specific charging cords (e.g., iPhone, Motorola, and Blackberry) and a table where mobile devices can be placed while charging. Your company's logo will have high visibility in this high-traffic area.

Cyber Café and Networking Lounge with Screen Saver \$8,000

A popular service, the Cyber Café and networking lounge enables your organization to have your corporate message and/or booth location before the eyes of attendees each time they check email. Benefits include corporate logo on the screen savers. There will be three computers available for attendee use, as well as comfortable seating areas to relax and unwind.

Exhibit Hall Foot Prints \$4,000

Floor decals will lead attendees to your booth from the entrance of the Exhibit Hall. Each floor 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.

Hotel Key Cards & Sleeves \$10,000

Key cards are distributed upon check-in at the hotel front desk and can drive traffic to your booth and/or remind attendees of your corporate message. Benefits include corporate recognition on cards distributed from the hotel. In addition, ASTS is offering double the exposure by including key card sleeves.

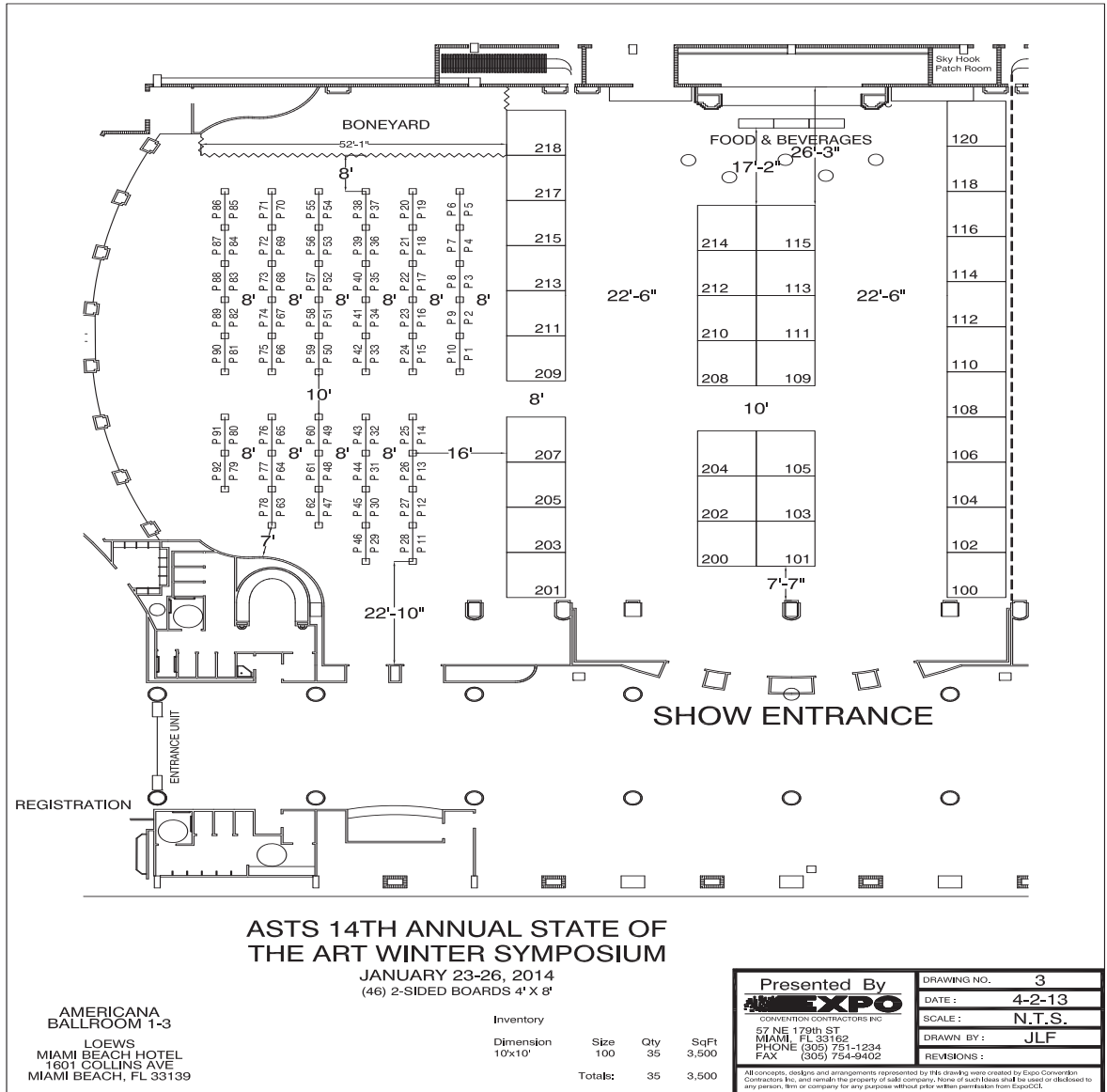
For additional sponsorship opportunities not listed in this Exhibit Prospectus, please contact Mina Behari, Director of Education, at mina.behari@asts.org.

PLEASE NOTE: Recognition in the final program is limited to support reservations received by November 1, 2013.

Hotel Reservations

Hotel reservations will open in mid-August. Please check **ASTS.org** for additional information and discounted rates.

EXHIBIT HALL



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For questions regarding Marketing and General Support Opportunities, contact Mina Behari, Director of Education, at 703-414-7870 or mina.behari@asts.org.

ASTS National Office
2461 South Clark Street, Suite 640
Arlington, VA 22202
Phone: 703-414-7870 Fax: 703-414-7874

ASTS 2014 WINTER SYMPOSIUM
EXHIBITOR APPLICATION



Submit to ASTS National Office by October 4, 2013

Contact Information

Company:

Contact person(s):

Address:

City:

State:

Zip:

Country:

Telephone:

Fax:

Email:

Booth Information

Total number of booths:

Principle products to be displayed: Books Instruments Equipment Pharmaceuticals
Other (please explain):

Preferred locations (We understand and recognize that the assignment of space is at the sole discretion of the American Society of Transplant Surgeons)

1st

2nd

3rd

Competitors you do not wish to be near:

Companies you would like to be near:

Please provide a description (max 75 words) of your company's services and/or products to be included in the Program Book via e-mail to maggie.kebler@asts.org.

Method of Payment

Check enclosed (payable to ASTS)

Total amount of check: \$

MasterCard Visa American Express

Total amount to be charged: \$

You will be asked to provide credit card information after your space is confirmed.

Phone: 703-414-7870 **Fax:** 703-414-7874 **Email:** maggie.kebler@asts.org

Mail: American Society of Transplant Surgeons, 2461 S. Clark St., Suite 640, Arlington, VA 22202