



AMERICAN SOCIETY OF
TRANSPLANTATION

2018 ANNUAL SPONSOR PROSPECTUS

Transplant Community Summit: August 2 - 7, 2018, Salt Lake City
Fellows Symposium of Transplantation: September 28 – 30, 2018, Dallas
T3: Timely Topics in Transplantation Webinar Series

AST Membership

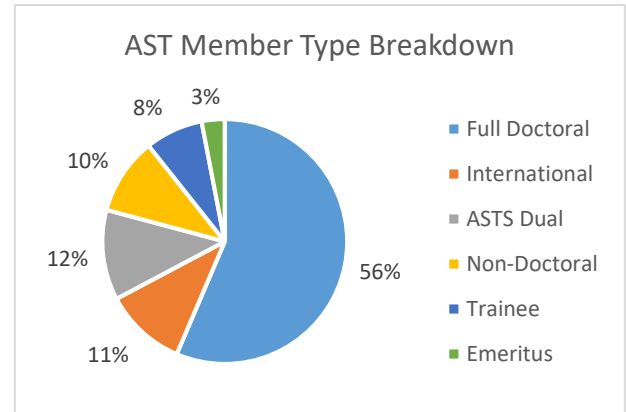
AST currently consist of over 3,600 members and boasts a 90% member retention rate. Additionally, the AST has grown steadily at an average rate of over 3% per year over the last ten years.

AST members represent all roles and specialties within the field of transplantation. Although physicians, surgeons, and doctoral researchers make up the majority of our membership; we have a growing group of non-doctoral members which consists of nurses, physician’s assistants, and transplant administrators that are now becoming AST members.

AST members represent almost every country in the world, but the majority of our members, 88%, reside in North America.

AST has an exceptionally active, engaged membership. One example of that is the number of members that participate in our special interest groups, the Communities of Practice (COPs). AST’s COPs are unique, specialty-area focused groups within AST. Almost 70% of AST members participate in one or more COP. In addition, nearly 170 members, or 4.7% of AST’s membership, currently serve in leadership positions in the Society. They serve on our Board, on our Committees, as Community of Practice chairs, or on our Program Planning Committees.

Community of Practice	# of Members
Community of Basic Scientists	217
Infectious Disease	517
Kidney Pancreas	330
Live Donor	395
Liver and Intestinal	379
Organ and Tissue Preservation	31
Pediatric	307
Psychosocial	99
Thoracic & Critical Care	203
Trainee and Young Faculty	490
Transplant Administrators	259
Transplant Diagnostics	289
Transplant Pharmacy	397
Transplant Regenerative Medicine	94
Women's Health	223



Primary Specialty	% of Membership
Nephrology	31.6%
Hepatology	9.1%
Infectious Disease	6.8%
Immunology/Histocompatibility	5.7%
Other	3.7%
Cardiology	3.2%
Transplant Administrator	2.7%
Research	2.4%
Pulmonology	2.1%
Medicine	1.5%
Transplant Coordinator	1.4%
Pathology	1.2%
Gastroenterology	1.1%
GI/Hepatology	1.0%
Nurse Practitioner	0.9%
VCA	0.7%
Organ Procurement Personnel	0.5%
Nurse	0.5%
Physician's Assistant	0.4%
Pancreas	0.4%
Hematology/Oncology	0.3%
Industry Partner	0.3%
Social Work	0.3%
Psychiatry/Psychology	0.3%
Transplant Nurse / Coordinator	0.3%
Endocrinology	0.2%
Dietician	0.2%
Government/Regulatory/Legal	0.1%
Laboratory Technologist	0.1%
QAPI - Quality	0.1%
None listed	21.1%
Grand Total	100.00%



The American Society of Transplantation (AST) is excited to announce a new partnership with the Transplant Games of America. For the first time, AST will be hosting its Transplant Community Summit (TCS) in conjunction with this year's games. From August 2-7, 2018 in Salt Lake City, UT, attendees can partake in robust, interactive educational sessions on healthy living for transplant recipients, financial issues, tips for caregivers, and more, in addition to enjoying the Games themselves.

Transplant Community Summit Support Opportunities

General Support

Support AST during the Transplant Games of America, at the level that best aligns with your company goals and budget. General supporters will be recognized with signage at the AST booth in the Transplant Village and on the Main Stage during the workshop presentations.

Branding Opportunities

+ Networking Den within the AST Booth • \$15,000 (2 Opportunities Available)

Support the TCS Networking Den and make attendees feel at home in your branded space. The den is a comfortable, inviting area within the AST Booth in the Transplant Games Village. It can be custom branded to your liking and including custom branded pillows with your logo. This flexible space includes sofas, alternative seating, tables and surely foster productive discussions. Attendees will feel comfortable to sit-in on and participate in the educational workshops taking place on the AST stage within the booth. This is also a great area to relax and recharge from the day's activities!

+ Branded Mobile Device Charging Station • \$12,500 (Exclusive)

Provide a valuable service by supporting charging tables and stools that gives attendees a power source for their cell phones, tablets and other electronic devices. The table will be branded with your company logo.

+ Video Lounge • \$10,000 (Exclusive)

The video booth lounge will allow attendees to film short clips of their time at the Transplant Games of America to be added to the Power 2 Save website. Each clip will be branded with your company logo.

+ Hand Sanitizer Stations • \$7,500 for 3 stations (Exclusive)

Help reduce the spread of germs and give attendees the opportunity to participate in breaks with clean hands. Each station includes an 8.5" x 10" poster (your artwork), automatic dispenser and hand sanitizer to keep germs from spreading!

Hospitality

+ Meet and Greet Reception • \$10,000 (Exclusive)

This is hour-long reception will take place on Saturday evening, August 4, 2018. The AST Leadership and Transplant Patient Advisory Committee can enjoy beverages and light snacks while getting to know each other. Signage and branded napkins will be provided. You are invited to include an informational sheet for your organization.

Educational Opportunity

+ Educational Workshops • From \$5,000 up to \$30,000

AST will be featuring five educational workshop that will take place on the main stage of the TGA Village as well as the AST Booth. With your support, we can expand the reach of these informative talks to those who are unable to attend. Your company logo will be highlighted at the start of each workshop and will be displayed on signage during each talk. Afterward, the footage will reside on the AST Power 2 Save site and made available for your company's use. You can mix and match your topic support!

The workshop topics include:

+ One Transplant for Life – The latest in Transplant Research: What are we doing research for and why? Key research target areas, where they are and where they're going.

+ Fight for your Right – Transplant Advocacy 101: Hear an overview of important transplant-related issues currently facing our government, and get trained on how to be an effective advocate!

+ Healthy Living with a Transplant: During this session, we'll discuss tips for eating and drinking, having pets, traveling, sports, gardening, routine health maintenance, and more!

+ Preserving your Sanity: Tips and tricks for recipients, caregivers, and donors.

+ Financial Concerns when Living with a Transplant or Considering Donation: Healthcare costs, combined with time away from work, can become a major financial challenge. Learn planning tips, as well as information about transplant assistance programs, that will help ensure your affairs are in order.

Proposed Sponsorship Packages

Main Stage Support:

Support for one of the five workshops	\$ 7,500 each
Support all five	\$30,000 (savings of \$7,500)

AST Booth Support

Support for one of the five workshops	\$5,000 each
Support all five	\$25,000 (savings of \$5,000)



Reach a fresh new audience of transplant professionals at the Hilton DFW Conference Center, September 28 - 30, 2018 Grapevine, Texas

About the Fellows Program and Attendees

This very popular symposium is designed for and limited to clinical fellows and residents, surgical fellows, research fellows, pharmacists, non-doctoral allied health professionals, and other trainees who are planning a career in transplantation medicine, surgery, and/or research. Attendees learn about the field of solid organ transplantation from senior experts in both basic science and clinical care.

Fellows Support Opportunities

Technology

+ Virtual Livestream • \$35,000 (*Exclusive*)

Encourage the sense of community and expand the reach of the meeting's message by supporting the live streaming of educational sessions in the Plenary Room for those who are unable to attend. Your company logo will be highlighted at the start of each session and your logo will be displayed on signage during each livestreamed session. After the meeting, the streamed session will be converted to footage and reside on the AST meeting site.

+ Attendee On-site Engagement App • \$15,000 (*Exclusive*)

Help attendees facilitate networking opportunities, build relationships, share ideas and engage through on-site polling opportunities, all in the palm of their hands.

Advertising & Print

+ Program Book Advertisement • Various

Inside front cover (color) • \$10,000

Interior page (color) • \$5,000

Back cover (color) • \$10,000

Inside back cover (color) • \$7,500

+ “Chair Drop” Literature Distribution • \$5,000

AST will place your literature piece on each attendee's chair prior to the start of the meeting. This high-visibility opportunity allows you to make many impressions on your target audience.

Branding

+ Photo/Selfie Lounge • \$20,000 (Exclusive)

The photo booth lounge will allow attendees to take memento photos of their time at the meeting. Each photo will be branded with your company logo.

+ Branded Mobile Device Charging Station • \$12,500 (Exclusive)

Provide a valuable service by supporting charging tables with stools that gives attendees with a power source for their cell phones, tablets and other electronic devices. The table will be branded with your company logo.

+ Branded Key Cards • \$10,000 (Exclusive)

The Hilton DFW Conference Center is the official hotel for the Fellows Symposium meeting. You are guaranteed to have maximum exposure by putting a message or advertise a product directly into the hands of the attendees that are kept with them throughout their stay.

+ Conference Bags • \$7,500 (Exclusive)

As the conference bag supporter, you have the choice of how your company name, logo, or web site appears on the bag (i.e. printed, via luggage tag, or insert acknowledging support). This contribution includes the bag*, printing costs, and one insert.

+ Name Badge Lanyards • \$7,500 (Exclusive)

Your company name, logo, or web site is featured on every attendee lanyard. This support opportunity includes the lanyard and printing costs. Supporter is responsible for providing artwork for lanyards.

+ Hand Sanitizer Stations • \$7,500 for 3 stations (Exclusive)

Help reduce the spread of germs and give attendees the opportunity to participate in breaks with clean hands. Each station includes an 8.5" x 10" poster (your artwork), automatic dispenser and hand sanitizer to keep germs from spreading!

Hospitality

+ Meet and Greet Opening Reception • \$10,000 (Exclusive)

This is hour long reception takes place on opening night. Attendees can enjoy beverages and light snacks while getting to know each other. Signage and branded napkins will be provided. You are invited to include a one page informational sheet about your organization.

+ Fellows and Faculty Recreation Activity • \$12,500 (Exclusive)

This is a 90-minute reception and activities to include Volley Ball, Tennis, Basketball & Soccer. Attendees can enjoy beverages while engaging in some competitive games with their mentors! Signage and branded napkins will be provided. You are invited to include a one sheeter for your organization.

Interested in Supporting Education – New Opportunity!



Education Programming **Support Opportunity** *Timely Topics in Transplantation Webinar Series*

Timely Topics in Transplantation webinars provide the perfect opportunity to listen to a live presentation on a current issue and ask the presenter questions directly. All webinars are available on demand after the live air date. This series consists of 10 webinars annually and covers topics such as:

- ❖ Novel Immunosuppressants: Applicability to Thoracic Organ Transplantation?
- ❖ Epitope Matching in Kidney Allocation
- ❖ Precision Medicine Approaches in Transplantation
- ❖ Multi-drug-resistant Organisms
- ❖ Update in Vaccinations (Included in Both Pediatric and ID Educational Gaps)

Attracting 2000+ attendees each year including physicians, surgeons, scientists, researchers, fellows, pharmacists, nurses and coordinators in the field of organ and tissue transplantation. These timely topics in transplantation are identified by AST's leaders in all specialty areas.

Benefits of Participation

Visibility and Brand Awareness – 3-year exposure

- Logo on introductory and closure slide of presentation
- Acknowledgement on AST's website and special web badge as well as your company's logo and live link to your company homepage
- Designated e-mails to members with brand logo

Engagement Opportunities

- One-time use of the webinar registration mailing list (mailing address only)
- Two complimentary registrations to the sponsored webinar

Proposed Sponsorship Packages:

Support for one webinar	\$1,500
Support for five webinars	\$7,500
Support all 10 webinars	\$12,500

To secure a support opportunity or to create a custom package, contact JoAnn Gwynn, Chief Development Officer Special Events, at jgwynn@myAST.org or 856-642-4436.

Any materials distributed or displayed as part of a support opportunity are subject to approval by AST. Sponsorship assets may be subject to availability and deadlines.