2020 Annual Meeting

Partnerships

CUTTING EDGE OF TRANSPLANTATION
March 5 – 7, 2020
Phoenix, AZ

FELLOWS SYMPOSIUM ON TRANSPLANTATION
September 25 – 27, 2020
Grapevine, TX

AMERICAN TRANSPLANT CONGRESS
May 30 – June 3, 2020
Philadelphia, PA

INTERNATIONAL TRANSPLANTATION SCIENCE MEETING
Fall 2020
Europe

Contact
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CEoT Support & Exhibit Opportunities

Topics include:

- **Setting the Stage:** Equity, Utility, NOTA, and OPTN’s Final Rule. How OPTN Policy Development Works... and How it Doesn’t
- **Multiorgan Transplantation:** Trying to Find the Sweet Spot in the Quest for Best-Use Organs
- **Balancing it All** – Challenges, Moving Points, and Opportunities for the Future of Organ Donation and Transplantation

Recognition of Partnership

Support of this meeting applies to your company’s overall partnership level with AST for the 2020 calendar year.

In addition to a selected opportunity, additional benefits will include:

- Logo on CEoT website
- Signage on-site at the meeting
- Acknowledgement in the meeting’s program book
- Acknowledgement on walk-in loop presentation shown throughout the meeting

Options of Support

Choose between a bundled support package for a cost-effective way to diversify exposure with added benefits, à la carte items, or general meeting support. The AST will work with you to create a custom experience in supporting your overall goals.

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CEoT 2020 will explore the hot topic of organ allocation and how the transplant community balances equity and utility. The meeting will begin by looking at the ethics behind organ allocation – a scarce resource – as well as its history and current processes. The program will then delve into potential alternatives to the OPTN structure. Equity and utility will be discussed for each organ specifically in specialized tracks, as well as multi-organ transplantation. This meeting’s main goal is to systematically address the issues of organ allocation to reframe the discussion toward a more efficient future.
Marketing Opportunities

Company Branding

CEoT Cyber Center
$25,000 (Exclusive)
Be the center of attention and the recipient of many thanks from attendees once they discover you are providing the CEoT Cyber Center. Even with tablets and smart phones, a place to sit and get work done when traveling is needed. Be the exclusive provider of an “oasis” where attendees can comfortably conduct business while still being part of the meeting’s action. The CEoT Cyber Center comes complete with 4 work spaces, computers, printer, branded walls, and recognition signage.

CEoT Registration Booth • $20,000 (Exclusive)
Be the first touch point to welcome attendees at the CEoT Registration Booth. As the exclusive sponsor, you will receive acknowledgment to include your company’s banner on the CEoT registration page and onsite signage. In addition, you will receive an interior program ad page in the Meeting Program.

Networking Den with Live Session Feed
$17,500 (Multiple)
Be the one who makes attendees feel at home by supporting the CEoT Networking Den. This is a casual meet-up location in the AST CEoT pre-function space, complete with your custom branding. We create an accommodating space with sofas, tables, and a video screen. Attendees can sit and watch live streaming of the general sessions or connect with colleagues and fellow transplant professionals. This opportunity includes one (1) full registration so your team member can participate in the conversations that are bound to happen here.

Hotel Key Cards
$15,000 (Exclusive)
The Biltmore is the official hotel for the CEoT meeting. You are guaranteed to have maximum exposure by putting a message or advertising a product directly into the hands of the attendees that are kept with them throughout their stay.

Main Entrance Wall Cling
$15,000 (2 Available)
This exclusive opportunity will allow your company to be the first thing attendees see when they walk in the front doors of the Frank Lloyd Wright Ballroom! You design a custom image and we will take care of printing full-color decals and the placement on the Main Entrance wall of the meeting space for the duration of the meeting.

Doctor’s Bag / Hotel Delivery of Doctor’s Bag • $7,500/$10,000 (Exclusive)
As the Doctor bag supporter, you decide which logo and message you’d like printed on one side of the bag. This opportunity also includes one insert placed inside the bag. For a personalized touch, have them delivered to the attendees rooms!

Schedule at a Glance • $10,000 (Exclusive)
Always a popular support item, the pocket-sized schedule-at-a-glance will provide attendees with the entire meeting schedule, room locations, and a map of the property. Your company logo will be placed on the back cover for complete visibility throughout the meeting.

Main Entrance Window Decals
$10,000 (Exclusive)
This exclusive opportunity will allow your company to be visible as attendees approach the front doors of the Frank Lloyd Wright Ballroom! You design a custom image and we will have full color decals printed and placed on the front door windows of the meeting space for the duration of the meeting. [Up to five different panel designs available]

Name Badge Lanyards • $10,000 (Exclusive)
Your company name, logo, or web site is featured on every attendee lanyard. This support opportunity includes the lanyard and printing costs.

Hand Sanitizer Stations
$7,500 for 3 stations
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) with an automatic dispenser and hand sanitizer to keep germs from spreading!
Marketing Opportunities (continued)

**Directional 2’ x 2’ Foot Prints**
$5,500 for 20 Directional Foot Prints
This exclusive opportunity provides directional guidance from the various buildings to the Frank Lloyd Wright Ballroom. No one can use the excuse they got lost finding the meeting venue! Direction decals grab attention and pinpoint your message as guests walk to the Ballroom entrance.

**Banners • $5,000**
Your large colorful banner is displayed in the Frank Lloyd Wright Exhibit Hall. You provide the artwork, we produce the Banner. Just another way to highlight your company!

**Conference Bag Insert • $3,000**
You provide a printed piece to be inserted into each attendee’s conference bag.

**Technology**

**Meeting Technology Platform**
$65,000 Plenary Session (Exclusive)
Be in the palm of every attendee’s hand! New technology allows attendees to receive content via a secure network right to a tablet. This technology supports attendee engagement, interaction with speakers, and note-taking. The data collected will also inform AST and the sponsor about the most impactful content, speakers, and discussion. Recognition includes a banner ad on the iPads, one push notification, and recognition on signage.

**Virtual Livestream • $35,000 (Exclusive)**
Encourage a sense of community while expanding the reach of the meeting’s message by supporting the livestream 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 displayed on signage during each livestreamed session. After the meeting, the stream will be converted to footage and reside on the AST meeting website.

**Mobile Device Charging Tables**
$12,500 (Multiple)
You can offer a valuable service by supporting charging tables with stools that provide attendees with a power source for their phones, tablets, and other electronic devices. The table will be branded with your company logo.

**Get Social with the AST Twitter Wall**
$10,000 (Exclusive)
Help create an interactive social experience by sponsoring a Twitter Wall! Your logo will be prominently displayed on the screen and seen by attendees viewing the live conversation. All tweets with the designated hashtag will be displayed in real time, allowing transplant professionals to interact with both in-person and virtual attendees on meeting topics, activities, and more!

**Meeting Center WIFI • $10,000 (Exclusive)**
Every time an attendee accesses WiFi within the meeting room, your logo will appear on the splash page.

**Programming and Live Engagement**

**Satellite Symposia**
Holding a satellite symposium is your opportunity to provide attendees with formal presentations, equipment demonstrations, procedural instructions, or continuing medical education (CME). This meeting must be open to all attendees. Your proposed program must be submitted to and approved by the CEoT planning committee. Included at no extra cost is a one-time email to registrants (sent by AST), the use of existing audiovisual equipment and technicians, and a full-page announcement in the meeting program book. AST will supply the food and beverage.

**Slots Available:**
Lunch Symposium – Thursday, Friday, or Saturday $40,000*

*This session will be filmed and added to the program footage available to attendees and the larger member/non-member audience post meeting.

**NEW! Product Theater Breakfast**
$12,500
The Product Theater is the perfect venue for exhibiting companies to present a product to a captive audience. Company presenters will have the opportunity to discuss their product and best use practices. Included at no extra cost is a one-time email to registrants (sent by AST), the use of existing audiovisual equipment and technicians, and a full-page announcement in the meeting program book. AST will supply the food and beverage.

**Two Slots Available:**
Friday: 7:30 AM – 8:30 AM
Saturday: 7:30 AM – 8:30 AM

*Request more information for details for this opportunity.

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Food and Beverage

Opening Exhibit Hall Reception and Poster Session • $15,000
The Exhibit Hall Opening Reception and Poster Session is a 90-minute reception held on Thursday evening, March 5th. Attendees will enjoy beverages and snacks while perusing the scientific posters, meeting exhibits, and networking with their colleagues. Signage and branded napkins will be provided.

Exhibit Hall Snack Breaks • $5,000 (4 available)
Morning and afternoon breaks are scheduled to take place in the exhibit hall and will include light refreshments. Signage and branded napkins will be provided.

Print Opportunities

Program Book Advertising
The book includes the scientific program, abstracts, important meeting information, and blank lined pages for note-taking. Attendees use the book both at the meeting and beyond, creating on-going impressions for your company. All ads are a full page and 4-color.

Outside Back Cover • $10,000
Inside Back Cover • $7,500
Inside Front Cover • $7,500
Interior Page • $5,000

Exhibitor Opportunities

Each exhibitor will receive a custom branded kiosk artwork to be provided by exhibitor)
(1) 6’ draped table, 2 chairs, 1 Complimentary Registration.

Booth Prices
10’ x 10’ Booth ................................................ $2,750
Non-Profit ................................................ $1,500
(Proof of non-profit status must accompany completed application)

Key Dates
Load In: Thursday, March 5, 2020 .......... 9 AM – 12PM
Load Out: Saturday, March 7, 2020 .......... 4 PM – 6PM

Exhibit Hours
Thursday, March 5, 2020 .......... 3:30 PM – 4:00 PM
5:45 PM – 7:30 PM
Friday, March 6, 2020 .......... 3:30 PM – 4:30 PM
Communities of Practice (COPs) are unique, special interest groups within the AST. Each COP is dedicated to exchanging knowledge, offering networking opportunities, advocating for issues relevant to each of their constituencies, and developing resources to meet the needs of their members. The unique strength of the COP model is providing COP members an avenue for generating new ideas that can then become integrated within the overall goals of the entire AST.

AST’s 16 COPs are open to anyone with an interest in this specific area including:

- **Advanced Practice Providers**
- **Recovery and Preservation**
- **Community of Transplant Scientists**
- **Thoracic & Critical Care**
- **Infectious Disease**
- **Trainee & Young Faculty**
- **Kidney / Pancreas Transplant**
- **Administration and Quality Management**
- **Live Donor**
- **Transplant Diagnostics**
- **Liver & Intestinal Transplant**
- **Pharmacy**
- **Pediatrics**
- **Transplant**
- **Regenerative Medicine**
- **Psychosocial**
- **Women’s Health**

Each COP convenes at ATC for a 90-minute annual business meeting and networking event. Total attendees per meeting range from 30–150. Food and beverage are provided at all COP meetings.

- **Support for one COP meeting** ............... $7,500
- **Support for three COP meetings** ............. $15,000
- **Support all COP Meetings** ..................... $40,000

**Town Hall / Excellence Reception • $7,500 (Non-exclusive)**
The Town Hall is open to all AST members and invited guests and provides an interactive forum with AST leadership to discuss the current state of the organization. The Town Hall is also a celebratory event to recognize grant recipients and outgoing AST leadership, and announce board election results. The Excellence in Transplantation event immediately follows the Town Hall. All AST members are encouraged to attend this event to take time to connect with old friends, current peers, AST leadership, and the next generation of AST members. Modest refreshments are provided by the AST during the event.
Fellows Support Opportunities

The Fellows Symposium on Transplantation is designed for and limited to clinical fellows and residents, surgical fellows, research fellows, pharmacists, 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.

Reach a fresh new audience of transplant professionals at the Hilton DFW Conference Center, September 25 – 27, 2020 Grapevine, Texas

Technology

**Meeting Technology Platform**

$45,000 Plenary Session (Exclusive)

Be in the palm of every attendee’s hand! New technology allows attendees to receive content via a secure network right to a tablet. This technology supports attendee engagement, interaction with speakers, and note-taking. The data collected will also inform AST and the sponsor about the most impactful content, speakers, and discussion. Recognition includes a banner ad on the iPads, one push notification, and recognition on signage.

**Virtual Livestream**

$25,000 (Exclusive)

Encourage the sense of community and expand the reach of the meeting’s message by supporting the livestream 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 displayed on signage during each livestreamed session. After the meeting, the stream will be converted to footage and reside on the AST meeting website.

**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 through their mobile devices.
Support Opportunities (continued)

Branding

Branded Mobile Device Charging Station
$12,500 (Exclusive)
You can offer a valuable service by supporting charging tables with stools that provide a power source to attendees 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 advertising 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 website 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.

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!

Food and Beverage

Meet and Greet Opening Reception
$10,000 (Exclusive)
This is an hour reception on opening night. Attendees will 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 handout about your organization.

Fellows and Faculty Recreation Activity
$15,000 (Exclusive)
This is a 90-minute reception to include the following activities: Volley Ball, Tennis, Basketball and Soccer. Attendees will enjoy beverages while engaging in competitive games with their mentors! Signage and branded napkins will be provided. You are invited to include a one-page handout about your organization.

Dinner and Dancing Texas Style
$20,000 (Exclusive)
During this 3-hour activity, attendees will enjoy dinner Texas style! Complete with line dancing along with their peers and mentors, this event will give participants the true country and western experience! Signage and branded napkins will be provided. You are invited to include a one-page handout about your organization.

Advertising & Print

Program Book Advertisement • Various
Inside front cover (color) • $10,000
Back cover (color) • $10,000
Interior page (color) • $5,000
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 highly-visible opportunity allows you to make many impressions with your target audience.
This meeting is intended to provide in-depth, cutting-edge basic science talks from leading experts on select topics in transplantation and immunology. The meeting is designed to reflect an intimate, retreat-like atmosphere to maximize interaction between attendees. The primary goal for this meeting is to present the most interesting and topical symposia delivered by the very best speakers possible!

Target audience

The target audience for this meeting is basic and translational scientists studying transplantation, as well as medical, surgical, and PhD trainees with an interest in basic and translational science research in the transplant field.

In addition to the selected opportunity, additional partner benefits will include:

- Logo on ITS Meeting website
- Signage on-site at the meeting
- Acknowledgement in Meeting program book
- Acknowledgement on the walk-in loop presentation shown throughout the meeting

Foster Science & Education

Educational Objectives

This meeting will cover timely and relevant topics in the areas of basic science, transplantation immunology and transplantation biology, including innate and adaptive mechanisms of allorecognition, mechanisms of rejection, alloreactive T and B cell differentiation and effector function, novel mechanisms of immune regulation, influence of infection (including the microbiome) on transplant outcome, epigenetics and microRNA-mediated control of alloreactivity, induction and maintenance of transplantation tolerance, critical discussion on the clinical applicability of various murine models of alloreactivity, and new tools to study human alloreactive immune responses.

The overall goal is to educate trainees and other attendees at all career levels, in current aspects of transplantation biology, as well as to provide a forum for the presentation and discussion of novel research and emerging ideas in the field.
The AST looks forward to partnering with you on advancing the field of organ transplantation. Please contact us to continue the conversation.

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