



## Support and Exhibit Opportunities

### About the Cutting Edge of Transplantation (CEOT) Program: Resolving the Organ Shortage: Practice, Policy and Politics

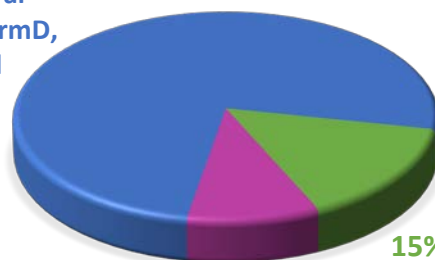
The shortfall between the demand and availability of organs for transplantation has never been greater. Tackling this mismatch requires a multifaceted approach, which addresses issues at all levels. The Cutting Edge of Transplantation 2016 meeting will focus on how the effects of redistricting, the possibility of incentives, and how the use of marginal donors can and will impact the donor organ shortage problem.

Additionally, in light of the proposed new UNOS heart allocation algorithm, the 2016 meeting will include a dedicated heart track, "Effects of Redistricting on Heart Transplantation," focusing on topics of great importance to the heart transplant community.

Attracting 300+ attendees including physicians, surgeons, scientists, researchers, fellows, pharmacists, nurses and coordinators in the field of organ and tissue transplantation, CEOT is an intense, self-contained meeting with an intimate feel that encourages engagement and interaction at all levels.

#### 3 YEAR HISTORY AVERAGE ATTENDANCE

75% Doctoral  
MD, PhD, PharmD,  
DO, DPhil



15% Non Doctoral  
RN, NP, Tx Coord

10% Trainee

*I've been in the transplantation field over 20 years and have been going to meetings for just as long. This is the best meeting I have ever been to."*

Past CEOT Attendee

#### Contact AST:

Libby McDannell

Executive Vice President

E: [emcdannell@myAST.org](mailto:emcdannell@myAST.org)

P: 856.380.6848

F: 856.581.9604



**Recognition of Support:**

Support of this meeting applies to your company’s overall level of AST support in 2016. Choose between a cost-saving bundled support package, creative a la carte items or general meeting support at the level comfortable to you. We are available to create a custom experience to support your overall goals.

**All supporter opportunities include detailed recognition described in each paragraph plus:**

- Logo on CEOT website
- Signage on-site at the meeting
- Acknowledgement in on-site program book
- Acknowledgement on walk-in slides

**General Meeting Support**

Support CEOT as a whole and contribute to the key goals of this meeting at the level that best aligns with your needs and budget. General meeting supporters will be recognized on special signage at the meeting and on the meeting website and will receive the post-conference attendee mailing list for a one-time use.

**Bundled Package Opportunities**

These comprehensive and integrated packages are designed to give you the most visibility at the CEOT. Supporting AST through a package provides benefits and involvement along multiple touch points including a physical presence, print advertising, and branding opportunities for unique interactions with attendees.

**Support packages offer cost savings and multiple opportunities to connect**

**Save With an AST 2016 CEOT Support Package**

Tier & Your Savings	Program Book Advertising*	Physical Presence	Literature Distribution	Branding Opportunity*	Mailing Lists
<b>Tier 1</b> \$50,000 <i>A Savings of \$4,946</i>	Back Cover 4-color	New Item! CEOT Business Center PLUS 4 registrations	Hotel Room Door Hang	Hand Sanitizer Stations OR Boarding Pass Kiosk	AST Member List and CEOT Attendee List**
<b>Tier 2</b> \$40,000 <i>A Savings of \$3,500</i>	Divider Tabs 4-color	1 Connection Zone <i>See Description</i>	Hotel Room Door Hang	New Item! Sensational Seating	AST Member List and CEOT Attendee List**
<b>Tier 3</b> \$30,000 <i>A Savings of \$2,500</i>	Inside Front Cover 4-color	1 Connection Zone <i>See Description</i>	Conference Bag Insert	Charging Station	AST Member List and CEOT Attendee List**

\*Advertising Premium Positions based on availability • Exclusive Branding Opportunities based on availability

\*\*Separate mailing list application must be completed and sample provided and approved

## Meeting Essentials: Opportunities Done Differently

### New Design in 2016!

#### Custom Branded Connection Zone with Video • \$10,000

Forget all about shipping, drayage, building a booth and standing within a designated area. CEOT is all about connecting and education beyond the session room. Our custom Corporate Spaces provide the perfect setting for your team to meet with attendees. Our Corporate Spaces focus on the power of face-to-face conversation and come complete with two company-branded love seats, tables, 42" LCD monitor and computer to play any type of electronic content, videos, etc. you wish to display, allowing your team the freedom to interact with attendees throughout the entire room. The space offers a place for your literature and comes with two (2) full registrations. *No shipping, no incremental fees, no hassle. AST to supply the specifications for graphics and supporter to send all graphic files for production.*

#### Networking Den with Live Session Feed • \$10,000

Be the one who makes attendees feel at home by supporting the CEOT Networking Den. This is a comfortable and inviting meet-up location in the center of the AST CEOT pre-function space. It is custom branded to your liking. We create an accommodating space with sofas, comfortable chairs, alternative seating, tables and video screen. Attendees feel welcome to sit and watch live streaming of the general session or connect and collaborate with colleagues and fellow transplant professionals. This is a great spot to linger for those who feel the need to walk around but do not want to miss a session. This opportunity includes two (2) full registrations so your team can participate in the conversations that are bound to happen here.

#### NEW! CEOT Business Center • \$25,000

Be the center of attention and the recipient of many thanks from attendees once they discover you are providing the CEOT Business Center. Even with our tablets and smart phones, we need a place to sit and get work done while we are on the road. Be the one who provides a space where attendees can comfortably conduct business near the meeting action. This is the place where attendees can take a call, type a memo, answer emails or print an important document. The CEOT Business Center comes complete with work spaces, networking area, computers, printer, branded divider walls, and recognition signage.

#### New! Hand Sanitizer Stations • \$10,000 for 3 stations

Help reduce the spread of germs and give attendees the opportunity to participate in breaks with clean hands. Be the first to support hand sanitizer stations at CEOT. Each station includes an 11" x 17" poster (your artwork), battery operated automatic dispenser and hand sanitizer to keep germs from spreading!

#### New! Internet Station/Boarding Pass Kiosk • \$10,000

Trendy branded kiosk with computer and printer located in the pre-function area. This is a complete package – all you have to do is send us your artwork. Contribution provides a computer, printer, internet connection and the structure branded to your liking. The screen saver will be your company's logo or message.

#### Mobile Device Charging Station • \$10,000

Provide a valuable service by supporting a charging station that provides attendees with a power source for their cell phones, tablets and other electronic devices. Depending on the model chosen, a video or image of your choice will be displayed on the machine's LCD screen or a custom skin branding the unit as you like will be applied.





**Window/Floor/Carpet Decals • \$6,000 for 6**

You design a custom image up to 2'x2' and we will have full color decals printed and placed on the carpet throughout the event space or on the foyer wall of windows for the duration of the meeting.

**Water Stations • \$6,000 for multiple stations**

Help reduce waste by supporting water stations throughout the meeting space with your company's logo on each customized water station wrap.

**Name Badge Lanyards • \$12,000**

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.

**Conference Bags • \$12,000**

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.

**Notebooks • \$12,000**

Your logo on the front of a notebook complete with lined paper, colored flags and sticky note pad. AST provides the notebooks, you just need to send art files.

**Mini-program Key Card Holder or Key Cards • \$12,000**

Popular with attendees, this item is a wallet-sized booklet (2½" x 3½") that holds and protects hotel keycards, and opens to reveal the program-at-a-glance, important meeting information, a page with your company's ad or message, and your logo or message on the back cover. Or opt for plastic key cards only.



**Hot on the Market! Brand New Item!**

**Spectacular Seating • \$15,000**

Be the first in the industry to provide extra seating to meeting attendees complete WITH YOUR DESIGN OR MESSAGE. Imagine the impact when you see 30 branded stools spread around the CEOT pre function and exhibit areas. These stools offer attendees the ability create their own meet up spaces.





## **Programming and Live Engagement**

### **Satellite Breakfast Symposium • \$30,000**

Holding a breakfast 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 program planning committee. *Included at no extra cost is a one-time blast email to registrants (sent by AST), the use of existing audiovisual equipment and technicians, and a full page announcement in the meeting program book (or app if we go paperless). AST will supply the food and beverage.*

### **Live Streaming • \$35,000**

This support will provide remote attendees the opportunity to watch conference sessions live from their office or home. After the meeting, attendees of the live conference and those who registered and viewed the sessions remotely will receive unlimited access to the presentations for up to one year through the use of our AST online education library. Support will be recognized on the online platform and in the meeting program book. **Be the first to support this AST benefit to the transplant community.**

### **Team Building/Networking • \$35,000**

By now you can see we do things differently at CEOT. We have scrapped the boring networking reception and replaced it with outdoor team building activities. **Why? Because** it takes a team of diverse professionals working together to care for a transplant patient and:

- An unfamiliar and often unpredictable setting such as the outdoors provides an inescapable metaphor for the rapidly changing business environment.
- Engaging, enjoyable activities are catalysts for increased motivation and participation. Outdoor activities have the potential to stretch boundaries and involve a degree of uncertainty and unfamiliarity. As a consequence, people are moved to explore new ways of interacting.
- Regardless of the complexity of relationships within a team, outdoor experiences place everyone on common ground.
- Working together on tasks which are unfamiliar and which require a high degree of interdependence develops trust. Relying on others in ways which are not customary for individuals in a normal working environment generates trust and mutual respect.

### **Tablet Meeting Platform/App • \$40,000**

Be in the palm of every attendee's hand! New technology allows attendees to receive content via a secure network right to their tablets or smart phones. Help AST make education better for all attendees – support the online platform. This opportunity will include a meeting app providing information to attendees who appreciate portability. Recognition includes a banner ad on the app, one push notification, and recognition on signage onsite with instructions for downloading the app.

## **Print**

### **Program Book**

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 full page, full color.

### **Outside Back Cover OR Divider Tabs • \$10,000**

### **Inside Back Cover OR Inside Front Cover • \$7,000**

### **Interior Page • \$5,000**

### **Hotel Room Door Hang • \$6,000**

Your promotional item or piece of literature is hung on every attendee's hotel room door. You're not limited to what you can place in the delivery bag that AST provides so feel free to be creative!

### **Conference Bag Insert • \$3,000**

You provide a printed piece to be inserted into each attendee's conference bag.

Email [emcdannell@myAST.org](mailto:emcdannell@myAST.org) to create your custom package



<b>Contact/Sponsor Information</b> The individual listed below will receive all information regarding exhibits and the meeting.	
Company Name	
Address	
City, State, Zip, Country	
Web Site	
Company Representative (Contact Person)	
Phone	
Email	

<b>Selection</b>						
Check Selection	Item	Support		Check Selection	Item	Support
	<b>Package and A la Carte Opportunities</b>				<b>Evening Interaction</b>	
	Tier 1 w/4 Registrations	\$50,000			Satellite Breakfast Symposium	\$30,000
	Tier 2	\$40,000			Live Streaming	\$35,000
	Tier 3	\$30,000			Team Building	\$35,000
	Connection Zone w/2 Registrations	\$10,000			Tablet Platform/App	\$40,000
	Networking Den w/2 Registrations	\$10,000			<b>Print</b>	
	Business Center	\$25,000			Outside back Cover	\$10,000
	Hand Sanitizer Stations	\$10,000			Divider Tabs	\$10,000
	Boarding Pass Kiosk	\$10,000			Inside Back Cover	\$ 7,000
	Mobile Device Charging Station	\$10,000			Inside Front Cover	\$ 7,000
	Window/Floor/Carpet Decals	\$ 6,000			Interior Page	\$ 5,000
	Water Stations	\$ 6,000			Hotel Room Door Hang	\$ 6,000
	Name Badge Lanyards	\$12,000			Conference Bag Insert	\$ 3,000
	Conference Bags (Includes insert)	\$12,000			General Meeting Support <i>enter amount</i>	
	Notebooks	\$12,000				
	Key Card Holders or Key Cards	\$12,000				
	Spectacular Seating	\$15,000			<i>All items are subject to availability</i>	

<b>Video Station and Networking Den Personnel</b>		
Connection Zone/Networking Den - enter 2 names. Tier packages - enter 2 or 4 names according to the plan selected.	1)	2)
	3)	4)

<b>Company Description</b>
Please provide a 2-3 sentence description of your company's services and/or products to be included in the official program book. Please send your description via email to <a href="mailto:emcdannell@myAST.org">emcdannell@myAST.org</a> by January 8, 2016 to ensure inclusion in the final program.

<b>Payment Information</b> To secure space/items, applications and full payment must be received in the AST office by January 5, 2015.			
Credit card type			
Cardholder's name			
Credit card number		Exp. date	
Total to be charged (from section above)			
Payment by check	American Society of Transplantation Attn: Libby McDannell 1120 Route 73, Suite 200, Mt. Laurel, NJ 08054 USA		

**Refund/Cancellation** Payment in full due by January 8, 2016. Service charge of 50 percent of the net contract price will be refunded for cancellations made between the time of signing and January 8, 2016. No refund or cancellation will be made on or after January 8, 2016.

The undersigned agrees to the terms outlined in the Supporter Information Packet and agrees to be charged for the amount listed above.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

AST Federal Tax ID #42-1182936