



# 2020 PARTNER PROSPECTUS



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## ASIA Mission

1. Promote and establish **standards of excellence** for all aspects of health care of individuals with spinal cord injury from onset throughout life.
2. **Educate** members, other healthcare professionals, patients and their families as well as the public on all aspects of spinal cord injury and its consequences in order to prevent injury, improve care, increase availability of services and maximize the injured individual's potential for full participation in all areas of community life.
3. **Foster research** aimed at preventing spinal cord injury, improving care, reducing consequent disability, and finding a cure for both acute and chronic SCI.
4. **Facilitate communication** among members and other physicians, allied health care professionals, researchers and consumers.

## ASIA History

During the decade of the 1960s, physicians and other medical professionals engaged in the treatment of spinal cord injury sought to align themselves as a group, in an effort to exchange ideas and work together toward the establishment of a model for care delivery to this patient population. The early 1970s brought support for the concept of a model of care from the Rehabilitation Services Administration (under the then Department of Health, Education and Welfare) which created the “model spinal cord injury systems” program. The program is now supported by the Department of Education, National Institute on Disability and Rehabilitation Research. It was out of this group the American Spinal Injury Association (ASIA) was created in 1973.

ASIA held its first official meeting in 1973, with twenty-one members present. Currently, ASIA has over 500 members. In 1974, attendance at the meeting was expanded to include non-physicians.

ASIA is governed by a Board of Directors, whose membership composition is reflective of the multidisciplinary nature of its members. There are twelve (12) Directors, four of whom also serve as elected Officers. Nomination to the Board of ASIA is accomplished through the Directors Nominating Committee, comprised of the immediate past-president (chair) and five others who are either current or past members of the Board. Nominations for new Board appointments are submitted to the current Board of Directors for final vote. Individuals nominated to the Board of Directors have demonstrated significant contribution to the association either by service on committees or the scientific program, or have made significant contribution to the field of spinal cord injury.

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**American Spinal Injury Association**  
2209 Dickens Road | Richmond, Virginia 23230

**Dana Gibson, Director of Corporate and Educational Support**  
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## Invitation to Support

The American Spinal Injury Association is pleased to invite your organization to increase its visibility and strengthen relationships with leaders in SCI. Industry support is key to the success the society and demonstrates your commitment to improving patient care.

## Partner

ASIA is dedicated to providing both a better quality of life for people living with SCI and ultimately a cure. With over 40 years of experience as the top medical professional organization in the field of spinal cord injury (SCI), the American Spinal Injury Association (ASIA) continues to attract the most reputable healthcare leaders to join its membership as well as interest from many of the top corporations in the SCI industry to develop partnerships.

If your organization would like to become part of ASIA's work to advance cutting edge development in SCI medicine and science, a great way to start is to be a Partner in 2020.

Exhibit space at the ASIA Annual Scientific Meeting is included in the Partner packages. *Refer to the exhibitor prospectus and ASIA website for all exhibit details.*

## Partner Application Procedures

The **PARTNER AGREEMENT** is an online form. Visit <http://asia-spinalinjury.org/partner/> to complete and submit the Agreement.

**Payment** can be made by credit card or check.

- To pay by credit card, fill in the payment details of the Partner Agreement.
- To pay by check, mark "check" as the payment method on the Agreement. Make the check payable to American Spinal Injury Association and mail it to:

ASIA  
Attn: Dana Gibson  
2209 Dickens Road  
Richmond, Virginia 23230

- Payment is due in full by January 31, 2020.

The ASIA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

## Partner Packages

### Diamond Partner \$25,000

#### *Annual Scientific Meeting Benefits*

- 20 minute remarks at opening session
- 60 minute lunch presentation – date(s) determined by ASIA
  - First right of refusal for lunch presentation
  - Costs associated with the presentation, including food and beverage, are the responsibility of the Diamond Partner
- Participation in the 2020 Partner/ASIA Leadership Forum – Time to be determined
- 10' x 10' island exhibit space; includes one 6ft table and two chairs
- Top-level acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 350-words)
  - Invited to provide your company logo which will be linked to your company website
- Top-level acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Front inside page (if available)
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Partner's logo on front cover of the printed program
- Four complimentary meeting registrations (includes eligible CME/CE)
- Up to six additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list
- One broadcast email to the pre-registration list to create awareness prior to the conference
  - The pre-registration email blast is available for **one-time use**
  - The email communication must be provided in *html* format for approval before it will be sent to the registrants
  - The approved email blast will be sent by the ASIA office

#### *Other Education, Marketing, and Member Communication Benefits*

- Two Partner Spotlights in ASIA E-news in 2020
  - Partner provides an article and photos for ASIA member newsletter
- Special recognition on homepage of ASIA website
- 10 complimentary ASIA online educational learning registrations
- ASIA membership mailing list (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo on ASIA's website with a link to company website
- Six broadcast emails, Facebook, twitter, or job posting announcements broadcast to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval

- Allow up to seven business days for review
  - ASIA approved communication broadcast by the ASIA office
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## **Titanium Partner \$20,000**

### ***Annual Scientific Meeting Benefits***

- 15 minute remarks at opening of a pre-determined general session
- Participation in the 2020 Partner/ASIA Leadership Forum – Time to be determined
- 10' x 10' island exhibit space; includes one 6ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 300-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside back cover page (if available)
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Three complimentary meeting registrations (includes eligible CME/CE)
- Up to five additional representative badges for the exhibit booth (non-CME/CE badges)
- Named Sponsor of the Opening Welcome Reception
- Pre and post conference attendee list

### ***Other Education, Marketing, and Member Communication Benefits***

- One Partner Spotlight in ASIA E-news in 2020
    - Partner provides an article and photos for ASIA member newsletter
  - Special recognition on homepage of ASIA website
  - Seven complimentary ASIA online educational learning registrations
  - ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
  - Full year placement of Partner's logo & link to website on ASIA's website
  - Five broadcast emails, Facebook, twitter, or job posting announcements broadcast to ASIA members during the one-year partnership period
    - Communication provided to ASIA office for pre-approval
    - Allow up to seven business days for review
    - ASIA approved communication broadcast by the ASIA office
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## Platinum Partner \$15,000

### *Annual Scientific Meeting Benefits*

- 10 minute remarks at opening of a pre-determined general session
- Participation in the 2020 Partner/ASIA Leadership Forum – Time to be determined
- Tabletop exhibit space (8' x 8' area); includes one 6ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 250-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Two complimentary meeting registrations (includes eligible CME/CE)
- Up to four additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list

### *Other Education, Marketing, and Member Communication Benefits*

- One Partner Spotlight in ASIA E-news in 2020
  - Partner provides an article and photos for ASIA member newsletter
- Special recognition on homepage of ASIA website
- Five complimentary ASIA online educational learning registrations
- ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo & link to website on ASIA's website
- Three broadcast emails, Facebook, twitter, or job posting announcements broadcast to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval
  - Allow up to seven business days for review
  - ASIA approved communication broadcast by the ASIA office

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## Gold Partner \$10,000

### *Annual Scientific Meeting Benefits*

- 5-minute remarks at opening of a pre-determined general session
- Participation in the 2020 Partner/ASIA Leadership Forum – Time to be determined
- Tabletop exhibit space (8' x 8' area); includes one 6ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 200-words)

- Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Two complimentary meeting registrations (includes eligible CME/CE)
- Up to three additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list

#### ***Other Education, Marketing, and Member Communication Benefits***

- One Partner Spotlight in ASIA E-news in 2020
  - Partner provides an article and photos for ASIA member newsletter
- Special recognition on homepage of ASIA website
- Two complimentary ASIA online educational learning registrations
- ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo & link to website on ASIA's website
- Two broadcast emails, Facebook, twitter, or job posting announcements broadcast to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval
  - Allow up to seven business days for review
  - ASIA approved communication broadcast by the ASIA office

### **Silver Partner \$5,000**

#### ***Annual Scientific Meeting Benefits***

- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 150-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One half page color advertisement in meeting program
  - Inside page
  - Ad specs: 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format
- One complimentary meeting registration (includes eligible CME/CE)
- Up to two additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list



### Other Education, Marketing, and Member Communication Benefits

- One Partner Spotlight in ASIA E-news in 2020
  - Partner provides an article and photos for ASIA member newsletter
- Special recognition on homepage of ASIA website
- ASIA Membership Mailing List; provided one time during the one-year partnership period
- Three-month placement of Partner's logo & link to website on ASIA's website
- One email broadcast to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval
  - Allow up to seven business days for review
  - ASIA approved communication broadcast by the ASIA office

### Advertising & Sponsored Lunch (as applicable)

#### Program Ads

For packages that include an ad in the Annual Scientific Meeting program, the applicable fee is waived. For questions contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

**The deadline for submitting program advertisements March 2, 2020.**

#### Ad Sizes

	Ad Fees
Full page, 4-color advertisement, outside back cover of the printed program	\$2,000
Full page, 4-color advertisement, inside page of the printed program	\$1,500
Half page, 4-color advertisement, inside page of the printed program	\$750

#### Ad Specs

Full Page: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format

Half Page: 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format

**Print ready PDFs per the above specifications are DUE BY MARCH 2, 2020.** Ads are emailed to Dana Gibson at [dana@societyhq.com](mailto:dana@societyhq.com).

#### Diamond Partner Lunch Presentation

- The symposium sponsor is responsible for all aspects associated with the planning, promotion, and management of the event and for payment of all related costs, including the cost of catering the event
- Sponsor is required to submit the symposium program for review and approval by the ASIA Executive Director
- Recognition in the mobile meeting guide and on the conference website
- Identified as the sponsor in the conference program and on sponsor signage at the venue
- One broadcast email to the pre-registration list to create awareness prior to the conference
  - The pre-registration email blast is available for **one-time use**



- Communication provided to ASIA office for pre-approval
- Allow up to seven business days for review
- ASIA approved communication broadcast by the ASIA office

## Contact

**Dana Gibson, Director of Corporate & Educational Support**  
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