

ASIA

AMERICAN SPINAL INJURY ASSOCIATION

2020 ANNUAL SCIENTIFIC MEETING

May 3-6, 2020

New Orleans Marriott



EXHIBITOR PROSPECTUS

EXHIBIT & SPONSORSHIP PROSPECTUS

ASIA ANNUAL SCIENTIFIC MEETING

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.



You're Invited!

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 of this conference and demonstrates your commitment to improving patient care.

Show your support of SCI education and participate in the Annual Scientific Meeting!

ASIA Annual Scientific Meeting Program

The 2020 American Spinal Injury Association Annual Scientific Meeting uniquely integrates disciplines germane to SCI research, medicine, rehabilitation and community-based care by offering a broad perspective of topics in workshop, instructional course, oral and scientific poster formats.

Target Audience

The Annual Scientific Meeting includes healthcare professionals representing a variety of specialties involved in the management of spinal cord injury/disorder (SCI/D). Professionals attending include, but are not limited to: physicians, basic scientists and clinical researchers, physician assistants, nurses, psychologists, social workers, rehabilitation counselors, physical and occupational therapists, as well as residents, fellows, and students from various professions.

We anticipate about 350-400 attendees at the Annual Scientific Meeting.

Exhibit Application Procedures

To apply for exhibit space and view the exhibit hall floor plan, visit <http://asia-spinalinjury.org/meetings/exhibits-advertising-information/>. The **Exhibit Agreement** is an online form.

PAYMENT

A minimum of 50% of the exhibit fee is due when the Exhibit Agreement is submitted. Payment can be made by credit card or check (US funds) payable to American Spinal Injury Association. Payment is due in full by **March 2, 2020**. Payment for an Exhibit/Sponsor Agreement submitted after March 2 must be paid in full at the time of application.

The ASIA W-9 is available upon request. Contact Dana Gibson dana@societyhq.com.

CANCELLATION

Written cancellations received in the ASIA office by March 2, 2020 will receive a 50% refund. There are no refunds for cancellations received after March 2.

Exhibit Space

Exhibit space is assigned on a first come, first served basis.

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- To be listed in the printed materials, submit your exhibit agreement, including full payment, by March 2, 2020.

Every effort will be made to accommodate special requests. ASIA cannot guarantee preferences for exhibit space locations.

ASIA reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

Exhibit Schedule

The exhibit schedule will be available on the ASIA website once finalized. Visit <https://asia-spinalinjury.org/meetings/exhibits-advertising-information/> for updates.

Exhibit Packages

Exhibit Only

\$2,500 through March 2, 2020

\$3,000 after March 2, 2020

Exhibit Display

- One 6 ft tabletop, skirted and two chairs (about 8' x 8' area)
- Two exhibitor badges (non-CME/CE)
- Pre and post conference attendee list

Preconference Publicity

- Listing on the ASIA Scientific Annual Meeting website and mobile meeting guide with your organization's profile (100-word description)
- Opportunity to add company logo to website and mobile meeting guide listings (\$250 fee)

On-site Awareness

- Recognition in the mobile meeting guide and conference slides run between sessions
- Recognition on the Exhibit Hall entrance signage

Post-conference Promotion

Exhibitors will have their company profile, and logo if added, posted on the conference website for one year after the conference

Exhibit Space Includes

- 6 ft table, skirted
- 2 chairs
- 8' x 8' area for a single tabletop exhibit

Cancellation Policy

Written cancellations received in the ASIA office by March 2, 2020 will receive a 50% refund. There are no refunds for cancellations received after March 2.

Liability

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the American Spinal Injury Association, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.

Exhibit and Full Inside-Page Ad in Meeting Program

\$3,500 through March 2, 2020

\$4,000 after March 2, 2020

- Same exhibit package as above
- Full-page ad in meeting program: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format

Exhibitor Badges, Company Descriptions, and CME/CE Registration

ASIA exhibitor **badge names and product or company descriptions** are due by **April 3, 2020**. Email your badge names and descriptions to Julie Hitt in the ASIA office, julie@societyhq.com.

Exhibitors can order **additional badges** for booth representatives via the [ASIA credit card payment form](#). Badges are \$100/badge. Be sure to list the full name(s) for the badges on the payment form.

CME/CE registration can be added to any exhibitor badge for \$100/badge when completing the Exhibit Agreement or separately using the [ASIA credit card payment form](#).

Advertising

Program Ads

Advertising options can be selected when completing the Exhibit & Sponsorship Agreement. Contact Dana Gibson to add an advertising order to an existing Exhibit Agreement. 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.

Logo on the Conference Website and Mobile Meeting Guide List of Exhibitors \$250

- Exhibitor will provide a high-resolution image file (png, jpg, eps) of the company logo
- The logo will be placed on the list of exhibitors located on the ASIA website and mobile meeting guide

Pre-registration Email Broadcast \$500

- The pre-registration email blast is available for **one-time use**
- Company creates the communication content
 - It will be sent to the pre-registration list with an email program such as Constant Contact
 - Accepted format is *html*
- The email communication must be pre-approved before it will be sent to the registrants
- The email addresses are not shared with the purchaser
- The approved email broadcast will be sent by the ASIA office

Promotional Insert for Delegate Bag \$500

- Single sheet
- Maximum size 8 ½ x 11
- Ship to the ASIA office - **Delivery deadline is March 15, 2020**

Sponsorship

Delegate Bag Sponsor \$500

- Sponsor provides delegate bags for meeting attendees
- Ship to the ASIA office - **Delivery deadline is March 15, 2020**
- Coordination and expenses for the delegate bags are the responsibility of the sponsor
- Sponsor can include company/organization logo on the bag
- Sponsor recognition in the mobile meeting guide, on the conference website, and on signage at the venue

Sponsor a Student/Fellow/Intern to Attend ASIA Meeting \$2,500

ASIA is an organization which provides tailored programming to attract, mentor, support and train those individuals, from across disciplines, who are just entering the field of spinal cord injury rehabilitation. We, in turn, encourage you to take advantage of the unique opportunity to sponsor one of these professionals as she or he is beginning his or her spinal cord injury career by attending the ASIA annual conference. The sponsor fee covers the travel, lodging, and registration expense for the conference.

Conference Charging Station Sponsor \$3,500

The sponsorship allows you to brand the charging station used throughout the conference giving you frequent visibility among attendees.

- **Exclusive sponsorship!**
- Custom wrap with sponsor branding

- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and logo with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Mobile Meeting Guide Sponsor \$3,500

- **Exclusive sponsorship!**
- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and logo with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Scientific Poster Sponsor \$3,500

Accepted abstracts submitted for the Annual Scientific Meeting are presented in the poster viewing area of the conference. Show your support by being a sponsor of the poster sessions.

- 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

Wi-Fi Sponsor \$5,000

- **Exclusive sponsorship!**
- Custom splash page with sponsor branding
- Recognition in the mobile meeting guide and on the ASIA 2020 conference website with your organization's profile (100-word description) and logo with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Lunch Symposium Sponsor \$15,000

- 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 (print deadline March 2, 2020)
- Two broadcast emails 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 broadcast will be sent by the ASIA office

Shipping and Exhibitor Service Forms

The New Orleans Marriott shipping information and exhibitor service order forms are available on the ASIA website. For updates visit <http://asia-spinalinjury.org/meetings/exhibits-advertising-information/>.

Hotel Reservations

New Orleans Marriott
555 Canal Street
New Orleans, Louisiana 70130
Phone: 504-581-1000

A reservations link with group discount information will be available on the ASIA website Fall 2019.

Exhibit and Sponsorship Contacts

Dana Gibson, Director of Corporate & Educational Support
Email dana@societyhq.com | Telephone 804.338.6958

Julie Hitt, Corporate & Educational Support Administrator
Email julie@societyhq.com | Telephone 804.565.6326



TO INQUIRE ABOUT OTHER SPONSORSHIP OPPORTUNITIES,
CONTACT DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT
T 804.338.6958 | [DANA@SOCIETYHQ.COM](mailto:dana@societyhq.com)