



## **AATS PROMOTIONAL SPONSORSHIPS**

### **February 2008**

#### **INTERNET / EMAIL ACCESS CENTER**

The Internet / Email Center is a popular stop on the AATS exhibit floor. Whether an attendee wants to research a topic from a recent session, or just check his/her email, they will see your message loud and clear! **\$25,000**

This opportunity includes:

- Scrolling company message (FDA compliant) on each monitor
- Twenty computer terminals located in the exhibit hall
- Two printers
- Appropriate ISP connections
- A 4" X 8" banner (produced by the Exhibitor) hung above the Internet/Email Center
- Prominent mention in the AATS Daily News
- A technician available during event hours

#### **SURVEY KIOSKS**

This will be a prime gathering spot for all participants who wish to certify their attendance at AATS and receive CME's. Your banner will be displayed on the cover page as well as a scrolling message when the terminals are not in use. Computers will be located just outside of the exhibit hall and across from the registration area. Don't miss this opportunity to have YOUR message displayed for all attendees to see! **\$25,000**

#### **GRAPHIC BOARDS**

Graphic boards (1M wide x 8 feet high and  $\frac{3}{4}$  inch thick) promoting your company message and booth location will be placed strategically around the convention center. Board locations are designated with a G.in a circle. Boards which are not up against a wall are designated as double sided. Graphics are to be produced by the sponsor and approved by AATS. **\$2,500 per side.**



## **BANNERS**

For the first time AATS is offering banner space at its Annual Meeting. Banner locations are on the 1<sup>st</sup> and 3<sup>rd</sup> levels of San Diego Convention Center. Banners will be charged at \$25 per square foot; rigging and production will be at the sponsor's expense.

### **Banner locations and square footage:**

1<sup>st</sup> floor banners are located above the exit doors in front of Halls G and H where the exhibit hall is located. There are 2 banners per set of exit doors on either side of a center banner with the AATS logo. Banners are indicated on the floorplan with a B in a circle. Each banner is 22 ft. wide x 6 ft. tall.

**\$3,300 per banner above exit doors on 1<sup>st</sup> floor (4 available)**

2<sup>nd</sup> Floor banners are located on each cross beam above the corridor where all of the scientific sessions are taking place. Each banner is 22 ft. wide x 3 ft. tall.

**\$1,650 side of beam**

## **PROGRAM AT A GLANCE**

The AATS program at a glance is an 8 ½" x 11" marketing piece that presents as a tri-fold. The Annual Meeting program is on one side and your ad on two of the three panels on the other side. This piece will be in every meeting bag distributed at AATS and will be referred to quite often by attendees as a quick reference of the meeting schedule. Your ad space will be 8 ¼ " high x 7 ¼ " wide with 1/8" bleed

**\$12,000**

## **SHUTTLE BUS SPONSORSHIP**

AATS will be running shuttles between the Marriott, the Manchester Hyatt and the entrances of Halls G and H of the San Diego Convention Center. The shuttle bus will also transport participants to and from the Past President's Dinner, the President's Reception and the Attendee Reception. Your sponsorship includes your advertisement on 26" x 312" signs on both sides of each of 7 buses and on both sides of each seat headrest (6" x 9" area per side). Your logo will also appear on the shuttle bus schedule signs located at each hotel entrance and the convention center shuttle bus entrance.

**\$40,000**



### **DIGITAL PRESENTATION STATUS DISPLAY**

Digital screens will be placed outside of the three main meeting rooms and will serve as a guide to which talk and speaker is presently at the podium. Your logo\* will appear in the corner of the screen at all times. **\$15,000**

\* logo must be animated or scrolling

### **PEDI-CABS**

Have your ad on the rickshaw style pedi-cabs native to San Diego. These pedi-cabs will take attendees around San Diego or just across to the Gas Light District. The driver will wear a shirt with your company logo and your ad will be on the back of each cab. Each sponsorship will include 10 pedi-cabs for four days (May 10 -13, 2008) **\$10,000 per 10 cabs**

### **LUNCH AREA ADVERTISING**

Advertise your Company on every lunch table in the exhibit hall! Your choice of advertising vehicle will be placed on each table. Advertisement and vehicle must be approved by AATS. This includes acknowledging support, in all printed materials **Exclusive Opportunity \$15,000**

### **COFFEE BREAK**

AATS offers two coffee breaks per day on Monday and Tuesday. A supporting company may choose one day or both days. Opportunity includes coffee, soft drinks, signage adjacent to the service area acknowledging support, as well as a listing in all printed material acknowledging support. If supporting both days, logo will be added to hanging signage located above every coffee break location. **\$10,000 per day**

**CONTACT:** Yvonne Grunebaum, CEM  
Director of Industry Relations  
AATS  
978.299.4529 – tel.  
ygrunebaum@prri.com