

## **MARKETING SUPPORT OPPORTUNITIES**

### **AUTOMATED CHARGING MACHINES**

Take advantage of the electronic age and get in front of attendees who need to stop and charge their phones and pda's. This is a new item that will certainly get lots of traffic. There will be three available - one near the scientific program rooms, one in registration, and one in front of the exhibit floor.

**\$10,000 per machine**

### **BANNERS**

There will be a number of banner locations available throughout the convention center. A floorplan will be available shortly in order to select positions. **Fee is \$35 per square foot. Production and rigging is at sponsor's expense.**

### **COLUMN WRAPS-NEW!**

There are large columns outside of the convention center entrance on 12th Street. These are large columns that may be wrapped with your message. The attendees staying at the Marriott will most likely use the Grand Hall entrance. All other attendees will use the front entrance. Wrap production will be at your expense. **\$7500 per column**

### **CONSULTATIVE SUITES**

Do you need additional conference space outside of your booth for the AATS Annual Meeting? We have **consultative suites** available for rental right on the show floor and we will build to meet your needs. Suites are available in 20' x 20' and larger configurations. Carpet and walls with locking door are included. Electrical, furniture, and additional items are your responsibility. **\$10,000 per 20' x 20' Suite**

### **CYBER CAFE**

Although many attendees carry smart phones now, there is still a need to access their email and the internet during the meeting. In order to comply with recent regulations, the desktop screen will display your logo on all monitors and on the banner sign which is hung above the cafe. **\$20,000**

This opportunity includes: Six computer terminals located in the exhibit hall • Appropriate ISP connections •

Scrolling company message (FDA compliant) on each monitor • A 4" X 8" banner hung above the Cyber Café • Prominent mention in the Program Book • Prominent mention in the AATS Daily News • A technician available during event hours

### **DAILY NEWS PREVIEW & AATS DAILY NEWSPAPER**

AATS offers exhibitors the exclusive opportunity for additional exposure through advertising in the *AATS Daily News Preview Edition*, the official pre-meeting publication for the AATS Annual Meeting! This publication will be mailed in March 2011 to over 6,000 cardiothoracic and thoracic surgeons to aid them in planning their days at the meeting. What better way to get on a surgeon's schedule! The *AATS Daily News* then serves as the official on-site newspaper and acts as the central guide for daily meetings, activities, and the latest news and developments in the CT Surgery community. The *Daily News* is distributed to nearly 2,500 cardiothoracic professionals on a daily basis in the Convention Center and the official meeting hotels. A rate card will be available in the Exhibitor's Service kit.

### **DIGITAL SIGNAGE- NEW!**

There are 4 plasma screens within the AATS contracted space at the Pennsylvania Convention Center. Your company has the opportunity to place a 15 second spot video or powerpoint along with other companies. Specifications will be furnished upon request. **\$5000 per company**

## **FLOOR STICKERS – NEW!**

Attendees staying at the Marriott enter the Pennsylvania Convention Center through the Grand Hall which was formerly a train station. The hall is quite impressive and has a marble floor. Your company may have floor stickers leading to the concourse enroute to the AATS registration area. Stickers are 3ft x 3ft each. **\$1500 each** includes production

## **GRAPHIC BOARDS**

Graphic boards (1M wide x 7 feet high and ¾ inch thick) promoting your company message and booth location will be placed strategically around the convention center. Board locations will be available on a floorplan which will be sent to everyone and posted on the exhibitor service kit. Graphics are to be produced by the supporting company and approved by AATS. **\$2,700 per side.**

## **HOTEL KEYCARDS**

Hotel guests attending the 91<sup>ST</sup> Annual Meeting will have a plastic hotel keycard for their room. Your company logo and booth number may be prominently displayed on each key showcasing your company message and driving traffic to your booth. **\$15,000**

## **HOTEL TV Channel**

Your 15 minute video will play in all AATS hotels. Your message will be seen by everyone in a quiet, calm environment away from the hustle and bustle of the convention center. Make the most of this time and present a compelling video. **\$12,000**

## **INDUSTRY CLINICAL UPDATES**

Get maximum exposure right on the exhibit floor! Present a 30 minute update on the latest research happening at your company. Theaters will be available with seating and audio visual equipment for your presentation. Company will receive poster and invitation space on the Symposium Wall located in the registration area along with pre-registration mailing labels. **\$15,000 per session.**

## **INDUSTRY SUPPORTED SYMPOSIA**

If you are interested in supporting a symposium, please contact our offices. Should a company wish to hold a symposium in another location, pricing will still apply since the presentation will take place during the AATS Annual Meeting. Symposia are any function in which scientific material is presented to 20, or more physicians. You may choose to designate your event for category 1 CME credit, but it is not required. Please refer to the Industry Supported Symposia section of this prospectus for more information.

**\$15,000 up to 2 hours, \$20,000 - half day, \$30,000 full day.**

## **LANYARDS**

Every attendee will wear a lanyard attached to his/her badge. The lanyards are produced by AATS and will have your company logo printed on them. Your company will be acknowledged as a meeting supporter. **\$15,000**

## **LUNCH COUPONS**

AATS will have lunch available for purchase for all registrants on both Monday and Tuesday. Only registered healthcare providers will receive a \$10 coupon in their bag for the purchase of lunch each day. Your company will be acknowledged as a supporter. **One day \$30,000; both days \$60,000**

## **MEETING BAGS – sold!**

This is an opportunity to be the only company to have information in the meeting bags which every surgeon will receive. Due to the new regulations, it is up to the supporting company whether their internal guidelines allow a logo to be displayed on the bag. **\$35,000**

## **NEW PRODUCT SHOWCASE**

Make sure the surgeons see your new product, rent a showcase that will highlight your product and drive traffic to your booth! These showcases are located on the concourse between the Scientific Sessions and the Exhibit Hall. Custom graphics will be at your company's expense. **\$3,000 each**

## **PRE & POST REGISTRATION MAILING**

AATS mailing lists are available for rental. Please refer to the agreement in this prospectus for pricing.

## **PROGRAM GUIDE BOOKMARKS**

Each Program Book (approximately 2800) will have a bookmark promoting the 2011 meeting on one side and your message on the other side!

**\$15,000**

## **RAILING BANNERS – NEW!**

There are 4 railings outside the convention center entrance. Banners may be hung on these railings. Two are on the near side of 12<sup>th</sup> street and the other two are directly across the street extremely visible from the entrance. **\$7500 each, production is at your expense.**

## **SCHEDULE AT A GLANCE / EXHIBIT GUIDE ADVERTISING**

The AATS Schedule at a Glance and Exhibit Guide is a quick guide to the meeting agenda and exhibits and will be in every conference bag. There are several advertising opportunities in this marketing piece

- **The Schedule at a Glance** is a practical matrix overview of the AATS Program Schedule. Your ad will appear on the page prior to the Schedule-at-a-Glance. **\$10,000**
- **Exhibit Floorplan Advertisement** will be located in the Schedule –a-Glance and Exhibit Guide. Your ad will appear on the page just prior to the exhibit floorplan. **\$10,000**
- **Back Cover** - exclusive advertising on the back cover of the Guide. **\$15,000**

## **OR and ICU OF THE FUTURE**

Your company has the opportunity to display any products that are applicable to the hybrid operating room environment and/or the ICU. Having equipment in these displays, will drive attendees to visit your booth for further information. We are also marketing to other health care groups who will benefit from both displays by promoting the AATS OR and ICU of the Future as an educational opportunity enabling them to envision what the future of their hospital facilities. We are looking for all forms of equipment from trays to imaging machinery equipment. For more information please contact Meg Bowen at [mbowen@prri.com](mailto:mbowen@prri.com). All companies are welcome to support.

**\$5000 – \$10,000 contribution to participate**

## **SHUTTLE BUSES**

There will be shuttle buses in Philadelphia from the hotels to the convention center, as well as buses for the Past President's Dinner, the President's Reception, and the Attendee Reception. Specific details will be available to interested companies. **\$40,000**

## **SURVEY KIOSKS**

This is a "must stop" spot for all participants who wish to certify their attendance at AATS and receive CME Certificates, Certificates of Attendance, and perfusion credit. A general acknowledgment of your support will appear on signage. **\$20,000**

## **WI FI – NEW!**

WI FI will be made available in the meeting rooms as well as the public areas where the AATS sessions are. The company that supports WI FI will get a splash page with their ad before anyone connects to the internet. Increasing numbers of attendees bring their laptops and want access to WI FI during the meeting.

**\$25,000**