

# 5<sup>th</sup> World Congress of IFHNOS & Annual Meeting of the AHNS



AMERICAN HEAD AND NECK SOCIETY

July 26-30, 2014

Marriott Marquis, New York City, NY

## SUPPORT & VISIBILITY OPPORTUNITIES

### Packages

#### DIAMOND CORPORATE VISIBILITY PACKAGE \$50,000

- One breakfast symposium on day of your choice (on a space availability basis)
- One 10 x 20 exhibit space
- One banner ad on meeting app
- One insert in attendee bag
- Acknowledged as sponsor of one coffee break
- Acknowledged as sponsor of Opening Reception
- Gobo projection of your logo on meeting level for the run of the meeting

#### PLATINUM LEVEL EDUCATIONAL SUPPORT\* \$35,000

##### Acknowledged as Supporter of:

- Two Scientific Panels of your choice
- The John Conley Keynote Lecture
- Preferential seating for up to 6 at the Opening Ceremony

##### Acknowledged as Platinum Level Supporter:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS and IFHNOS websites with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*
- In IFHNOS journal, *Head and Neck*

##### Receive Pre- and Post-meeting Registration List

#### GOLD LEVEL EDUCATIONAL SUPPORT\* \$25,000

##### Acknowledged as Supporter of:

- Two Scientific Sessions of your choice
- The Hayes Martin Keynote Lecture
- Preferential seating for up to 4 at the Opening Ceremony

##### Acknowledged as Gold Level Supporter:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS and IFHNOS websites with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*
- In IFHNOS journal, *Head and Neck*

##### Receive Pre- and Post-meeting Registration List

#### SILVER LEVEL EDUCATIONAL SUPPORT\* \$12,000

##### Acknowledged as Supporter of:

- One Scientific Session of your choice
- Poster Discussion Session

##### Acknowledged as Silver Level Supporter:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS and IFHNOS websites with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*
- In IFHNOS journal, *Head and Neck*

##### Receive Pre- and Post-meeting Registration List

#### BRONZE LEVEL EDUCATIONAL SUPPORT\* \$7,000

##### Acknowledged as Bronze Level Supporter:

- On-site with signage, slides and verbal recognition in session room
- In Final Program
- In pre-meeting marketing materials
- On AHNS and IFHNOS websites with hyperlink to company website
- In AHNS journal, *Archives of Otolaryngology*
- In IFHNOS journal, *Head and Neck*

##### Receive Pre- and Post-meeting Registration List

### LEVEL SUPPORT:

#### PANEL & SESSION SELECTION OPTIONS

Platinum, Gold and Silver level donors have the opportunity to select and be acknowledged for supporting one or more Panels or Scientific Sessions being held at IFHNOS 5th World Congress and the AHNS annual meeting. Platinum supporters have a first priority choice on a first come, first served basis; Gold and Silver supporters have second and third priority respectively, all on a first come, first served basis.

The list of Panels and Scientific Sessions available for support acknowledgment will be provided to all Platinum, Gold and Silver level donors in early 2014.

*\*Educational Support: Support for the meeting will be acknowledged as an unrestricted educational grant in all program materials, on-site with signage and slides in the rooms in which a given event is held. If appropriate, support will be acknowledged with any course or event materials distributed on site. Please note the publication deadline for the Advance Program is November 3, 2013 and for the Final Program the deadline is June 6, 2014. Confirmation of support must be received prior to the deadlines for inclusion in the programs. Educational support for meeting is considered to be an educational grant, subject to ACCME Standards of Commercial Support. A signed Letter of Agreement must be received by AHNS for educational support to be acknowledged.*

# Visibility Opportunities

## EXCLUSIVE OPPORTUNITIES

### CHARGING STATIONS – \$10,000

Help keep attendees connected by sponsoring stations where meeting attendees may charge the batteries in their cell phones, iPads and other electronic devices. Charging stations will be located in the Exhibit Hall.

### EXHIBIT AISLE SIGNS – \$5,000

Make a bold statement with attendees by placing your company name throughout the exhibit hall. Each hanging aisle sign will include your company logo, helping to build brand identity with your target audience.

### KEY CARDS – \$9,500 + PRODUCTION

*(subject to hotel costs)*

Want to make a **big visual impact**? Put your company's artwork on the hotel room key cards. One of the first things an attendee will see upon arrival, and something they will continue to use and see every day, is their hotel room key card. Put your company logo on the hotel room key for high visibility.

### KEY CARDS & KEY PACKS – \$12,000 + PRODUCTION

*(subject to hotel costs)*

Double your impact when your logo appears on both the custom key cards and the custom key packs.

### OFFICIAL HOTEL DOOR DROP – \$7,500

Be one of the first companies visible to attendees when you partner with AHNS to exclusively sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered attendee. As the **exclusive** supporter, you can design the door drop bag to include your company name and logo. *(Sponsor is responsible for production costs.)*

### WI-FI CYBER LOUNGE – \$6,000 PER LOUNGE

Attendees with laptops or PDAs with a wireless card can access designated wireless "hot spots" on the meeting level. Your company's name will appear on signage in these areas. 3 lounges available.

## NON-EXCLUSIVE OPPORTUNITIES

### INDUSTRY SPONSORED SATELLITE SYMPOSIA

There will be 3 Breakfast Symposia opportunities each day, Monday – Wednesday from 6:45 am to 7:45 am.

**FEES:** The fee for hosting a Breakfast Symposia is \$15,000 for room to accommodate up to 120 theater style, \$20,000 for room to accommodate up to 175 theater style, and \$25,000 for room to accommodate up to 275 theater style.

A limited number of companies will have the opportunity to present an educational event of their choosing which may include, for example, a panel discussion or an invited speaker. Rooms for this event will be assigned on a first-come first-served basis. Symposia support will be acknowledged in the final program and on event signage. *(Please complete satellite symposia application and return with your support confirmation.)*

The symposia will be promoted in the Advance Program (if confirmed before publication) and in the Final Program. On-site signage will be produced to further promote the event at the meeting. Other marketing opportunities will be provided.

This is a great opportunity to have an exclusive audience with IFHNOS and AHNS attendees focused on education directly related to your goals. If your company is interested in learning more about this opportunity, please contact **Colleen Elkins** at the AHNS office at **310-437-0559, ext. 114**, or via email: **colleen@ahns.info**.

### MEETING "APP" ADVERTISING

Put them in the palm of your hand by advertising on the IFHNOS 5<sup>th</sup> World Congress and AHNS meeting application for attendee mobile devices. Opportunities will include banner ads, extended company description for exhibitors, inclusion of media items in exhibit listing, and more. For list of opportunities and pricing contact **Colleen Elkins**, AHNS Director of Development at **310-437-0559, ext. 114**, or via email: **colleen@ahns.info**.

### ATTENDEE BAG INSERTS – \$2,500

Reach out to every attendee by placing your product or booth advertisement in the attendee registration bag. Show management must approve of insert prior to production.

### ELEVATOR WRAP – \$5,000

*(plus Production and Hotel Fees)*

For maximum visibility, place your company message on the surround of the glass elevators which are the centerpiece of the hotel on the first floor.

### PILLAR WRAP – \$3,000 PER PILLAR

*(plus Production and Hotel Fees)*

Wrap the pillars in the foyer of any one of the three meeting levels. Your company message will be prominently displayed as attendees make their way into the meeting rooms every day. Contact show management for size requirements. All artwork must be approved by show management prior to production.

### GLASS RAILING CLINGS – \$1,000 PER PANEL PER DAY

*(plus Production and Hotel Fees)*

Turn the "invisible" glass railing into a visible messaging opportunity for your company. Place clings on the glass panels on one of three meeting room floors. Contact show management for size requirements. All artwork must be approved by show management prior to production.

### GOBO PROJECTIONS – \$5,500 *(plus Hotel Costs)*

Project your company logo on walls or floors outside the meeting rooms where it will be seen by meeting attendees each day.

*For more information, please contact Colleen Elkins via phone at 310-437-0559, ext. 114, or via email: colleen@ahns.info.*