



**Howard H. Steel Pediatric Pre-course  
Annual Scientific Meeting  
April 26-29, 2017  
Hyatt Regency Albuquerque**

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## **EXHIBIT & ADVERTISING INFORMATION**

<http://asia-spinalinjury.org/meetings/exhibits-advertising-information/>

### **ASIA MISSION**

- Promote and establish **standards of excellence** for all aspects of health care of individuals with spinal cord injury from onset throughout life
- **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
- **Foster research** which aims at preventing spinal cord injury, improving care, reducing consequent disability, and finding a cure for both acute and chronic SCI
- **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. The first formal scientific session was held in 1975 in New York City. That same year, the association incorporated in Illinois and the Central Office was opened in Chicago. Several years later, a second office was established in Atlanta, Georgia which managed the clinical meeting planning. In 2006, ASIA closed the Chicago office and consolidated its work in Atlanta, under the supervision of an Executive Director.

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 (ASIA)  
2209 Dickens Road, Richmond, Virginia 23230  
Telephone 804.565.6396 ▪ Fax 804.282.0090 ▪ <http://asia.societyhq.com/>

## TARGET AUDIENCE

The ASIA 2017 Annual Scientific Meeting program 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.

We anticipate 400 – 450 attendees at the Annual Scientific Meeting. Attendees will include physicians, nurses, social workers, occupational therapists, and physical therapists who work with patients with spinal cord injury.

## INVITATION TO SUPPORT

We are excited to offer your organization the opportunity to help support this important educational activity. The ASIA meeting is an excellent opportunity for spinal cord injury specialists from around the world to share the latest approaches to medical care for people with spinal cord injury and disease. We hope that we can count on your partnership for this prestigious gathering of physicians and other medical professionals.

## EXHIBIT SCHEDULE

The scientific program is in development. The exhibit schedule will be posted when the program is complete.

## EXHIBIT OPPORTUNITIES

### HOWARD H. STEEL PEDIATRIC PRE-COURSE EXHIBIT

Wednesday, April 26, 2017

#### Exhibit fee

**\$1,000 through February 1, 2017**

**\$1,500 after February 1, 2017**

#### Display

- One 6 ft tabletop, skirted and two chairs (about 8' x 8' area)
- One exhibitor badge (non-CME/CE)
- Pre and post conference attendee list
- Conference breakfast, lunch, coffee breaks, and welcome reception

#### 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 (\$200 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.

## **ANNUAL SCIENTIFIC MEETING EXHIBIT**

### **Exhibit Only**

**\$2,500 through February 1, 2017**

**\$3,000 after February 1, 2017**

#### **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
- Conference breakfast, lunch, coffee breaks, and welcome reception

#### **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 (\$200 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 and Full Inside Page Ad in Meeting Program**

**\$3,500 through February 1, 2017**

**\$4,000 after February 1, 2017**

- Same exhibit package as above
- Full-page ad in meeting program

- Ad Specs – 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Email ad to Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com) by **March 1, 2017**

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## **EXHIBIT AT BOTH the Steel Pediatric Pre-course and the main Annual Scientific Meeting**

### **Exhibit Only**

**\$3,000 through February 1, 2017**

**\$3,500 after February 1, 2017**

### **Exhibit and Full Inside Page Ad in Meeting Program**

**\$4,500 through February 1, 2017**

**\$5,000 after February 1, 2017**

Same packages as above.

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Full inside page ad in meeting program	\$1,500
Full page ad, outside back cover in meeting program	\$2,000
Half page ad in meeting program	\$750
Logo on conference website and mobile meeting guide	\$250
Promotional insert in delegate bag	\$500
Mobile Meeting Guide Sponsor	\$3,500
Wifi Sponsor	\$5,000
Steel Pre-course Welcome Reception Sponsor	\$6,000
Annual Meeting Welcome Reception Sponsor	\$10,000
Lunch Symposium Sponsor – Thursday, April 27 (only one available)	\$25,000
Lunch Symposium Sponsor – Friday, April 28 (up to four slots)	\$4,000

### Ad Specs for the Printed Meeting Program

1. Full page ad - 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format.
2. Half page ad – 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format.

### Logo on the conference website list of exhibitors

1. Exhibitor will provide a high resolution jpg of the company logo.
2. The logo will be placed on the list of exhibitors located on the LOA website and the mobile meeting guide.

### Promotional insert in delegate bag

1. Single sheet
2. Maximum size 8 ½ x 11

### Mobile Meeting Guide Sponsor

The conference mobile application is a great way to get your name out to all conference attendees. Your logo and name will be on the splash page of the mobile meeting guide and acknowledgement will also be included on the member mobile app. <http://www2.asia-spinalinjury.org/meetings/2017/guide/>

- Thanked as the Mobile Meeting Guide Sponsor from the podium
- Identified as the Mobile Meeting Guide Sponsor in the attendee pocket guide
- Listing on the ASIA 2017 conference website with your organization's profile (100-word description) and logo with a link to your site.

### Steel Pre-course Welcome Reception Sponsor

The Steel Pediatric Conference Welcome Reception allows the sponsoring organization to network with pediatric SCI attendees in a relaxed, after-hours setting. The reception will be held the evening before the Howard H. Steel Pediatric Pre-course on Tuesday, April 25, 2017 (time and venue to be confirmed). The sponsorship includes:

- One 6' exhibit table on Wednesday, April 26, 2017 in the exhibit hall for the Howard H. Steel Pediatric Pre-course attendees
- Two exhibitor badges (non-CME/CE)

- Listing on the ASIA 2017 conference website with your organization's profile (100-word description) and logo with a link to your site
- Identified as Steel Pediatric Pre-course Welcome Reception sponsor in the program
- Sponsorship acknowledgement and logo placement on the Welcome Reception sign
- Recognition in the mobile meeting guide and slides run between sessions
- Pre and post pre-course attendee list

#### Annual Meeting Welcome Reception Sponsor

The ASIA Annual Scientific Meeting Welcome Reception allows the sponsoring organization to network with attendees in a relaxed, after-hours setting. The reception will be held the evening on Friday, April 28, 2017 (time and venue to be confirmed). The sponsorship includes:

- Recognition in the mobile meeting guide and slides run between sessions
- Sponsorship acknowledgement and logo placement on the Welcome Reception sign
- Identified as Steel Pediatric Pre-course Welcome Reception sponsor in the program
- Listing on the ASIA 2017 conference website with your organization's profile (100-word description) and logo with a link to your site
- Pre and post pre-course attendee list

#### Lunch Symposium Sponsor

- Thursday, April 27 (only one available)
  - ALL attendees invited. Only lunch offering (no competing ASIA activities).
  - \$25,000 plus the cost of food
- Friday, April 28, 2017
  - Four lunch opportunities that run concurrently
  - \$4,000 plus the cost of food

### **EXHIBIT/SPONSOR AGREEMENT**

The **2017 ASIA EXHIBIT/SPONSOR AGREEMENT** is an online form. Please go to <http://asia-spinalinjury.org/meetings/exhibits-advertising-information/> to complete and submit the Agreement.

**ADVERTISING ORDERS** can be submitted when completing the Exhibitor Agreement. Contact Dana Gibson to add an advertising order to an existing Exhibit Agreement. [dana@societyhq.com](mailto:dana@societyhq.com) **DEADLINE IS MARCH 1, 2017**

### **EXHIBITOR SERVICE KIT**

The exhibitor forms and shipping guidelines will be available early 2017.

### **WI-FI**

There will be complimentary wireless access in the conference area. The login will be provided prior to the conference.

### **HOTEL RESERVATIONS**

The meeting hotel is the Hyatt Regency Albuquerque in Albuquerque, New Mexico.

Hyatt Regency Albuquerque  
330 Tijeras Ave NW  
Albuquerque, NM 87102

ASIA Rate- \$169.00 plus tax based on availability until March 27, 2016. Reservations can be made via the ASIA website:  
<http://asia.societyhq.com/meetings/exhibits-advertising-information/>

**ASIA TAXPAYER ID: 84-0660449**

W-9 is available upon request.

**ASIA EXHIBITS AND SPONSORSHIP CONTACT**

Dana Gibson, Director of Corporate & Educational Support  
Email [dana@societyhq.com](mailto:dana@societyhq.com) | Telephone 804-338-6958

**\*Check the ASIA website for updates!**

<http://asia-spinalinjury.org/meetings/exhibits-advertising-information/>