

AMERICAN SPINAL INJURY ASSOCIATION

# 2018 Annual Scientific Meeting

May 2-4, 2018

Precourse - May 1, 2018



MAYO CIVIC CENTER • ROCHESTER, MINNESOTA

**ASIA**

AMERICAN SPINAL INJURY ASSOCIATION

**Partner, Exhibitor  
& Supporter Prospectus**

# PARTNER, EXHIBITOR & SUPPORTER PROSPECTUS

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## 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.



## Invitation to Support

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.

There are multiple ways your organization can show its support of SCI education, including being an ASIA Partner, Exhibitor, and Sponsor.

## Partner

ASIA is dedicated to providing both a better quality of life for people living with SCI and ultimately a cure. With over 40 years of experience as the top medical professional organization in the field of spinal cord injury (SCI), the American Spinal Injury Association (ASIA) continues to attract the most reputable healthcare leaders to join its membership as well as interest from many of the top corporations in the SCI industry to develop partnerships.

If your organization would like to become part of ASIA's work to advance cutting edge development in SCI medicine and science, a great way to start is to be a Partner in 2018.

Exhibit space at the ASIA Annual Scientific Meeting is included in the Partner packages.

## Exhibit

With unopposed exhibit hours, daily breaks and a reception in the Exhibit Hall, you will have an opportunity to generate new leads with SCI professionals at the ASIA Annual Scientific Meeting.

## ASIA Annual Scientific Meeting Program

The 2018 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 325-375 attendees at the Annual Scientific Meeting.

## Partner Application Procedures

The **PARTNER AGREEMENT** is an online form. Visit <http://asia-spinalinjury.org/partner/> to complete and submit the Agreement.

**Payment** can be made by credit card or check.

- To pay by credit card, fill in the payment details of the Partner Agreement.
- To pay by check, mark “check” as the payment method on the Agreement. Make the check payable to American Spinal Injury Association and mail it to:

ASIA  
Attn: Dana Gibson  
2209 Dickens Road  
Richmond, Virginia 23230

- Payment is due in full by March 1, 2018.
- Fees for an Agreement submitted after March 1, 2018 must be paid in full at the time of application.

The ASIA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

## Partner Packages

### Diamond Partner \$25,000

#### *Annual Scientific Meeting Benefits*

- 10 minute opening remarks welcoming attendees – date determined by ASIA
- 60 minute lunch presentation
  - First right of refusal for lunch presentation – date(s) determined by ASIA
  - Costs associated with the presentation, including food and beverage, are the responsibility of the Diamond Partner
- 10' x 10' island exhibit space; includes one 6 ft table and two chairs
- Top-level acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 350-words)
  - Invited to provide your company logo which will be linked to your company website
- Top-level acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Front inside page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Partner's logo on front cover of the printed program
- Four complimentary meeting registrations (includes eligible CME/CE)

- Up to six additional representative badges for the exhibit booth (non-CME/CE badges)
- First right of refusal to provide delegate bags imprinted with Partner's Logo (if still available)
- Pre and post conference attendee list
- One broadcast email 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 blast will be sent by the ASIA office.

#### *Other Education, Marketing, and Member Communication Benefits*

- 10 complimentary ASIA online educational learning registrations
- ASIA membership mailing list (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo on ASIA's website with a link to company website
- Six broadcast emails, Facebook, twitter, or job posting announcements broadcasted to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval. Allow up to seven business days for review
  - ASIA approved communication broadcasted by the ASIA office

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### **Titanium Partner \$20,000**

#### *Annual Scientific Meeting Benefits*

- 10' x 10' island exhibit space; includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 300-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside back cover page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Three complimentary meeting registrations (includes eligible CME/CE)
- Up to five additional representative badges for the exhibit booth (non-CME/CE badges)
- Named Sponsor of the Opening Welcome Reception
- First right of refusal to provide Delegate lanyards imprinted with Partner's logo (badge holder size requirements must be met)
- Pre and post conference attendee list

### *Other Education, Marketing, and Member Communication Benefits*

- Seven complimentary ASIA online educational learning registrations
- ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo & link to website on ASIA's website
- Five broadcast emails, Facebook, twitter, or job posting announcements broadcasted to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval. Allow up to seven business days for review
  - ASIA approved communication broadcasted by the ASIA office

## **Platinum Partner \$15,000**

### *Annual Scientific Meeting Benefits*

- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 250-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Two complimentary meeting registrations (includes eligible CME/CE)
- Up to four additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list

### *Other Education, Marketing, and Member Communication Benefits*

- Five complimentary ASIA online educational learning registrations
- ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo & link to website on ASIA's website
- Three broadcast emails, Facebook, twitter, or job posting announcements broadcasted to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval. Allow up to seven business days for review.
  - ASIA approved communication broadcasted by the ASIA office

## Gold Partner \$10,000

### *Annual Scientific Meeting Benefits*

- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 200-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Inside page
  - Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Two complimentary meeting registrations (includes eligible CME/CE)
- Up to three additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list

### *Other Education, Marketing, and Member Communication Benefits*

- Two complimentary ASIA online educational learning registrations
- ASIA Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner's logo & link to website on ASIA's website
- Two broadcast emails, Facebook, twitter, or job posting announcements broadcasted to ASIA members during the one-year partnership period
  - Communication provided to ASIA office for pre-approval. Allow up to seven business days for review.
  - ASIA approved communication broadcasted by the ASIA office

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## Silver Partner \$5,000

### *Annual Scientific Meeting Benefits*

- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 150-words)
  - Invited to provide your company logo which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One half page color advertisement in meeting program
  - Inside page
  - Ad specs: 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format

- One complimentary meeting registration (includes eligible CME/CE)
- Up to two additional representative badges for the exhibit booth (non-CME/CE badges)
- Pre and post conference attendee list

### *Other Education, Marketing, and Member Communication Benefits*

- ASIA Membership Mailing List; provided one time during the one-year partnership period
- Three-month placement of Partner's logo & link to website on ASIA's website
- One email broadcast to ASIA members during the one-year partnership period
  - The email communication must be provided in html format for approval prior to distribution.
  - The approved email blast will be sent by the ASIA office.

## 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** can be made by credit card or check.

- To pay by credit card, fill in the payment details of the exhibit agreement.
- To pay by check, mark "check" as the payment method on the Exhibit Agreement. Make the check payable to American Spinal Injury Association and mail the check to:

ASIA  
Attn: Dana Gibson  
2209 Dickens Road  
Richmond, Virginia 23230

- A minimum of 50% of the exhibit fee is due when the Exhibit Agreement is submitted. Payment is due in full by March 1, 2018.
- Fees for an Exhibit/Sponsor Agreement submitted after March 1, 2018 must be paid in full at the time of application.

The ASIA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

## Exhibit Space

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

- Exhibit agreements must be submitted prior to exhibit space being assigned.

### *Exhibit Space Includes*

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

See Partner packages for additional exhibit space details.

### *Cancellation Policy*

Written cancellations received in the ASIA office by March 1, 2018 will receive a 50% refund. There are no refunds for cancellations received after March 1, 2018.

### *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.



- To be listed in the printed materials, you must submit your exhibit agreement, including full payment, by April 2, 2018.

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

### Exhibit Dates: May 1-3, 2018

#### Exhibit Move-in

Tuesday, May 1, 2018                      Time to be announced

#### Exhibit Dates

Tuesday, May 1, 2018                      Time to be announced

Wednesday, May 2, 2018                      Time to be announced

Thursday, May 3, 2018                      Time to be announced

#### Exhibit Move-out

Thursday, May 3, 2018                      Time to be announced

## Exhibit Packages

### Exhibit Only

\$2,500 through March 1, 2018

\$3,000 after March 1, 2018

#### 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 and Full Inside-Page Ad in Meeting Program

\$3,500 through March 1, 2018

\$4,000 after March 1, 2018

- 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

### Partner Meeting Registrations, Exhibitor Badges and Company Descriptions

Partner meeting registrations, exhibitor badge names and company descriptions are **DUE BY APRIL 2, 2018**.

**Partner Meeting Registration:** Complimentary meeting registration will be online and a voucher code will be provided by the Exhibits and Sponsorship staff.

#### Exhibitor Badge Names

- Email badge names to Julie Hitt in the ASIA office, [julie@societyhq.com](mailto:julie@societyhq.com)
- To order additional exhibit badges, use the [ASIA credit card payment form](#). Badges are \$200/badge. Be sure to list the full name(s) for the badge(s) 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](#).

**Company/Product Descriptions:** Email to Julie Hitt in the ASIA office, [julie@societyhq.com](mailto:julie@societyhq.com).

Summary of badges and meeting registrations included with packages:

Support Category	Exhibit Booth Badges (Non CME/CE)	Complimentary Meeting Registrations (Eligible for CME/CE as applicable)
Diamond Partner	6	4
Titanium Partner	5	3
Platinum Partner	4	2
Gold Partner	3	2
Silver Partner	2	1
Exhibitor	2	0

FOR MORE PARTNER, EXHIBIT, AND SUPPORTER INFORMATION,  
CONTACT DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT  
T 804.338.6958 | [DANA@SOCIETYHQ.COM](mailto:DANA@SOCIETYHQ.COM)

## 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](mailto:dana@societyhq.com)

**Ad submission deadline is March 15, 2018.**

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 15, 2018.** Ads are emailed to Dana Gibson at [dana@societyhq.com](mailto: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 Blast \$500

- The pre-registration email blast is available for one-time use.
- Company creates the communication. 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 provided for approval before it will be sent to the registrants.
- The email addresses are not shared with the purchaser. The approved email blast will be sent by the ASIA office.

### Promotional Insert for Delegate Bag \$500

- Single sheet
- Maximum size 8 ½ x 11
- Due in the ASIA office by March 15, 2018

## Sponsorship

### Delegate Bag Sponsor \$500

- Sponsor provides delegate bags for meeting attendees - due in the ASIA office by March 15, 2018
- 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

### Conference Charging Station Sponsor \$3,000

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 2018 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 \$25,000

- 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
- One broadcast email 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 blast will be sent by the ASIA office.

## Shipping and Exhibitor Service Forms

The Mayo Civic Center shipping information and exhibitor service order forms will be available on the ASIA website by January 2018. For updates visit <http://asia-spinalinjury.org/meetings/exhibits-advertising-information/>.

## Hotel Reservations

Hotel information will be available fall 2017. For updates visit:

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

## Partner, Exhibit and Sponsorship Contacts

**Dana Gibson, Director of Corporate & Educational Support**

Email [dana@societyhq.com](mailto:dana@societyhq.com) | Telephone 804.338.6958

**Julie Hitt, Corporate & Educational Support Administrator**

Email [julie@societyhq.com](mailto: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](http://DANA.SOCIETYHQ.COM)