

nternational

## OCTOBER 18-23, 2015 Lake Buena Vista, Florida www.ITC2015.thyroid.org

Hosted by the ATA; Co-sponsored by ATA, AOTA, ETA and LATS

# PARTNER SUPPORT Opportunities

The ITC takes place every five years and is world-wide thyroid meeting that brings together the four international thyroid societies – American Thyroid Association (ATA), Asia-Oceania Thyroid Association (AOTA), European Thyroid Association (ETA), and Latin American Thyroid Society (LATS) for one combined and collaborative Annual Event. As such, for general and logistical purposes this event is also considered as ATA's 'official' annual meeting in 2015. The 15th ITC with an anticipated attendance of over 2500 healthcare professionals will bring together top researchers and practitioners in thyroidology with interests in the fields of endocrinology, oncology, nuclear medicine, surgery, pathology, cytology, biology and related areas. Held in October at the beautiful Walt Disney World Swan and Dolphin Resort in Lake Buena Vista, Florida, attendees will gather to exchange ideas and learn about improvements in the thyroid field, advanced technologies, and new products.

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e invite your company to bring your portfolio of latest insights and innovations to enhance and expand attendee knowledge and resources. Your company's increased visibility and recognition will bring benefit throughout the year ahead.

Put your company in the limelight of leadership and position with the impact of one of these sponsor and marketing opportunities:

# **Partner Visibility**

### - Offerings and Opportunities

#### **THYROID EXPO 2015: EXHIBIT BOOTH**

#### **EXHIBIT SHOW HOURS:**

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Monday, October 19 – Wednesday, October 21, 9:00 AM - 4:30 PM Daily; Thursday, 9:00 AM - 1:30 PM

#### **BOOTH SIZES:**

Standard (10x10) - \$5,000; Double (20x10) - \$9,500; Island (20x20) - \$24,950; Ultrasound Vendor (10x10) \$3,250; Non-profit (6-foot table space) - \$750

- Booth space.
- Listing in printed Expo Guide.
- Inclusion in mobile app exhibitor listing and exhibit map.
- Meeting registrations as outlined in the exhibitor prospectus.
- Reserved space in the online ITC Virtual Exhibit Hall for 1 full year postconference, includes company logo, and link to company website.
- Upgrade your meeting presence to include ½ page black and white (b/w) ad in the Expo Guide + rotating Mobile App banner ad throughout the meeting for an additional \$4,250.

#### **THYROID EXPO 2015: EXPO THEATER**

#### \$15,000

Monday, October 19, Over the lunch period (time varies each day) Thursday, October 22, Over the lunch period (time varies each day)

- Opportunity to present your research, product or services to ITC meeting attendees for up to 1 hour.
- Available to participating Thyroid Expo 2015 exhibitors only.
- Expo theater will seat 125 attendees.
- Presentation topic and content subject to ATA review/approval.
- Includes the following A/V resources: screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones and one standing aisle microphone. Any additional requirements, e.g. internet, food, etc., will be the responsibility of the expo partner.

### **Advertising Opportunities**

#### **THYROID EXPO 2015: GUIDE**

#### FULL PAGE AD

b/w \$2,500; 4-color \$4,000

b/w \$1,250; 4-color \$2,000

- Expo guide will include exhibitor listing with logo and brief description, an expo hall map, expo theater listings, meeting at-a-glance, ancillary and satellite program listings.
- Special pricing for interior pages and back cover \$6,500 \$10,000.
- Guide will be provided to all attendees in registration packets.
- Upgrade your presence to include rotating banner ad in the Congress' official mobile app throughout the meeting for an additional \$3,000.

#### **HOTEL VENUE COLUMN WRAPS**

#### \$5,000 (SHARED); \$20,000 (EXCLUSIVE)

- Opportunity for multiple column wraps in primary/multiple traffic areas of event venue.
- Designated locations to be determined.
- Design and content subject to ATA approval.

#### HOTEL VENUE FLOOR DECALS

#### \$5,000 (SHARED); \$20,000 (EXCLUSIVE)

- Opportunity for multiple floor decals in primary/multiple traffic areas of event venue.
- Designated locations to be determined.
- Design and content subject to ATA approval.

#### **HOTEL VENUE AD KIOSKS**

#### \$5,000 (SHARED); \$20,000 (EXCLUSIVE)

- Opportunity for single or multiple ad kiosks in primary/multiple traffic areas of event venue.
- Designated locations to be determined.
- Design and content subject to ATA approval.

#### HOTEL VENUE BANNERS AND FREE-STANDING SIGNS

#### FREESTANDING SIGNS - 2,500; BANNERS \$4,000

- Opportunity for single or multiple banners in primary/multiple traffic areas of event venue.
- Designated locations to be determined.
- Design and content subject to ATA approval.

### HALF PAGE AD

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### **TIER 1 SPONSORSHIP OPPORTUNITIES** *"Alpine Sponsorship Opportunities"*



#### WELCOME RECEPTION SUPPORTER

\$15,000 - \$25,000 (SHARED) - \$100,000 (EXCLUSIVE) Sunday, October 18, 2015, 7:30 PM - 9:30 PM

- Multiple supporters or exclusive support opportunity for kick-off networking event on Sunday evening, October 18, 2015.
- Acknowledgment in on-site signage as opening reception supporter.
- Acknowledgment in printed program as event supporter.
- Recognition by way of rotating banner ad in the Mobile App pre-meeting thru Day One of the meeting.
- Opportunity to provide giveaway with company logo/marketing on item. (Suggested items: beach towels, flip flops, hats, visors, beach pail, beach ball, water bottle. Giveaway subject to ATA approval and at sponsor's expense.)

#### **CONGRESS BANQUET DINNER SPONSOR**

#### \$50,000 (SHARED) - \$100,000 (EXCLUSIVE)

- Wednesday, October 21, 2015, 7:30 PM 11:00 PM
- Multiple supporters or exclusive support opportunity.
- On-site event signage and acknowledgement as banquet sponsor.
- Acknowledgment in printed program as event supporter.
- Recognition by way of rotating banner ad in the Mobile App pre-meeting thru day of banquet (Day 4).
- · Complimentary banquet tickets (number based on final commitment).
- · For exclusive commitment only:
  - Opportunity to include sponsoring organization /logo on banquet menu or centerpiece card to highlight sponsorship.
  - Opportunity to provide small, tasteful dinner favors on the banquet tables. Subject to ATA approval and at sponsor's expense. Suggested items: after dinner chocolates/candies/biscuits, confetti packets for dance floor, party favor.

# EPCOT® INTERNATIONAL FOOD AND WINE FESTIVAL SPONSOR

\$40,000 EXCLUSIVE/SIGNATURE OPPORTUNITY Tuesday, October 20, 2015, 4:00 PM – 8:00 PM

- Exclusive sponsor for highlighted Epcot attendee gathering and networking event Tuesday afternoon, October 20, 2015.
- Event signage at the headquarters hotel and acknowledgement as Food and Wine Festival Signature Sponsor of admission/pre-paid activity cards for an anticipated 1500 attendees.
- Acknowledgment in printed program as event supporter.
- Includes support recognition by way of rotating banner ad in the mobile app pre-meeting through the day of event (day 3) plus additional 'thank you' mentions in Mobile App.
- Full page color ad in the Expo Guide.

# EVENING AT EPCOT® DESSERT AND ILLUMINATIONS HOST

#### \$50,000 (SHARED); \$100,000 (EXCLUSIVE)

Tuesday, October 20, 2015, 8:00 PM - 10:00 PM

- Shared or Exclusive sponsor for highlighted EPCOT<sup>®</sup> evening attendee gathering and networking event Tuesday evening (8:00 – 10:00 PM), October 20, 2015.
- Event signage at the headquarters hotel and acknowledgement as Host for Evening at EPCOT<sup>®</sup> Dessert and Illuminations Event Sponsor for an anticipated 1500 attendees.
- · Acknowledgment in printed program as event supporter.
- Includes support recognition by way of rotating banner ad in the mobile app pre-meeting through the day of event (day 3) plus additional 'thank you' mentions in the Mobile App.
- Full page color ad in the Expo Guide.



# Thyroid PARTNER SUPPORT Opportunities

### TIER 2 SPONSORSHIP OPPORTUNITIES "Plateau Sponsorship Opportunities"

#### LAUGH SHOTS PHOTO SPONSORSHIP

#### \$5,000 PER SESSION (WWW.LAUGHSHOTS.COM)

Sunday, October 18, 2015, 7:30 PM – 9:30 PM Wednesday, October 20, 7:30 PM – 11:00 PM

- On-site event signage and acknowledgement.
- Two sessions planned:
  - Welcome Reception on Sunday evening October 18, 2015 from 7:30 PM – 9:30 PM.
  - Congress Banquet on Wednesday evening, October 21, 2015 from 7:30 PM – 10:30 PM.
- Opportunity for recognition in Mobile App pre-meeting thru day of Laugh Shots Photo session.

#### ATA EVENT MOBILE APP

#### \$10,000 (SHARED) - \$20,000 (EXCLUSIVE)

- Recognition by way of rotating banner ad in the Mobile App throughout the meeting.
- Inclusion in on-site signage as Mobile App supporter.
- · Acknowledgment in printed program as event supporter.

#### HEADQUARTERS HOTEL KEY CARDS

#### \$15,000, EXCLUSIVE OPPORTUNITY

 Your organization branding on Swan and Dolphin headquarters hotel key cards. Key cards will be distributed to all meeting attendees staying at the hotel.

#### **EXHIBIT HALL COFFEE BREAK/SNACK**

#### \$10,000-\$15,000, EXCLUSIVE OPPORTUNITY PER BREAK

- Opportunity to sponsor coffee and/or snack breaks for attendees during scheduled break periods for attendees in the exhibit hall.
- On-site signage during the break in the expo hall recognizing support.
- Acknowledgment in printed program as event supporter.
- Opportunity for recognition in Mobile App.

#### ATTENDEE 'POWER-UP' CHARGING STATIONS/ ATTENDEE GATHERING SPOTS

#### \$10,000 PER STATION

- Opportunity to sponsor one or more 'power-up areas' positioned throughout the event venue.
- Acknowledgment in printed program as event supporter.
- Acknowledgment in on-site signage as event supporter.
- Opportunity for recognition in Mobile App.

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#### ATTENDEE 'REJUVENATION' STATIONS/ EXPO LOUNGE SPONSORS

#### \$20,000 PER STATION

- Opportunity to sponsor one of four rejuvenation areas/expo lounges positioned throughout the Thyroid expo hall.
- One freestanding meter board positioned inside lounge and table handout possible; ability to upgrade carpet and furnishings or offer food and beverage (at company's expense).
- Acknowledgment in printed program as event supporter.
- Acknowledgment in on-site signage as opening reception supporter.
- Opportunity for recognition in the Mobile App pre-meeting.

#### **ADDITIONAL OPPORTUNITIES**

- 15<sup>th</sup> ITC Business Suites \$25,000 per suite Meeting room within conference facility with approximately 500-700 square feet in size for personal-use Monday – Thursday, October 19-22 of conference (firstcome, first-served while space is available).
- Satellite Events Starting at \$25,000 for 2.5 hour course; Subject to availability. Events assigned at host organization discretion. CME accreditation not provided by ITC organizers. Fee includes space assignment and opportunity to present to ITC attendees. All logistical costs (audiovisual equipment, food and beverage, marketing, etc.) are the expense of the company.
- 15<sup>th</sup> ITC Meeting Bags \$20,000 Have your company's name printed on the meeting bags distributed to every attendee.
- Headquarters Hotel Room Drops \$8,500 Have materials delivered directly to meeting attendees staying in the ATA headquarters hotel. *NOTE: Additional hotel costs associated with room drop/deliveries fees will apply.*
- Ancillary Events Starting at \$2,000 for exhibitor/sponsors; \$5000 non-exhibitor/sponsors; Subject to availability. Events assigned at host organization discretion. Fee includes space assignment and opportunity to present to ITC attendees. All logistical costs (audiovisual equipment, food and beverage, marketing, etc.) are the expense of the company.
- Bulletins/Notices \$2,500 Job openings, upcoming meetings, fellowships have your flyers or bulletins distributed from a table in the exhibit hall or near registration. All copies must be provided and shipped to ATA at company's expense.
- ATA Pre-Registrant One-Time Mailing List \$750 Available exclusively to exhibitors or sponsors of the ATA meeting only. *NOTE: ATA must approve materials to be sent in advance of list receipt.*