



# 90th Annual Meeting of the American Thyroid Association

Sponsorship Opportunities

Virtual Conference on September 30 – October 3, 2021



**AMERICAN THYROID ASSOCIATION**  
*Optimal Thyroid Health for All*



## ABOUT THE ATA and WHAT SETS US APART!

The American Thyroid Association (ATA) is the preeminent global organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA serves the interests of both professional and patient audiences to provide resources, awareness, and education to the thyroid community. ATA's **1700 professional members** are clinicians, researchers, surgeons, advanced practice providers, and related professionals from **70 countries around the world!** ATA's **patient and public audience numbers over 14,500** and we value the opportunity to work together with our professional members and partners in support of our mutual goals of improving the lives of so many patients impacted worldwide by thyroid disease and thyroid cancer.

ATA delivers its mission through the following initiatives:

- Publishing highly regarded professional journals: *Thyroid*<sup>®</sup>, *Clinical Thyroidology*<sup>®</sup>, and *VideoEndocrinology*<sup>™</sup>
- Hosting scientific meetings and research symposia
- Sponsoring and administering research grant programs for new investigators
- Creating clinical practice guidelines for managing thyroid diseases and thyroid cancer
- Providing reliable and accessible thyroid resources and educational programs for patients, the public and families

The 90th Annual Meeting of the American Thyroid Association (ATA) will bring together healthcare professionals who wish to broaden and update their knowledge of thyroid diseases and disorders. With anticipated attendance of more than 1,000 healthcare professionals, the 90th Annual Meeting of ATA will bring together top researchers and practitioners in thyroidology with interests in the fields of **endocrinology, oncology, nuclear medicine, internal medicine, surgery, pathology, radiation oncology, cytology, biology, pharmacology, and related areas.**

## WHY PARTICIPATE

**NETWORK** – Gain access to more than 1000 clinicians and researchers focused on thyroid-related diseases and thyroid cancer. These thought leaders seek to access and learn the latest technologies and therapies to improve patient treatments and outcomes.

**VISIBILITY** – Strengthen your brand recognition as a leader in the field and supporter of the world's largest community of thyroid professionals. Demonstrate your commitment to improving patient care and advancing science and medicine for a healthier global population.



## REACH THE INFLUENCERS

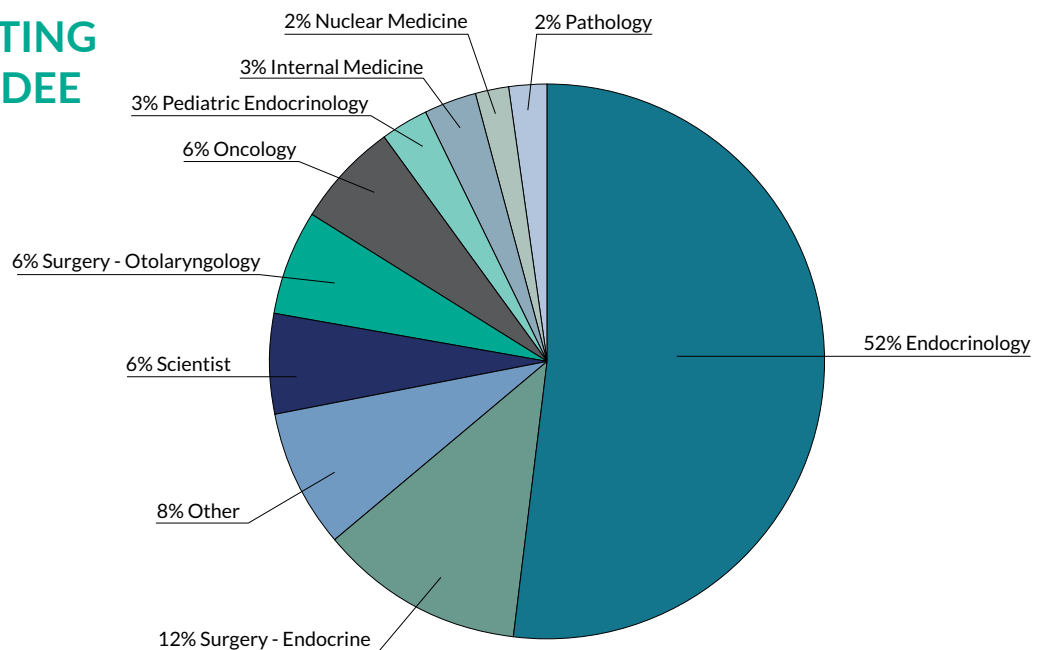
Reach your target audience this year as a sponsor! The 90th Annual Meeting of the ATA offers sponsorship options and packages that are designed to provide visibility with leading thyroid-endocrine experts as well as, the next generation in the field of thyroidology. By signing up to participate, you will reach clinicians and researchers who work in a variety of settings, including academia, private practice, group practice, hospitals, military/government, and independent research institutions. Our members treat patients and conduct clinical, translational and basic research across the field of thyroidology. From thyroid cancer to hypothyroidism and thyroid eye disease, attendees look for the latest breakthroughs and treatment protocols to improve patient outcomes.

As a sponsor of the ATA's 90th Annual Meeting, you will benefit from:

- Unmatched collegiality and direct access to the decision-makers in thyroidology
- Access to contacts to expand your business and team productivity
- Networking with leading global thyroid specialists dedicated to innovation, team-based approaches to treatment and care, excellence in practice and education

We have thoughtfully designed this year's partner prospectus to provide optimal visibility over the course of the ATA's four-day annual meeting. We invite you to review the variety of opportunities available and look forward to welcoming you to our event this fall!

## 89th ANNUAL MEETING OF THE ATA ATTENDEE SPECIALTIES



## EVENT SPONSORSHIP

### Platinum - \$30,000

- Company Logo in Event Sponsor Gallery
- Sponsorship of Networking Lounge (Logo placement)
- Acknowledgement on 90th Annual Meeting of the ATA Sponsor Webpage
- (5) Event Registrations
- Acknowledgement in Select Attendee Emails
- Pre and Post Meeting Attendee Mailing Lists – Complimentary (excluding emails, one-time use)
- (4) Priority Points for 2022 ATA Annual Meeting Exhibit Space Selection

### Gold - \$15,000

- Company Logo in Event Sponsor Gallery
- Acknowledgement on 90th Annual Meeting of the ATA Sponsor Webpage
- (4) Full Event Registrations
- Acknowledgement in Select Attendee Emails
- Post Meeting Attendee Mailing List - Complimentary (excluding emails, one-time use)
- (3) Priority Points for 2022 ATA Annual Meeting Exhibit Space Selection

### Silver - \$7,500

- Company Logo in Event Sponsor Gallery
- Acknowledgement on 90th Annual Meeting of the ATA Sponsor Webpage
- (3) Full Event Registrations
- Acknowledgement in Select Attendee Emails
- Option for Pre-Meeting Attendee Mailing List - \$1,000 (excluding emails, one-time use)
- Option for Post-Meeting Attendee Mailing List - \$1,000 (excluding emails, one-time use)
- (2) Priority Points for 2022 ATA Annual Meeting Exhibit Space Selection

## SPONSORSHIP ENHANCEMENTS

\*Offerings subject to change and are available only as add-ons to event sponsorships.

**Virtual Photo Booth Sponsor** - \$7,500 Exclusive

**Networking Lounges** - \$5,000 per

- Allied Health Professionals
- Diversity, Equity & Inclusion
- Early Career
- Networking
- Surgical
- Women in Thyroidology

### Satellite Education Symposium Sponsorship (Non-CME)

30 minute (\$15,000) | 1 hour (\$25,000)

- Partner-sponsored educational symposium available on-demand to attendees.

*\*Program outline and educational content subject to ATA review and approval.*

- List of featured program participants provided post-meeting (excluding emails)
- Program included in pre-meeting attendee message
- Programs will be available on-demand mid-day from 1-2pm daily, Friday, October 1- Sunday, October 3.

## EDUCATIONAL SPONSORSHIP (CME)

*Multiple Available*

- Full Conference CME Sponsorship
- Early Riser or Late Day CME Program Sponsorship
- Ridgway Trainees Conference CME Sponsorship
- Pediatric, Surgical, or Thyroid Eye Disease CME Symposium Sponsorship

*CME Acknowledgement*

- Company Logo in Event Supporter Gallery
- Acknowledgement on 90th Annual Meeting of the ATA Partner Webpage
- Acknowledgement in Select Attendee Emails
- (2) Full Event Registrations
- For details, please contact Kelly Hoff, [khoff@thyroid.org](mailto:khoff@thyroid.org)

## OTHER SPONSORSHIP SUPPORT/ OPPORTUNITIES

For questions and collaboration opportunities to support scientific symposia, workshops, guideline pocket cards or other programming at the 90th Annual Meeting of the ATA or the ATA in general, please contact the ATA Event Team at [meetings@thyroid.org](mailto:meetings@thyroid.org).

# 90th Annual Meeting of the American Thyroid Association (ATA) SPONSORSHIP APPLICATION AND CONTRACT

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Company Telephone: \_\_\_\_\_ Company Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_

**CONTACT(s)** (Primary contact(s) within company to receive all details related to this sponsorship; up to 2 contacts max allowed)

Contact 1:	Job Title:
_____	_____
Contact 1 Telephone:	Contact 1 Email:
_____	_____
 Contact 2:	 Job Title:
_____	_____
Contact 2 Telephone:	Contact 2 Email:
_____	_____

## EVENT SPONSORSHIP:

Silver (\$7,500)   
  Gold (\$15,500)   
  Platinum (\$30,00)   
 \$ \_\_\_\_\_

### Sponsorship Enhancements

Virtual Photo Booth Sponsor –\$7,500.00    \$ \_\_\_\_\_

Networking Lounge –\$5,000.00

<input type="checkbox"/> Early Career	\$ _____
<input type="checkbox"/> Diversity, Equity & Inclusion	\$ _____
<input type="checkbox"/> Surgical Networking	\$ _____
<input type="checkbox"/> Allied Health Professionals	# _____
<input type="checkbox"/> Women in Thyroidology	\$ _____

### Satellite Symposium Sponsorship (Non-CME)

<input type="checkbox"/> 30 minutes- \$15,000	\$ _____
<input type="checkbox"/> Friday, October 1	\$ _____
<input type="checkbox"/> Saturday, October 2	\$ _____
<input type="checkbox"/> Sunday, October 3	\$ _____
<input type="checkbox"/> 1 hour - \$25,000	\$ _____
<input type="checkbox"/> Friday, October 1	\$ _____
<input type="checkbox"/> Saturday, October 2	\$ _____
<input type="checkbox"/> Sunday, October 3	_____

**TOTAL** \$ \_\_\_\_\_

## CONTINUING MEDICAL EDUCATION OPPORTUNITIES

If your organization is interested in supporting overall CME activities and/or supporting an educational grant for other programming, grants please contact Kelly Hoff at [khoff@thyroid.org](mailto:khoff@thyroid.org).

## PAYMENT INFORMATION

**Check #\_\_\_\_\_ made payable to the American Thyroid Association**

Please send the check to ATA, 2000 Duke Street, Suite 300, Alexandria, VA 22314 (NOTE: Check must be in U.S. currency drawn on a U.S. bank.)

**ACH Payment**

Please email your signed contract to Josette Paige at [meetings@thyroid.org](mailto:meetings@thyroid.org). Once your signed application is received, we will follow up to provide ACH transfer details. Questions regarding ACH payments and invoices can also be directed to Josette Paige at [meetings@thyroid.org](mailto:meetings@thyroid.org).

## AGREEMENT and AUTHORIZATION

- We agree to abide by all terms and conditions governing ATA's virtual 90th Annual Meeting Partner Engagement Opportunities as stated in this application and contract. We further agree to abide by the Rules and Regulations and ATA Code of Conduct applicable to these partner opportunities. Submit application by email to: [meetings@thyroid.org](mailto:meetings@thyroid.org) or by regular mail to: American Thyroid Association (ATA), 2000 Duke Street, Suite 300, Alexandria, VA 22314 USA

Name (please print): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**CANCELLATION & REDUCTION POLICY:** All cancellations and/or reductions must be submitted in writing to [meetings@thyroid.org](mailto:meetings@thyroid.org). Cancellations or changes to agreements on or before August 1, 2021 will be refunded at 50%. No refunds will be extended after August 1, 2021 and partners will be responsible for the full cost of the agreement. Withdrawal notice does not eliminate financial responsibility for sponsorship or virtual engagement commitments.

Thank you for your interest and partnership, we look forward to welcoming you to the 90th Annual Meeting of the American Thyroid Association!

## GENERAL INFORMATION

To confirm your participation in the 90th Annual Meeting of the American Thyroid Association, complete a copy of the Sponsorship & Engagement Application and Contract in this brochure and email or mail to:

**American Thyroid Association**

2000 Duke Street, Suite 300

Alexandria, VA 22314 USA

Telephone: 703-998-8890

Email: [meetings@thyroid.org](mailto:meetings@thyroid.org)

## RULES AND REGULATIONS

**PAYMENT:** Checks or ACH payments will be accepted.

**Checks:** Checks should be made payable in U.S. Dollars (USD) to the American Thyroid Association (Federal Tax ID # 41-6038600) for the full sponsorship amount, with the application/contract signed and sent to the American Thyroid Association, Inc., 2000 Duke Street, Suite 300, Alexandria, VA 22314, USA, or emailed to [meetings@thyroid.org](mailto:meetings@thyroid.org).

**ACH Payment:** Once your application is received, we will follow up with you to provide ACH transfer details. Questions regarding ACH payments can also be directed to Josette Paige at [meetings@thyroid.org](mailto:meetings@thyroid.org).

**CANCELLATION:** Cancellations or changes to agreements on or before August 1, 2021 will be refunded at 50%. No refunds will be extended after August 1, 2021 and partners will be responsible for the full cost of the agreement. Withdrawal notice does not eliminate financial responsibility for sponsorship commitments.

**TERMINATION:** The ATA shall have the right to terminate the sponsor's rights pursuant to this contract at any time immediately upon discovery of a violation of any provisions herein. The sponsor agrees that in the event of termination for such violation, any costs associated with preparing for the 90th Annual Meeting of the ATA shall be at the expense of the exhibitor.

**LISTING AND PROMOTIONAL MATERIALS:** By being a meeting sponsor, companies grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the sponsor in any directory or listing of the meeting sponsors and to use such names in promotional materials. ATA shall not be liable for any errors in any listing or for omitting any sponsor from any directory or listing pertaining to the meeting. Nothing in the sponsor packages imply ATA's endorsement or approval of any sponsor or its products and services.

**GENERAL MATTERS:** All matters and questions not specifically covered by the provisions of this agreement are subject to the decision of the ATA. The ATA shall have the right, but not the duty, to amend the provisions hereof relating to exhibit guidelines at any time and said amendments and/or additions shall be binding on parties hereto. In the event of any amendment or additions to these regulations, written notice will be given by the ATA to such exhibitors as may be affected by them.

**VIRTUAL MEETING CODE OF CONDUCT & SOCIAL MEDIA POLICY:** All exhibitors, sponsors and attendees agree to follow [ATA's Virtual Meeting Code of Conduct & Social Media Policy](#).