

[www.THYROID.org](http://www.THYROID.org)

87<sup>th</sup> Annual Meeting of the American Thyroid Association®  
October 18-22, 2017  
The Fairmont Empress and Victoria Conference Centre,  
Victoria, BC, Canada

## SUPPORT OPPORTUNITIES



AMERICAN  
**THYROID**  
ASSOCIATION

ATA | *Founded 1923*

# 87<sup>th</sup> Annual Meeting of the American Thyroid Association<sup>®</sup>

*We 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 many benefits throughout the year ahead. Put your company in the limelight of leadership and focus by engaging in one or more of our ATA 2017 support and marketing offerings:*

## 87<sup>th</sup> Annual Meeting Sponsor Levels

### \$60,000 = PLATINUM LEVEL SPONSOR

**Exclusive Breakfast Satellite Symposium**, two opportunities available, first-come, first-served!

Details and dates:

- **Friday, October 20, 2017**
- **Saturday, October 21, 2017**
- Full-page color event ad in Thyroid Expo Guide 2017
- Free-Standing Sign placed in conference venue one day prior to start of event through satellite event date
- Annual Meeting Bag Insert
- Highlighted Company logo, 100-word description, and event date listing in ATA meeting mobile app
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Featured partner listing on the online ATA Virtual Exhibit Hall for one-year post-conference

### \$35,000 = GOLD LEVEL SPONSOR

**Satellite Symposium Event**, various opportunities available. Details and dates:

- **Wednesday, October 18, 2017 (prior to the official start of the annual meeting opening session)**
- **Thursday evening, October 19, 2017**
- **Saturday evening, October 21, 2017**
- Full-page color ad in Thyroid Expo Guide 2017
- Free-Standing Sign placed in conference venue one day prior to start of event through satellite event date
- Annual Meeting Bag Insert
- Highlighted Company logo, 100-word description and event date listing in ATA meeting mobile app
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
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### \$25,000 = SILVER LEVEL SPONSOR

**Annual Meeting Business Suite**

Meeting room within the conference facility approximately 600 square feet in size for exclusive use:

- **Thursday, Oct. 19 thru Saturday, Oct. 21, 2017**
- Full-page color ad in Thyroid Expo Guide 2017
- Annual Meeting Bag Insert
- Highlighted Company logo, 100-word description and event date listing in ATA meeting mobile app
- Featured partner listing on the online ATA Virtual Exhibit Hall for one-year post-conference



# Individual Opportunities and Events

## **87th ANNUAL MEETING EXCLUSIVE BREAKFAST SATELLITE SYMPOSIUM**

***\$50,000 EXCLUSIVE OPPORTUNITY (Available to Confirmed Exhibit and Sponsor Partners)***

Breakfast symposium host, two opportunities available – Details and dates:

- **Friday, October 20, 2017 or Saturday, October 21 2017**
- Meeting room located in meeting facility provided by the ATA
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone)
- One mailing list pre-meeting and one mailing list post-meeting
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule

*\*See 87<sup>th</sup> ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*

## **87th ANNUAL MEETING SATELLITE EVENT**

***\$25,000 (Available to Confirmed Exhibit and Sponsor Partners)***

Opportunity to host educational programs (CME or non-CME) during open program time during the ATA Annual Meeting.

- Meeting room located in meeting facility provided by the ATA
- Duration of meeting up to 2.5 hours
- Target audience size 50 or more participants
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone)
- One mailing list pre-meeting and one mailing list post-meeting
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule
- *See 87<sup>th</sup> ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*

## **87th ANNUAL MEETING ANCILLARY EVENT**

***\$2,000 for Confirmed Exhibit and Sponsor Partners; \$5,000 for Ancillary-Only Partners***

Opportunity to host non-CME special group events such as industry meetings, symposia, business or advisory meetings of other organizations, social gatherings, receptions or committee meetings for less than 50 persons.

- Meeting room located in meeting facility provided by the ATA. *NOTE: Space obtained outside of the ATA official meeting venue is also subject to ATA approval and relevant fees.*
- Company Listing in printed ATA Expo Guide and ATA website Ancillary/Satellite Meetings Pages
- Inclusion in ATA meeting mobile APP schedule

*\*See 87<sup>th</sup> ATA Ancillary-Satellite Events Policy and the ATA Ancillary-Satellite Events Request Form for policy and guidelines. Presentation topic and content subject to ATA review/approval.*



## **THYROID EXPO 2017: EXPO THEATER - SOLD OUT!!!**

***\$18,000 PER OPPORTUNITY***

Opportunity to present your research, product or services to meeting attendees for up to 60 minutes. Three opportunities available over the lunch period – Details and dates:

- **Thursday, Oct. 19, 2017, Friday, Oct. 20, 2017 and Saturday, Oct. 21, 2017**
- Preset Expo Theater space provided in meeting facility to seat up to 125 attendees
- Standard audiovisual equipment included (screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone)
- Company Listing in printed ATA Expo Guide Ancillary/Satellite Meetings Page
- Company Listing on Annual Meeting Ancillary and Satellite Events webpage
- Inclusion in ATA meeting mobile APP schedule

## **THYROID EXPO 2017: EXHIBIT BOOTH**

**SEE EXHIBITOR PROSPECTUS AND BOOTH APPLICATION FOR AVAILABLE BOOTH SIZES AND PRICING**

Opportunity to purchase a booth in the ATA THYROID EXPO 2017 Exhibit Hall:

- Booth space in ATA THYROID EXPO 2017 Exhibit Hall
- Logo, company description and website address listed in printed ATA Expo Guide
- Inclusion on the ATA Exhibitor Passport Program
- Inclusion in ATA meeting mobile app exhibitor listing and exhibit map
- Listing on the 87th Annual Meeting of the ATA Exhibits section webpage as a confirmed exhibitor
- Complimentary meeting registrations as outlined in the exhibitor prospectus per booth space purchase
- Reserved space/description on the online ATA Virtual Exhibit Hall for one-year post-conference
- *Booth opportunities available until hall fills*

## **ATA EVENT MEETING BAG**

***\$30,000 EXCLUSIVE OPPORTUNITY***

Opportunity to have your company's logo on the official event meeting bag distributed to all attendees at meeting registration.

- Bag production is scheduled for July 2017 therefore event bag logo will be requested in June/July for specs, review, formatting.



## **HEADQUARTERS HOTEL KEY CARDS**

***\$15,000 EXCLUSIVE OPPORTUNITY - SOLD OUT!***

Opportunity to have your company's logo/branding on the headquarters hotel key cards distributed to all attendees staying at the meeting hotel.

- Key Card productions is scheduled for July 2017 therefore, graphics will be requested in June/July for specs, review, formatting.



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## ATA EVENT MOBILE APP LOGO

**\$7,500 (SHARED OPPORTUNITY)**

Opportunity to have your meeting logo appear on the ATA meeting Mobile APP downloaded by over 60% of meeting attendees.

- Recognition by way of rotating banner ad in the ATA meeting mobile APP
- Inclusion in onsite signage as Mobile App supporter



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

**\$6,000 PER STATION**

Opportunity to have your company logo on one or more 'power-up areas' positioned throughout the event venue.



- Acknowledgment on Power-Up Station signage as event supporter

## LAUGH SHOTS PHOTO SPONSORSHIP

**\$3,500 PER EVENT or \$6,000 exclusive offer for TWO AVAILABLE EVENTS**

Always popular, Laughshots offer an opportunity to have your logo included on border of printed pictures provided to participants during designated events. Two opportunities available, dates and details:

- **ATA Welcome Reception: Wednesday, October 18, 7:30 PM – 9:00 PM**
- **ATA Annual Reception and Gala at the Royal BC Museum: Friday, October 20, 7:30 PM – 11:00 PM**
- Recognition in Expo Guide Schedule



## THYROID EXPO GUIDE 2017 AD

Opportunity to have an ad placed in the ATA Expo Guide is distributed to all meeting attendees at registration. The ATA Expo Guide includes information such as exhibitor listings with logos and brief descriptions, an expo hall map, expo theater listings, the ATA meeting at-a-glance, ancillary and satellite program listings.

- **Half Page Ad:** Black & White – \$1,500
- **Half Page Ad** 4-color – \$2,000
- **Full Page Ad:** Black & White – \$2,500
- **Full Page Ad:** 4-color – \$4,000

*\*Expo Guide ads should be submitted to ATA for review and approval to prepare for printing by September 14, 2017.*

## ATA VENUE FREE-STANDING SIGNS

**\$3,500 FOR ONE-SIDED DISPLAYS; \$6,000 FOR DOUBLE-SIDED DISPLAYS**

Opportunity for a single, freestanding sign placed in high traffic area of event venue

- 1 free-standing available for purchase per company
- ATA will review and advise on sign design, content, and placement in venue



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## ATA ANNUAL MEETING BAG INSERT

***\$4,000 PER INSERT (Submit early to ensure inclusion!)***

Handout/insert included in the ATA meeting bag distributed to every attendee at meeting registration. One-pager and up-to 6-page brochure/pamphlet; partner responsible for printed copies and delivery of final approved insert to venue by October 13, 2017.

- Suggested order numbers = 1200 copies
- 1 bag insert available for purchase per exhibit company

## ATA PRE-REGISTRANT ONE-TIME MAILING LIST RENTAL

***\$800 PER LIST***

Full mailing list of 87<sup>th</sup> Annual Meeting Attendees, exclusive offer for 87<sup>th</sup> Annual Meeting exhibitors or sponsors partners only.

- Exclusive one-time use
- Mailing piece should be submitted to ATA for review upon request of list

## CME AND OTHER SPONSORSHIP/SUPPORT OPPORTUNITIES

To inquire about continuing medication education (CME) educational grants, ATA clinical management guidelines pocket card sponsorships or other opportunities to support scientific symposia, workshops or other programming at the 87<sup>th</sup> Annual Meeting of the ATA or the ATA in general, please contact the ATA

