

2021 CONFERENCE SPONSORSHIP, ADVERTISING AND ENGAGEMENT OPPORTUNITIES

Sponsorship Opportunities:

-A formal Letter of Agreement (LOA) will be generated and returned for all Sponsorship Opportunities. The LOA will contain all appropriate terms and conditions along with responsibilities.

Deadline for all Sponsorship Opportunities is September 11, 2021 (except Student Sponsorships).

<input type="checkbox"/> Sponsored Break with Thought Leaders	\$1,250
<input type="checkbox"/> Author Meets Commentator Session *	\$1,500
<input type="checkbox"/> Wellness Break Sponsorship *	\$1,000
<input type="checkbox"/> An Evening with the Arts + Humanities *	\$1,750
<input type="checkbox"/> Plenary Session Sponsorship	\$4,000
<input type="checkbox"/> Networking Space Sponsorship *	\$500
<input type="checkbox"/> Afternoon Trivia Sponsorship *	Call for Pricing
<input type="checkbox"/> General Conference Sponsorship	\$1,000
<input type="checkbox"/> Student Sponsorship (Deadline: October 6, 2021)	Call for Pricing and Dedicated Sponsorship Form
<input type="checkbox"/> Welcome Box Sponsorship	\$6,500
<input type="checkbox"/> Sponsoring a "Room" on Conference Platform *	\$2,000 / \$750
<input type="checkbox"/> Promotional Items in Welcome Box	Call for Pricing
<input type="checkbox"/> Welcome Box Insert	\$500

* New for 2021

Advertising Opportunities:

- Deadline for advertising space reservations as well as due dates for materials as well as format requirements are listed on subsequent pages.

2021 Program Notebook Advertising	
<input type="checkbox"/> Back Cover (4 color)	\$1,500 / \$2,000
<input type="checkbox"/> Inside Front Cover (4 color)	\$1,500 / \$1,900
<input type="checkbox"/> Inside Back Cover (4 color)	\$1,400 / \$1,800
<input type="checkbox"/> Inside Full Page (4 color or b/w)	\$1,000 / \$1,200
<input type="checkbox"/> Inside Half Page (4 color or b/w)	\$800 / \$1,000
2021 Conference Platform Advertising	
<input type="checkbox"/> Home Screen Ad	\$1,500
<input type="checkbox"/> Session Page Ad	\$1,000
<input type="checkbox"/> Resting Slide Ad *	\$250
2021 Website Banner Advertising	
<input type="checkbox"/> 30-Day Banner Ad	\$700
2021 Advertising Bundles	
<input type="checkbox"/> (1) Notebook Cover Page + (1) 30-Day Banner Ad	\$1,890 / \$2,340
<input type="checkbox"/> (1) Notebook Cover Page + (1) Conference Platform Session Screen Banner	\$2,160 / \$2,610
<input type="checkbox"/> (1) 30-Day Banner Ad + (1) Conference Platform Session Screen Banner	\$1,530
<input type="checkbox"/> (1) Notebook Cover Page + (1) 30-Day Banner Ad + (1) Conference Platform Session Screen Banner	\$2,790 / \$3,240

* New for 2021

2021 CONFERENCE SPONSORSHIP, ADVERTISING AND ENGAGEMENT OPPORTUNITIES

ASBH is proud to offer the following opportunities for our 23rd Annual Conference.

Everything listed in the gray box is considered a Sponsorship Opportunity and will require a Letter of Agreement (LOA) to secure sponsorship. All supporters will receive logo recognition in the following areas:

- | | | |
|-------------------------------------|----------------------------|------------------------------------|
| ✓ ASBH Website | ✓ Conference Brochure * | ✓ Program Notebook |
| ✓ (2) Conference promotional emails | ✓ Virtual Acknowledgements | ✓ Conference Platform Sponsor Page |
| | ✓ Welcome Session Slides | |

SPECIAL PROGRAMMING OR EVENTS:

- | | |
|---|---|
| <p><input type="checkbox"/> Sponsored Break with Thought Leaders:
Host an event up to 60 minutes during one of (5) designated times Wednesday-Friday. Continue a conversation from a session with leaders from your institution, or take this time to introduce your program, faculty or connect with future/former students or colleagues. You provide the link for hosting and we will include it in our program.
\$1,250 (include an eblast to ASBH members to promote for an additional \$150)</p> <p><input type="checkbox"/> Wellness Break Sponsorship:
Host a pre-recorded session up to 45 minutes which can be made available at any time during conference, additionally during (8) dedicated times Wednesday-Saturday. Host a stretching session, yoga, guided meditation to name a few. Sessions to be guided by your designee.
\$1,000</p> <p><input type="checkbox"/> Plenary Session Sponsorship:
Logo included on screen as attendees log into session. Verbal recognition as well given at start of plenary.
\$4,000</p> <p><input type="checkbox"/> Evening Trivia Sponsorship:
Host a night of fun and games! Either host the entire event, or partner with other institutions and each sponsor a round of trivia.
Call for Pricing</p> | <p><input type="checkbox"/> Author Meets Commentator:
Host up to 90 minutes between Wednesday-Friday. Take this time to introduce your author, give a quick overview of their work. Additionally, you can take this time to introduce a group of authors you may have to take questions have an open panel discussion. You provide the link for hosting and we will include it in our program.
\$1,500 (include an eblast to ASBH members to promote for an additional \$150)</p> <p><input type="checkbox"/> An Evening with the Arts + Humanities:
Sponsor an interactive evening activity where you can showcase the talents of your Arts + Humanities personnel with ASBH meeting attendees and others who may be joining them. Activities could include dance instruction, drawing, potentially paired with a short demonstration or performance.
\$1,750</p> <p><input type="checkbox"/> Networking Space Sponsorship:
Sponsor a half-day of networking space for attendees to use between sessions from Wednesday-Saturday. Ability to brand and broadcast video included.
\$500</p> |
|---|---|

* Provided sponsorship agreement received by May 3, 2021

Sponsorship Opportunities - Continued

GENERAL SPONSORSHIP OPPORTUNITIES:

- General Conference Sponsorship:**
Sponsor Receives all benefits listed on the top of this section.
\$1,000

- Student Sponsorship:**
Sponsor a group of students' registrations for the conference on behalf of your institution.
Call for Pricing and Dedicated Sponsorship Form

BRANDED OPPORTUNITIES:

- Welcome Box:**
Opportunity to co-brand your organization's name in the ASBH Welcome Box that all virtual registrants will receive. Includes a prominent sponsorship letter inside the Welcome Box plus a printed brochure
\$6,500

- Sponsoring a "Room" on Conference Platform:**
Ability to name a room as listed on our Conference Platform. Included in this sponsorship your institution will also receive recognition on resting slides attendees will see before session starts in that room.
\$2,000 for "Main Room" where plenary sessions are hosted (available on first-come-first-serve basis)
\$750 for "Rooms" where concurrent and affinity group sessions take place

- Promotional Items:**
Logo on Promotional Items included in the Welcome Box sent to all virtual registrants. Size and Weight Limitations.
Call for Pricing

- Welcome Box Insert:**
Your literature is placed inside the Welcome Box that all virtual registrants receive. Size and quantity limitations.
\$500

Everything listed below is considered an Advertising Opportunity:

ASBH 2021 Program Notebook Advertising

The traditional meeting program guide has been replaced with a new bound keepsake notebook that attendees will have to reference schedules, helpful hints, ASBH information, take notes, and see the conference award winners and special honorees. This notebook will surely accompany the attendee back to their home or office for future reference.

Advertising in the ASBH 2021 Annual Meeting Program Notebook offers you concentrated exposure to over 1,200 healthcare professionals, teachers, consultants, and others who have an interest in the field of clinical and academic bioethics and the health-related humanities.

This year's Program Notebook will provide advertisers with many opportunities for color and prominent advertising. These spaces will be sold on a first come first serve basis.

<u>Specifications:</u>	<u>Trim Size</u>	<u>Bleed</u>	<u>Live Area</u>
Cover Pages (IFC, BC, and IBC)	4.75" x 8.5"	5" x 8.75"	4.25" x 8"
Inside Full Page	4.25" x 8"		3.75" x 7.75"
Inside Half Page	4.25" x 3.875"		
<u>Location</u>		<u>Exhibitor</u>	<u>Non-Exhibitor</u>
Back Cover (4 color)		\$1,500	\$2,000
Inside Front Cover (4 color)		\$1,500	\$1,900
Inside Back Cover (4 color)		\$1,400	\$1,800
Inside Full Page (4 color or b/w)		\$1,000	\$1,200
Inside Half Page (4 color or b/w)		\$800	\$1,000

Space Reservations: July 30

Materials Due: August 11

Materials Accepted: Digital ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF or JPEG formats at 1,200 dpi with no compression applied.

2021 Conference Platform Advertising

Advertise on the official ASBH virtual platform, and digitally engage with attendees on site. All conference attendees will access the conference content through the virtual platform. Opportunities include:

- ✓ **Banner ad on main schedule screen.** Display your interactive ad banner in the app's most visible view, the Home Screen. Each banner is displayed in a stacked fashion. The banners are interactive with a click through URL destination. **3 opportunities available.**
- ✓ **Banner ad on session page.** In the session detail view, displays a single banner ad that appears on the top position on the screen. Different ads appear to different users with every new navigation based upon an algorithm. **3 opportunities available.**
- ✓ **Resting Slide Advertisement.** Reserve a slide for promotion that will be played as part of a rotation of slides before sessions begin.

Specifications	Fee
Home Screen Ad: .png file banner graphic 768 x 160 pixels at 72dpi, HEX color code of graphic background, and click through to URL destination link.	\$ 1,500
Session Page Ad: .png file banner graphic 768 x 160 pixels at 72dpi, HEX color code of graphic background, and click through to URL destination link.	\$ 1,000
Resting Slide Ad: .pdf document 11"x8.5" (horizontal orientation).	\$250

All Conference Platform Reservations Due: July 28, 2021

Ad Materials Due: August 11, 2021

2021 Website Banner Advertising

Become an advertiser on the ASBH Career Center, Book Publication page, or the Academic Programs page with a banner ad. Each web banner ad is interactive and can link to your organization's website. 30 day posting.

Specifications	Fee
Banner ads are horizontal and no larger than 728 x 90 pixels <u>OR</u> if on the Academic Program page 350 x 350 pixels. Resolution is 72dpi or 72px and must be a .jpg, .jpeg, or .gif file	\$700

2021 Discounted Advertising Bundles

- Virtual Platform
- Program Notebook
- Online Web Advertising

Save 10% when you purchase ad placements in at least 2 different advertising spots:

Sponsor Rate	Non-Sponsor Rate
1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad \$1,890	1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad \$2,340
1 Notebook Cover Page <i>Plus</i> 1 Virtual Platform Session Screen Banner Ad \$2,160	1 Notebook Cover Page <i>Plus</i> 1 Mobile Virtual Platform Screen Banner Ad \$2,610
1 Month Web Banner Ad <i>Plus</i> 1 Virtual Platform Session Screen Banner Ad \$1,530	1 Month Web Banner Ad <i>Plus</i> 1 Virtual Platform Session Screen Banner Ad \$1,530
1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad <i>Plus</i> 1 Virtual Platform Session Screen Banner Ad \$2,790	1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad <i>Plus</i> 1 Virtual Platform Session Screen Banner Ad \$3,240



Advertising Agreement

If your organization is looking to be a Sponsor (opportunities in grey box), please reach out to Josh Karney so that a formal Letter of Agreement (LOA) can be created. Thank you.

Company _____

Contact _____

Address _____

City/State/Zip _____

E-mail _____ Phone _____

Please check ad insertion location you would like to reserve:

_____ Program Notebook _____ Mobile App _____ Web Banner Advertising

I am purchasing a discounted bundled package

Ad Size/Type and Placement: _____

Rate: \$ _____

Check Enclosed (payable to ASBH) Check Number: _____

Credit Card: MasterCard Visa American Express Discover

Name on Card (please print): _____ Amount: \$ _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Submit your insertion order to:

American Society for Bioethics and Humanities
Attn: Josh Karney
Senior Manager, Professional Relations & Development
8375 W. Higgins Road, Suite 300, Chicago, IL 60631
T: 847/375-4751, Fax 888/374-7259 | jkarney@asbh.org

Cancellation Policy: If the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to the agreed upon placement date, a full refund of monies received, minus a \$250 administrative fee will be made. If full payment is not received prior to the agreed upon placement date, the advertisement will not be posted.