

## ASBH 24<sup>th</sup> Annual Conference | Portland, OR | October 26-29, 2022

### SPONSORSHIP

All sponsors will receive the following benefits and will require signature on a Letter of Agreement:

- Recognition in the following places:

- ASBH Website
- (2) Conference promotional emails
- Conference Brochure \*provided signed agreement received by May 9, 2022
- Virtual Acknowledgements
- Welcome Session Slides
- Program Notebook
- Conference Platform Sponsor Page

**Opening Reception** - \$10,000 also includes recognition in program book, on website, logo at reception and inclusion as supporter on email promoting event

**Title Sponsor at New Member/Student Wine Reception** - \$5,000 also includes recognition in program book, on website, logo at reception and inclusion as supporter on email promoting event

**Wine Station Supporter at New Member/Student Reception (multiple opportunities)** - \$750 also includes small cocktail table next to bar for supporter to use to promote program

**Plenary Session (multiple opportunities)** - \$4,000 includes logo projection on screen as attendees enter the room. Logo will also be included on sign set up outside Plenary Session Room

**Sponsored Break with Thought Leaders (multiple opportunities\*\*)** - \$1,750

Host up to 60 minutes during one of our designated times during conference. 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. *\*\*Available spots are offered on a first-come-first-served basis.*

**Author Meets Commentator Session (multiple opportunities\*\*)** - \$1,750

Host up to 60 minutes during one of our designated times during conference. Take this time to introduce your author(s), give a quick overview of their work(s). Additionally, you can take this time to have a group of authors together to take questions and have an open panel discussion. *\*\*Available spots are offered on a first-come-first-serve basis.*

**An Evening with the Arts + Humanities (multiple opportunities)** - \$1,750

Sponsor an interactive evening activity where you can showcase the talents of your Arts + Humanities personnel with ASBH meeting attendees. Activities could include dance instruction, drawing, reading of a play/written piece and can be paired with a demonstration or performance.

**Sponsoring a Conference Room** - \$2,000 (Plenary Room) or \$750 (Smaller Concurrent Rooms)

Ability to name a room as listed on our conference platform. Included in this is signage placed outside the room as well as on a resting slide before sessions start in that room. \$2,000 is for sponsoring the room where Plenary Sessions take place and \$750 is for rooms where concurrent programming take place.

**Tote Bags - \$6,500**

Opportunity to brand your organization's name on tote bags carried by nearly all conference attendees

*\* Must reserve this opportunity by August 6, 2022*

**Lanyards - \$4,000**

Highly visible opportunity worn by nearly all conference attendees with your organization's name displayed

*\* Must reserve this opportunity by August 6, 2022*

**Charging Station - \$800**

Provide a branded charging station for attendees to use during the conference. These will be placed in high-traffic areas where individuals are naturally inclined to gather.

**For additional opportunities with personalized items given to attendees upon registration at the ASBH Conference counters, please call**

**General Sponsorship - \$1,000 and up**

Your institution will receive all the logo recognition benefits listed at the top of this document in addition to our gratitude for your continued support

**Student Sponsorship - \$500 plus Registration Fees**

Sponsor a group of students' registrations for the conference on behalf of your institution

*Call for Pricing and Dedicated Sponsorship Form*

## **ENGAGE**

Engage with our conference attendees at the Networking Hall – a crossroads of exhibiting, networking and relaxing between sessions

**Booth -**

10 ft. x 10 ft. \$1,000 (before 03/31/22), \$1,050 afterwards

Each Additional 10 ft. x 10 ft. \$500

*Booth will require additional form and application. See here for [live floorplan](#) and [exhibitor application](#).*

**Networking Lounge Area - \$ 1,000** (space reservation - \$500 reduced price if paired with a booth), plus \$ TBD (dependent on furniture choices)

It's been a while since we have been together in person – provide attendees an area to relax between sessions. You can also use this area to engage directly with conference attendees and pick a networking lounge area close to your booth for a packaged price.

## ADVERTISE

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 2022 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 28, 2022

**Materials Due:** August 10, 2022

**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.

## 2022 Mobile App Advertising

Advertise on the official ASBH Mobile App, and digitally engage with attendees on site. Attendees are using the app as a companion piece to our website for schedule and session details plus other important information. Opportunities include:

- ✓ **Banner ad on app home 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.**
- ✓ **Push Notification.** Display your message at a certain time and date. Ideal for new product or booth event announcements. **Only two slots available each day Thursday through Saturday.**

Specifications	Fee
<b>Home Screen Ad:</b> .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
<b>Session Page Ad:</b> .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
<b>Push Notifications:</b> Brief title (e.g. Visit booth #1234), brief sub-title (e.g. New product sneak peek) and click through to URL destination link.	\$ 1,000

All Mobile App Reservations Due: 09/12/22

## 2022 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

## 2022 Discounted Advertising Bundles

**Expand your audience in 2022 with key advertising opportunities**

- Mobile App
- Program Notebook
- Online Web Advertising

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

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



## 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. Exhibits are secured through [Exhibitor Application](#). 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](mailto: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.