



ASBH 25th Annual Conference | Baltimore, MD | October 12-14, 2023

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, 2023
- Welcome Session Slides
- Program Notebook
- Conference Platform Sponsor Page

Opening Luncheon Reception - \$11,000 also includes recognition in program book, on website, logo at reception and inclusion as supporter on email promoting event. Additional branding opportunities available.

Opening Luncheon Entertainment

- Live Band Sponsor - \$1,000 Includes a small cocktail table for promotional materials and signage.
- Games Sponsor - \$1,000 Includes a small cocktail table for promotional materials and signage in our game area! Games such as cornhole, Jenga, and/or a putting green will be placed in a prime location for exposure in the Exhibit Hall.
- Be the ultimate Entertainment Sponsor for both our band and games for \$1,750! Includes a small cocktail table for promotional and literature materials and signage.

Title Sponsor at New Member/Student Wine Reception - \$5,500 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) - \$4,500 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) - \$2,000**

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) - \$2,000**

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. Add on an eblast at a discounted price to promote your sponsored event. - \$200*

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.

Branding Opportunities

Gain visibility for your organization and celebrate ASBH's 25th Anniversary

Tote Bags - \$7,500

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

** Must reserve this opportunity by August 7, 2023*

Lanyards - \$4,500

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

** Must reserve this opportunity by August 7, 2023*

Charging Station - \$1,500

Provide a branded charging station with seating 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 contact sbinder@asbh.org. Pricing is based on selections. Examples include:

- **Mask Sponsorship**
- **Branded Water Bottles**
- **Have an idea for a branded sponsorship? Contact sbinder@asbh.org to discuss your ideas!**

General Sponsorship - \$1,500 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 -

8 ft. x 10 ft. \$1,050 (before 03/03/23), \$1,150 afterwards Each

Additional 10 ft. x 10 ft. \$600

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

**This floorplan is subject to change. We will keep you updated on the final floorplan and will place you as close as possible to your top booth selection.*

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

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

Get noticed by advertising in the ASBH Program Notebook, a bound keepsake notebook that attendees will use 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 2023 Annual Conference 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)	\$2,000	\$2,500
Inside Front Cover (4 color)	\$1,750	\$2,250
Inside Back Cover (4 color)	\$1,400	\$1,800
Inside Full Page (4 color or b/w)	\$1,250	\$1,500
Inside Half Page (4 color or b/w)	\$800	\$1,000

Space Reservations: August 7, 2023
Materials Due: August 18, 2023
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.

2023 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:

- ✓ **Main Menu Sticky Banner.** Display your interactive ad banner in the app's most visible view, the bottom of the Main Menu. It is always visible and remains stationary while scrolling on the main screen. The banner is interactive with a click through URL destination. **1 opportunity available.**
- ✓ **Push Notification.** Display your message at a certain time and date. Ideal for new product or booth event announcements.
- ✓ **Sponsored Session Banner ads.** In the session detail view, displays a single horizontal banner ad that appears on the top position on the screen. **Must be sponsoring a session to apply.**

Specifications	Fee
Main Menu Sticky Banner: 2,048 pixels wide x 200-500 pixels high OR 1,536 pixels wide x 150-400 pixels high, .jpg or .png format	\$2,500
Push Notifications: "Brief title (e.g. Visit booth #1234), brief description (e.g. New product sneak peek)"	\$ 2,000
Sponsored Session Banner ads: High Resolution Logo 1200px x 400px	\$ 1,000

All Mobile App Reservations Due: 09/12/23

2023 Website Banner Advertising

- ✓ **Website Banner ads:** 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.
- ✓ **2023 Annual Conference Site Banner ads.** Choice between left navigation ad (400x400) with clickable link OR right side banner (320w x 1200h) with clickable link. **2 opportunities available (1 per each side).**

Specifications	Fee
Website Banner ads: 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 or gif file	\$750
2023 Annual Conference Site Banner Ads: Choice between left navigation ad (400x400) with clickable link OR right side banner (320w x 1200h) with clickable link. (1 opportunity available per side)	\$750



Advertising Agreement

If your organization is looking to be a Sponsor (opportunities in grey box), please reach out to Sonia Binder 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

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: Sonia Binder

Sales & Operations Manager, Professional Relations &

Development 8375 W. Higgins Road, Suite 300,

Chicago, IL 60631 847/375-4711 | sbinder@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.