

# Sponsorship Opportunities

## 2018 AOCS Annual Meeting & Expo

**May 6–9**

Minneapolis Convention Center  
Minneapolis, Minnesota, USA



[AnnualMeeting.aocs.org/Prospectus](http://AnnualMeeting.aocs.org/Prospectus)

# Be seen again ... and again

Expose your brand to attendees throughout the conference every time they check their phones, with prominent placements during social networking events, plastered over conference SWAG, and more!

## Menu of opportunities

|                   |  |
|-------------------|--|
| US \$15,000 ..... | Annual Meeting Wi-Fi                               |
|                   | Annual Meeting App                                 |
| \$10,000 .....    | Monday Lunch with Logo Lunch Tote                  |
|                   | President's Welcome Reception                      |
|                   | Hotel Key Cards                                    |
|                   | <b>NEW</b> Meet Me in St. Louis Picnic Lunch       |
|                   | Annual Meeting Bags                                |
| \$7,500 .....     | <b>NEW</b> Abstract Flash Drives                   |
|                   | <b>NEW</b> Souvenir Photo Station                  |
|                   | <b>NEW</b> Abstract Submission Site                |
|                   | Attendee Official Communications Package           |
|                   | Water Stations and Reusable Water Bottles          |
| \$5,000 .....     | Happy Hour Reception (2 opportunities)             |
|                   | <b>NEW</b> Dessert Break                           |
|                   | <b>NEW</b> Welcome Plenary Session                 |
| \$4,000 .....     | Annual Meeting Badges                              |
|                   | Signs  |
|                   | Notepads   |
| \$3,000 .....     | Power Lounge                                       |
|                   | Computer Station (3 opportunities)                 |
|                   | <b>NEW</b> Awards Program Booklet                  |
|                   | Program-At-A-Glance                                |
| \$1,500 .....     | <b>NEW</b> Annual Meeting Pen                      |
|                   | Speaker Ready Room                                 |
|                   | Technical Program Support (multiple opportunities) |

Select one of these sponsorships or let us tailor a sponsorship to your budget and needs.

# Sponsorship descriptions

**US \$15,000**

## Annual Meeting Wi-Fi

Everyone will know your name when you sponsor Wi-Fi in the Expo. The Wi-Fi network name, user name, and password will be recommended by the sponsor, and Wi-Fi signage will feature the sponsor's logo and details. Each attendee will receive a login card, also featuring the sponsor's logo and login details, with their badge.

## Annual Meeting App

Looking for a sponsorship that gives you brand exposure beyond the conference? The Annual Meeting App will be available three weeks prior to the Annual Meeting and will close four weeks after the meeting. The App will be the attendee's on-the-go reference tool, featuring a schedule builder, presentation abstracts, exhibitor information, sponsor details, speaker backgrounds, poster presentations, and a communication tool for connecting with other attendees. An exclusive banner ad with live web link will be featured in different areas of the App, and the sponsor may provide a custom URL to attach to the banner.

**US \$10,000**

## Monday Lunch with Logo Lunch Tote

The Monday Lunch is a premium Expo event where attendees receive an eco-friendly, re-usable lunch tote featuring your company's logo.

## President's Welcome Reception

Have your logo included on the napkins used at the Sunday evening President's Welcome Reception. This is a premium event to showcase your company to all conference attendees. The reception will be held on the beautiful outdoor Plaza, and drinks and hors d'oeuvres will be served.

## Hotel Key Cards

Imagine every time an Annual Meeting attendee uses their hotel room key at one of the Annual Meeting's six host hotels, they see your company's message. The Hotel Key Card will feature your company's 4-color design on the front.

## **NEW** Meet Me in St. Louis Picnic Lunch

The Wednesday Picnic Lunch at the Expo is a new networking event added to the Annual Meeting's schedule to celebrate a successful conference and to showcase the 2019 destination. As a sponsor, your logo will be featured on event signs.

## Annual Meeting Bags

Sponsorship of the Annual Meeting Bags, distributed to each delegate at registration, is an opportunity to secure 1,600 walking billboards for your company. We choose high quality, durable bags that can be used long after the conference.

## **NEW** Abstract Flash Drives

What is the most referenced material from the Annual Meeting? The abstracts, which are referenced for years after a conference. Put the abstracts into every attendee's hand when you sponsor the Abstract Flash Drives. The flash drive will feature your company's logo and advertisement (.pdf).

**US \$7,500**

## **NEW** Souvenir Photo Station

The green screen station is always a popular destination at the Expo. Attendees will get their picture taken and then receive a print with their choice of fun background. The print is placed in a frame featuring the sponsor's logo.

## **NEW** Abstract Submission Site

Over 650 presenters, 60 session chairs, and the Program Committee visit the Annual Meeting's abstract submission site multiple times in preparing for the conference. Place your message in front of them every time they stop by.

## Attendee Official Communications Package

Include your banner in a variety of attendee email communications leading up to the meeting, including the registration confirmation, abstracts information, the App release, registration list, and know before you go.

## Water Stations and Reusable Water Bottles

Hydration is an important aspect of health and safety in every profession. Each attendee will be given a reusable water bottle featuring your logo. Water stations, also featuring your logo, will be conveniently placed throughout the meeting and at the Expo.

**US \$5,000**

## Happy Hour Reception (2 opportunities)

Be front and center as attendees relax after a long day of sessions by hosting a Happy Hour. Happy Hours will be held in the Expo – have your logo featured on the napkins at either the Monday or Tuesday evening reception (or both!).

## **NEW** Dessert Break

On Tuesday, after luncheons and before attendees head back to session, there will be a break to visit with exhibitors and enjoy sweet treats. Sponsor the dessert break to have your logo featured on the website and general event signage as well as in the printed program and the App.

## **NEW** Welcome Plenary Session

The Welcome Plenary Session will be held on Sunday afternoon and will feature the Kaufmann Memorial Lecture presented by one of the world's most renowned names in the field of fat research. As the Welcome Plenary Session sponsor, your logo will be included on the website and general event signage as well as in the printed program and the App.

**US \$4,000**

## Annual Meeting Badges

Your logo will be displayed on the badge holder or lanyard that each attendee wears during the conference.

## Signs

Signs are important to navigate your way during an Annual Meeting—they are everywhere! Have your logo, QR code, and web address featured on 90% of the signs used in the hallways, outside of session rooms, and in the Expo.

## Notepads

Meeting attendees are sure to be taking notes throughout the event. Be featured on the Notepad to ensure your company is top of mind throughout the Annual Meeting and long after.

**US \$3,000**

## Power Lounge

The Power Lounge is the place for attendees to gather in the Expo while charging their mobile device batteries. It will be centrally located in the Expo's Atrium, where all attendees have to travel through to get anywhere on the show floor, and as a sponsor you will be recognized on the website and in the printed program, the App, and general event signage.

## Computer Station (3 opportunities)

Have your logo and web address on every page printed from one of two laptop computers at the computer station in the Expo. Attendees use the computers to check and print abstracts, boarding passes, and more.

## **NEW** Awards Program Booklet

The Awards Program booklet is distributed during the Awards Plenary session on Monday morning. Make sure your logo is prominently featured on this printed piece.

## Program-At-A-Glance

The Program-At-A-Glance tear-out is located at the centerfold of the Annual Meeting's printed program book. This handy guide, featuring your company's logo, is the attendee's quick reference tool to locate session times and locations.

## Annual Meeting Pen

Send your logo home with all attendees on the official Annual Meeting pen.

**US \$1,500**

## **NEW** Speaker Ready Room

Showcase your logo at the Sponsor Ready Room where over 300 presenters stop in to prepare for their oral presentation.

## Technical Program Support

(multiple opportunities available)

Contribute to the quality and success of the Annual Meeting's programming through your sponsorship. Technical program support is a general sponsorship and cannot be specified to a particular session or presentation. Your logo will be included in the printed program book, general event signage, the App, and on the meeting website.

## General sponsorship benefits

|  | US \$15,000        | US \$10,000        | US \$7,500         | US \$5,000   | US \$4,000   | US \$3,000   | US \$1,500 |
|--|--------------------|--------------------|--------------------|--------------|--------------|--------------|------------|
| Company logo will be used on the website, in the printed program, the App, and on general event signage. | Yes                | Yes                | Yes                | Yes          | Yes          | Yes          | Yes        |
| Complimentary Annual Meeting registration(s)   | 3                  | 2                  | 1                  | 1            | -            | -            | -          |
| Annual Meeting registration(s) at a 50% discount   | 3                  | 2                  | 1                  | 1            | 2            | 1            | -          |
| Advertisement in the printed program   | Full page, 4-color | Half page, 4-color | Half page, 4-color | 50% discount | 50% discount | 50% discount | -          |

**To discuss sponsorship opportunities, contact:**

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