



2022 ANNUAL CONFERENCE

JUNE 17-19

Gaylord
Rockies Resort
Denver, CO

ReEngage

ReConnect

ReDiscover

Industry Partner Prospectus



JOIN US

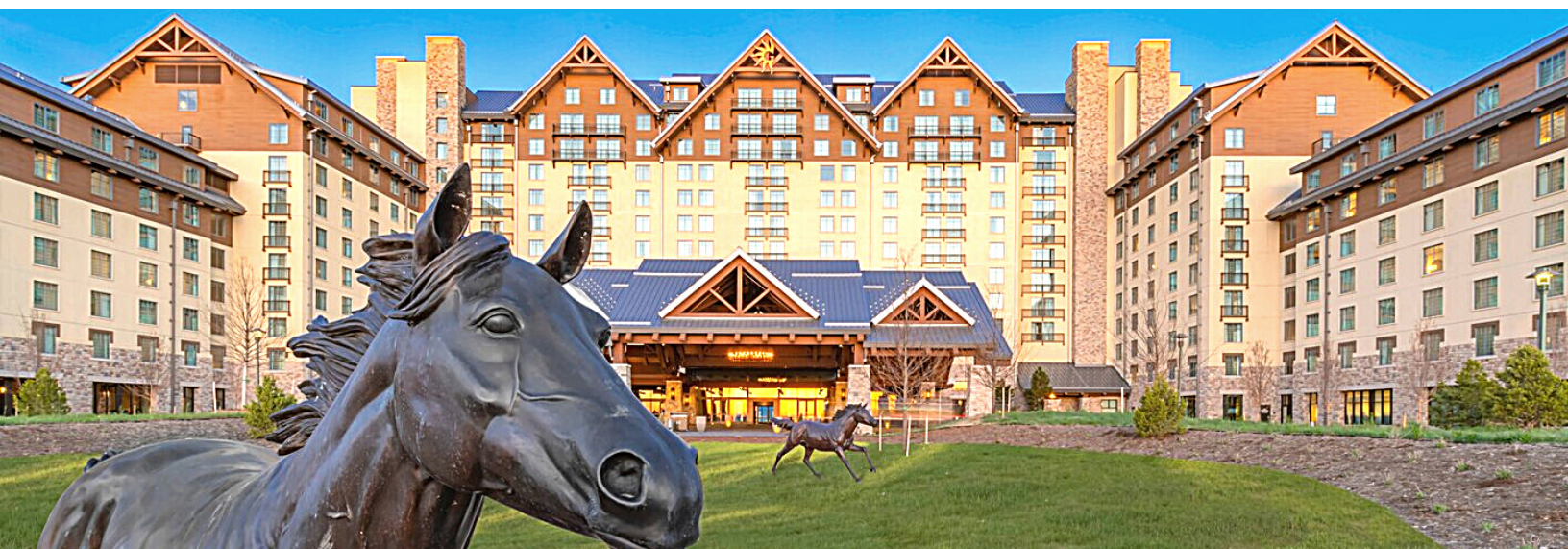
#ABSBrachy22

Welcome! We're back **LIVE AND IN PERSON** with our annual conference in one of America's most favorite cities, Denver, CO, June 17-19, 2022! Industry Partners will get unprecedented value this year, with all the excitement and energy around a return to form.

This year, we're launching a new, coordinated sponsorship platform with all-year-long sponsorship opportunities for Industry Partners, who want to rise above the clutter and connect strongly with thought leaders. Like everyone, we learned a lot during the difficult pandemic times, including about the importance and value of connecting people where they are, when they can, and in ways they like. Starting with 2022, we will be building a platform with an ever-increasing number of specific program opportunities - Industry Partners will be able to reach more people in a more consistent way. During this first year, we will make these opportunities available at reasonable rates and as part of higher-tier sponsorships.

In the calendar year 2023, we restructure our conference, programs, digital engagement, and pricing to reflect ABS's value to both our membership and Industry Partners. We trust 2022 will bring high-value opportunities to our long-time Industry Partners and membership!

Melissa Pomerene
Executive Director
American Brachytherapy Society



Platinum \$21,000

Included with exhibit fee:

Eight (8) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Platinum Level Industry Partner on Conference “microsite.”
- Sponsor logo and 75-word description with hyperlink on the Conference “microsite” with link to the sponsor's company page.
- Sponsor logo included in a promotional email distributed by ABS for the event to all attendees. (ABS will insert the sponsor’s banner into this email.)
- Promotion on all ABS social media outlets before the Conference.
- Pre- or Post-event e-mail blast (copy approved and sent by ABS).
- Access to full attendee opt-in list two (2) weeks before and two (2) weeks after the Conference.

Online Conference Visibility

- **One (1) 20 x 20 booth in the exhibit hall.**
- Sponsor logo on introduction slide projected at the beginning of all sessions.
- One (1) 20-30-second commercial **EACH DAY** to be played before one designated session of your choice. This will be on a first-come basis.
- Extend your presence long after the conference concludes with one (1) 5-8 minute pre-recorded demo that will be housed on our YouTube Channel.
- Recognition as Platinum Level Industry Partner by ABS Leadership during the opening and closing remarks.
- Promotion on all ABS social media platforms during the Conference.

Post-event Marketing

- One post-event social media post on all ABS platforms recognizing Platinum Level industry Partner.
- Platinum Level Industry Partner logo included in “Thank You” email to attendees.

Additional vendor registrations for Platinum, Gold, Silver, and Bronze can be purchased for the conference for \$250.00 each.

Industry Partner support level is determined by all cumulative contributions to the ABS in a calendar year.



Gold Level \$10,500

Included with exhibit fee:

Four (4) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Gold Level Industry Partner on Conference “microsite.”
- Sponsor logo and 75-word description with hyperlink on the Conference “microsite” with link to the sponsor’s company page.
- Promotion on all ABS social media outlets before the Conference.
- Pre- or Post-event e-mail blast (copy approved and sent by ABS).
- Access to full attendee opt-in list two (2) weeks before the Conference.

Online Conference Visibility

- **Two (2) booths in the exhibit hall.**
- One (1) 20-30-second commercial to be played before one designated session.
- Extend your presence long after the conference concludes with one (1) 5-8 minute pre-recorded demo that will be housed on our YouTube Channel.
- Recognition as Gold Level Industry Partner by ABS Leadership during the opening and closing remarks.
- Promotion on all ABS social media platforms during the Conference.

Post-event Marketing

- One post-event social media post on all ABS platforms recognizing Gold Level Industry Partner.
- Gold Level industry Partner logo included in “Thank You” email to attendees.

Additional vendor registrations for Platinum, Gold, Silver, and Bronze can be purchased for the conference for \$250.00 each.

Industry Partner support level is determined by all cumulative contributions to the ABS in a calendar year.



Silver Level \$5,250

Included with exhibit fee:

Two (2) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Silver Level Industry Partner on Conference “microsite.”
- Sponsor logo and 75-word description with hyperlink on the Conference “microsite” with link to the sponsor's company page.
- Sponsor logo included in a promotional email distributed by ABS for the event to all attendees. (ABS will insert the sponsor’s banner into this email.)
- Promotion on all ABS social media outlets before the Conference.
- Access to full attendee opt-in list two (2) weeks before the Conference.

Online Conference Visibility

- **One (1) booth in the exhibit hall.**
- Recognition as Silver Level Industry Partner by ABS Leadership during the opening and closing remarks.
- Promotion on all ABS social media platforms during the Conference.

Post-event Marketing

- One post-event social media post on all ABS platforms recognizing Bronze Level Exhibitor.
- Bronze Level Exhibitor logo included in “Thank You” email to attendees.

Additional vendor registrations for Gold, Silver, and Bronze can be purchased for the conference for \$250.00 each.

Industry Partner support level is determined by all cumulative contributions to the ABS in a calendar year.



Bronze Level \$2,750

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Bronze Level Industry Partner on Conference “microsite”
- Sponsor logo and 75-word description with hyperlink on the Conference “microsite” with link to the sponsor's company page.
- Sponsor logo included in a promotional email distributed by ABS for the event to all attendees. (ABS will insert the sponsor’s banner into this email.)
- Promotion on all ABS social media outlets before the Conference.
- Access to full attendee opt-in list two (2) weeks before the Conference.

Online Conference Visibility

- **One (1) 6-foot tabletop in the exhibit hall.**
- Recognition as Bronze Level Industry Partner by ABS Leadership during the opening and closing remarks.
- Promotion on all ABS social media platforms during the Conference.

Post-event Marketing

- One post-event social media post on all ABS platforms recognizing Bronze Level Exhibitor.
- Bronze Level Exhibitor logo included in “Thank You” email to attendees.

Additional vendor registrations for Platinum, Gold, Silver, and Bronze can be purchased for the conference for \$250.00 each.

Industry Partner support level is determined by all cumulative contributions to the ABS in a calendar year.



Additional Sponsorship Opportunities

Henschke Award: The Ulrich Henschke Award is the highest honor that the American Brachytherapy Society can bestow on a practitioner. Recognition will be given to the sponsor at the start of the session. \$2,500

Judith Stitt Best Abstract Award: Four (4) Best Abstract Awards will be highlighted in a plenary session on Saturday, June 18, 2022. Recognition will be given to the sponsor at the start of the session. \$5,000

Resident Travel Award: Resident support will be awarded to the top 10 abstracts. Recognition will be given to both the Resident and Sponsor during their session(s). \$5,000

Resident Leadership Forum: An interactive introduction to leadership concepts for residents and fellows. \$2,500

Short Video Ad: One (1) 20-30-second commercial to be played before one designated session. This will be on a first-come basis. \$1,500

Scientific E-Posters: E-Posters will be displayed on touch screen monitors. Sponsors will have their logos prominently displayed on the monitors and gallery screens throughout the meeting. \$1,000

Pre-Conference Workshop: Our Pre-Conference Workshop will take place on Thursday, June 16, prior to the start of the ABS Annual Conference. Our Workshop will provide participants with an opportunity to extend their knowledge for the following disease sites; Breast, GYN, Prostate, and Skin. These sessions provide additional time for interaction with participants since they are allotted 1-3 hour time slots during the special workshop day and scheduled outside the regular conference blocking. Our Pre-Conference Workshop will provide a collaborative, interactive, and participatory learning environment for the attendees. \$2,750



Sponsorship Opportunities Continued

Industry Partner Lunch and Learn: Engage and educate audience leaders by hosting a 60-minute Lunch & Learn session, while promoting your products/services. \$15,000

Coffee & Conversations – Small Group Networking: Co-host a table with ABS key thought leaders during the Coffee & Conversations networking sessions on Friday or Saturday morning to discuss educational topics that address critical issues in healthcare. Three to four physicians per table network and rotate tables throughout the session. This excellent opportunity provides a dynamic and interactive experience with meeting attendees. \$5,000

YEAR-ROUND OFFERINGS

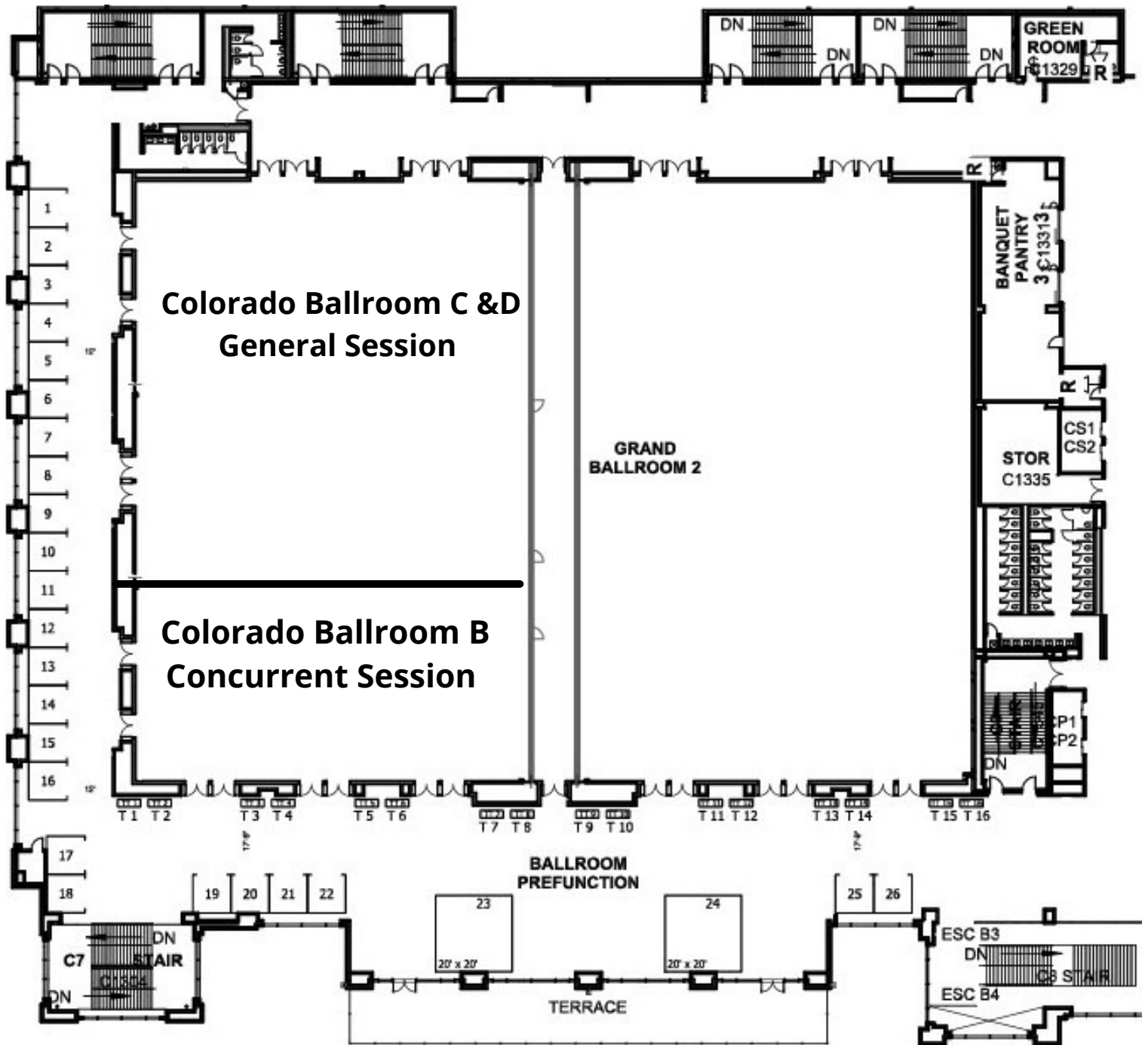
Industry Advisory Panel (Virtual or in-Person Activity): Partner with ABS to organize a 2-hour panel discussion with 6-8 subject matter experts specific to the topic of interest to your company. This panel can be held in conjunction with the ABS Annual Meeting in June or at other ABS events throughout the year. \$15,000

ABS Webinars: ABS educational webinars, offered live and recorded for on-demand playback, target a specific topic and audience. Your company logo will be displayed on the opening and closing screens. Your support for specific All Things Brachy webinars includes participation for up to five company representatives for the live event. \$1,000 per webinar

ABS Podcasts: Episodes will include topics such as Improving Assessment During Residency, Building Great Teams, Diversity and Inclusion in Brachytherapy, and more. This sponsorship offers a perfect opportunity to feature your company and message with strategic advertisement slots as a pre-roll, mid-roll, or post-roll placement. \$1,000 per podcast

Industry Partner support level is determined by all cumulative contributions to the ABS in a calendar year.





For booth selection please contact:

Melissa Pomerene
 Executive Director, ABS
 mpomerene@virtualinc.com
 (703) 234-4085

Since the American Brachytherapy Society is a non-profit organization, sponsorships are a critical part of both the conference and the continuity of the organization itself.

Conference sponsorships allow us to provide the conference at affordable rates and support the administrative costs associated with running the organization – like this website, for example.

Sponsorships also gain your organization great visibility!

Your support is very important and much appreciated!

For more information contact:

Melissa Pomerene

Executive Director

mpomerene@virtualinc.com

(703) 234-4085



Rules and Regulations

The signed exhibit booth application and subsequent notice of space constitute a contract between the American Brachytherapy Society and the exhibitor. The following rules are part of the contract. Any point not specifically covered by these rules is subject to the decision of the ABS, whose decision is final.

Space Assignment: Assignments will be made based upon the date the exhibit space application and payment are received. ABS reserves the right to make the final determination of all space assignments.

Cancellation Policy: Exhibitors may cancel their exhibit space and receive a 50% refund of space payments providing ABS receives a written notice of such cancellation prior to February 15, 2022. There will be no refund of exhibit space payments for cancellations made on or after February 15, 2022, although the paid fee can be applied to exhibit at a future ABS annual meeting.

Eligibility for Exhibiting: Any exhibitor whose proposed exhibit will enhance the educational and scientific goals of the ABS is encouraged to apply for space. ABS reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not likely to be, in the opinion of ABS, compatible with the general character and objectives of the exhibition.

Requirements and Regulations: No person, firm, or organization not having contracted with ABS for the occupancy of space in the exhibit hall will be permitted to display or demonstrate products, processes, or services, solicit orders or distribute advertising materials in the exposition facility or elsewhere in the host hotel. Noncompliance with this regulation will result in the prompt removal of the offending person and property.

- All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting.
- Exposed parts of any display must be finished so as not to be objectionable to other exhibitors of ABS.
- Exhibits must render a safe assembly during installation and dismantling and exhibition periods.
- Materials used in the exhibit hall must be flame retardant in accordance with the California electrical code.
- No part of the exhibit may be suspended from or attached to any part of the exposition facility.
- Devices/drugs awaiting FDA approval must be identified to ABS as such at the time of application for exhibit space.
- The exhibitor must, at his/her expense, maintain and keep the booth and exhibit in clean and good order.
- Exhibitors are not permitted to display products or conduct demonstrations in hotel suites/rooms regarding products.

Exhibit Space: Standard tabletops are 6' long. Standard in-line spaces are 10' wide x 10' deep. The booth equipment package includes an 8' high back wall drape, 3' sidewall dividers, one identification sign bearing your company name, two plastic side chairs, one 6' draped table, and one wastebasket. The tabletop exhibit package includes one 6' draped table, 1 wastebasket, and two plastic side chairs.

Rules and Regulations Continued

Installation: Exhibitors may begin installing exhibits on Thursday, June 16, at approximately 2:00 pm. All installation must be complete by Friday, June 17, before the first breakfast starts at 7:00 am, and all aisles must be cleared of exhibit material and crates. If the setup of any exhibit has not started by 7:00 am on Friday, June 17, ABS may order the exhibit to be set up and the exhibitor billed for any charges. After this hour no installation work will be allowed without special permission from ABS management. ABS will not be responsible for any damage incurred.

Badges: Badges are required for entry into the exhibit hall on installation days and may be obtained at the exhibitor registration beginning at 12:00 pm on Thursday, June 16.

Dismantling: The official (tentative) closing time for all technical exhibits is Sunday, June 19, 2022, at 12:00 pm. No packing of materials or equipment can begin until this time. By this agreement for booth rental, the exhibitor agrees not to begin dismantling until the exhibit hall is officially closed. All exhibit material must be packed and ready for shipment by 11:00 pm, Sunday, June 19, 2022, If exhibits cannot be removed by 11:00 pm, special arrangements must be made. All material not called for by that time will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor.

No Smoking: ABS has established a no-smoking policy for all of its meetings. As the exhibit hall is considered to be an integral part of the annual meeting, the no-smoking policy applies to the exhibit hall as well as the meeting rooms.

Security in the Exhibit Hall: Security services will be provided by ABS for the duration of the exhibition, but neither the security service nor ABS nor our Exposition Services company will be responsible for loss or damage to any property for any cause. Each exhibitor must make provisions for safeguarding of its goods, materials, equipment, and display at all times. Badges must be worn at all times to gain entry to the exhibit space. No one will be allowed in the exhibit hall after the published closing time without permission from ABS. No luggage will be allowed in the exhibit space during the entire show. ABS reserves the right to inspect any package, box, handbag, or other means of conveyance entering or leaving the show at any time.

Cancellation of Event: In the event, the exhibition is canceled, or the exhibitor does not exhibit due to circumstances within the control of the ABS, the liability of the ABS will be limited to a refund of all money paid by the exhibitors for the exhibit booth rental and registration fees.

Violation and Penalties: Substantial violation of any of these rules and regulations by the exhibitor or its employees or agents may, at the option of the ABS management, forfeit the exhibitor's right to occupy exhibit space and such exhibitor shall forfeit to ABS all monies paid or due. Upon evidence of a substantial violation, ABS may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitors shall pay all expenses and damages that ABS may incur through the enforcement of this rule.

Amendments and General Supervision: All exhibit matters and questions not covered in these rules and regulations are subject to the decision of ABS management. These rules and regulations may be amended at any time by ABS, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these rules and regulations, NOTE: The Exhibit Hall Height Ranges between 13' 7" - 20' 8" written notice will be given by ABS to such exhibitors as may be affected.

We Can't Wait to See You Again!

