

ABS 2023 Annual Conference

June 22 – June 24

**Delivering the Right Care for Everyone:
Advancing Brachytherapy Access for All**

JW Marriott, Vancouver, British Columbia | **#ABSBrachy23**



PROSPECTUS

American Brachytherapy Society

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#ABSBrachy23

Join Us

Welcome!

As we look ahead to 2023, we have an opportunity to learn from our experience and do things differently, and aspire to greater shared goals. ABS intends to work together with our industry partners to remain flexible and capable of adding new initiatives and re-prioritizing in ways that support our NEW strategic plan to help build a stronger community that will continue to connect you to knowledge, resources, and opportunities.

We hope you will join us at our 2023 annual conference in one of North America's most favorite cities, Vancouver, BC, June 22-24, 2023! Industry Partners will get unprecedented value this year, with all the excitement and energy the opportunities listed in our sponsorship prospectus are just a start. We encourage you to be creative and let us know if your company has specific ideas they would like to explore. We love new ideas!

We look forward to seeing you in Vancouver!

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 \$12,000

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) 10'x10' 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 \$6,000

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) 10' x 10' or 8'x10' 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 Silver Level Exhibitor.
- Silver 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.



Bronze Level \$3,000

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. \$3,000

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

Resident/Fellow 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

Student/Resident/Fellow Best Published Papers in Brachytherapy: Support will be awarded to the top 6 papers on brachytherapy published in a peer reviewed journal in 2022. The awardee must be the first author and a fellow, resident, graduate student, medical student, undergraduate student, or postdoc. Selections will be made by the ABS Research Council. \$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



Sponsorship Opportunities Continued

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

- Three (3) available.
- One (1) on Thursday.
- Two (2) on Friday.
- Food and beverage costs are not included in the cost of this sponsorship.

Brachytherapy in 2030 Sharktank Edition:

We are excited to once again offer Brachytherapy in 2030 Sharktank Edition, which will occur during the American Brachytherapy Society 2023 Annual Conference. The purpose of this session is to generate enthusiasm for concepts that have a high likelihood of transforming the practice of brachytherapy by the year 2030. . The top 3 teams will be invited to present their concept in the Innovations Session. Applicants will receive real-time feedback from a panel consisting of expert physicians and physicists. At the end of the session, the applications will be ranked. Teams that win first-prize are provided a free one-year membership to the American Brachytherapy Society, a complimentary registration for the 2024 World Congress and an invited editorial of their concept in the Brachytherapy Journal. Industry partner will have the opportunity to address the audience at the start of the session. \$10,000

Pre-Conference Workshop: Our Pre-Conference Workshop will take place on Wednesday, June 21, prior to the start of the ABS 2023 Annual Conference and will focus on delivering the right care for everyone: a focus on brachytherapy training. This half day Workshop will provide a collaborative, interactive, and participatory learning environment for the attendees in building a roadmap for brachytherapy education. \$1,500

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



Sponsorship Opportunities Continued

YEAR-ROUND OFFERINGS

NEW! Website Advertising: Our website is under construction and with a focus on improved user experience and built on an evidence-based approach to content strategy, ABS will launch its new website in Q1 of 2023. The new website will have a special area for industry partners. Gain additional exposure on the ABS Industry Partner landing page with exclusive web banner advertising. Have premier ad placement with this opportunity. In addition, grab the attention of ABS members with a 1,000-word thought leader blog post/article on the ABS website. Includes logo recognition, website link, and a social post promoting your content (Facebook, Twitter, LinkedIn). All content is subject to ABS approval. \$1,500 for the year.

All Things Brachy Webinars: ABS educational webinars, offered live and recorded for on-demand playback on our YouTube Channel which currently has 30,000 subscribers. 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.



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:

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Executive Director

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We Can't Wait to See You Again!

