



AMERICAS HERNIA SOCIETY
**2021 ANNUAL
MEETING**

September 23-25, 2021 | August

Meeting Prospectus

Exhibits and Sponsorship
Opportunities

Join us in Austin!

Americas Hernia Society is proud to offer this prospectus and welcome you to join us for AHS21 this September 23-25, 2021 in Austin, Texas.

We are thrilled to be able to return to a 100% in-person meeting and have identified ways for you to showcase your brand, highlight innovation, and network with AHS21 attendees.

A few notes about this prospectus:

- For additional details regarding the following opportunities, please reach out to info@americasherniasociety.org.
- All ads/resources must follow the Advertising Policy outlined at the end of the prospectus.
- Sponsorships are only available to AHS21 exhibitors.
- All opportunities are now available on a first-come-first-served basis in order of signed agreement.
- AHS reserves the right to remove, revise, or add offerings from/to this prospectus at any time.



Exhibit Hall

After two years, it's time to see what's hot and what's next.

AHS21 Exhibit Booth Options

Meet face-to-face with surgeons from around the world to develop brand preference, increase year-end revenue and boost your competitive edge in the growing market of hernia surgery. Booths include:

- Pipe and drape (all non-island booths)
- Five exhibit booth personnel badges (per 10x10)
- Complimentary company description and product listing in the online exhibitor directory

Option	Corporate Alliance Members	Non-Corporate Alliance Price
10x10 Booth	\$5,000	\$7,500
10x20 Booth (Island)	\$10,000	\$15,000
Additional Personnel Badges	\$150 per badge	\$150 per badge

Exhibitor Schedule

Installation of Exhibits: Wednesday, September 22 | 11am – 5pm

Exhibit Hall Operating Hours:

- Thursday, September 23: 9am – 5pm
- Friday, September 24: 9am – 5pm
- Saturday, September 25: 9am – 11am

Dismantling of Exhibits: Saturday, September 25

Premier Sponsors

Be recognized as a lead supporter for the hernia meeting of the year

Premier Sponsorship

As a Premier Sponsor, your company will receive a variety of benefits based on your tier level, but all targeted at garnering the attention and recognition of hernia surgeons, residents, fellows, and medical students from all over the world. The Premier Sponsor program offers three different levels to best meet your needs.

Platinum* \$75,000	Gold* \$50,000	Silver* \$25,000
<ul style="list-style-type: none">• 10x20 Island Booth Space with Platinum Sponsor Indicator• 1-Hour Idea Incubator• 20-minute Product Demo• One Evening Satellite• 1-Hour Breakfast/Lunch & Learn• Insert & Product Sample in Reg Bag• Digital Ad in Meeting App• AHS21 Website Recognition• Pre & Post Mailing List• AHS21 Onsite Recognition• AHS21 Platinum Sponsor Logo	<ul style="list-style-type: none">• 10x10 Booth Space with Gold Sponsor Indicator• 1-Hour Breakfast/Lunch & Learn• Insert or Product Sample in Reg Bag• AHS21 Website Recognition• Pre & Post Mailing List• AHS21 Onsite Recognition• AHS21 Gold Sponsor Logo	<ul style="list-style-type: none">• 10x10 Booth Space with Silver Sponsor Indicator• 20-minute Product Demo• Insert in Reg Bag• AHS21 Website Recognition• Post Mailing List• AHS21 Onsite Recognition• AHS21 Silver Sponsor Logo

* Additional details for each sponsorship can be found at www.americasherniasociety.org

Spotlight Sponsorships

Targeting your audience just got easier

Idea Incubator

Focus Groups

Starting at \$10,000

The Idea Incubator, or focus group, offers the opportunity to have in-depth discussions with 6-10 hernia surgeon thought leaders and receive unbiased feedback on the topic of your choice.

Idea Incubators are ideal for:

- Start-up companies with a product developed to serve the hernia specialty
- Industry partners with an innovative product or idea not yet on the market
- Companies wishing for unbiased feedback about current or planned products or future product ideas

Space is limited and assigned on a first-come, first served basis. One-hour focus group sessions start at \$10,000 with an option to add on an additional 30 minutes at \$5,000/30 minutes.

- One-hour session
- Focus group type session with sponsor posing specific questions
- 6-10 AHS members to participate

Breakfast/Lunch & Learns

Breakfast & Learns	\$12,500
Lunch & Learns	\$17,500

After a year of being virtual, meet the Hernia community where they are! Snatch up one of the coveted Breakfast/Lunch & Learn spots now. Space is limited!

Breakfast/Lunch & Learns include:

- One-hour session
- Sponsor determines theme for session to be approved by AHS Management
- Sponsor chooses and recruits speakers
- Breakfast/Lunch & Learn cannot provide CME credit
- Session will be included in AHS21 meeting app, on AHS21 website, and in one AHS21 email to registrants
- Basic AV included (microphone, projector, and screen)
- AHS Management to provide all food & beverage (as included in attendee registration)

AHS21 Welcome Reception

Welcome Reception Sponsor (Exclusive)

\$15,000

Hosted by the AHS21 leadership, this year's annual meeting Welcome Reception certainly be one to remember! Be a part of our celebration to in-person meetings and kick off AHS21 in style with a truly unforgettable experience.

Sponsorship benefits include:

- Three-minute speaking opportunity to address Welcome Reception attendees
- Company logo recognition on signage throughout the Welcome Reception
- Company logo placement alongside AHS21 on Step & Repeat Banner at the Welcome Reception
- Twenty invitations for company representatives to attend Welcome Reception
- Recognition on AHS21 Website, in AHS21 Meeting App, and in select AHS21 Meeting Marketing Materials

Faculty Dinner

Faculty Dinner (Exclusive)

\$7,500

Join us as we recognize our annual meeting invited faculty for their contributions to this year's meeting. All food and beverage is ordered and paid for by meeting management.

Sponsorship benefits include:

- Three-minute speaking opportunity to address Faculty Dinner attendees
- Company logo recognition on signage outside the Faculty Dinner location
- Company logo placement on each table of the Faculty Dinner
- Five invitations for company representatives to attend the Faculty Dinner
- Recognition on AHS21 Website, in AHS21 Meeting App, and in select AHS21 Meeting Marketing Materials

Women in Surgery Reception

Women in Surgery Networking Reception (Exclusive)

\$10,000

This is an outstanding opportunity to support an event that celebrates the strides made by women in surgery. Open to female surgeons and their guests, this event helps build relationships between established female surgeons, residents, and medical students with the hope of fostering organic mentorships. All food and beverage is ordered and paid for by meeting management.

Sponsorship benefits include:

- Three-minute speaking opportunity to address Women in Surgery Networking Reception attendees
- Five invitations for company representatives to attend the Women in Surgery Networking Reception
- Company logo recognition via onsite signage at the Women in Surgery Networking Reception
- Recognition on AHS21 Website, in AHS21 Meeting App, and in select AHS21 Meeting Marketing Materials

Resident/Fellow/ Med Student Reception

Resident/Fellow/Medical Student Networking Reception (Exclusive)

\$10,000

Connect with the future of hernia surgery! Open to our Residents, Fellows, and Medical Student registrants and their guests, this event helps to build potentially life-long relationships. All food and beverage is ordered and paid for by meeting management.

Sponsorship benefits include:

- Three-minute speaking opportunity to address Resident/Fellow/Medical Student Reception attendees
- Five invitations for company representatives to attend the Resident/Fellow/Medical Student Reception
- Company logo recognition via onsite signage at the Resident/Fellow/Medical Student Reception
- Recognition on AHS21 Website, in AHS21 Meeting App, and in select AHS21 Meeting Marketing Materials

Branding Options

Be where your target audience is

Be the Source for Valuable Information

Sponsored Communications

Registration Confirmation Email (Exclusive) \$7,500

- Sent to registrants upon successful completion of registration process
- Company branded banner at the bottom of email
- 150-word highlight of your company at bottom of email
- Up to three (3) links to other sponsored activities/resources of your choice

Know Before You Go Email (Exclusive) \$5,000

- Sent to all registered participants roughly one week before the meeting
- Company branded banner at the bottom of email
- 150-word highlight of your company at bottom of email
- Up to three (3) links to other sponsored activities/resources of your choice

Wake up Email – Daily (three available) \$2,500

- Sent daily during the meeting (September 23, 24, and 25)
- Each day is an exclusive opportunity
- Company branded banner at the bottom of email
- 150-word highlight of your company at bottom of email
- Up to three (3) links to other sponsored activities/resources of your choice



Onsite Branding

JW Marriott Escalator Clings (Exclusive)

\$27,500

- One set of escalators between 3rd and 4th floors
- Includes printing and installation



Onsite Branding

JW Marriott Elevator Clings (Two Available) \$15,000

- Package contains three elevators on 3rd Floor
- Includes printing and installation
- Two packages are available (total of six elevators)

Additional options...

Onsite Branding

Meter Board Placements

\$1,500

- One freestanding meter board placed on 3rd Floor
- Includes printing and installation
- Selection of location on first-come-first served basis with approval from AHS Management

Don't see something you're looking for? Connect with us!

It is our goal to find the best way to deliver your message to our attendees. If you don't see an opportunity that you are looking for or have an idea for something "off menu," please do not hesitate to reach out. We look forward to working with you on creative, new, and exciting ways to connect with the AHS audience. Email info@americasherniasociety.com with questions or ideas!