

45TH ANNUAL CONFERENCE

VIRTUAL PARTNERSHIP PROSPECTUS

American
Society of
Andrology

APRIL 2021

ASA/AMERICAN PHYSIOLOGICAL SOCIETY SYMPOSIUM

APRIL 13, 2021

TRANSLATIONAL SYMPOSIUM

APRIL 16, 2021

EMOTIONAL HEALTH AND MALE INFERTILITY SYMPOSIUM

APRIL 20, 2021

POSTER SESSION ON DEMAND

APRIL 11-25, 2021

MAIN MEETING, KEYNOTE LECTURES, AWARDS

APRIL 23-25, 2021

Dear Industry Colleagues,

On behalf of ASA Leadership it is my pleasure to invite your support and participation at the 2021 45th Annual Conference Events. The meeting will take place virtually throughout the month of April 2021. Please join us as we reimagine the 2021 ASA Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

The American Society of Andrology is a unique partnership of scientist and clinicians. Founded in 1975, the society has over 600 members from all over the world whose specialty fields include male reproduction, endocrinology, urology, anatomy, gynecology/obstetrics, biochemistry, molecular and cell biology, and reproductive technologies. The ASA, which fosters a multi-disciplinary approach to this study of male reproduction, exists to promote scientific interchange and knowledge of the male reproductive system.

The annual Meeting offers a comprehensive approach to Andrology and Male Reproduction. Industry partners and technical exhibits continue to be an essential part of our meeting's success. ASA will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Exhibit include:

- Virtual Exhibit with direct link to reps
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Round Table"-a 2-minute introduction about your company
- Online lead generation and post-meeting analytics

Thank you for considering our request for participation in the ASA Annual Conference; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasamc.com or 973-769-1020.

Sincerely,



Denise Castetter
Director, Industry Relations
American Society of Andrology

SPONSORSHIP INFORMATION

The 2021 45th Annual Conference will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

Supporting ASA

Deliver your message in a professional, focused, and educational environment. ASA provides you with networking opportunities to build relations with new and existing customers. The expected 250 plus participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

Benefits of the Virtual Exhibit Include:

- Virtual Exhibit with direct link to reps
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- Participation in "Industry Round Table"-a 2-minute introduction about your company
- Online lead generation and post-meeting analytics

Optimize Visibility with a Gold, Silver or Bronze Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships, or advertising opportunities to support ASA, please contact:

Denise Castetter | Director, Industry Relations | Veritas Association Management
1061 East Main Street, Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-649-1704 | denise@veritasamc.com



PARTNERSHIP OPPORTUNITIES

MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

GOLD \$10,000

INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to ASA with a 45-60 minute presentation by your product specialist or guest speaker to present to participants.

GOLD LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On-Demand viewing within the meeting platform for 60 days
- Event marketing - messaging promoting your presentation will be sent to ASA registrants
- Company recognition (logo, weblink) posted on ASA website, in social media and e-blasts
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.

SILVER \$7,500

Highlight your commitment to ASA with a 30 Minute presentation by your product specialist or guest speaker to present to participants.

SILVER LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On-Demand viewing within the meeting platform for 60 days
- Event marketing - messaging promoting your presentation will be sent to ASA registrants
- Company recognition (logo, weblink) posted on ASA website, in social media and e-blasts
- Virtual Exhibit (see below)

PARTNERSHIP OPPORTUNITIES

(CONTINUED)

BRONZE \$4,500

Coffee Talks

Deliver your message with 15 minute Topic Related presentations prior to morning sessions or during breaks.

BRONZE LEVEL INCLUDES:

- Company recognition (logo, weblink) posted on ASA website, in social media and e-blasts
- Virtual Exhibit (see below)

VIRTUAL EXHIBIT \$2,500

Increase brand awareness and generate valuable leads. Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

VIRTUAL EXHIBIT LEVEL INCLUDES:

- Virtual Exhibit with direct link to rep
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Round Table" -a 2-minute introduction about your company
- Online lead generation and post-meeting analytics



EXHIBIT REGISTRATION & INVOICE FORM

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

PARTNERSHIP OPTIONS

- ☐ **GOLD (\$10,000)**
45-60 Minute Presentation
- ☐ **SILVER (\$7,500)**
30 minute Presentation
- ☐ **BRONZE (\$4,500)**
Coffee Talk
- ☐ **VIRTUAL EXHIBIT (\$2,500)**

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Check payable to: Payable to American Society of Andrology in U.S. dollars drawn on a U.S. bank. TAX ID #36-2552873

Credit Card ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Credit Card #

CW

Exp Date

Name

Billing Address

City

State

Zip

Signature

Total \$:

Phone

Fax

Email

Return this completed exhibit reservation form and payment to Denise Castetter.
Mail: Veritas Association Management, 1061 E. Main St., Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-960-3862 | denise@veritasamc.com