

SLEEP MEDICINE  
**TRENDS**

**TAMPA MARRIOTT WATER ST.**  
**TAMPA, FL**  
**FEBRUARY 21-23, 2020**

EXHIBITOR  
PROSPECTUS &  
SPONSORSHIP  
OPPORTUNITIES

Increase your brand recognition and awareness of your company’s products and services to an audience of healthcare professionals who are dedicated to the field of sleep medicine.

## **ABOUT SLEEP MEDICINE TRENDS 2020**

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Sleep care is evolving, and the American Academy of Sleep Medicine’s (AASM) Sleep Medicine Trends will equip attendees with novel strategies and innovative techniques to keep their practices at the forefront of the field.

With a focus on the advancement of sleep care, lectures will provide a detailed approach to collaboration across specialties in an effort to provide the best outcomes for patients. This year’s course will include an interactive learning experience allowing all attendees the opportunity to participate in hands-on demonstrations and discussions with experts in the field.

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## **QUESTIONS?**

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For additional information about exhibiting at the course, sponsorships and deadlines, please contact:

**Annette Delagrang**  
*National Sales Manager*  
[adelagrang@asm.org](mailto:adelagrang@asm.org)  
(630) 737-9732





# EXHIBITOR PROSPECTUS

## LOCATION

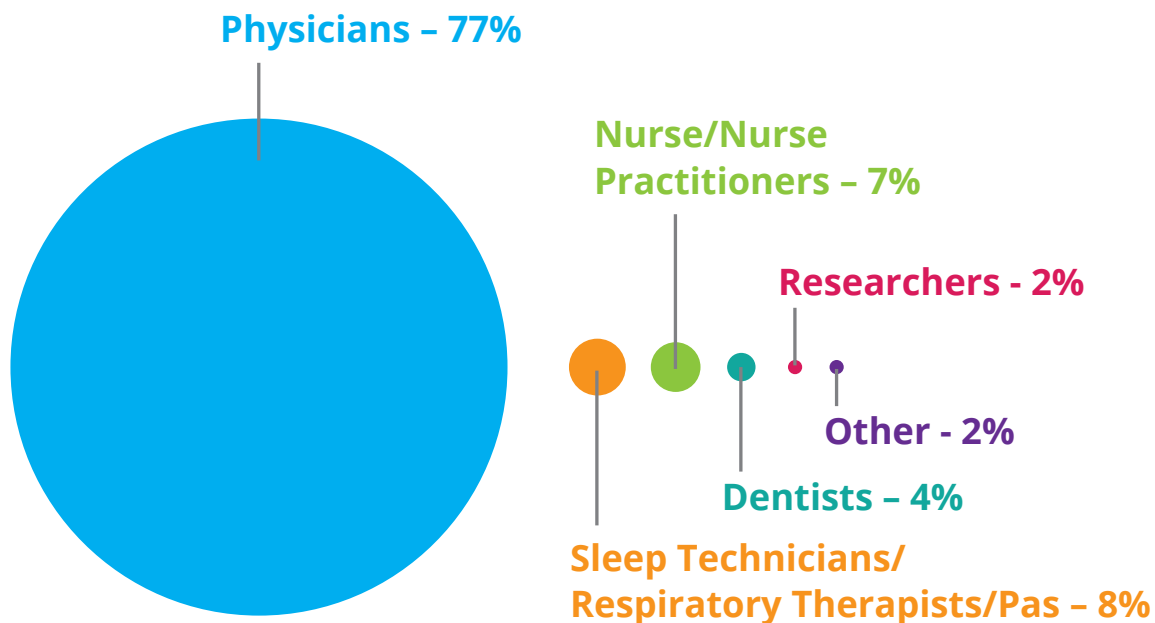
Tampa Marriott Water Street  
700 S. Florida Ave.  
Tampa FL 33602  
Phone: (813) 221-4900

The exhibit area will be located in the Grand Foyer, in the same room where refreshment breaks will be served. Breakfast and lunch will be served adjacent to the exhibit and General Session area. The general session will be held beside the Grand Foyer, Grand Ballroom A-F. The AASM reserves the right to move the exhibit area to a comparable location.

## EXHIBIT SPACE & AVAILABILITY

Space in the exhibit area is limited to twenty-eight (28) companies. By limiting the number of exhibitors, we provide an amazing opportunity to dialogue with attendees one-on-one. In most cases, the ratio of attendees to exhibitor is more than double other sleep related meetings. In addition, Sleep Medicine Trends is cost effective. Where other meetings charge for tables, chairs, power, breakfast, lunch, and breaks, they're included in our exhibit fee.

## REACH STRATEGIC DECISION MAKERS



## EXHIBIT FEE

**\$2,500**

The exhibit fee includes the following

- One 6 ft. x 30 in. skirted table with two chairs and one power strip.
- Breakfast, lunch, morning and afternoon refreshment breaks for interaction with attendees.
- One complimentary course tote bag with materials.

The exhibit fee does not include the following

- Security services will **not** be provided throughout the course.
- An attendee list will **not** be provided, and lead retrieval is not available.
- Access to sessions - Exhibitors must register and pay applicable fees separately.

## MAXIMIZE YOUR EXPOSURE WITH THE EXHIBITOR PROMOTIONAL PACKAGE

**\$3,500** (a \$5,000 value)

The promotional package provides exhibitors with an opportunity to reach members of the sleep medicine community pre and post meeting. The promotional package includes:

Promotional Package	Reach	Exposure
Exhibit Space	400+	On-site
Attendee Handout/Insert	400+	On-site
Course Program Logo Upgrade - Exhibitor Listing	400+	On-site
Welcome Slide Recognition - Company Logo	400+	On-site
Pre-meeting Email Blast - Banner Ad	9,000+	Pre-meeting
Recognition - January Issue of <i>JCSM</i> - Company Listing/Logo	9,000+	Pre-meeting
Company Listing on Sleep Medicine Trends 2020 Webpage	9,000+	Pre-meeting

## MEETING AND EXHIBIT SCHEDULE

Friday, February 21 – Sunday, February 23, 2020

### EXHIBIT HOURS\*

Friday, February 21	Saturday, February 22	Sunday, February 23
6:45 AM - 8:00 AM	6:45 AM - 8:00 AM	6:45 AM - 8:00 AM
9:30 AM - 9:50 AM	9:30 AM - 9:50 AM	9:30 AM - 9:50 AM
12:05 PM - 1:00 PM	12:05 PM - 1:00 PM	
2:30 PM - 3:00 PM	2:30 PM - 3:00 PM	

*\* Exhibit hours are subject to change based on the final course agenda.*

### EXHIBITOR MOVE-IN

Friday, February 21  
6:00 AM - 6:45 AM

### EXHIBITOR MOVE-OUT

Sunday, February 23  
10:00 AM - 1:00 PM

*\*Please note that exhibitors will not have access to the exhibit hall area before or after the designated times and no security will be provided. Move-in and move-out times may be subject to change.*

# SPONSORSHIP OPPORTUNITIES

Sleep Medicine Trends 2020 exhibitors have the **exclusive opportunity** to expand their presence pre, during, and post meeting by securing a variety of advertising and sponsorship opportunities.

There are several sponsorships that will provide organizations a new avenue to get their brand/message in front of the sleep medicine community. Your support of Sleep Medicine Trends 2020 will increase your visibility and provide you with a platform to showcase your brand message.

## SLEEP 2020 BOOTH POINTS

Exhibitors who secure sponsorships by **January 10, 2020** will receive points towards SLEEP 2020 exhibit space booth assignments.

## EXCLUSIVITY

Many of the sponsorships are available to only ONE exhibitor. Look for the star symbol ★ in the following pages to find exclusive opportunities.

## COURSE PROGRAM



The course program is distributed on site to all meeting attendees and contains complete details about the meeting as well as the local area. Place your advertisements in the hands of hundreds of attendees, one of the largest regional meetings of sleep specialists in the nation! Advertising space is reserved exclusively for exhibitors.

### INSIDE FRONT COVER

Full-Page, Color: **\$1,000**

### OUTSIDE BACK COVER **\$1,300**

### AD SPACE CLOSING

January 10, 2020

### AD MATERIALS & PAYMENT DUE

January 17, 2020

### ISSUED

Upon registration at Sleep Medicine Trends 2020

## CUSTOMIZED SPONSORSHIP OPPORTUNITIES

The sponsorship opportunities listed within this document are not meant to be an exhaustive list. We are open to all sponsorship ideas. Does your company have a sponsorship opportunity that you use at other meetings or conventions? Perhaps it will work for Sleep Medicine Trends 2020!

## DIRECT MAIL LIST RENTAL



### PRE-MEETING MAILING LIST

**\$300**

### POST-MEETING MAILING LIST

**\$300**

Exhibiting companies may purchase one pre- and/or post-meeting mailing list. Mailing lists are provided in label format or in an electronic format to an established bonded third-party mail house. A rental agreement form will be available upon request.

## EMAIL



**PRE-MEETING EMAIL BLASTS**  
**\$500**

**POST-MEETING EMAIL BLASTS**  
**\$500**

Advertise your products to attendees prior to the meeting and follow-up with them after the meeting. The Pre-meeting message will be sent one to two weeks prior to the meeting and the Post-meeting message will be sent one to two weeks after the meeting. The Email Blast will contain a brief message from AASM and banner-like ads from sponsoring exhibitors. Each sponsor will be able to provide their company logo (with hyperlink), product image and a brief message (100 words or less). Order of the banner ads and availability is based on a first-come, first-served basis.

## DIGITAL ADVERTISING



**PRE AND POST MEETING JOURNAL OF CLINICAL SLEEP MEDICINE LEADERBOARD BANNER ADS (728 X90)**  
**\$875** per issue

**REACH OVER 8,000 HIGHLY ENGAGED READERS**

January – deadline January 3, 2020

March – deadline March 4, 2020

## PROMOTIONAL ITEMS



### **LANYARDS ★** **\$2,500**

Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the Sleep Medicine Trends 2020 logo. Lanyard selection and imprint color are at the discretion of the AASM.

### **TOTE BAGS ★** **\$2,500**

Provide attendees with a customized tote bag branded with your company's logo that is handed out to each attendee at the registration desk. Your corporate name/logo will appear on the front of the tote bag alongside the Sleep Medicine Trends 2020 logo. Tote bag selection and imprint color are at the discretion of the AASM.

### **NOTEPADS ★** **\$2,500**

Each meeting attendee receives an 8 ½" x 11" notepad as part of their registration packet. The notepad design includes the Sleep Medicine Trends 2020 logo along with your corporate name and logo. Imprint colors and notepad selection are at the discretion of the AASM.

### **PENS ★** **\$2,500**

Each meeting attendee also receives a pen with the Sleep Medicine Trends 2020 logo and the sponsoring company logo in their registration packet. The imprint colors and pen selection are at the discretion of the AASM.

### **HOTEL DOOR DROPS** Thursday night: **\$500 per insert** Friday Night: **\$500 per insert** Saturday night: **\$500 per insert**

Door drops are an excellent way to communicate company news or introduce new products to attendees while they relax in their hotel rooms. Sponsors will be allowed to distribute a 1-page, double-sided flyer, no larger than 8 ½" x 11" or a single novelty item. All flyers and novelty items must be submitted by **January 10, 2020** for approval by AASM management. Sponsors are responsible for coordinating the distribution of their approved item with the resort and all costs, including but not limited to printing and distribution. This opportunity is limited to four companies per night.

**BUNDLE AND SAVE!**  
Bundle the notepad and pen sponsorship opportunities together and save 20%!

**\$4,000**



## EVENTS



### DAILY REFRESHMENT BREAKS

Friday & Saturday: **\$5,000** each day  
Sunday: **\$2,500**

Over 400 attendees are expected at Sleep Medicine Trends 2020. Exhibitors have the exclusive opportunity to sponsor one or all of these daily breaks on Friday, Saturday and Sunday. Coffee and cold beverages will be served during the breaks. By sponsoring one or more of the daily refreshment breaks your corporate name and logo will be included on signage near the beverage service area and signage will be placed in your booth space. In addition, there will be recognition in the course program, on the sessions welcome slides and during session announcements.



### INDUSTRY SUPPORTED EVENT (ISE)

Friday Night: **\$7,500**  
Saturday Night: **\$7,500**

Provide meeting attendees with an informative, one-and-a-half to three-hour satellite symposium, coordinated by your company. To participate, an Industry Supported Event proposal must be submitted for acceptance. Exhibition at the meeting is required in order to host an Industry Supported Event.



## **ADDITIONAL INFORMATION**

### **MEALS**

Exhibitors are welcome to the continental breakfast, lunch and refreshment breaks during the courses; all other meals are the responsibility of the exhibitor.

### **EXHIBIT SPACE ASSIGNMENTS & EXHIBITOR BADGES**

Exhibit spaces will be assigned by AASM management. Exhibitor badges are required and will be available at the registration desk.

### **SHIPPING INFORMATION**

It is recommended that equipment for your table-top exhibit arrive at the hotel no earlier than two days prior to the start of the course. Shipping information will be sent to the email address provided four weeks ahead of the course.

The AASM will not be held liable for the shipping, receiving, or displaying of exhibitors' materials or products.

### **AFFILIATE MEETINGS**

Affiliate meeting space in meeting rooms or suites during Sleep Medicine Trends 2020 is not available.

### **HOUSING INFORMATION**

A block of guest rooms has been reserved at the Tampa Marriott Water Street. Space is limited, so please make reservations well in advance. The room rate at the hotel is \$279.00 per night plus taxes and fees and is only valid until **January 29, 2020** or until the room block sells out.

## **APPLY NOW & SECURE YOUR SPACE AT TRENDS 2020!**

Complete and return the [Exhibitor Application](#) with appropriate payment by **January 10, 2020**.

### **SUBMIT VIA MAIL**

Attn: AASM Meeting Department  
2510 N Frontage Road,  
Darien, IL 60561

### **SUBMIT VIA EMAIL**

[adelagrange@aasm.org](mailto:adelagrange@aasm.org)

*Please remit your payment in full at the time of application by credit card (Visa, Master Card, or American Express) or by check made payable to the AASM. All payments must be made in U.S. dollars drawn on a U.S. bank.*

**SPACE IS LIMITED TO ONLY 34  
COMPANIES – SUBMIT TODAY!**

### **FOR ADDITIONAL INFORMATION, CONTACT**

Annette Delagrange

National Sales Manager  
[adelagrange@aasm.org](mailto:adelagrange@aasm.org)  
(630) 737-9732

