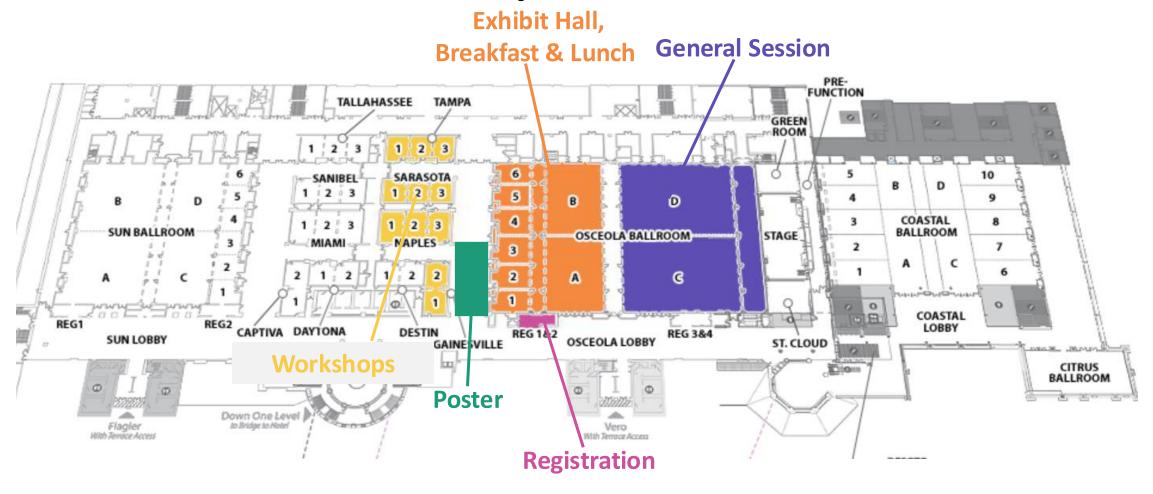# AWIR 2025 July 24th – 26th

Gaylord Palms Resort & Convention Center

AWIR 2025 Floorplan

Sponsorship

- AWIR 2025 Prospectus is available on line
https://awirgroup.org/images/Exhibitors/2024/AWIR_2025_Annual_Conference_Sponsorship_Propectus.pdf

- Additional Promotional Opportunities can be found at the bottom of this landing page
https://awirgroup.org/meetings/exhibitors.html

- Interested in sponsorship, product theater, ad boards, promotional ads*, encored posters, or an exhibit?
  - 1st Step – arrange for a letter of agreement with Katharine.channing@awirgroup.org deadline for exhibits, posters, and product theaters is April 15, 2025.
  - 2nd Step – arrange for payment by May 15, 2025 (or provide proof if it is in process)
  - 3rd Step – BCD will send links to the Sponsor Resource Center for all registered sponsors; their email address is AWIRSponsors@BCDME.com
    - ***You will be able to add additional contributors to your Resource Center

*Deadline for promotional signage is June 15, 2025

Sponsorship Continued

- AWIR's W-9 is available at the bottom of this page
  - https://awirgroup.org/about/corporate-sponsorship.html
- More information and views of the meeting areas can be found here https://visitingmedia.com/tt8/?ttid=gaylord-palms-resort-convention-center#/pdf
- Virtual tours of the central meeting space (Osceola Ballroom) can be seen here https://visitingmedia.com/tt8/?ttid=gaylord-palms-resort-convention-center#/3d-model
- Contact Katharine.channing@awirgroup.org for sponsorship

Product Theaters & Educational Symposia

- Embedded in agenda and run by AWIR/Encore

- Please send topics to Katharine.channing@awirgroup.org or Grace.wright@awirgroup.org

- Dr. Wright organizes agenda w/ PTs based on topics, once topics are received Dr. Wright will assign time slots

- Speakers should be registered and have hotel room requested via link provided from BCD, hotel room to be paid for by sponsor (if not already attending)

- All Product Theater/ Educational Symposia speakers must present in person

- Bio and headshots due as soon as possible but no later than June 17

- Slides for sponsored sessions are due by June 17

- If polling questions are included, please complete the spreadsheet template of the questions/answers by June 17 for programming

- All polling must done using AWIR's web-based meeting app; we provide the answers after the meeting ends

- Limited signage space is available outside the Main Session entrance; notify BCD if you intend to have one no later than July 1

- AWIR provides the names of your PT attendees after the meeting ends

Product Theaters & Educational Symposia Continued

FAQs

Q: How are Product Theaters/Educational Symposium promoted? Can I bring a sign to promote?

A: Yes you can bring one sign to place outside the Main Session the day of the PT. AWIR will market your PT. The sooner you provide the approved title & speaker, the sooner it can be placed on the agenda for the website for visibility in Q2.

Q: Is there an opportunity for interactivity during the symposium?

A: Yes, interactivity is allowed through polling questions provided via the CHIME platform by ENCORE. You need to submit a spreadsheet of polling questions by June 17th for programming. There is no external integration.

Q: Can we use our own polling system?

A: No, all polling must be done through the CHIME platform provided by ENCORE. QR codes on the screens are allowed for surveys and feedback if needed.

Q: Will the attendee contact information be provided?

A: For all product theaters and educational symposia, AWIR provides the sponsor with the first and last names of the attendees. The list is received post-conference. Unfortunately to adequately scan the attendees in your session.

Product Theaters & Educational Symposia Continued

FAQs

- Q: Can you confirm the room setup for the symposium?

- A: Sponsored sessions are presented from the main stage with all AV in place as done for all Conference speakers. Main Session seating will be set up classroom-style.

- Q: What is provided for AV in the product theaters?

- A: All product theaters are presented from the main stage with slide advancers, an AWIR Chair to introduce them using their bios, mics, and confidence monitors. Additional AV for sponsored sessions is not allowed.

- Q: What does polling look like?

- A: You can find the Exhibitor/Sponsor Guide, which includes screenshots of the polling on pages 23-24

- Q: How can we submit materials for the symposium?

- A: All assets need to be uploaded in the sponsor portal to BCD, your main point of contact has been provided access and can add additional people as needed to the portal.

- Q: Is there an opportunity for slide review or rehearsal before the meeting?

- A: Onsite rehearsal times are not available.

Poster Hall Sponsorship & E-posters

- Sponsorship includes <u>5 encore digital posters</u>

- <u>Abstracts and/or posters must be submitted by May 1 for peer review by the AWIR 2025 Executive Committee *</u>

- Displayed onsite on large screens and in the AWIR 2025 web-based app with embedded 2- or 3-minute <u>audio</u> and <u>video</u> of primary authors

- Sponsors have the opportunity to participate in poster tours; schedules TBD in late June. Either poster authors or company medical personnel are invited to present during poster tours.

- Sponsor Resource Center links will be sent to each sponsor to upload files and complete a spreadsheet with author names, poster titles

- Please provide short bio and headshots of primary authors via the Sponsor Resource Center

- Final files due by June 13

*If a sponsor wants to encore data from EULAR please contact Katharine.channing@awirgroup.org for extended deadlines

Platinum Exhibitor Benefits

Platinum sponsor

$35,000

BOOTH
- 10ft x 10ft booth space with chairs + drape

CONFERENCE PASSES
- 4x complimentary all-inclusive exhibitor registrations

CONFERENCE APP
- 2x clickable branded or unbranded banners
- Recognition in the conference app
- Data analytics from the app

ADDITIONAL ELEMENTS
- Attendees lead generation via AWIR Raffle
- Recognition via on-stage signage
- Two 3-minute videos or one 6-minute video, branded or unbranded, displayed during live program

Logistics and Events

- BCD is our logistics Partner is managing registration, rooming lists, hotel, F&B, sponsor and speaker management, and providing overall conference management

- BCD AWIR 2025 Lead: Deanna Haines
  - deanna.haines@bcdme.com

- BCD Sponsorship Deliverables Coordinator:
  - AWIRSponsors@bcdme.com

- Corporate Members Meeting and Advisory Boards are also managed by BCD

- AWIR requests each sponsor provide one main point of contact, one medical and one commercial, to manage complimentary registrations and queries
  - ALL - point of contact should be sent to AWIRSponsors@bcdme.com
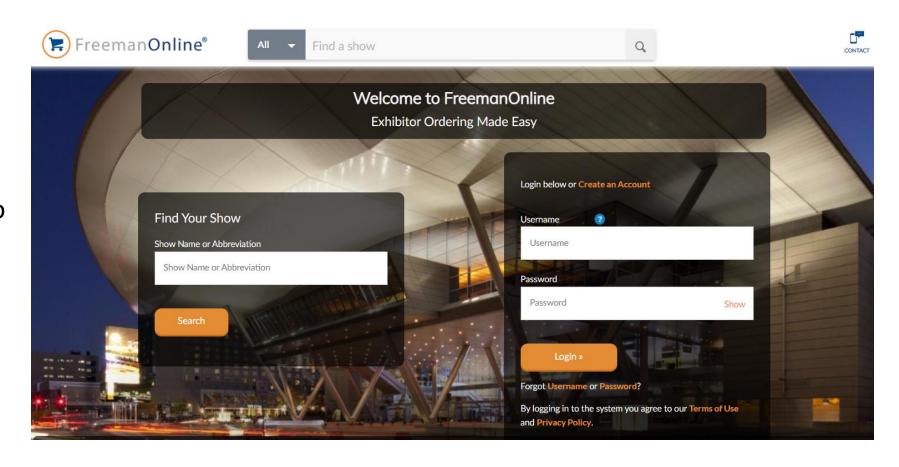
Registration

- All Exhibitors, Industry Employees, and Agency staff are expected to register as non-HCP attendees with the Industry rate.

- During registration you will be asked to select the hotel nights needed; a reservation at the hotel will be made using the CC provided.

- To manage the rooming list appropriately we would like all sponsors/exhibitors to be registered by June 1.

- Deadline for hotel registration is June 10. Hotel rooms without AWIR 2025 registrations will be canceled after this date and no refunds will be possible.

- Exhibitors and Industry attendees are expected to wear their badges while at the Conference.

- Exhibitor and Industry badges are not limited access, the badges give you access to all Sessions, Networking Receptions, and most importantly all the food and drink(s) you can handle!

- Contact AWIRSponsors@bcdme.com for questions on logistics

Exhibits for the Gaylord via Freeman

- All Exhibits will go through Freeman, the Gaylord's onsite Exhibits and Promotional Support agency.

- Freeman will provide access the online Exhibitor Kit once sponsors have signed an agreement and paid for sponsorship

- There are additional costs for shipping, electrical needs, and storage this must be paid directly to Freeman.

- Schedules for exhibit setup will be sent in early <u>June</u>

- <u>All exhibits, including table-top displays, MUST be set up on Wednesday, July 23 by 9pm . No exceptions.</u>

- Exhibits open to kick off the conference at breakfast on Thursday morning.

- Freeman Contact:
  - Victoria Gonzalez, Client Relationship Manager: victoria.gonzalez@freeman.com

- All companies that have paid for on-site promotion in the conference area (e.g. clings, columns) will work directly with BCD for submission and approval.

Exhibitor Kit

- Full-service exhibitor support provided Freeman

- Sponsors pay and work directly with Freeman to store exhibits, logistics and material handling
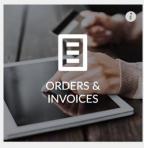
Freeman Online

Show Information

Quick Facts   Show Contacts

Forms & Brochures

BOOTH NUMBER	BOOTH SIZE	BOOTH EQUIPMENT
MR15	10.0' x 10.0'	What's Included In Your Booth

Additional Information

To receive an additional discount on select items, place your order online prior to the discount price deadline of December 27, 2023.

Our goal at Freeman is to help you have a successful event. If you need assistance or have any questions, please contact Exhibitor Support at (888) 508-5054.

Hotel Door Drops

- Available nightly

- All companies that have <u>sponsored a room drop </u>will work with BCD to have them fulfilled at the hotel

- Hotel room drop material can be up to an 8 1/2"X11" single sheet or pamphlet/booklet. Additional pieces (e.g. separate product inserts) are additional costs.

- Assume 500 copies/night

- Please include AWIR logo and provide art files for review by June 1.

- Shipping details will be provided in the Sponsor Resource Center
  - Contact AWIRSponsors@bcdme.com with questions

- Copies due at Gaylord Palms by <u>Friday, July 18</u>

- Contact Katharine.channing@awirgroup.org regarding sponsorship
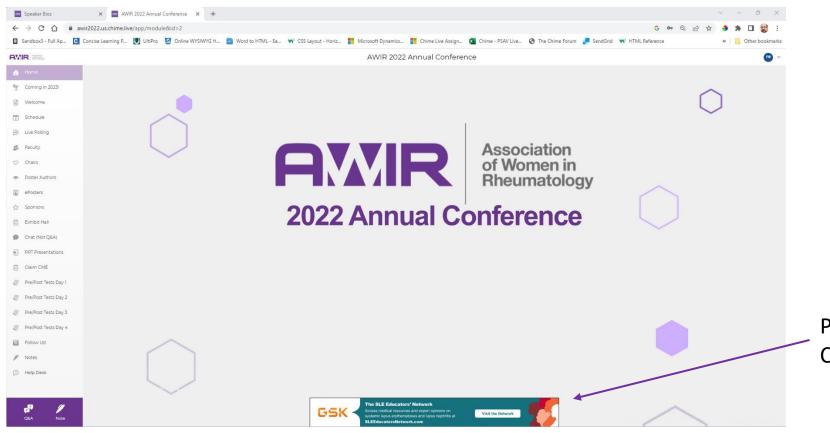
Sponsorship Deliverables Deadlines

Sponsorship	Deliverables	Submission Deadlines
Product Theater / Scientific Satellite Symposia	• Speaker Title • Speaker Headshot & Bio • Final Slides • Polling Q&A if applicable	• June 17 • June 17 • June 17 • June 17
Platinum Sponsorship	• 2 Clickable branded/unbranded banners • Weblinks for banners • 2: 3-min or 1: 6-min branded/unbranded video	• June 1 • June 1 • June 1
All Exhibitors	• Logo with weblink	• June 13
Hotel Key Card	• Card Design	• May 20
Posters	• Submission for peer review • Primary Author(s) Headshots & Bios • Files poster audio files, video files and spreadsheet	• May 1 • June 13 • June 13
Hotel Door Drops	• Submission for approval • Arrival at Hotel	• June 1 • July 19
Conference App	• Pre-meeting newsletter banners • Pop-up notifications	• May 1 • June 13

Sponsor Elements and Specifications

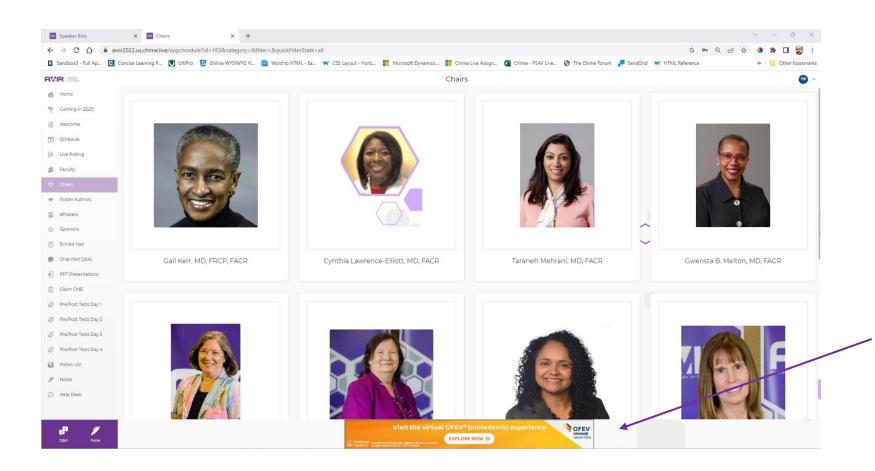| Sponsorship	Size	Type
Exhibitor Logo in app	500x500px (Note: horizontal logos will still need to fit in the 500x500 image; resulting with a smaller visible image)	.png .jpeg
Exhibitor weblink in app	Provide link in separate document	NA
Video for E-Posters in app	Upload files	Mp4 or mov
Audio for E-Posters	2 to 3 minutes	Mp4 or mov
Bios and photos of speakers & authors	Upload files	.pdf, .jpeg,.png
Rotating banner in app (clickable)*	Need both sizes: Desktop version – 768x90 Mobile version – 768x180	.png .jpeg
Two 3-minute videos OR One 6-minute video*	Upload files	Mp4 or mov
Hotel Key Card	Specifications provided direct to sponsor	
*Available only for Platinum Sponsorship NOTE: Specifications are also outlined the Sponsor Resource Center.		

AWIR 2025 Live Streaming
Encore's web-based app

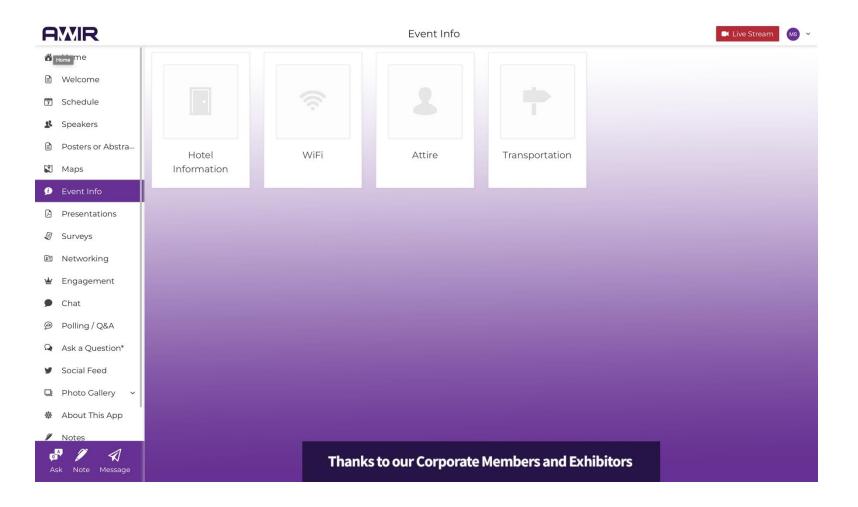

Platinum Sponsor
Clickable Banners

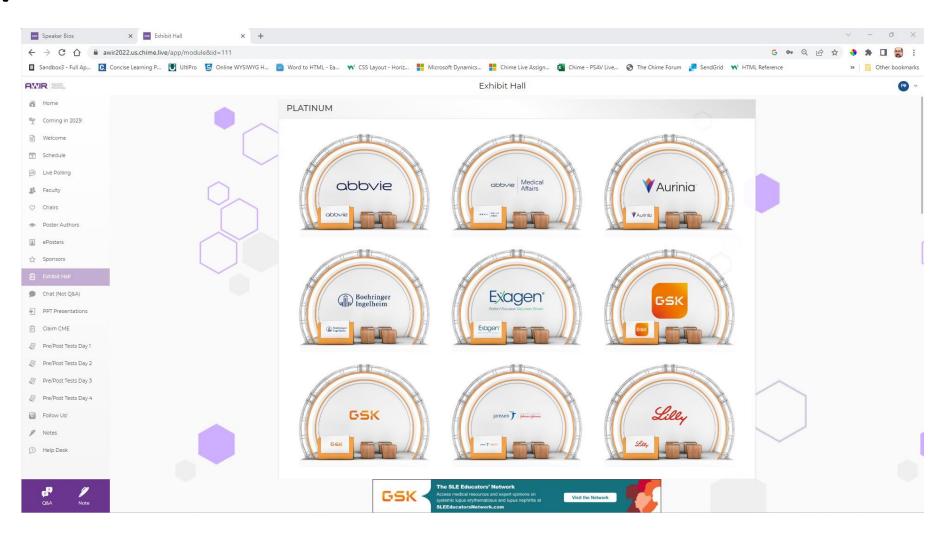# Speakers & E-Poster Authors View
Hosting bio's and photos

Platinum Sponsor
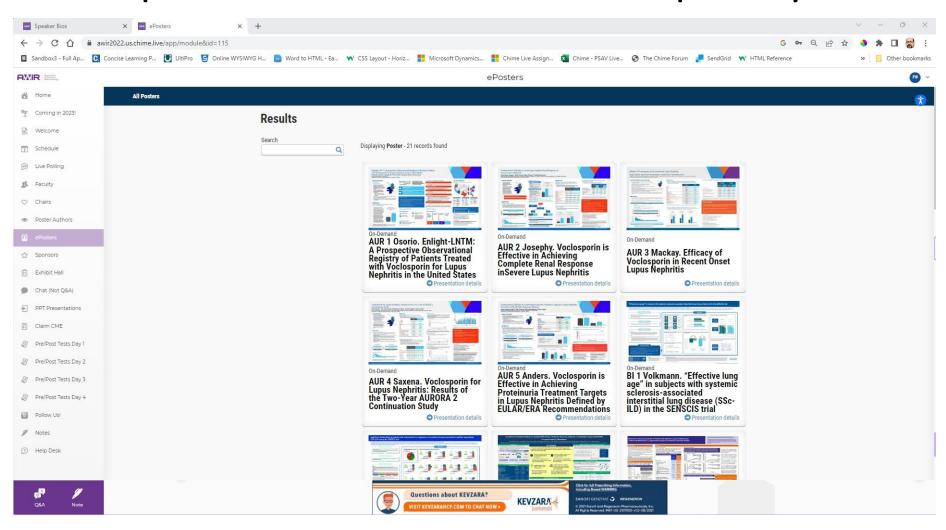Clickable Banners

General Info
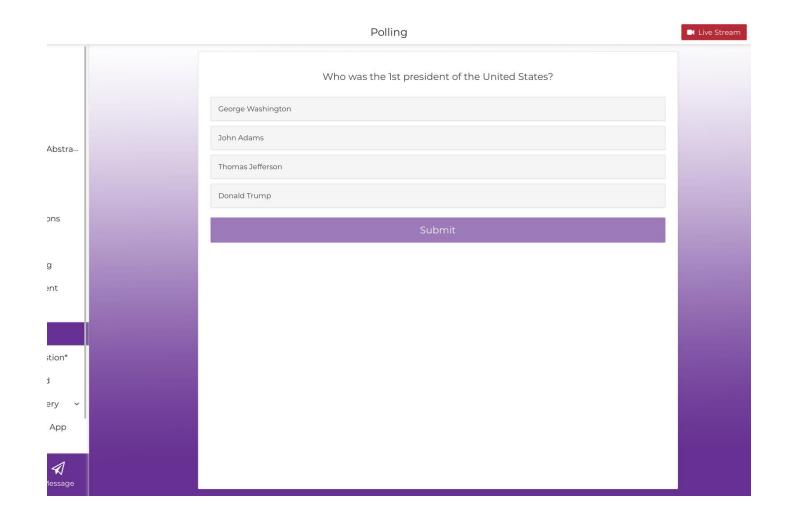
Exhibitors Acknowledged by Sponsor Level

Posters and Abstracts –
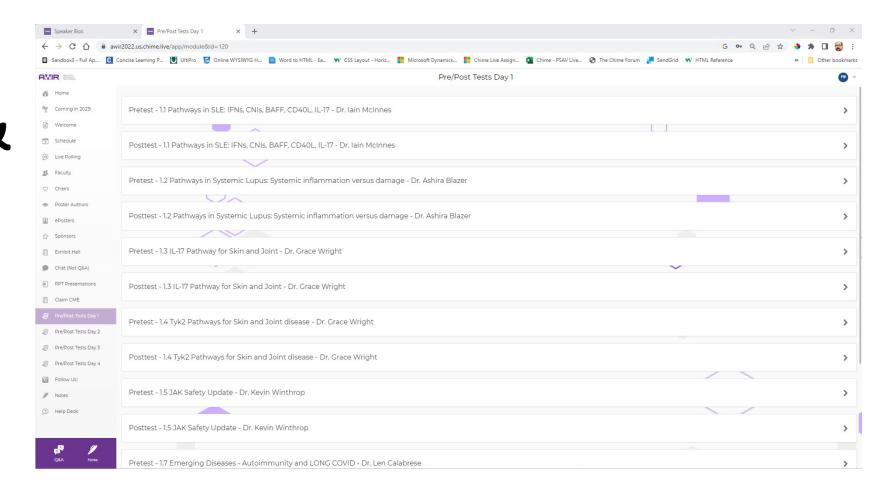## Include pre-recorded videos & audio of primary authors

Live Polling for Product Theaters
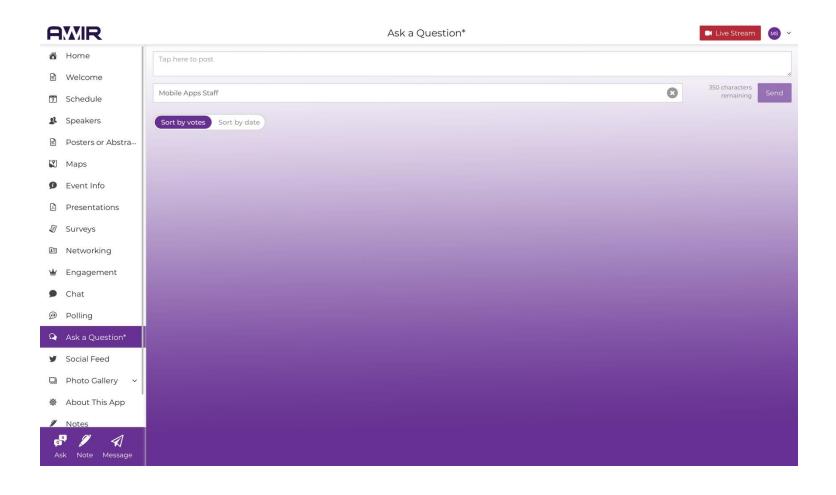## Multiple Choice Questions and Live Analytics

- Encore runs the polling for Product Theaters and CME sessions

CME Questions & Polling via the web-based app

Q&A
Users Pose Questions Live and Virtually via Zoom & App

Agenda
Users Are able to Click Through to View Topics, Speakers & Bios

Platinum Sponsor
Clickable Banners