



Sponsorship Prospectus

August 18 - 21, 2022

The Westin Hilton Head Resort & Spa

Two Grasslawn Avenue, Hilton Head Island, SC 29928

Thank you for considering sponsorship of **AWIR's 2022 Annual Conference**; while we welcome men to join our organization and meetings, we are proud to represent the only medical organization **100%** led by women physicians, and with diverse backgrounds, in a disease area largely impacting women. The 2022 Annual Conference will be both live and virtual.

AWIR prides itself on offering a unique medical conference; featuring the most up to date scientific findings, ample opportunities to relax, recharge, and talk with colleagues, and learnings for professional development. Like all things AWIR, the Annual Conference is open to all in the clinical community and seeks to promote diversity and inclusion.

AWIR 2021 Attendance



500+ registrants; virtual and live



registrants from 30+ countries

We anticipate a **15-20%** increase in attendance at AWIR 2022.

AWIR 2022 will be a blended virtual and live program supported by Encore and their CHIME platform. This year will offer:

- Provide technology to capture data at exhibit booths on site
- More ways to communicate the value of your products via promotional sponsorships
- Original research abstracts and ePosters by AWIR Fellows
- Live and virtual attendee analytics
- Improved lead generation
- Better opportunities to engage with your customers in a formal Exhibit Hall and promotional opportunities

Exhibitor Levels

PLATINUM: \$25,000

- 10 X 10 ft booth space
- Digital booth interface in the app
- Lead generation from attendees via the AWIR Raffle
- Eight (8) complimentary exhibitor registrations
- Recognition in the brochure and on-site signage
- Recognition in the AWIR 2022 app
- Option to maintain virtual exhibit or if already sponsored, a Product Theater / Medical Symposium on web based app post meeting for 3 months
- Data analytics from the app
- Option for 1 clickable branded banner in the meeting app displayed in rotation
- Option for two 3-minute branded/unbranded videos displayed during the program
- Access to the recorded polling Q&A during and post meeting

GOLD: \$15,000

- 8 ft table
- Digital booth interface in the app
- Four (4) complimentary exhibitor registrations
- Recognition in the brochure and on-site signage
- Option to maintain virtual exhibit post meeting
- Data analytics from the app

Exhibitor Levels Cont'd

BRONZE: \$10,000

Your company will receive:

- 6 ft table
- Live digital booth interface and virtual in app booth
- Two (2) complimentary exhibitor registrations
- Recognition in the brochure and on-site signage
- Recognition in the AWIR 2021 app
- Option to link to a virtual exhibit in the AWIR 2021 meeting app
- Option to maintain virtual exhibit post meeting



NON-PROFIT: COMPLIMENTARY

Your company will receive:

- 6 ft table (additional payment required for virtual booth)*
- Onet (2) complimentary exhibitor registrations
- Recognition in the brochure and on-site signage
- Recognition in the AWIR2021 app and ability to upload files in Non Profit navigation tab

Live and Virtual Posters (5) Encores and Original Data: \$5,000

- AWIR will provide standing 80-inch digital screens on site in a room adjacent to the main meeting Hall to host Sponsor's posters.
- Poster Sponsors receive 2 complimentary exhibitor registrations
- Posters will also be displayed in a virtual Poster Hall in the app

Scientific Podium Symposia: \$50,000 **SOLD OUT**

- A 45-minute Scientific Podium presentation (disease awareness), topic and speaker to be approved by the AWIR Board. *AV paid for separately by sponsor to Encore.*
- Please discuss topics and speakers prior to submission with Grace Wright, MD PhD (info@awirgroup.org).
- Two complimentary registrations are available for medical/scientific personnel.
- AV support and management for the live portion of the conference are the responsibility of the sponsor and billed separately by Encore (estimated at \$8,000)
*Note: Acceptance of Satellite Symposium content and speaker will be at the discretion of the AWIR Board

Advisory Boards

Option for Amethyst and Sapphire Corporate Sponsors to hold an Advisory Board with AWIR Leadership at the Annual Conference; additional costs required to cover honorarium of attendees. Agency support is not included; however, the Meeting room and existing AV would be provided by AWIR, including recordings of the meetings.

- 4 Hour Advisory Board: \$25,000
- 2 Hour Advisory Board: \$15,000 **SOLD OUT**

Product Theater (Educational Symposium): \$50,000 **SOLD OUT**

- The opportunities for Product Theaters are:
Thursday (1) | Friday (4) | Saturday (3) | Sunday (1)
- Please discuss topics and speakers prior to submission with Grace C. Wright, MD PhD (info@awirgroup.org).
- Acceptance of Product Theater content and speaker will be at the discretion of the AWIR Board.
- AV support and arrangements for the live portion of the meeting are the responsibility of the Sponsor and billed separately by Encore (estimated at \$8,000).
- On site signage in recognition of your sponsorship
- Recognition via the AWIR meeting app



Westin Hotel Lobby Window Clings: \$5,000 each

- Catch the attention of attendees as they register and walk to and from the meeting area with your brands and product messaging
- Situated in a row of the high traffic registration area lobby leading to the main meeting room and Exhibit Hall
- 10 windows available for sponsors
- Production timeline 12 weeks

Westin Hotel Elevator Bay Clings: \$5,000 each

- Display your product messaging and brand in the elevator bays of the hotel
- 3 available for sponsorship
- Production timeline 12 weeks

Table Stretch Covers: \$1,000 each

- Display your brand logos on the 42" tall tables situated throughout the meeting space
- Placement in Exhibit Hall and lobby area
- 20 available
- Production timeline 12 weeks



Gobo Projection in Exhibit Hall: \$2,000 each

- Display your logo on the walls of the Archer Room over your booth (note: not available for VIP Platinum Sponsors with 10 X 10 booths will be placed in the lobby directly opposite the Meeting Room due to the light and lack of rigging)
- Production timeline 8 weeks

Digital Ad Displays: \$5,000 per ad

- Display your product and/or messages in the high traffic in the lobby area; on rotation beginning Thursday August 18th
- Display your 3-minute video or JPEG/PDF/PP on an 80-inch screen above the Registration tables.
- No sound allowed; lower thirds/captions for video is recommended for voiceover



Audiovisual | Technology | Miscellaneous:

MEETING WI-FI ON SITE: \$3,000 (SOLE SPONSOR)

- Company logo and the words “sponsored by (Name of Company)” will appear on hotel landing page and on the signage with directions to access wifi

ROOM KEY: \$5,000 (SOLE SPONSOR)

- AWIR 2022 acknowledgement is required on artwork for room key. Review and approval for layout and content by AWIR Board
- Please submit artwork to:
katharine.channing@awirgroup.org by June 1
- Company logo and information on 1-side, AWIR’s logo must be included.
- Production timelines 10 weeks
- Language must be pre-approved by AWIR

HOTEL DOOR DROP: \$5,000/PER NIGHT

- Thursday, Friday and Saturday night
- The door drop may be branded or unbranded and is an opportunity to ensure visibility for product and/or company.
- Inserts must not exceed 8.5” x 11”, must be pre-approved by AWIR Leadership, and be received on-site by August 11
- There is an additional \$500 for each additional page or \$500 for a Product Information sheet.

SCANNERS FOR DATA CAPTURE VIA CVENT: \$500 EACH

- For use on Exhibit booths/table/posters only
- Must be pre-ordered and paid for by July 15th. Please contact Jennifer Stephani.
- Captured data will be provided to sponsors 2 weeks post AWIR 2022.

Networking Sponsorship:

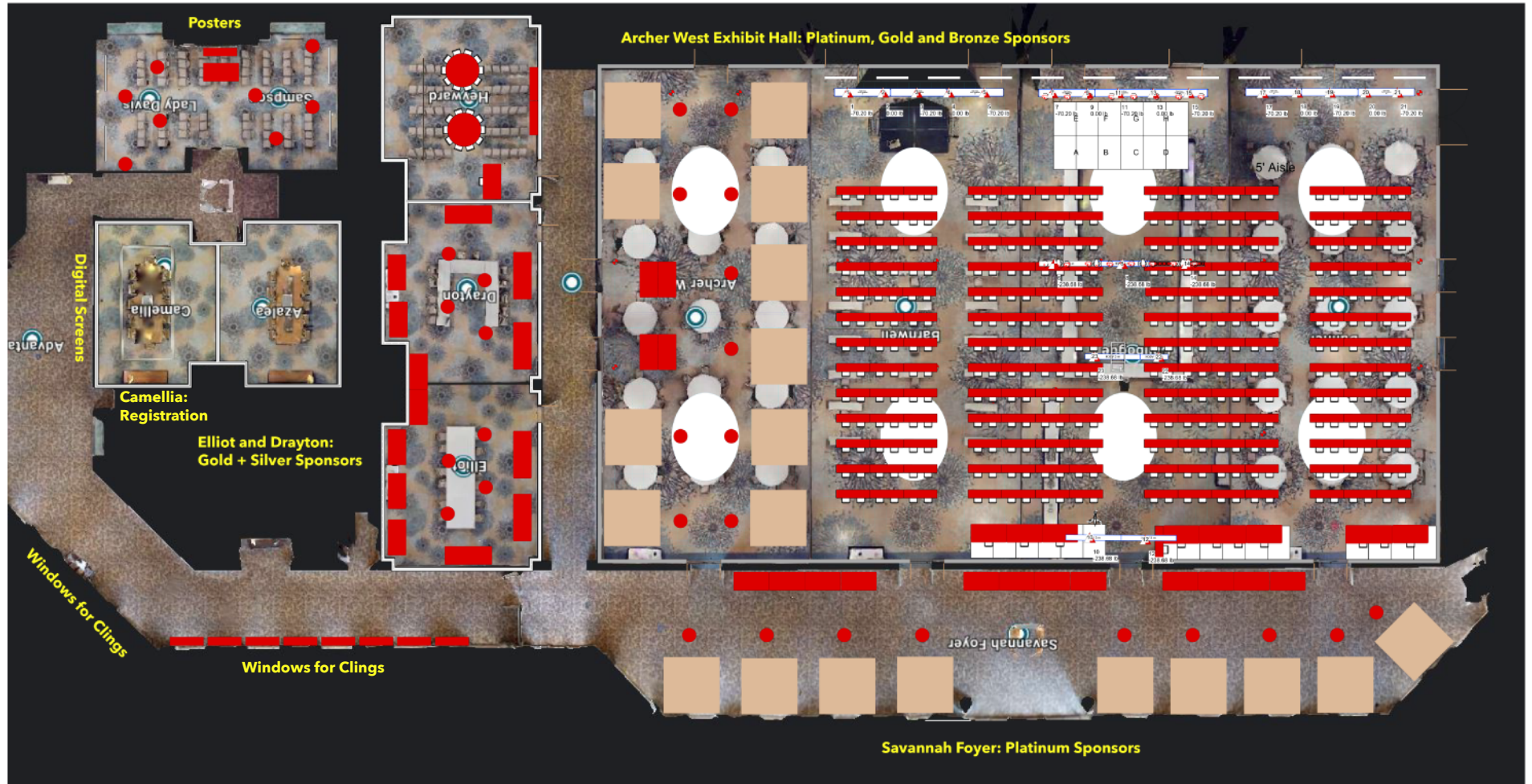
- Networking Events (2): \$15,000 for both (Friday and Saturday)

AWIR 2022 Meeting Web-based App (CHIME) Sponsorship: \$8,000

AWIR 2022 meeting will be live streamed via Encore's customized state of the art web-based app; with support from onsite and virtual video/technology teams and speaker readiness 'green rooms' to ensure smooth transitions. Attendees participate in Q & A and polling via the web-based app. The app will also allow the sessions to be recorded, provide analytics after the meeting, networking, gamification to encourage participation, links to virtual Exhibits, and the content can be maintained on the app for up to 3 months, as appropriate. Speaker and Panelists can participate live or virtually; live Tech Help support will be available for all attendees and speakers.

- Three digital "pop up" notifications/ads that appear on screen: branded or unbranded (booth driver, Session reminders)
- Pre-meeting notifications (3) embedded in AWIR meeting communications/ads to attendees (booth driver, Session reminders); these could be unbranded or branded communications





Application & Contract Policy and Procedures:

Registration for the Annual Conference Exhibits must be received no later than April 30th, 2022 with a signed contract for participation with Exhibits or sponsorship of Product Theaters or Satellite Symposium.

All funds must be received within four weeks of submission of the registration. If funds are not received by May 30, 2022, AWIR cannot guarantee the inclusion of the corporate name or logo on the written materials, sponsorship of product theaters or symposia, and the organization may not be allowed to exhibit.

Of note: the AWIR 2022 and Encore platform overviews will be held in April; please ensure the appropriate personnel and support agencies are present for these sessions.

REGISTRATION:

Exhibitor's on-site team members should be registered by June 13th, 2022.

All exhibitors and agency support on-site must be registered as 'industry employees' with no exceptions. Only registered attendees will be allowed to pay for hotel rooms in the AWIR room block. Rooms without registrations will be canceled by June 13th, 2022.

HOTEL ROOMS:

All industry or non-healthcare practitioners should reserve and pay for hotel rooms with the Westin Hotel directly. AWIR has negotiated conference rates of \$339.00 plus the Westin's additional resort fees.

BADGES AND PASSES:

Please note: No access into the Conference area will be permitted at any time unless the relevant pass is displayed once AWIR 2022 begins.

Exhibitor passes are required for all personnel working on your stand during the open period before the conference begins.



EXHIBITOR BUILD AND BREAKDOWN HOURS:

- Tuesday, Aug 16th: 8:00 AM – 8:00 PM
- Wednesday Aug 17th: 8:00 – 8:00 PM
- Sunday Aug 21st: 2:00 PM – 8:00 PM

A schedule of booth and materials delivery will be provided to all Exhibitors, as well as a floorplan; Exhibit locations are allocated based on a point system. VIP Sponsors will have prime space for 10 X10 booths and the early delivery time slots on Tuesday.

The exhibition area/Hall will be accessible to exhibitors and contractors from 08:00 on Thursday for final stand dressing but building work is NOT permitted. Stands must be completed and ready by 08:00 Thursday in preparation for the Conference to be open to the public. Any contractors (those not registered to attend the event) who wish to access the meeting area on Thursday morning must report to the registration desk at registration to get contractor passes. Contractors are expected to leave the hall and all equipment removed before it opens to the public.

It is important to remove boxes etc. before the Conference starts as this may pose trip hazards. Exhibitors will have time to clear their stands of small items and personal belongings before contractors are permitted back into the Exhibit area/Hall and the loading bay opens on Sunday. Exhibitor who leave materials behind in their booth space will be charged for their removal.

EXHIBIT BOOTHS AND TABLETOP DISPLAYS:

All exhibits and tabletop displays must fit within their designated space and/or table. For both pop-ups and banners must fit within your exhibit footprint or on your table.

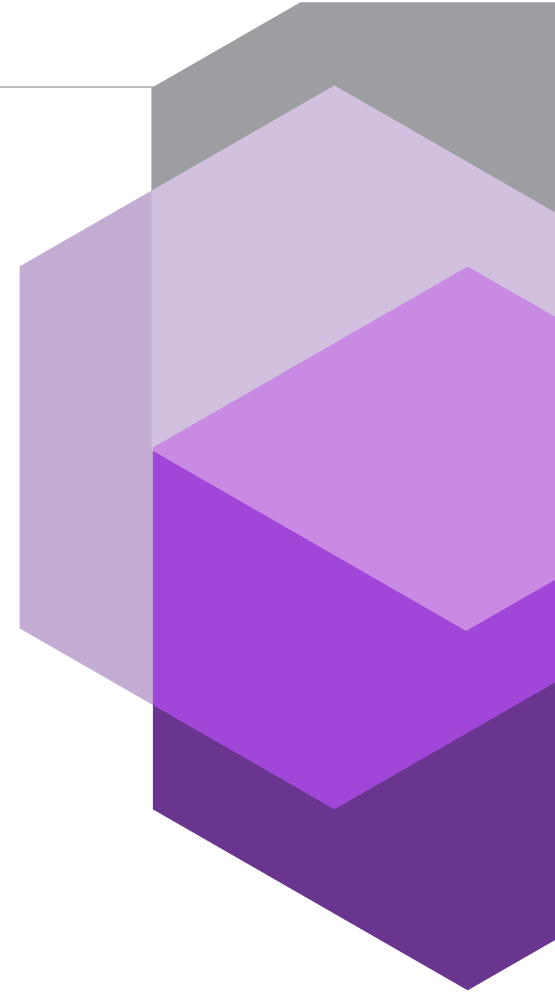
DELIVERIES:

AWIR cannot accept deliveries on behalf of exhibitors before the event. However, arrangements can be made with Encore and the Westin (Sonja.Mesley@marriott.com). Westin Staff will store and assist with deliveries directly to your stand at the start of our contract with the Westin. Your own contractors and/or agencies must be informed of the requirements listed in this document and abide by a schedule of delivery for booth materials. Please also be advised that trolleys etc cannot be loaned to companies.

The Westin will not accept deliveries on behalf of Exhibitors without additional arrangements and payments directly to the hotel; please ensure a suitable representative is there to deliver and/or receive the materials on Tuesday and Wednesday. Encore will have an assigned Project Manager to meet representatives delivering booth materials to guide them to the allotted space and answer questions. Deliveries of booth materials to the Westin loading bay made before the start of the Annual Conference will be returned at the sender's expense unless separately contracted with the Westin Events Manager (Sonja.Mesley@marriott.com). AWIR cannot be responsible for storage, deliveries that are not arranged and paid for with the Westin, must be made during the buildup period. Anything left behind will be disposed of on Sunday.

EXHIBITION FLOORPLAN MARKOUT:

This will be carried out by Encore prior to the exhibition build out.



SECURITY:

AWIR will provide general security arrangements for the exhibition and will work with the Westin to ensure the area is kept secure. Whilst AWIR will make reasonable arrangements for security coverage, they and the Westin are not responsible for any loss or damage that may occur. It will be the exhibitor's responsibility for the security of their stand, its exhibits and contents including personal property.

EXHIBITOR POINT OF CONTACT:

We will ask for one or both point(s) of contact, medical and commercial for each sponsor; this individual will be responsible for providing AWIR and Encore the name of the person in charge of their booth build and removal, as well as their contact information. Each exhibitor is asked to identify one point of contact to provide the names of their attendees that should receive complimentary exhibitor badges. Trading of badges is strictly prohibited.

LIABILITY:

AWIR assumes no liability for any act of omission or commission including, but not limited to any loss or damages suffered by an exhibitor as a result of any act or omission of any party, including but not limited to, any vendor, service providers, or other exhibitor. Exhibitors and their representatives hereby release AWIR from any and all liabilities for loss or damage ensuing from any cause whatsoever. In addition, each exhibitor and its representatives agree to indemnify and hold harmless AWIR for all costs, damages and liability, including attorney's fees claimed against AWIR based upon acts or omissions of the exhibitor or any of its employees or agents.

AWIR disclaims any and all liability for injury or other damages to an individual based on products or services displayed at this meeting and for all claims that may arise out of the use of the displayed products or services. Exhibitors shall indemnify and hold harmless AWIR and its officers, directors, employees, agents, and contractors from any judgment, loss or other expenses including attorney's fees arising from allegations, claims or lawsuits relative to product or services offered by exhibitors or actions of exhibitors, employees or agents. Subletting space is not permitted.

CONTACTS:

- Events Director (Logistics): Jennifer Stephani
Jennifer.Stephani@awirgroup.org
- Director of Professional Relations (Speakers): Diane Krusko
Diane.Krusko@awirgroup.org
- CMO (Sponsorship): Katharine Channing
Katharine.Channing@awirgroup.org
- Onsite AV Events Support: Charles Carpenter & Gabe Strunna
- Westin Booth Support for Shipping, Storage & Electrical:
Sonja Mesley -Sonja.Mesley@marriott.com



Exhibitor Forms

(See attached)

AWIR 2022

Aug 18 – 21, 2022 Westin Hotel Hilton Head Island, SC

Exhibitor and Sponsorship Form

Please complete the form below and return it to Jennifer.stephani@awirgroup.org or Katharine.channing@awirgroup.org

Exhibit Sponsorship	Please indicate type of planned exhibit display		Westin storage requested*	
Platinum	10 X 10 booth	Tabletop display	Y	N
Gold	NA	8 or 6 Tabletop display	Y	N
Bronze	NA	6 Tabletop display	Y	N
*Separate costs and form required for the Westin Hotel				
Please indicate additional sponsorships requested				
Poster Displays				
Medical Scientific Symposia		SOLD OUT		
Product Theater		SOLD OUT		
4-hr Advisory Board				
2-hr Advisory Board		SOLD OUT		
			Quantity Requested	
Westin Window Clings (10 available)				
Westin Elevator Bay Clings (3 available)				
Table Stretch Covers (20 available)				
Gobo Projection (Archer Hall only)				
Digital Ad Displays				
Meeting Wi-fi on site (1)				
Room Key (1)				
Hotel Door Drop (3)				
Scanners				
Networking Events (Fri and Sat)				
AWIR 2022 Web-based app				

Please complete and sign below:

Company**	
Name	
Email address	
Title	
Signature	
Date	
** Agency staff please indicate Client	

EXHIBITOR FORM, THE WESTIN HILTON HEAD ISLAND RESORT
Email to your Westin Event Manager (email is preferred over fax)
OR Fax to 843-681-1065 ATTN: *Sonja Mesley; Sonja.mesley@marriott.com)*

Electrical/Package Handling Order Form

Conference Name:

Dates:

Booth/Exhibitor's Name:

Booth #:

On Site Contact Name:

On Site Contact Phone #:

Email Address : _____

Signature _____

PAYMENT OPTIONS

**** Please note a secure credit card link email will be sent for payment the week before the program. Credit cards will not be charged until after the program and once charges are confirmed.**

WIFI CHARGES (these will be charged separately by Encoure)

Please complete the below for internet needs:

	<u>Daily Rate</u>		<u># Days</u>		<u>Subtotal</u>
Single Log-in	\$25	x	_____	=	_____
Multiple Log-ins	\$300	x	_____	=	_____
				6% Tax	_____
				Total	_____

AUDIO VISUAL REQUESTS:

Other Audio Visual Requests such as monitors, DVD players, phone lines and internet needs, please contact Gabriel Struna at **gabriel.struna@encoreglobal.com** Prices will be determined after reviewing the customer's requirements.

ELECTRICAL CHARGES

Charges include electrical consumption and post show disconnect. Rates quoted for electrical connections cover only the supplying of service to the point of connection in the most convenient manner. The hotel will not be responsible for inaccurate hookup by the client.

Exhibitors must clearly identify equipment power. If in doubt please refer to the plate on your appliance/equipment which indicates volts/amps required for operation.

Be sure to double check the AMP requirements on your equipment before selecting appropriate electrical service. We are not able to adjust the electrical circuits once the show has been set up. Any modification of service after initial installation is subject to additional charges and such charges are at the discretion of the Engineering Manager and Director of Engineering.

All material and equipment are furnished on a service basis and remain the property of the hotel.

Please list below each piece of equipment requiring power:

Pricing is not inclusive of 6% tax

Electrical Description

	<u>Daily Rate</u>		<u># Days</u>		<u>Subtotal</u>
120 Volts, 20 amp, Single Phase *	\$50	x	_____	=	_____
208 Volts, 20 amp, Single Phase *	\$75	x	_____	=	_____
208 Volts, 30 amp, Single Phase *	\$100	x	_____	=	_____
120 Volts, 50 amp Power Distribution System *	\$250	x	_____	=	_____
120 Volts, 100 amp Power Distribution System *	\$500	x	_____	=	_____
*Electrician required - (1 hour minimum)	\$80	x	_____	=	_____
				6% Tax	_____
				Total	_____

SEE PAGE 2 FOR Shipping Instructions and Handling Fees

Shipping Instructions

If you are sending materials to the hotel, please ship to arrive no earlier than three (3) days prior to the event. Items must be labeled as follows:

Exhibitor Name,
EXHIBITOR: Conference Name
c/o The Westin Resort Hilton Head Island
2 Grasslawn Avenue
Hilton Head Island, SC 29928-5536
Box(s) _____ of _____ (Multiple boxes MUST be numbered)

PACKAGE Handling Fees

Box deliveries will be assessed a handling fee determined by weight. These charges will be posted to credit card. The hotel will not be responsible for the safe keeping of personal or rented equipment.

All packages are to be delivered to the loading dock and will be stored in the box / receiving room.

If the boxes are received within the three days allowed arrival time, there will be no additional storage fees assessed for box handling.

Inbound Package Handling Fees

	<u>Rate</u>		<u>Quantity</u>		<u>Subtotal</u>
1-5 pounds	\$5	X	_____	=	_____
6-20 pounds	\$10	X	_____	=	_____
21-50 pounds	\$15	X	_____	=	_____
Over 50 pounds	\$25	X	_____	=	_____
Crates	\$50	X	_____	=	_____
Pallets	\$75	X	_____	=	_____
				6% Tax	_____
				Estimated Total	_____

OUTBOUND BOX HANDLING/STORAGE FEE

	<u>Rate</u>		<u># UNITS</u>		<u>Subtotal</u>
Boxes	\$7	X	_____	=	_____
Crates	\$50	X	_____	=	_____
Pallets	\$75	X	_____	=	_____
				6% Tax	_____
				Estimated Total	_____

Total to be charged - _____

***** Please note, our corporate policy will not allow us to loan any supplies such as scissors, tape rolls, box cutters, carts, hand trucks, etc. for liability reasons. Please ensure you bring all necessary supplies with you to the conference as we are unable to loan these items. *****