Trends in Sponsorship and Revenue Generation
Selling the opportunity for access to buyers.

Sponsorship
What do your exhibitors want?

Company goals
Stage in buying process
Type of interaction
Target attendees
Awareness/Signage
On the Show Floor
Environment
Content
Activities and Demonstrations
Showcases and Pavilions
Gathering Areas
Navigation
Games/Contests/Awards
Engagement
Social Media
Non-Endemic
Technology
Online and Year-round
Awareness/Signage
Banners
Three-dimensional signs
Clings
Window clings
Escalator Handrail
Floor clings
Interactive floor projection
Wall Projection
Table top signage
Registration area
System Signage
Collateral displays
Indoor Props
Bench
Pedi-Cab
Beyond the Show
Shuttle bus Sponsorships

Wraps
Videos
Collateral distribution
Representative on bus
Routing signs and materials
Bus greeter (mascot?)
Hotels
Keys
Room drops
Bathroom mirror
Refreshment
In-center food areas
Conference breaks
Booth crawl
WELCOME AND WINE RECEPTION

The American Society of Anesthesiologists would like to thank the following hosts for the ANESTHESIOLOGY 2012 Welcome and Wine Reception.

Saturday, October 13, 2012, 4:30-6:15 p.m.
Walter E. Washington Convention Center - Exhibit Hall

RED WINES

Acrobat, Oregon, Pinot Noir, 09
Cumberland Pharmaceuticals, Inc.
Booth 1446

Clos du Val, Napa Valley, Cabernet, 08
ASA ANNUAL MEETING SUPPORTER
AcelRx Pharmaceuticals, Inc.
Booth 1745

Don Miguel Gascon, Malbec, Mendoza, 09
ASA INDUSTRY SUPPORTER
Surgical Information Systems
Booth 537

Ferrari Carano, Sonoma, Cabernet (Blend), 09
Medical Management Professionals, Inc. (MMP)
Booth 2404

Franciscan, Oakville Estates, Cabernet, 08
Anesthesia Revenue Management
Booth 1937

Hayman & Hill, Reserve, Napa (Blend), 08
Origin Healthcare Solutions
Booth 1241

King Estate, Oregon, Pinot Noir, 09
EmCare Anesthesia Services
Booth 2623

WHITE WINES

Arrowood, Sonoma, Chardonnay, 09
ASA INDUSTRY SUPPORTER
Telex
Booth 2503

Benziger, Sonoma, Sauvignon Blanc, 10
Sonosite, Inc.
Booth 2513

Bollini, Trentino, Pinot Grigio, 10
ASA INDUSTRY SUPPORTER
Telex
Booth 2503

Cakebread Cellars, Napa Valley, Chardonnay, 09
ASA ANNUAL MEETING SUPPORTER
AcelRx Pharmaceuticals
Booth 1745

Chateau Ste. Michelle, Washington State, Riesling, 10
McKesson
Booth 2037

Simi, Sonoma, Chardonnay, 09
LocumTenens.com
Booth 2314

MICRO BEER
Booth crawl

Music
On the Show Floor
Aisle Signs
Meter boards
Banners
Carpet clings
Carpet sign at end of aisle
Bench sponsorship
Environment
Music
Hand Sanitizer
Oxygen bar
Track sponsorship

MONDAY, APRIL 27
2:45-3:45 pm
Adding “Transaction Value” to Events
3:45-4:45 pm
Connecting Events and the Web
4:45-4:55 pm
Enhancing Proprietary Events

TUESDAY, APRIL 28
8:45-10:45 am
Optimizing Live + Web
10:45 am - 12:15 pm
Hitting Consumers’ Passion Points
3:15-5:15 pm
Large Scale Brand Experiences
5:15-6:15 pm
“Walking the Talk” – Living Your Brand
Exhibits and Events

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Keynote sponsorship
Presentation Theater

Sponsors buy time slots to speak
Presentation Theater: Sponsor buys awareness
Content is vendor neutral
Demonstration areas
Educational areas

Content is vendor-neutral. Sponsors bought awareness on one of six content categories.
Office Pavilion
Classroom
Live Demos

Multiple products shown working together in real-world situation
Real-World Showcase
Immersive product education sponsorship

iPod tour followed by presentation
Philips and American College of Cardiology
Activities and Demonstrations
Activities

• Photos
• Why I am a ...
• Games
Tournament

Open to attendees, ad hoc.
Oyster shucking contest

Designed as industry Olympics, for experts.
Hands-on training
Category pavilion
In addition to booths

Themed display areas
Themed display areas

Single vendor
Country Pavilions

International Pavilion
Related consultants and associations
Meeting rooms
Meeting rooms, as booths
Gathering Areas
The Conversation Lounge is Where Business Gets Done

NAMM has set up two Conversation Lounge locations for Members to continue business conversations in close proximity to the show.

Hilton 5th Floor Pool Deck and the Marriott Grand Ballroom Salons A–D
Thursday, Friday and Saturday, from 6 p.m. to 10 p.m.

Take advantage of these areas to help you get business done and make every minute count at the 2012 NAMM Show!

Sponsored lounge
Sponsored target market lounge
Café on show floor
Dinner with strangers

Sponsor program?
Sponsor for each restaurant?
Passport program

**PASSPORT**

**PRO-MED**

**MEDICAL BOOK REDEMPTION**

*The Medical Book Redemption is on a first come, first serve basis and is not guaranteed. Medical books are available while supplies last.*

Once you have visited the supporter’s booth, bring your validated passport to the Medical Book Redemption Booth, located at the end of the 100 aisle, and receive a medically relevant item* during the following times:

- 8:45am - 4:30pm (Thursday & Friday)*
- 8:45am - 1:45pm (Saturday)*

*The Medical Book Redemption is on a first come, first serve basis and is not guaranteed. Medical books are available while supplies last.

**Visas**

- Entries/Entries
- Departures/Departs

**Boehringer Ingelheim**

Visit Us at Booth #522

**IRCE 2010 Win the Wheels Booth Tour Directions**

1. Visit at least 10 booths in each color group
2. Collect stickers from 10 booths in each color group
3. Affix stickers to all 10 Contests Entry Forms
4. Submit Form at IRCE Notice Board (W230)

**Visit & Pick Up Stickers From the Following Booths And Affix to Contest Form**

1. **Sticker from Each of These Red Booths**
   - 301: ABD, Inc.
   - 305: ADV, Inc.
   - 306: Allergan, Inc.
   - 307: Abbott Laboratories

2. **Sticker from Each of These Blue Booths**
   - 311: Allergan, Inc.
   - 312: Allergan, Inc.
   - 313: Allergan, Inc.
   - 314: Allergan, Inc.

3. **Sticker from Each of These Green Booths**
   - 315: Allergan, Inc.
   - 316: Allergan, Inc.
   - 317: Allergan, Inc.
   - 318: Allergan, Inc.

4. **Sticker from Each of These Yellow Booths**
   - 319: Allergan, Inc.
   - 320: Allergan, Inc.
   - 321: Allergan, Inc.
   - 322: Allergan, Inc.
Six different Rounds for different product categories.
Scavenger hunt
Tour Station 1 – Cooling Tower

Just starting? Here's how to take the tour and be entered to win up to $500!

- Follow the QR code to the map showing four sustainability stations at Greensfield
- Discover a different sustainability strategy at each Station

Visit all four Stations to be entered to win one of ten gift cards up to $50 each.

Stay tuned for updates.

For more information, visit greensfield.com.
Games, Contests and Awards
Organized booth drawings
Games
Association game
Choose Your Character

- Start Cover
- Cotton Ginny
- Mr. Bean (soybean)
- Willy Maize
- Lola Canola
Residents:
Don't Be the Weakest Link!

The Ultimate
Plastic Surgery Competition
is coming to Denver.

Assemble your team for the
2011 Medicis Residents Bowl.

MEDICS

Winning isn’t everything,
but we are keeping score

Plastic Surgery 2011
September 23-27
Denver • Colorado
What ocular condition has this patient been treated for surgically?
A Taste of Dallas

Let Fresh Point Treat You to Exceptional Dining at Dallas’ Finest Restaurants

Register today for United Fresh 2012 and you’ll be automatically entered for United’s Taste of Dallas giveaway!

You could win a gift certificate to one of the 50 best restaurants in Dallas!

Abacus
Al Biernat’s
Bistro 31
Bob’s Steak & Chop House
Lemmon Ave.
Bob’s Steak & Chop House
Lamar Omni Dallas Hotel
Bolsa
Mt. Cuccia Highland Park
Morton’s
Neighborhood Services
Nick & Sam’s
Nicola’s
Nobu
Nonsa
Oak

Register Now!
81 Days
Until United Fresh 2012

See Video Highlights on United Fresh TV

What the Industry Is Saying

“it should be an awesome event as it will be co-located with the grocery and meat industries.”

Steve Grinstead
Chief Executive Officer
Pro*Act
Targeted groups of qualified attendees

Engagement
Dear Pivot Attendee,

We’d like to invite you to join us for a special breakfast held before Pivot kicks off, Oct.15 at 7:30 am. Hosted by TrialPay, the complimentary breakfast will feature a Panel Discussion on the state of the art of consumer engagement.

State of the Art of Digital Consumer Engagement


The transformation from passive viewing on TV to active engagement in Social games is causing brands to make a big shift in where they put their ad dollars. Few advertising channels have the ability to truly capture millions of consumers’ active attention like a top-tier network such as Facebook. This panel will take a 360 degree look into how brands are using disruptive Social channels. Social gaming in particular, to engage with consumers and build brand affinity. If you have ever wondered how brands can drive purchase intent and create deeper engagement through brand experiences that grab consumers’ attention right where they live, this session is a must. Our expert panel will discuss questions such as: What branding opportunities are available in Social games and how valuable are they? How is brand advertising different in online Social environments than in traditional media? What are the best practices for advertising in top tier channels such as Facebook?

The breakfast is conveniently located at the Crowne Plaza, level 2 – Times Square B. To participate, simply RSVP at: http://trialpaybreakfast.eventbrite.com/

We look forward to seeing you soon!

Jacquelyn Clair-Wells | Marketing Manager
The Pivot Conference | Social Week

Oct 15-16, 2012 • NY
Pivot Conference®
From Social Brands to Social Business
Hosted Buyer Activities

Whiskey Tasting Event
Problem-solving Power Lunch
Industry Guru Meet & Greet
Book Signing
Recharge Lounge
Senior Buyer Reception
Private Dining
Social Media
Facebook photo shoot
Having fun at gameworks  Hey, "Like" GameWorks to receive $10.00 in free play!
http://on.fb.me/AmE9aL
Social Kiosks

Lead Retrieval International
Photo Kiosk in wall
Incentivized participation

PunchTab
Valerie Williamson
Very cool blog post that shows the value of smart SEO.

How To Grow Audience At Premium News Sites
perfectmarket.com

Over the past several weeks, we at Perfect Market have been reviewing the first quarter performance of our publisher partners and one number kept jumping out at me – year over year growth in Visits for our Enterprise customers were consistently up 80% and more. In fact the year-over-year growth in v...

Like · Comment · Share · 50 minutes ago · 🌍

Linda Shum published a project on Behance Network.

United Way of the Bay Area Website
Website for United Way of the Bay Area www.uwba.org

Like · Comment · 14 minutes ago · 🌍

Lenny Heymann
I'm at IT Leadership Summit - Day 2
http://www.interop.com/lasvegas

Newbie, IT Leader
I earned Newbie, IT Leader badges

Like · Comment · about an hour ago via DoubleDutch · 🌍

John Gallant
Yahoo CEO's Resume Lie Exposes an Ugly Truth @kathyshep
@CIOonline
http://t.co/yKc7XjgW

Like · Comment · @JohnGallant on Twitter · 4 hours ago via Twitter · 🌍
Pimp my plane contest

Pre-event outreach to design the plane of your dreams
Pre-event online judging
Winning plane built by sponsor
At-show winning plane revealed
At-show charity auction
Non-Endemic Sponsors
Endemic

natural to or characteristic of a specific people or place; native; indigenous
Non-endemic opportunity: Medical example

Endemic: Medical & pharma

Non-endemic: Non-medical, but related to patient health

Non-endemic: Unrelated to patient health – physician as consumer
Big brand sponsorships

Corporate Partner: Subaru

With one in every six Americans living with a speech, hearing, or language disorder, the American Speech-Language-Hearing Association (ASHA) has set forth to ensure these individuals have access to quality services which can help them communicate more effectively. Toward this end, ASHA has become the national professional, scientific, and credentialing association representing 150,000 audiologists, speech-language pathologists, and speech, language, and hearing scientists. Subaru is proud to be the exclusive automotive sponsor ASHA.

ASHA members can save up to $3,300 off the MSRP on the purchase or lease of a new Subaru from participating dealers.

To participate in the Subaru VIP Partners Program, you must be an ASHA member in good standing for at least six consecutive months. Before visiting your local Subaru dealer, please contact ASHA at 1-800-498-2071 to apply for your Dealer Visit Authorization form, which must be presented upon entry to the dealership to ensure proper pricing. We also invite you to visit Subaru.com to locate your nearest dealer or learn more about Subaru vehicles.
Big brand sponsorships
FORD C-MAX HYBRID
DRAWING TIME:
THURSDAY, 3:00PM PST

The all-new five passenger, mid-size activity vehicle hybrid is the first-ever hybrid-only vehicle line from Ford in North America. The all-new C-MAX hybrid offers the sporty style and performance of a Ford vehicle with the added benefit of leaving a smaller carbon footprint.

Special thanks to Serramonte Ford, Inc. www.serramonteford.com
“What is the point of the jewelry being here? It takes away from those of us educating.

I did buy some earrings, though.”
Semi-endemic options for medical

Health-conscious restaurant chain

Mattress Vendor for primary care

Gluten Free for Digestive Disease
Technology
Cyber Cafe
Connection Cafe
Digital Signage

Room 100A
Mon, 8:15 am - 12:15 pm
Cornea: The Cutting Edge North and South

Next Session:
Sun, 10:45 am - 12:15 pm
Anterior Segment Surgical Challenges

AO 2009! Lunch will be served in Hall B

2009 Western Veterinary Conference
Las Vegas, Nevada - February 15-19, 2009

Current Date
Friday, February 1
1:48:49 PM

Sponsored By

Bayer

D23 Expo
The Ultimate Disney Fan Event
August 19th
2:21 PM

Today's Forecast:
Sunny 77°F

No pictures or video is permitted in the "Treasures of the Walt Disney Archives" exhibit and in other select screenings.
Video Wall

- Sponsor ads
- Sponsor logos
- Event content
Booth Videos
On-Site Wayfinding
Mobile App

Splash page
Alerts
Banners
Passport program
QR Code program
Charging station
Online and Year-Round
Seek new buckets of money
New product categories
New budgets
Appeal to specific exhibitor needs
Targeted attendees
Greater engagement
Year-round, multi-media

Closing thoughts
End