



ASSOCIATION OF ORGAN PROCUREMENT ORGANIZATIONS

Saving and improving lives through organ, eye, and tissue donation

Exhibitor & Sponsorship Prospectus

2022

AOPO ANNUAL MEETING

June 13-16, 2022

Phoenix, AZ

#AOPOANNUALMEETING

WWW.AOPO.ORG/ANNUAL-MEETING

ABOUT THE MEETING

2022 Annual Meeting

The 39th Annual Meeting will provide a platform where OPO professionals and community partners can gather in person to share successful practices and innovations in organ, eye, and tissue donation and transplantation. The meeting will take place June 13 - 16, 2022 at the JW Marriott Desert Ridge in Phoenix, AZ.

Fast Facts From the 2021 Annual Meeting

100% MEMBER OPO PARTICIPATION

26 EXHIBITORS & SPONSORS AND
15 INDUSTRY PARTNERS

EXHIBITORS FROM OVER 11 DIFFERENT INDUSTRIES,
INCLUDING 5 NEW EXHIBITING COMPANIES

MORE THAN 800 ATTENDEES

WHY YOU SHOULD EXHIBIT

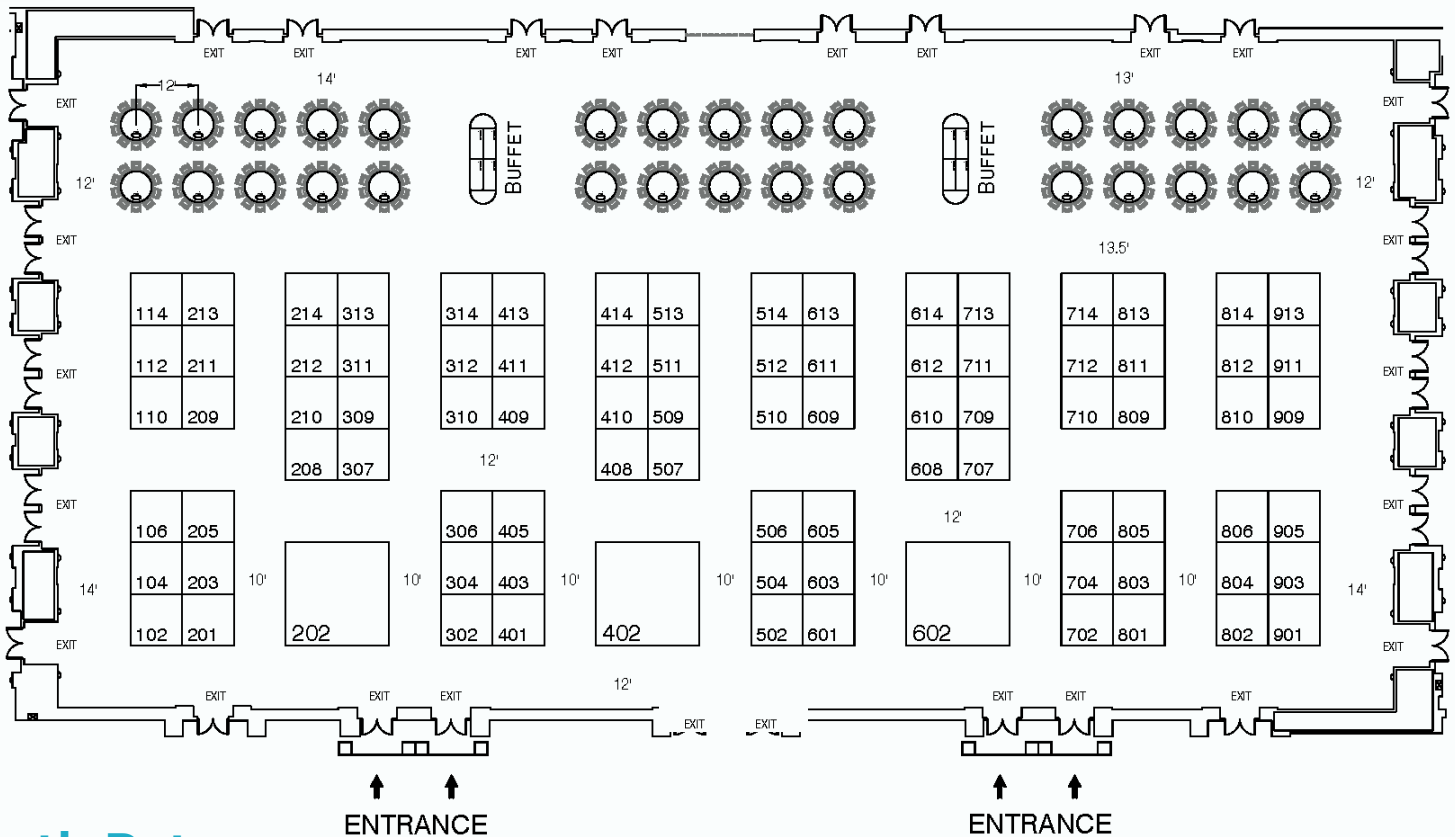
- Connect with over 800 OPO professionals during dedicated exhibit hall hours
- Generate qualified leads, conduct market research, and gain valuable industry knowledge
- Expose your brand, products, and services to OPO decision-makers
- Opportunity to participate in the 2nd annual Solutions Showcase to present company innovations

*Solutions Showcase requires an additional registration fee and spots are limited.

WHAT'S INCLUDED IN YOUR BOOTH RENTAL

- For each 100 square feet of exhibit space, receive one complimentary registration
- 50-word company description in the digital syllabus/mobile app
- Visibility on the AOPO Annual Meeting website with your logo and a link to your website
- Enrollment in the mobile app gamification feature to encourage attendees to visit your booth
- Mobile app push notifications reminding attendees when the exhibit hall is open
- Attendance at conference sessions Tuesday – Thursday
- Attendance at the not-to-be-missed Special Event
- Exclusive, non-competing exhibit hall hours
- Opportunities to further elevate your company's brand recognition through additional sponsorship opportunities
- Pipe, drape, and one-line identification sign
- Security provided during the hours when the exhibit hall is closed

EXHIBITOR FLOOR PLAN



Booth Rates

Booth Type	Price Before April 30	Price After April 30
10' x 10' Booth	\$18 per sq. foot	\$20 per sq. foot
10' x 10' Booth <i>non-profit rate</i>	\$16 per sq. foot	\$18 per sq. foot
20' x 20' Island Booth	\$23 per sq. foot	\$25 per sq. foot

*For every 100 sq. feet of exhibit space, receive one complimentary registration.

Booth Selection Schedule

Tuesday, November 30	Platinum Industry Partners
Thursday, December 2	Gold, Silver, Bronze Industry Partners
Wednesday, December 8	Previous Aopo Annual Meeting Exhibitors
Wednesday, December 15	New Exhibitors/Sponsors

*Aopo will make every effort to assign one of the booth spaces requested; however, specific booth assignments are not guaranteed. Industry Partners will be assigned based on date received and level of partnership.

SOLUTIONS SHOWCASE

WHAT

The 2nd annual Solutions Showcase is designed to give AOPO exhibitors and Industry Partners the opportunity to present their latest product and/or service to the OPO community.

WHEN

The Solutions Showcase will take place over 2 - 3 days (based upon participation) the week of June 6th. Each organization will have a 15-minute timeslot with 5-minute breaks between each presentation. There will be a limit of 10 organizations per day.

WHERE

The Solutions Showcase will be hosted on Zoom. All presentations will be recorded and housed on the AOPO Annual Meeting website for one month.

COST

\$750 per organization. AOPO Industry Partners will receive a discount based on partnership level. AOPO Annual Meeting registrants may attend for free.

BENEFITS OF PARTICIPATING

- AOPO will market the Solutions Showcase on our website, via social media, and direct marketing emails.
- AOPO will market the Solutions Showcase on the Annual Meeting website and drive traffic to the Solutions Showcase page where the recordings will be stored.
- Each participating organization will receive a list of attendees that joined their presentation.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS*
SET THE STAGE		
Keynote Speaker – exclusive	\$15,000	Sponsor the keynote speaker. Logo on marketing materials and 1 complimentary registration. Option to have 30-45 second video played before/after presentation & speaker introduction if permissible for ACCME.
Plenary Speakers	\$10,000 each	Logo on marketing materials & speaker introduction if permissible for ACCME.
Breakout Sessions	\$5,000 each	Logo outside of breakout session room & in syllabus. (subject to approval)

**All Annual Meeting sponsors will be recognized on the AOPO Annual Meeting website and mobile app

*No refunds will be granted for cancellation of exhibit space or sponsorships.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS*
IN THE SPOTLIGHT		
Exhibit Hall Entrance Arch *exclusive	\$10,000	Logo on exhibit hall entrance arch.
Pocket Meeting Guide *exclusive	\$5,000	Logo on cover of pocket meeting guide that will be distributed onsite to all attendees.
Ad Package	\$5,000 each	Choose 3: 1 pre-event email to all meeting attendees, 1 ad in digital syllabus, 1 social media post pre-meeting, 1 video on the Annual Meeting website, 1 ad in AOPO newsletter between July – December 2022.
Social Media Post **Limit of 5	\$800 each	1 post to AOPO Instagram, Facebook and Twitter pages within 5 weeks of the Annual Meeting.

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS*
POWER UP		
Mobile App *exclusive	\$15,000	Logo on login page of app plus banner ad within app. (designed by sponsor)
Wi-Fi in the Meeting Rooms *exclusive	\$10,000	Logo on login page and onsite signage. Sponsor has exclusive privileges for naming wifi network and password.
ATTENDEE SWAG		
Water Bottle *exclusive	\$10,000	Your logo on water bottle distributed at registration. Sponsor has input on bottle selection.
Lanyards *exclusive	\$8,000	Logo on official meeting badge lanyard. (single imprint color)
Hand Sanitizer *exclusive	\$5,000	Pocket hand sanitizer with your logo. (single imprint color)

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS*
FOOD FOR THOUGHT		
Executive Directors Lunch *exclusive	\$7,000	Logo displayed on each table and at entrance.
Breakfast or Lunch	\$7,000 each	Logo on signage at buffet tables and table tents on meal tables. Includes sponsored mobile app push notification announcing breakfast and/or lunch. (graphics created by sponsor)
Break Sponsor **Limit of 5	\$5,000 each	Logo on signage at buffet tables. Branded coffee cup sleeves or branded coffee stirrer sticks (dependent on hotel restrictions) Includes sponsored mobile app push notification announcing break (graphics created by sponsor)

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS*
BUT WAIT THERE'S MORE		
Wednesday Evening Special Event	\$7,000	Signage, logo in app and on Annual Meeting website, announcement in-app, acknowledgement at meeting opening session, name a drink
Photo Booth at Wednesday Evening Special Event *exclusive	\$5,000	Keep the memories alive by sponsoring the photo booth at the Special Event.
Monday Evening Grand Opening Reception in the Exhibit Hall	\$7,000 each	Welcome attendees to the annual meeting at the Monday evening reception with logo on signage and decor. In app logo placement and announcement. Branded napkins on bars. Specialty cocktail.

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