



ASSOCIATION OF ORGAN PROCUREMENT ORGANIZATIONS

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

Exhibitor & Sponsorship Prospectus

2023

AOPO ANNUAL MEETING

June 12-15, 2023

Orlando, FL

#AOPOAM23

WWW.AOPO.ORG/ANNUAL-MEETING

ABOUT THE MEETING

2023 Annual Meeting

The 40th 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 12 - 15, 2023 at the JW Marriott Grande Lakes in Orlando, FL.

Fast Facts From the 2022 Annual Meeting

100% MEMBER OPO PARTICIPATION

57 EXHIBITORS & SPONSORS AND 19 INDUSTRY PARTNERS

EXHIBITORS FROM OVER 11 DIFFERENT INDUSTRIES

CLOSE TO 800 ATTENDEES

88% OF ATTENDEES SAID THEY ARE EITHER LIKELY OR EXTREMELY LIKELY TO RECOMMEND THE AOPO ANNUAL MEETING TO A COLLEAGUE

WHY YOU SHOULD EXHIBIT

- Connect with current and prospective clients at the nation's largest gathering of OPO professionals
- Introduce new products and services through product demonstrations
- Generate qualified leads, conduct market research, and gain valuable industry knowledge
- Build visibility for your company in a competitive marketplace
- Expose your brand, products, and services to OPO decision-makers

WHAT'S INCLUDED IN YOUR BOOTH RENTAL

- Each 8x10 square foot booth fee includes 1 complimentary meeting registration, 1 table, 2 chairs, and a wastebasket.
- Breakfast and Lunch on Tuesday and Wednesday
- 50-word company description in the mobile app
- Complimentary basic WiFi access
- 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

Please Note: The exhibit hall is in a carpeted ballroom - no need to purchase carpet for your booth.

Electrical service is NOT included with your booth fee

EXHIBIT HALL FLOOR PLAN

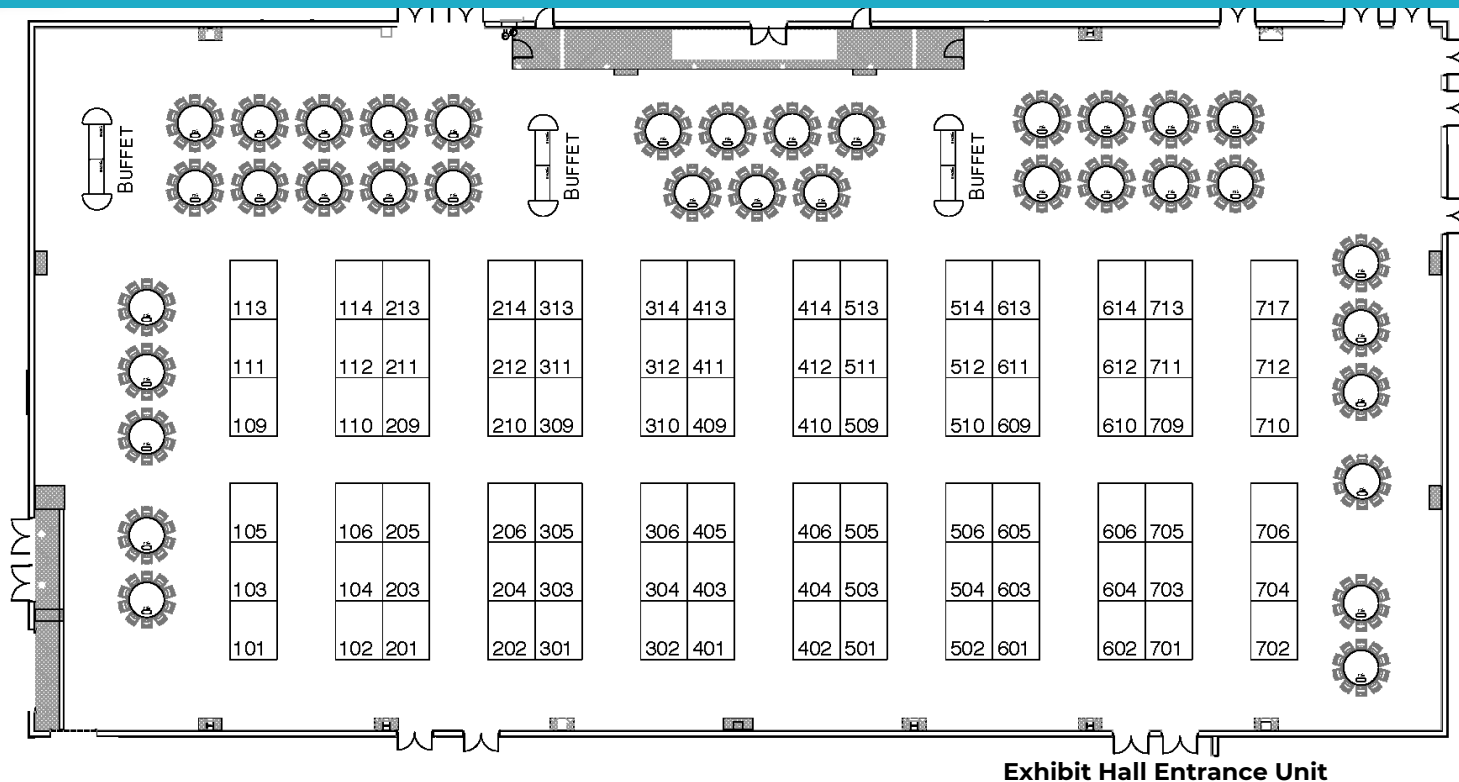


Exhibit Hall Entrance Unit

Exhibitor Application:

www.surveymonkey.com/r/2023AOPOAMExhibit

Booth Rates

Booth Type	Price Before April 30	Price After April 30
8' x 10' Booth	\$2,500	\$3,200
8' x 10' Booth <i>non-profit rate</i>	\$2,250	\$2,950
Interested in an island booth or purchasing multiple booths? Email meetings@aopo.org		

*Each 8' x 10' booth includes 1 complimentary meeting registration, 1 table, 2 chairs and a wastebasket.

Booth Selection Schedule

Tuesday, November 15	Platinum Industry Partners
Thursday, November 17	Gold, Silver, Bronze Industry Partners
Monday, November 21	Previous AOPO Annual Meeting Exhibitors
Monday, November 28	New Exhibitors

*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 the exhibitor application is submitted and level of partnership.

EXHIBIT HALL SCHEDULE

SUBJECT TO CHANGE

Monday, June 12 th	
12:00 pm – 4:30 pm	Exhibitor Set-up
5:30 pm – 7:00 pm	Grand Opening Reception in the Exhibit Hall
Tuesday, June 13 th	
7:00 am – 8:15 am	Breakfast with Exhibitors
10:30 am – 11:00 am	Break in Exhibit Hall
12:00 pm – 1:30 pm	Networking Lunch in the Exhibit Hall
2:30 pm – 3:00 pm	Break in Exhibit Hall
Wednesday, June 14 th	
7:00 am – 8:15 am	Breakfast with Exhibitors
10:30 am – 11:00 am	Break in Exhibit Hall
12:00 pm – 1:30 pm	Networking Lunch in the Exhibit Hall
2:30 pm – 3:00 pm	Break in Exhibit Hall
3:30 pm – 7:30 pm	Exhibitor Move-out
8:00 pm – 11:00 pm	AOPPO Special Event <i>Note: The Special Event will not take place in the Exhibit Hall. However, Exhibitors are welcome to attend and continue networking with attendees.</i>



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS
IN THE SPOTLIGHT		
Annual Meeting Media Sponsor *exclusive	\$20,000	Sponsor the video recording of the Annual Meeting plenary sessions and, with your support, these videos will be made available to AOPO members on AOPOplus following the meeting. Your logo will be displayed in the video window. Your company logo and brand will continue to receive exposure long after the meeting has ended.
Exhibit Hall Entrance Unit *exclusive	\$10,000	Logo on exhibit hall entrance unit.
Ribbon Wall *exclusive	\$6,000	Logo on Ribbon Wall where attendees can decorate their name badges. Ribbon Wall located near onsite registration desk.
Pocket Meeting Guide *exclusive	\$5,000	Logo on cover of pocket meeting guide which displays all important Annual Meeting schedule and information that will be distributed onsite to all attendees.

**All Annual Meeting sponsors will be recognized on the Annual Meeting website, mobile app, onsite signage, and slides that play in all session rooms in addition to the AOPO meeting communications prior to and following the meeting.

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

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INVESTMENT	BENEFITS
STAY CONNECTED		
Mobile App *exclusive	\$10,000	Logo on the login page of the app plus banner ad within the app.
Registration Website & Desk *exclusive	\$5,000	Logo on online registration site. Includes onsite signage at attendee registration.
WiFi in the Meeting Rooms *exclusive	\$12,500	Logo on the login page. Sponsor can name WiFi network and password. Signage on session tables in addition to onsite signage.
Social Media Posts	\$800 each	1 post to the AOPO Instagram, Facebook, Twitter, or LinkedIn (choice of 2) within 5 weeks prior to the Annual Meeting start. **LIMIT OF 5
Custom Attendee Email	\$1,500 each	Send your message pre or post event directly to Annual Meeting attendees! Limited opportunities available.
ATTENDEE SWAG		
Lanyards *exclusive	\$10,000	Logo on official meeting badge lanyard. (single color)
Hand Sanitizer *exclusive	\$5,000	Pocket hand sanitizer with your logo. (single color)

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SPONSORSHIP	INVESTMENT	BENEFITS
FOOD FOR THOUGHT		
New OPO Leaders Lunch and OPO CEO Lunch *exclusive	\$7,500	Logo displayed on each table and at the entrance to the room for both the Monday New Leaders Lunch and Tuesday CEO Lunch.
Breakfast Sponsor	\$10,000	Sponsorship is for all breakfasts (Breakfast on Tuesday, Wednesday, and Thursday). Logo on signage at buffet tables and table tents on meal tables. Includes sponsored mobile app push notification announcing breakfast.
Lunch Sponsor	\$7,500	Sponsorship is for both Lunches (Lunch on Tuesday and Wednesday). Logo on signage at buffet tables and table tents on meal tables. Includes sponsored mobile app push notification announcing lunch.
Break Sponsor	\$7,500	Sponsorship is for both morning and afternoon breaks on either Tuesday or Wednesday. Logo on signage at food and beverage stations. Branded coffee cup sleeves (dependent on hotel restrictions) Includes sponsored mobile app push notification announcing break.

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SPONSORSHIP	INVESTMENT	BENEFITS
BUT WAIT THERE'S MORE		
AOPO Special Event	\$10,000	Signage, logo in-app and on the Annual Meeting website, announcement in-app, acknowledgment at the meeting opening session, and ability to name a drink at the Wednesday evening Special Event.
Photo Booth *exclusive	\$7,500	Keep the memories alive by sponsoring the photo booth at the Wednesday evening AOPO Special Event.
Live Musical Entertainment *exclusive	\$7,500	Acknowledgment on the Annual Meeting website, in the mobile app, on event signage, and a special "shout out" from the stage at the Wednesday evening AOPO Special Event.
Grand Opening Reception in the Exhibit Hall	\$10,000	Welcome attendees to the Annual Meeting Grand Opening Reception Monday evening in the Exhibit Hall with your logo on signage and décor. In-app logo placement and announcement. Branded napkins on bars. Specialty cocktail option available at an additional cost.

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