

ACFAS **2023** SCIENTIFIC CONFERENCE



LOS ANGELES ★ **FEBRUARY 9-12**

SPONSORSHIP PROSPECTUS



**American College of
Foot and Ankle Surgeons®**

Proven leaders. Lifelong learners. Changing lives.

AnnualConference.acfas.org

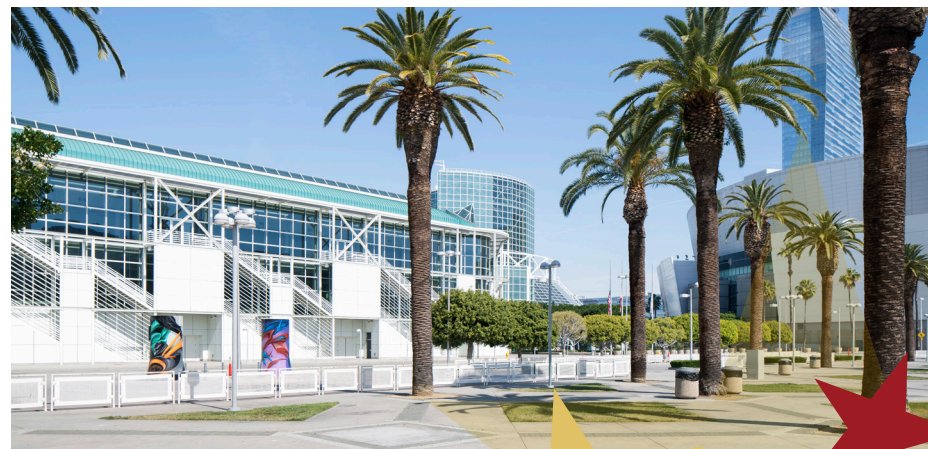
Sponsorship Details and Pricing



Sponsorships give you the unique opportunity to get your brand in front of foot and ankle surgeons throughout the Annual Scientific Conference. Sponsorships are utilized by companies to accomplish their branding and engagement goals.

There are numerous ways to creatively engage with attendees. All sponsors must also reserve an exhibit booth in order to participate in the ACFAS sponsorship program. **See page 10 for levels of sponsorship recognition.**

To reserve sponsorship or ask questions, please contact Greg Andruch at 630-929-7972 or gandruch@heiexpo.com.



Educational Grants*

Get unmatched visibility with key decision-makers beyond the Exhibit Hall. The ACFAS Annual Scientific Conference offers a variety of educational grant sponsorships that reach a targeted audience based on specific areas of interest. We offer an extensive selection of choices:

- **Pre-Conference Clinical Workshop - \$15,000 Half-day Workshop/\$25,000 Full-day Workshop**
Preceding the Annual Scientific Conference, a full day of clinical workshops is offered. These popular CME courses offer surgeons a hands-on opportunity to learn about the latest and greatest surgical techniques. This year's pre-con workshops will focus on Complex Cases, MIS, and Soft-Tissue Reconstruction. Sponsor will be requested to provide instrumentation and staff to conduct the workshop. In return, the sponsor of these workshops will receive recognition in a variety of formats – from our website, on the conference app, and in follow-up emails. The sponsor of these pre-conference workshops will also be given the opportunity to deliver one non-CME webcast after ACFAS 2023 to all members as follow-up.
- **Residents' Day - \$50,000**
Residents' Day offers engaging talks, career advice, and networking opportunities to residents and senior residents. The sponsor of will receive recognition in a variety of formats – from our website, on the conference app, and in follow-up emails.
- **Residency Directors Forum - \$25,000**
This complimentary and well-attended event brings together residency directors, faculty and program coordinators, fellowship directors, and school Deans for a half-day of learning and networking. The sponsor of will receive recognition in a variety of formats – from our website, on the conference app, and in follow-up emails.
- **Industry Innovations Theater - \$15,000**
Run your own dedicated, 30-minute non-CME session in the Exhibit Hall during expo-only hours. Your session will be promoted on the website, through emails, and through the ACFAS 2023 app. Benefits include one table to display materials, listing in the digital program and ACFAS 2023 app, ability to have two (2) roll-up banners promoting the session/sponsoring company on display, announcement on the expo floor 10 minutes prior to the start of the presentation, ability to distribute literature/handouts as attendees walk-in or placed at their seats.

Educational Grants Continued

- **Keynote Lecture - \$20,000**

Sponsor our ACFAS 2023 Keynote speaker. Sponsorship recognition includes the opportunity to introduce the speaker as well as recognition through on-site and digital promotion!

- **Hands-On Workshops - \$12,000**

These popular 3 1/2 hour CME workshops fill up quickly and offer an intimate environment for attendees to learn one-on-one by performing advanced surgical techniques. Sponsor will be requested to provide instrumentation and staff to conduct the workshop. In return, the sponsor of these workshops will receive recognition in a variety of formats – on the ACFAS website, the ACFAS 2023 app, and in follow-up emails. The sponsor of these workshops will also be given the opportunity to deliver one non-CME webcast after ACFAS 2023 to all members as follow-up.

- **Student Club Scholarship Fund - \$10,000** (Multiple sponsorships available)

This sponsorship provides funding for ACFAS Student Club Members to attend the Annual Scientific Conference education programs by underwriting registration fees for students. Sponsor Benefits include verbal acknowledgement, recognition at the Student Clubs, acknowledgement in the ACFAS Update newsletter, and acknowledgement in correspondence with medical students.

- **Pre-Conference Course: Coding & Billing - \$9,000**

This event, popular with physician attendees, offers the sponsor company visibility on take-home course material and on signage at the course. This is an ideal opportunity for companies offering practice management products and services. Sponsor benefits include promotion on the ACFAS website, the ACFAS 2023 app, and in follow-up emails after the conference.

- **Pre-Conference Course: Coding & Billing Fundamentals - \$6,000**

This half-day course is meant to give physician attendees and those new to practice management an introduction to coding and billing. Sponsor benefits include promotion on the ACFAS website, the ACFAS 2023 app, and in follow-up emails after the conference.

- **General Support of Annual Scientific Conference**

This sponsorship provides funding for general operation of the Annual Scientific Conference and offers recognition through both on-site and digital promotion.

See page 10 for levels of sponsorship recognition.



Events and Experiences

- **Resident/Student Networking - \$25,000**

This event is held one hour prior to our welcome reception and is the perfect opportunity to connect with residents and students in an informal, networking environment. As a sponsor, you'll be able to welcome attendees, distribute materials, and will be recognized through on-site signage and digital media.

- **Opening Networking Event Thursday Evening - \$25,000**

The largest social event of the Conference. The event is open to all Conference attendees, guests, and exhibitors. Your company logo will be posted on signage at the entrance and elsewhere throughout the Conference, acknowledgement in the Final Program, ACFAS 2023, other ACFAS publications and website.

- **Industry Presentation/Demo Breakfast—\$15,000 plus expenses** (6:30–7:30 am, Friday/Saturday)

Host a non-CME educational, research or marketing event, designed by you and held at a non-conflicting time.

- **After-Hours Industry Presentation/Demo Evening Even - \$15,000 plus expenses** (7:30 pm Thursday, 6:15 pm Friday/Saturday)

Host a non-CME educational, research or marketing event, designed by you and held at a non-conflicting time.

- **Wrap Party - \$25,000**

Help close out ACFAS 2023 in style by supporting our closing event on Saturday evening at the Grammy Museum in Los Angeles! Just steps away from the LA Convention Center, we expect to sell out this event at this historic venue. As a sponsor, you will be able to welcome attendees, distribute materials, and be recognized through a variety of signage and through digital media. Sponsorship of this event is limited to one company.

- **Poster Awards - \$14,000**

Sponsorship of our prestigious poster awards will provide 1st, 2nd and 3rd place awards for our winners. Sponsorship recognition includes promotion through a variety of on-site signage and digital media as well as formal recognition at our Honors and Awards Ceremony.

Events and Experiences Continued

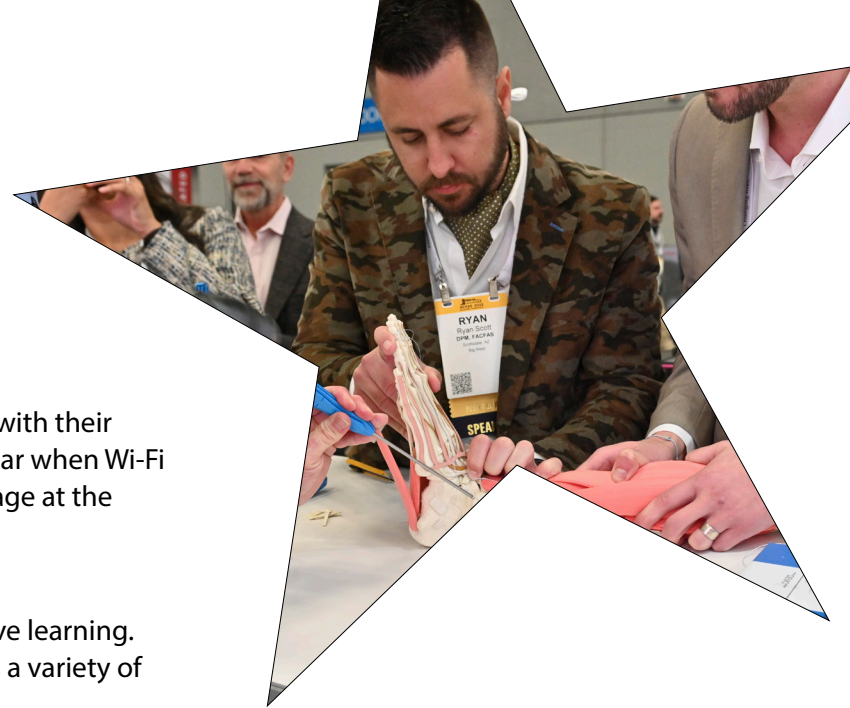
- **Manuscript Awards - \$12,000**
The Manuscript Awards support will provide 1st, 2nd, and 3rd place awards and four Honorable Mention awards. Sponsorship recognition includes company name and logo on signage at the Annual Honors and Awards Ceremony and acknowledgment in the Final Program and ACFAS app.
- **ACFAS Scavenger Hunt – Main Sponsor \$15,000, Participating Sponsor \$5,000**
The Scavenger Hunt is an opportunity to engage in a fun, attendee-facing experience, while driving traffic directly to your booth. Attendees will need to collect answers to questions, and stamps, that they can only obtain from your booth. Sponsor will be able to collect contact information for all attendees participating. Main sponsor booth will be the final destination with raffle drum and will be the location for winner announcements each show day.

See page 10 for levels of sponsorship recognition.



Product(s) and Branding Opportunities

- **Wi-Fi Access in Exhibit Hall - \$35,000**
Provide an essential service for Annual Scientific Conference attendees to stay connected with their practice and day-to-day business while away from the office. Your company logo will appear when Wi-Fi is accessed and you'll be able to choose the password. Recognition will be posted on signage at the entrance to the exhibit hall and elsewhere throughout the conference.
- **The Hub - \$25,000**
This large, open-space theater is the go-to spot on the Exhibit Hall floor for lively, interactive learning. Your logo will appear in multiple locations, including the entrance to the theater as well as a variety of on-site and digital promotions.
- **Hotel Key Cards - \$30,000**
Your company logo will be the first thing attendees see as they check into the hotel! The key cards are at all of the main ACFAS 2023 hotels. Take advantage of the high profile sponsorship!
- **HeadShotLOUNGE™ - \$20,000**
Provide attendees with a new professional headshot! Your logo will be displayed on signage and on all photos/email confirmations to attendees. Average of 400 attendees attend this. Attendees will have their badges scanned at the HeadShotLOUNGE and the sponsor will be provided this information after the conference.
- **Morning Coffee Break - \$12,000 per day, \$30,000 for all three days**
Your logo will appear on signage at up to six beverage distribution locations during our morning coffee breaks.
- **Conference Session Listing - \$12,000**
All registrants receive a condensed daily schedule. Include your logo on the front cover and receive an ad on the outside back cover.
- **Afternoon Snack Break - \$12,000 per day, \$35,000 for three days**
All attendees appreciate a break at the conference. Your logo will appear on signage in the Exhibit Hall. This high traffic area will be a highlight of the afternoon!



Product(s) and Branding Opportunities Continued

- **Conference Backpacks - \$35,000**
Each attendee will have your logo on a high-quality conference backpack that will be utilized during conference hours and after. A great way to promote your company before, during and after the conference.
- **Escalator Runners & Floor Decals - Contact Greg Andruch for availability & pricing**
The heart of the conference includes escalators and floor decals that can be sponsored with your logo. Opportunities for placement of company or product branded escalator runners are available in a prominent area within the convention center. Sponsorship includes production of the runners, installation, and removal.
- **Column Wraps - Contact Greg Andruch for availability and pricing**
Available in multiple locations. Sponsorship includes production of the panels, installation, and removal.
- **Hanging Aisle Sign Branding – \$20,000**
Each aisle will include sponsor logo under ACFAS aisle sign. Multiple aisles and exposure throughout the show.
- **Show Floor Clings - Contact Greg Andruch for availability & pricing**
Locations include at the front of entrance, restrooms and food and buffets areas.
- **Exclusive Giveaway Sponsor - \$15,000**
Be the exclusive sponsor of one additional giveaway item which will be distributed at registration.
- **Registration Lanyards - \$25,000**
All attendees will wear your logo at the conference! The lanyards are handed out at the Annual Scientific Conference and will include both your logo and the ACFAS logo. It is a great way to gain exposure to each and every attendee!
- **Business Suite on the Show Floor - \$10,000**
The business suite is a chance to meet with clients in a private area. It can be an opportunity to create meetups and impromptu meetings right on the show floor. The 10 x 20 private office for all three show days to conduct meetings based on your needs and schedule.

See page 10 for levels of sponsorship recognition.

Digital Media Opportunities

- **Digital Final Program - \$15,000**

This valuable conference resource contains the Annual Scientific Conference schedule and list of manuscript and poster presentations. Approximately 2,000 program attendees will access this through our website and the ACFAS 2023 app. Sponsor's name and logo will appear on the front cover of the program and ACFAS 2023 app; and sponsor will receive a full-page ad in the program.

- **Mobile App Splash Screen - \$15,000**

Let your company name be the first thing our attendees see! The ACFAS 2023 app will be available starting January 2023 until 90 days after the Annual Scientific Conference ends. Your company's corporate logo and booth number are launched each time an attendee opens the app.

- **ePoster - \$9,000**

ACFAS 2023 Posters will be viewed on-site on paper and electronically on the Annual Scientific Conference website following the conference. Supporter is recognized with corporate logo on Posters Online with six months of corporate logo recognition on ACFAS website.

- **Mobile App Banner Ads - \$4,000**

Your company logo and booth number rotate on the ACFAS 2023 app after our attendees open it. Metrics for the Annual Scientific Conference include over 7,500 visits.

- **Digital Sign Opportunities at the Convention Center**

See page 10 for levels of sponsorship recognition.

Advertising Opportunities

ACFAS offers the following opportunities to place your advertising message in front of foot and ankle surgeons.

ACFAS Update

Update is the official ACFAS member newsletter. Published on a bi-monthly basis in full color, *Update* reaches an audience of over 7,600 foot and ankle surgeons. Multiple insertion discount rates are available to advertisers. For advertising rates and specifications, or to download an insertion order, visit [ACFAS.org/update](https://www.acfas.org/update).

Journal of Foot & Ankle Surgery (JFAS)

The Journal of Foot & Ankle Surgery is the official peer reviewed journal of the ACFAS. It is published six times a year by Elsevier Science. *JFAS* is provided as a membership benefit to all members of the College. Subscriptions are available for other interested individuals and institutions. All subscribers have full access to the online version of *JFAS*. For advertising information visit www.jfas.org/contentcontact-us.

Corporate Partner Mall

All ACFAS corporate partners receive a complimentary listing, with a link to the partner's website, in the ACFAS Corporate Sponsor Mall under Education & Professional Development at ACFAS.org.

Advertising Details for Digital Conference Program

- Program trim size is 8 1/2" wide x 11" high. For "Bleed Ad" border must extend 1/8" beyond the trim marks. Otherwise leave 1/4" white space or margin on all sides of ad.
- Ads must be a HIGH RES PDF FILE with crop marks.
- Please indicate ad type and size when submitting the ad and state whether or not it is a bleed ad or non-bleed ad.
- Email ads to Maggie Hjelm at hjelm@acfasc.org by Dec. 10, 2022.
- Contact ACFAS for more detailed Ad Specifications.

See page 10 for levels of sponsorship recognition.

Sponsorship Recognition

DETAILS	DIAMOND ELITE* \$150,000 +	PLATINUM ELITE* \$100,000 +	GOLD \$75,000 to \$99,000	SILVER \$50,000 to \$74,999	BRONZE \$25,000 to \$49,999	COPPER \$24,999 to \$5,000
Your company representative will be the VIP to cut the ribbon and lead participants into the Exhibit Hall	★					
Selection of priority exhibit space for Annual Scientific Conference	★					
Your company product ad on 6' tall panel in designated area	★					
Includes meeting with ACFAS executive board, Invitation to board reception at ACFAS, Elite ribbon badge, complimentary consultation suite on show floor (comp access based on first come first served)	★	★				
Complimentary ad in final Annual Scientific Conference Program	FULL	FULL	HALF			
Complimentary tickets to Wrap Event	4	4	4	4		
Door Drops allowed with approval by January 6, 2023	★	★	★	★		
Pre-conference Mailing Lists <i>(mailer must be approved by January 6, 2023)</i>	★	★	★	★	★	
Your company name and logo will appear in signage at the event	★	★	★	★	★	★
Your company name listed with all sponsors in a streaming video at the Opening General Session and throughout the conference	★	★	★	★	★	★
Your company name acknowledged in the final Annual Scientific Conference Program and ACFAS 2023 app	★	★	★	★	★	★
Company will be recognized in Update, the ACFAS member newsletter	★	★	★	★	★	★
Listing in ACFAS website, Corporate Sponsor Mall, including a link to your website	★	★	★	★	★	★
Designation as a member of ACFAS 2023 CORPORATE CIRCLE at your booth at the Annual Scientific Conference	★	★	★	★	★	★

Contact Greg Andruch at 630-929-7972 or gandruch@heiexpo.com with any questions and to reserve your sponsorship.