

North American Skull Base Society

# 28<sup>th</sup> Annual Meeting

February 16-18, 2018, Loews Coronado Bay, Coronado, California



## EDUCATIONAL GRANT OPPORTUNITIES

### DIAMOND LEVEL SUPPORT (Educational Grant): \$35,000\*

ACKNOWLEDGED AS SUPPORTER OF:

- ✓ Scientific Posters
- ✓ Main Social Event
- ✓ Welcome Reception
- ✓ Lunches
- ✓ Daily Refreshment Breaks

ACKNOWLEDGED AS DIAMOND LEVEL SUPPORTER:

- ✓ On-site with signage, slides and verbal recognition during breaks in session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS meeting app with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of NASBS
- ✓ On sign for display in exhibit booth (*booth not included with levels support*)

RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

### PLATINUM LEVEL SUPPORT (Educational Grant): \$20,000\*

ACKNOWLEDGED AS SUPPORTER OF:

- ✓ Scientific Posters
- ✓ Welcome Reception
- ✓ Lunches
- ✓ Daily Refreshment Breaks

ACKNOWLEDGED AS PLATINUM LEVEL SUPPORTER:

- ✓ On-site with signage, slides and verbal recognition during breaks in session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS meeting app with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of NASBS
- ✓ On sign for display in exhibit booth (*booth not included with levels support*)

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### GOLD LEVEL SUPPORT (Educational Grant): \$12,000\*

ACKNOWLEDGED AS SUPPORTER OF:

- ✓ Welcome Reception
- ✓ Lunches
- ✓ Daily Refreshment Breaks

ACKNOWLEDGED AS GOLD LEVEL SUPPORTER:

- ✓ On-site with signage, slides and verbal recognition during breaks in session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS meeting app with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of NASBS
- ✓ On sign for display in exhibit booth (*booth not included with levels support*)

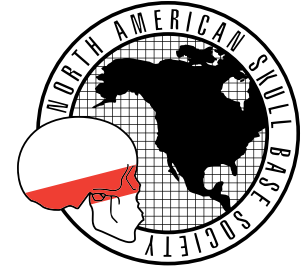
RECEIVE PRE- AND POST-MEETING REGISTRATION LIST

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## EDUCATIONAL GRANT OPPORTUNITIES CONTINUED

### **SILVER LEVEL SUPPORT (Educational Grant): \$6,000\***

ACKNOWLEDGED AS SUPPORTER OF:

- ✓ Welcome Reception
- ✓ Daily Refreshment Breaks

ACKNOWLEDGED AS SILVER LEVEL SUPPORTER:

- ✓ On-site with signage, slides and verbal recognition during breaks in session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS meeting app with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of NASBS
- ✓ On sign for display in exhibit booth (*booth not included with levels support*)

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### **BRONZE LEVEL SUPPORT (Educational Grant): \$3,000\***

ACKNOWLEDGED AS SUPPORTER OF:

- ✓ Daily Refreshment Breaks

ACKNOWLEDGED AS BRONZE LEVEL SUPPORTER:

- ✓ On-site with signage, slides and verbal recognition during breaks in session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS meeting app with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of NASBS
- ✓ On sign for display in exhibit booth (*booth not included with levels support*)

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### **RHOTON ROOM (Educational Grant): \$4,000\***

The Rhoton Room which honors the life and work of the late Albert L. Rhoton Jr., MD will offer scientific sessions and cadaver dissections over the course of two days. Each day will include three separate series beginning with a 3D Anatomy presentation followed by pertinent diagnostic imaging. These activities will be followed by two teams of surgeons participating in Dueling Dissections whereby they will demonstrate their preferred techniques on cadaveric specimens. The first day will focus on open procedures and the second day on endoscopic procedures.

### **KEYNOTE SESSION (Educational Grant): \$3,500\***

The keynote address will be presented by a motivational speaker, to be announced shortly. Be recognized as the exclusive supporter of the address with acknowledgement in the Final Program, signage, the meeting app, the room slide and by verbal recognition during the introduction. Like past NASBS keynote addresses, this one is sure to inspire attendees with a focus on achieving the impossible and rising up against all odds.

\*Support for the 2018 Annual NASBS Meeting is considered an educational grant, subject to ACCME Standards of Commercial Support. A signed Letter of Agreement must be received in advance of the meeting in order for support to be acknowledged. There is no need to purchase a booth in order to provide an educational grant. No logos will be used in any form of acknowledgement per ACCME criteria.

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## MARKETING & VISIBILITY OPPORTUNITIES

### DIAMOND CORPORATE VISIBILITY PACKAGE: \$50,000

- ✓ One dinner symposium on February 15 or 16 (on a space availability basis)
- ✓ One 10x20 exhibit space
- ✓ One banner ad on meeting app
- ✓ Acknowledged as supporter of scientific posters, main social event, welcome reception, lunches and daily refreshment breaks

ACKNOWLEDGED AS DIAMOND CORPORATE VISIBILITY SUPPORTER:

- ✓ With signage, slides and verbal recognition during breaks in scientific session room
- ✓ In Meeting App
- ✓ In pre-meeting marketing materials
- ✓ On NASBS website with hyperlink to company website
- ✓ In *Skull Base Surgery Journal*, the official journal of the NASBS
- ✓ On sign for display in exhibit booth

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### OFFICIAL DOOR DROP: \$6,000 + Hotel Costs

Be one of the first companies visible to attendees by having an announcement, invitation, or sales literature hand-delivered to the hotel room of every registered NASBS attendee. Material must be approved by NASBS management in advance.

### PILLAR WRAPS: \$4,000 for One, \$7,000 for Two + Production and Hotel Costs

Wrap the pillars outside of the entrance to the scientific session room. You may choose to wrap one or two pillars. Your company branding and message will be prominently displayed as attendees make their way into the scientific sessions each day. Contact NASBS Management for specs. All artwork must be approved by NASBS management prior to production.

### EXHIBIT AISLE SIGNS: \$4,000 + Production and Rigging

Draw more traffic to your booth by placing your company name throughout the exhibit hall on every aisle sign. The signs will include your company logo, making it easy for attendees to find your booth.

### EXHIBITS: \$3,300 Early Bird Rate (on or before December 1, 2017), \$3,500 (after December 1, 2017)

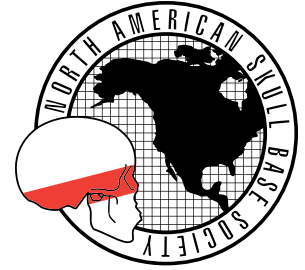
The NASBS meeting will feature an exhibit hall with pipe & drape booths. The booth package includes 8' high background drape, 3' high side drape, one exhibitor identification sign, one (1) 6' draped table, two (2) side chairs and one (1) wastebasket. Scientific posters will be located in the exhibit hall. Daily refreshment breaks, lunches and the Welcome Reception will be held in the exhibit hall. Please contact Jenay Root via phone: 310-424-3326, ext. 127 or email: [jenay@nasbs.org](mailto:jenay@nasbs.org).

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## MARKETING & VISIBILITY OPPORTUNITIES CONTINUED

### **KEY CARDS: \$3,000 + Production and Hotel Costs**

Want to make a big visual impact? Put your company's artwork on the hotel room key cards for the NASBS meeting participants. One of the first things attendees will see upon arrival, and something they will continue to use and see everyday is their hotel room key card. Put your company logo and the meeting logo on the key card for high visibility.

### **CHARGING STATION: \$2,500 + Production**

Gain extra visibility by sponsoring the charging station for mobile devices. The station will be located in the Registration area, making it highly visible to attendees as they take advantage of the opportunity to charge up their devices throughout the meeting.

### **MEETING APP ADVERTISING: Prices Vary**

Put attendees in the palm of your hand by advertising on the NASBS meeting app for mobile devices. Opportunities include banner ads, extended company description for exhibitors, inclusion of media item in exhibit listings and more. For a list of opportunities and prices, please contact Jenay Root via phone: 310-424-3326, ext. 127 or email: [jenay@nasbs.org](mailto:jenay@nasbs.org).



To apply for support and visibility opportunities, please use the following link:  
[www.nasbs.org/support-visibility-opportunities](http://www.nasbs.org/support-visibility-opportunities)

## FOR MORE INFORMATION

The NASBS values our relationship with industry and appreciates your thoughtful consideration of supporting the Annual Meeting. On behalf of the NASBS leadership, we invite you to join us in Coronado, California, February 16-18, 2018 to be part of this exciting and important meeting.

Questions about any of the above opportunities may be directed to Jenay Root at:

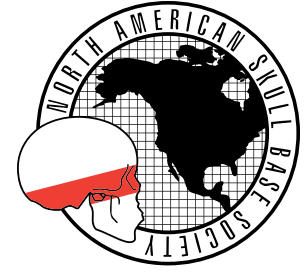
EMAIL: [jenay@nasbs.org](mailto:jenay@nasbs.org) | PHONE: 310-424-3326, ext. 127

**NASBS is a 501(c)(3) nonprofit organization. Tax ID: 84-1122414**

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## INDUSTRY-SUPPORTED SATELLITE SYMPOSIUM

*Included in Diamond Corporate Visibility Package*

### INDUSTRY-SUPPORTED SATELLITE SYMPOSIA GUIDELINES

“Satellite Symposium”: Refers to any activity that is deemed educational in nature and is independently organized and offered by another organization.

### APPLICATION SUBMISSION PROCESS AND DEADLINES

Please submit the official NASBS Satellite Symposia Application and a copy of the program. The program should include the title of the program and presentations, learning objectives, needs assessment, target audience and method of invitation. Please note that time and space are limited. **Application Deadline: October 27, 2017.**

### CRITERIA FOR ELIGIBILITY

Acceptance of the proposed satellite symposium will be based on educational content. The satellite symposium must meet the following criteria:

- Provide high-quality information that practicing physicians and surgeons need to provide improved patient care
- Offer balanced information and provide an objective viewpoint of the subject matter presented

#### **The Organization must:**

1. Fulfill any funding obligations
2. Hold NASBS harmless from any and all claims that may result from the meeting

#### **NASBS reserves the right to:**

1. Limit the number of industry organized events
2. Consult with the organization to assure appropriateness of any activity outcome

### SCHEDULING

The following times are available:

- Thursday, February 15, 2018, 6:30 pm – 8:30 pm
- Friday, February 16, 2018, 7:30 pm – 9:30 pm

### MARKETING

NASBS encourages independent promotion of approved symposia. All marketing materials must be approved through NASBS prior to release and distribution. Commercial displays will not be allowed in the meeting room at anytime. Signage at the hotel will be allowed only on the day of the symposium. Signs are limited to two in front of the session room, two hours in advance of the symposium.

NASBS will promote the program in the following methods:

1. Symposia are posted on the NASBS website
2. Symposia guide is provided in the program schedule and in the Final Program
3. To assist with your marketing efforts, NASBS will provide a pre-registration mailing list

**Financial Considerations-Direct Costs:** All organizations will be responsible for the management of their event's logistics and payment of direct costs associated with promotion, presenters, catering and audio-visual equipment & labor. Upon NASBS approval of the satellite symposium, the symposium provider will be invoiced for the total due. Payment is expected within 30 business days of invoice issuance.