



ASAP's

Chiari & Syringomyelia Conference

Princeton, NJ

July 23-26, 2014

Exhibitor & Sponsorship
Opportunities



Providing information and support for 26 years

ASAP's

Chiari & Syringomyelia Conference

July 23-26, 2014

Host

Erol Veznedaroglu, MD, FACS, FAANS, FAHA

Director, Capital Institute for Neurosciences

Chairman, Department of Neurosurgery

Capital Health



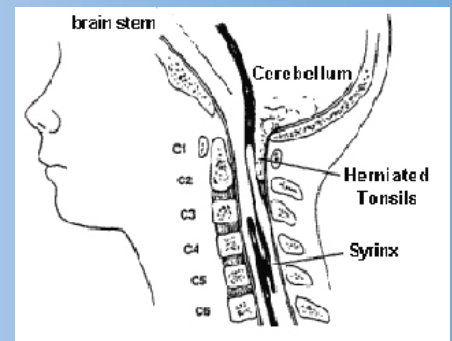
The American Syringomyelia & Chiari Alliance Project, Inc. provides an outstanding opportunity to reach patients, caregivers and the medical community at its national conference. Increase your marketing capacity while supporting the nation's oldest and largest organization dedicated to serving the people affected by syringomyelia (SM) and Chiari malformation (CM).

WHAT IS SYRINGOMYELIA (SM)? (sear-IN-go-my-EEL-ya)

Syringomyelia, often referred to as SM, is a chronic spinal cord disorder. Spinal fluid is forced into the spinal cord, forming a cavity called a syrinx. This damages the spinal cord and can result in disabling symptoms such as pain, paralysis, loss of sensation, loss of bowel and bladder control, or scoliosis. The most common cause is the Chiari malformation. It can also occur as a result of spinal cord injury, tumor, meningitis, or tethered spinal cord. Patients may be subjected to multiple surgeries and there is no known cure.

WHAT IS CHIARI MALFORMATION (CM)? (Kee-AR-ee)

Chiari malformation, often referred to as CM, is a congenital condition in which the lower portion of the brain known as the cerebellar tonsils hang below the skull opening into the spinal canal. This can result in problems with coordination and balance, severe headaches, hydrocephalus, difficulty swallowing, visual disturbances and other neurological symptoms. Patients may be subjected to multiple surgeries and there is no known cure.



AN INVESTMENT IN ASAP IS AN INVESTMENT IN THE FUTURE

- * Nearly one million individuals are diagnosed with SM/CM today. Medical experts say that this is a conservative estimate and the numbers could be much greater.
- * The organization averages 300,000 visits to the website **www.ASAP.org** each year.
- * 15,000 readers subscribe to ASAP's bi-monthly newsletter, *ASAP Connections*.
- * Over 30,000 supporters, volunteers, friends and medical experts compose our growing membership.
- * Hundreds of individuals participate in ASAP's support groups nationwide.
- * ASAP receives over 3,000 requests for free information packets annually.

ASAP Sponsorship Opportunities



ASAP designs sponsorship packages to maximize partners' exposure at our conference and beyond. Each includes a special "leadership spotlight," which allows us to recognize individual sponsors at carefully selected events. We look forward to working with you to create a package that meets your marketing and philanthropic goals.

PRESENTING

\$10,000

- * Designation as a Presenting Level Sponsor at all conference sessions
- * Visible signage
- * Full-page ad in the conference program distributed to all attendees
- * Insert of a flyer or sample in the conference gift bags
- * Your logo in the conference issue of ASAP's newsletter, *ASAP Connections*
- * Identification as a Presenting Level Sponsor on ASAP's website, with your logo linking to your homepage
- * Booth space in a prime location in the exhibit area
- * Four complimentary conference registrations (may be used to sponsor a family or medical professional)

PLATINUM

\$7,500

- * Designation as a Platinum Level Sponsor at all conference sessions
- * Visible signage
- * Three-quarter page ad in the conference program distributed to all attendees
- * Insert of a flyer or sample in the conference gift bags
- * Your logo in the conference issue of ASAP's newsletter, *ASAP Connections*
- * Identification as a Platinum Level Sponsor on ASAP's website, with your logo linking to your homepage
- * Booth space in a prime location in the exhibit area
- * Three complimentary conference registrations (may be used to sponsor a family or medical professional)

GOLD**\$5,000**

- * Designation as a Gold Level Sponsor at all conference sessions
- * Visible signage
- * Half-page ad in the conference program distributed to all attendees
- * Insert of a flyer or sample in the conference gift bags
- * Your logo in the conference issue of ASAP's newsletter, *ASAP Connections*
- * Identification as a Gold Level Sponsor on ASAP's website, with your logo linking to your homepage
- * Booth space in a preferred location in the exhibit area
- * Two complimentary conference registrations (may be used to sponsor a family or medical professional)

SILVER**\$2,500**

- * Designation as a Silver Level Sponsor at all conference sessions
- * Visible signage
- * Quarter-page ad in the conference program distributed to all attendees
- * Insert of a flyer or sample in the conference gift bags
- * Listing in the conference issue of ASAP's newsletter, *ASAP Connections*
- * Identification as a Silver Level Sponsor on ASAP's website
- * Booth space in a preferred location in the exhibit area
- * Two complimentary conference registrations (may be used to sponsor a family or medical professional)

OTHER OPPORTUNITIES

Registration Sponsor.....\$5,000

Physician Luncheon.....\$2,500

Kids For A Cure Program.....\$500

Want to tailor a package to your unique marketing needs? Call Patrice Schaublin 585-747-9651

Exhibit Space		Program Advertising	
Booth Cost.....\$1,000		Exhibitor Rate	Non-Exhibitor Rate
Non-profit Rate.....\$500			Full-page.....\$750
Literature Distribution (each attendee registration package)			Half-page.....\$420
One document..... \$500			Quarter-page.....\$200
Each additional..... \$100		Quarter-page.....\$150	



**ASAP's Chiari &
Syringomyelia
Conference
July 23-26, 2014
Princeton, NJ**

Mail agreement and
payment to:
Patricia Maxwell
ASAP
PO Box 1586
Longview, TX 75606

CONFERENCE SPONSORSHIP APPLICATION

COMPANY INFORMATION

List this information exactly as it should appear in all conference materials. Please print clearly to ensure that published information is correct.

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

CITY/ST/ZIPCODE: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Advertising in Conference Program

Exhibitor Rates: ☐ full-page ad: \$500 ☐ half-page ad \$270 ☐ quarter-page ad: \$150

Non-Exhibitor Rates: ☐ full-page ad: \$750 ☐ half-page ad \$420 ☐ quarter-page ad: \$200

Conference Sponsorship

Please specify your sponsorship from those included herein. All sponsorship benefits, particularly pre-event, are subject to availability and printing deadlines.

Sponsorship(s) _____ \$ _____

Exhibit Space

☐ Booth Cost: \$1,000 ☐ Nonprofit rate: \$500

Literature Distribution (hand-outs to be included in each attendees registration package)

☐ One document: \$500 ☐ Each additional document: \$100 - Number of additional inserts _____

Payment Method:

A minimum deposit of 50% of the total booth cost must be mailed with the application no later than May 1, 2014. Please note that this deposit is non-refundable. The remaining balance must be sent to ASAP by June 1, 2014.,

☐ Check/Money order enclosed payable to ASAP Credit Card: ☐ MasterCard ☐ Visa ☐ Discover ☐ AmEx

Name on card: _____

Card Number _____ Exp Date: _____

Signature: _____

Total Amount Due: _____ Amount Enclosed: _____

Fax completed agreements to 903-757-7456

Questions? For email inquires, contact Patricia_Maxwell@ASAP.org.

Note: All cancellations must be received in writing. Any cancellations prior to June 1, 2014 will receive a 50% refund if total booth cost has been received. No refunds will be issued after June 1, 2014. Please note the 50% deposit is non-refundable.



ASAP

Tax Exemption Information:

EIN #: 75-2245195

National Office information:

PO Box 1586

Longview, TX 75606-1586

(903) 236-7079

(800) 272-7282

(903) 757-7456 fax line only

www.ASAP.org

Patricia Maxwell

Operations Director

Patricia_Maxwell@ASAP.org

Jamie Mayhan

Programs Administrator





**American Syringomyelia & Chiari
Alliance Project, Inc. (ASAP)**

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903-236-7079 800-ASAP-282

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