

ASBMR[®] 2016

Annual Meeting

September 16–19, 2016
Georgia World Congress Center
Atlanta, Georgia, USA

2016 Supporter Kit

Partnering with ASBMR...

- Puts you in the spotlight at the largest healthcare meeting on bone, mineral and musculoskeletal science
- Gives you direct access to more than 3,000 highly engaged attendees from around the world
- Provides you with diverse, interactive opportunities to build relationships with bone, mineral and musculoskeletal science and clinical leaders



Help Drive **Growth and Change** in the Scientific Community

The American Society for Bone and Mineral Research makes the discoveries that keep bones healthy for a lifetime, and we want you to be part of that effort. ASBMR encourages and promotes research in the bone, mineral and musculoskeletal field, works to translate this research into clinical care, and communicates to and connects a worldwide audience within and beyond bone research.

The ASBMR Annual Meeting brings together more than 3,000 attendees, including clinicians and researchers, representing all career levels and specializing in a variety of bone, mineral and musculoskeletal disciplines. Our attendees are the audience you want to reach: highly targeted, yet broad in specialty. The ASBMR 2016 Annual Meeting is your opportunity to make connections and promote your company to this audience through a variety of support opportunities that offer maximum exposure and deliver a significant return on your investment.

This is the premier event in the international bone, mineral and musculoskeletal research field, and this is the event to support to successfully reach leaders in the field. Join us in Atlanta and take your company's success to the next level. We look forward to partnering with you.

Deb Kobus

Director of Development

American Society for Bone and Mineral Research

The ASBMR Discovery Hall **What's New. What's Next.**

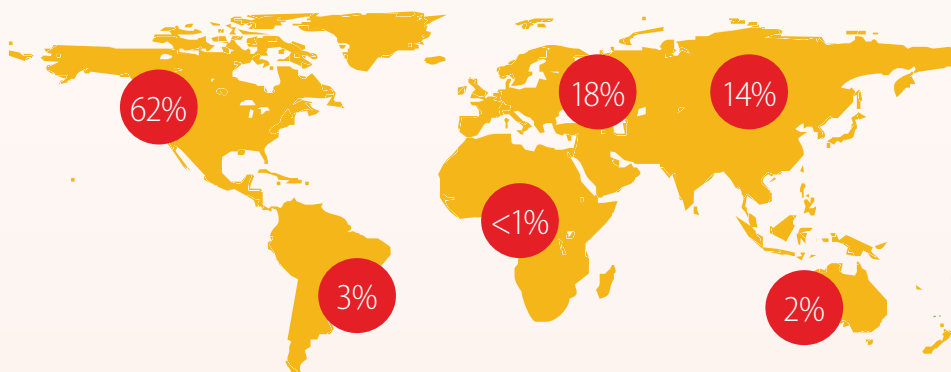
The American Society for Bone and Mineral Research understands that your desire to interact with bone scientists has grown from gathering leads to building relationships and providing education. Our Discovery Hall provides attendees with a truly immersive experience, with access to new science, new knowledge, new tools, products and services and new contacts all in one location. As a supporter, you will be right in the middle of the action.



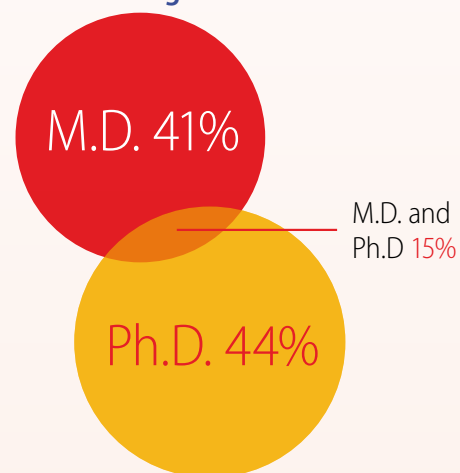
ASBMR 2014 Annual Meeting Attendee Demographics

The ASBMR Annual Meeting is the world's largest and most diverse meeting in the bone and mineral research field, attracting more than 3,000 attendees from more than 70 countries interested in innovation and effective products and services for research, diagnosis, prevention and treatment. Participation in the ASBMR Discovery Hall and added exposure opportunities can make the critical difference in your success in reaching the decision makers in this field. Learn more about our attendees below.

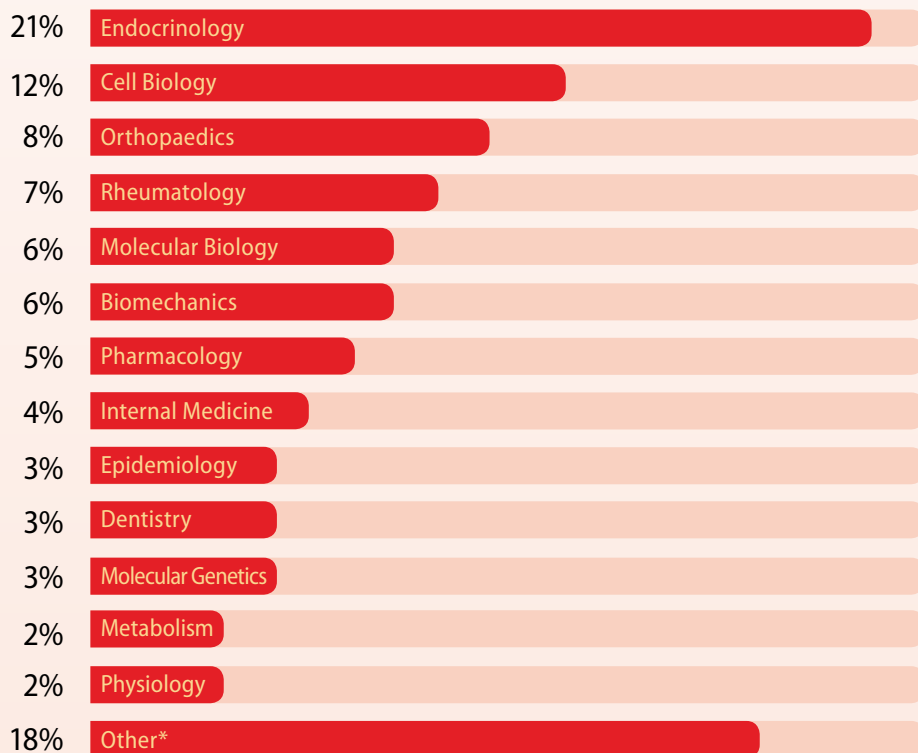
Attendee Geographic Breakdown



Attendee Degree Level

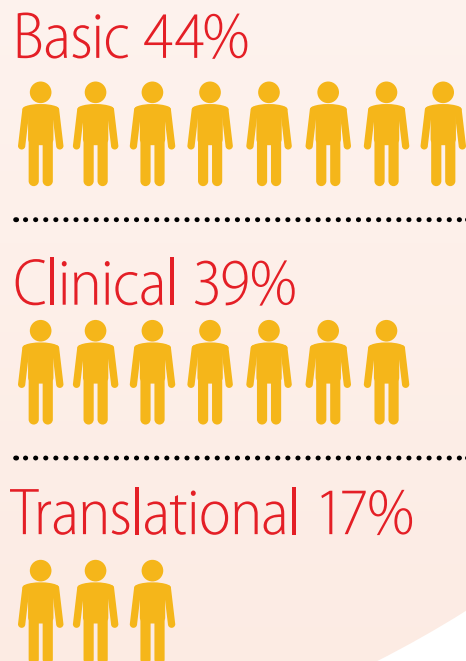


Attendee Specialization



* Includes less than 2% in areas such as Developmental Biology, Nephrology, Pathology, Oncology and OB-Gyn.

Attendee Research Type



ASBMR 2016 Annual Meeting Support Opportunities

The ASBMR Annual Meeting offers a wide variety of signature marketing programs and opportunities that extend beyond the printed page. With more than 3,000 attendees from over 70 countries assembled in Atlanta, your message will impact key decision makers from across the field.

Annual Meeting support is acknowledged in the onsite program book, onsite signage and walk-in session slides, the ASBMR e-newsletter and the ASBMR website.

2015 Supporters

Special thanks to our 2015 Supporters for their participation in the ASBMR 2015 Annual Meeting in Seattle, Washington (list as of September 9, 2015).

Silver Level Supporters

Amgen, Inc.
Lilly

Bronze Level Supporter

Merck and Co., Inc.
Pfizer, inc.
Ultragenyx Pharmaceuticals, Inc.

Friend Level Supporters

Alexion Pharmaceuticals
Fresenius Medical Care North America
InterHealth Nutraceuticals
Keryx Biopharmaceuticals, Inc.
Radius Health
Shire
UCB Biosciences

ASBMR will begin accepting pledges on November 2, 2015. Your company pledges should be submitted in writing using the 2016 Corporate Supporter Pledge Form. These opportunities are available on a first-come, first-served basis. If more than one company pledges support for the same item, the identification of the supporting company will be made by lottery.

The ASBMR scientific program is developed by the Society's Annual Meeting Program Committee prior to, and independent of, educational grant support. In accordance with the standards of ACCME, the commercial supporters of this meeting have no influence over topics or speakers.

Support Levels

In appreciation of your company's cumulative 2016 support, ASBMR offers the following additional benefits for the support levels.*

Diamond Supporter

Contributing \$285,000 or more

- Logo recognition on Mobile App
- 6 complimentary registrations to ASBMR Annual Meeting
- 6 invitations to ASBMR VIP Reception
- 40 Diamond Supporter ribbons
- Access to reserve 7 hotel rooms at the ASBMR Headquarters Hotel
- Priority placement of booth in 2015 exhibit hall
- Diamond Supporter plaque
- Access to 1 meeting room at the ASBMR Headquarters Hotel on a 24-hour basis for up to 5 days
- A complimentary mailing list rental, upon approval of the mailing piece

Platinum Supporter

Contributing \$240,000 - \$284,999

- Logo recognition on Mobile App
- 5 complimentary registrations to ASBMR Annual Meeting;
- 5 invitations to ASBMR VIP Reception
- 30 Platinum Supporter ribbons
- Access to reserve 5 hotel rooms at the ASBMR Headquarters Hotel
- Priority placement of booth in 2015 exhibit hall, after Diamond Level Supporter
- Platinum Supporter plaque

Gold Supporter

Contributing \$195,000 - \$239,999

- 4 complimentary registrations to ASBMR Annual Meeting
- 2 invitations to ASBMR VIP Reception
- 20 Gold Supporter ribbons
- Access to reserve 4 hotel rooms at the ASBMR Headquarters Hotel
- Priority placement of booth in 2015 exhibit hall, after Diamond and Platinum Supporters
- Gold Supporter plaque

Silver Supporter

Contributing \$95,000 - \$194,999

- 2 complimentary registrations to ASBMR Annual Meeting
- 1 invitation to ASBMR VIP Reception
- 10 Silver Supporter ribbons
- Silver Supporter plaque

Bronze Supporter

Contributing \$45,000 - \$94,999

- 1 complimentary registration to ASBMR Annual Meeting
- 1 invitation to ASBMR VIP Reception
- 10 Bronze Supporter ribbons

Friend Supporter

Contributing under \$45,000

- 5 Supporter ribbons

* Ancillary meetings, exhibits, advertising and mailing list rental not included in total support level.

Official Program Opportunities

Show your support for research and advances in the bone and mineral field by supporting part of the official scientific program. Scientific program sponsors are mentioned by name alongside the session they support in the ASBMR 2016 Preliminary Program, the ASBMR 2016 Onsite Program and signage at the session.

Clinical Debates.. \$16,000 sole supporter • \$8,000 each/2 or more

Clinical Debates are well-attended scientific programs planned by the ASBMR and a partner professional society.

Plenary Symposia.....\$10,000 each

Plenary Symposia feature three invited talks covering the basic, clinical and translational aspects of broad topics of major interest.

Meet-the-Professor Sessions.....\$3,000 each

Meet-the-Professor Sessions are led by distinguished scientists and physicians on basic and clinical topics. These informal sessions are designed to provide an opportunity for interaction with experts in an intimate setting.

Clinical Evening at ASBMR with CME*.....

\$200,000 (up to 300 persons)

\$250,000 (up to 500 persons)

\$350,000 (up to 800 persons)

Let ASBMR do all the planning! As an alternative to the Industry-Supported Symposia sponsored by individual companies, ASBMR is offering a planned CME Dinner Symposia for multiple sponsors. ASBMR will coordinate all scientific content and speakers to mitigate appearance of bias and/or conflict of interest issues. Previous symposia included a discussion of evidence-based management of osteoporosis and a panel discussion on FRAX, combination therapy and the role of vertebroplasty or kyphoplasty.

**If support is not met for the Dinner Symposia, the event will not be planned.*

ASBMR Awards

Awards are presented throughout the ASBMR Annual Meeting. Sponsor names are announced at the presentations that take place within many of the meeting's largest gathering spaces. Awards and sponsors are also listed in the ASBMR 2016 Preliminary Program and the ASBMR 2016 Onsite Program.

ASBMR Young Investigator Awards

\$1,500 each

These awards are given to young investigators who are the first and presenting author of the highest-ranking ASBMR Annual Meeting abstracts within each category.

ASBMR Harold M. Frost Awards

\$1,500

This program provides young investigators the opportunity to present their research in the Sun Valley Workshop on Skeletal Tissue Biology.

[Visit our website](#) to learn more.

ASBMR John G. Haddad, Jr., Young Investigator Awards

\$1,500

These awards support young basic and clinical scientists wishing to attend the Advances in Mineral Metabolism (AIMM) Young Investigators' Meeting in Snowmass, Colorado.

ASBMR Rising Star Awards

\$75,000

These awards will provide additional funding to promising young scientists and physician-scientists in the bone field who have already been recognized by NIH "K awards" and other similar international professional development programs to successfully implement their research programs, stay in the field and transition to independent investigators.

Marketing and Advertising Partnership Opportunities

Cyber Café \$40,000 or \$10,000/day

The Cyber Café has full Internet capability and enables attendees to remain connected throughout the meeting. This opportunity can be sponsored for the entire ASBMR meeting, or on a daily basis.

WiFi Connectivity in Exhibit Hall \$40,000 sole sponsor or \$10,000/day

The WiFi Lounge will be located in the ASBMR Discovery Hall and will provide free wireless Internet access to the attendees.

Delegate Bags \$35,000

The official ASBMR delegate bag is the highest profile promotional item distributed at the meeting. The supporters' logos may be printed on the bag along with the ASBMR meeting and/or Society logo. While seen throughout the Convention Center and Baltimore during the meeting, attendees also take the bags home to use at the office, providing even greater exposure.

Lanyards \$35,000

This popular novelty item clips on to the attendee badge. Lanyards are highly visible, and the supporter's logo or name may be included. Production costs are provided by the supporter and design must be approved before production.

Hotel Key Cards \$35,000

Key cards are specially designed for the ASBMR Annual Meeting and may include the supporting company's logo. They will be available for guests at the ASBMR Headquarters Hotel.

ASBMR Annual Meeting Mobile App \$30,000

This smartphone application is a mobile version of the on-site program book and includes the meeting abstracts. The application also features general meeting information, exhibitor listings and detailed maps of the convention center.

Mobile Application Splash Page Sponsorship \$3,500

Company logo/ad will be the first thing attendees see when logging into the ASBMR Mobile Application.

Product or Informational Theaters \$25,000 each

ASBMR Product Theaters are a forum to provide information to 50-75 meeting attendees. ASBMR provides logistical assistance, audiovisual equipment, and registration services, as well as box lunches and beverages for attendees. Information about your Product Theater will be highlighted on signage at the meeting and/or separate marketing materials. ASBMR recognizes that Product Theaters will be promotional. Therefore, these sessions are not approved for CME credit and cannot conflict with the official ASBMR meeting program.

Speaker Ready Room \$15,000

The Speaker Ready Room is available for oral presenters to preview their presentations. Equipment is provided for oral presenters to organize their slides prior to their presentations. Sponsorship is recognized by prominent signage on location.

Speaker Lounge \$9,000 (supporter-organized) \$50,000 (ASBMR-organized)

The lounge provides a relaxing atmosphere for oral presenters. The room is equipped with computers, Internet access, cable television, modest snacks and beverages, and sofas and chairs. Planning and direct expenses are provided by the supporter. Sponsorship is recognized by prominent signage on location.

Ancillary Meetings

Corporate Meetings at ASBMR

ASBMR has opportunities available for you to host your own meeting during the ASBMR 2015 Annual Meeting. To hold a symposia, promotional event, closed meeting, research update, investigator's meeting or any other meeting, please complete the ASBMR Ancillary Request Form. These Ancillary opportunities range in price from \$2,500 - \$17,500 (plus processing fees) depending on the type of meeting you will be holding. ASBMR does not provide promotional support for these events. For questions regarding the ASBMR Ancillary Request Form, please contact Brittany Jackson at bjackson@asbmr.org.

†Additional fees apply for processing applications based on meeting specifics.

Increased Exposure Opportunities

Daily Conference Newsletter\$6,000

Your banner ad will be featured in daily conference newsletters attendees receive each morning, which highlight the day's conference activities, key sessions and more!

Charging Stations.....\$5,000 per station

Help attendees power up between sessions while gaining exposure for your company. Add your company's logo at the top of the station and a message at the bottom to drive attendees to your booth!

Convention Center Banners\$2,000 - \$10,000 (depending on size and placement)

Capture the attention of ASBMR attendees and direct them to your booth as they navigate their way through the convention center. Sponsor banners will be placed in a high traffic area in the convention center. Banner sizes vary to fit every budget.

Floor Decals \$1,000 per decal (2'x2')

Help attendees find their way to your booth by displaying your company logo and booth number on floor decals distributed in high-traffic areas throughout the exhibit hall.

Sponsored Aisle Signs.....\$10,000

Add your company or product logo and exhibit booth number to the bottom of each double-side aisle sign in the exhibit hall. Attendees will be constantly reminded of your location on the exhibit floor.

Literature Racks\$1,000 per rack

Expand your company's reach by placing your collateral in a prime location in the convention center.

Mailing Lists & Bag Inserts

Annual Meeting Attendee List..... \$1,000 (For profit) \$600 (Non profit)

Reach the ASBMR 2015 Annual Meeting attendees by renting the Pre-Meeting Attendee List (comprised of pre-registrants) or the Post-Meeting Attendee List (comprised of both pre-registrants and on-site registrants).

Membership List..... \$1,000 (For profit) \$600 (Non profit)

The ASBMR membership is comprised of nearly 3,000 scientists from more than 60 countries. Member interests include biology, biomechanics, dentistry, endocrinology, epidemiology, internal medicine, molecular genetics, nephrology, ob/gyn, orthopaedics, pathology, pharmacology, physiology, radiology and rheumatology.

Material Distribution in Delegate Bags..... \$3,500 Non-exhibitors per insert \$1,750 Exhibitors per insert

To publicize an upcoming conference, promote a new product or draw traffic to an exhibit booth, an announcement can be inserted into the ASBMR Annual Meeting delegate bags. A completed materials distribution form must be submitted to the ASBMR Business Office for review and approval prior to printing.

**Mailing list rentals and bag inserts are not included in total support level.*

Networking Events and Special Offerings

ASBMR Networking Event\$30,000

The Society's main networking event includes a modest dessert reception, open bar for beverages, entertainment, dancing and a great band.

ASBMR Welcome Reception/Plenary Poster Session .. \$22,500

On the first night of the meeting, the highest scoring posters are presented during this wine and cheese reception.

President's Private Dessert Reception \$22,500

This intimate reception provides a special forum for recognizing ASBMR Young Investigator Award recipients and other ASBMR awardees. ASBMR Councilors, Committee Chairs, Past Officers, Awardees, Award Supporters and Guests are invited to attend. This support opportunity is acknowledged through signage and on individual invitations.

ASBMR Women in Bone and Mineral Research Committee Event **\$20,000 (sole supporter) • \$10,000 each/two companies**

This event, sponsored by the ASBMR Women in Bone and Mineral Research Committee (WBMRC), promotes the career development and professional advancement of women in the fields of bone biology and clinical disorders of bone and mineral metabolism. Past events have included modest networking receptions, dinner presentations, panel discussions and speed-networking.

New Investigator/First-Time Attendee Reception\$15,000

This event facilitates interaction between new investigators, members and first-time attendees, and provides an opportunity for them to meet ASBMR leadership.

ASBMR Annual Town Hall Meeting Reception\$10,000

Modest food and wine will be served at the Town Hall Meeting reception. Society leaders present the Society's year in review, planned activities, strategic directions and leadership opportunities at this event.

Networking Breakfast\$10,000

New investigators (those early in their research careers) and new members are invited to join the ASBMR Council and Membership Development Committee for an informational and interactive breakfast.

Young Investigator Lounge\$5,000

This lounge, located in the exhibit hall, is specially designated for young investigators, and provides a comfortable venue for them to network with colleagues and make new connections.

Coffee Break\$2,500

Most coffee breaks occur in the exhibit hall and punctuate the oral sessions. Coffee and tea are served.

Educational Publications and Products

Supporters are noted in the ASBMR Preliminary Program and the ASBMR Onsite Program in addition to signage at the meeting.

Webcast Highlights of the ASBMR Meeting Program :..\$50,000

This educational tool includes presenters' slides and allows individuals to hear, view and search the main plenary talks, clinical roundtable/case conferences and other select meeting sessions.

Abstracts Online and Itinerary Builder :\$30,000

The Abstracts Online program, accessible through the ASBMR website at www.asbmr.org, is an Internet-based search tool. The program allows customized searches of abstracts and the creation of a personalized itinerary.

Onsite Program :\$30,000 *(Includes two full-page ads: inside back and back cover)*

This book includes the entire scientific program listing with room assignments, convention center floor plans, meeting announcements, exhibitor product descriptions and pullout schedules. It is ubiquitous at the ASBMR Annual Meeting.

ASBMR Meet-the-Professor Handout Booklet\$20,000

This Handout Booklet includes all the handouts from the highly popular Meet-the-Professor Sessions that occur at the Annual Meeting. The Booklet is a valuable source of information from sessions that attendees did not have the opportunity to attend. Sponsors are recognized on the cover.

ASBMR Webinars\$15,000

The ASBMR Webinars provide an opportunity for scientific exchange including an interactive platform allowing participants to give, receive and discuss information using the Web to display visual information. The Webinars are scheduled for one-hour time increments throughout the year, and cover both basic and clinical topics. Sponsors are recognized in the email meeting invitation.

ASBMR Corporate Advisory Board

The ASBMR Corporate Advisory Board (CAB) was established by the ASBMR to bring together an elite group of the Society's corporate partners to focus on how we can deepen our understanding of each other as well as meet our mutual goals. CAB meetings are an invaluable forum for ASBMR leaders and the industry to exchange ideas and perspectives with one another and discuss new initiatives and opportunities to move the field forward.

Over the past several years, we have shared very informative and productive discussions about some of the most important issues we are facing in the field. These discussions have resulted in insights that were incorporated into ASBMR's new strategic plan to shape key research and public policy directions in the field, pre-meeting symposia, including the 2013 Muscle Day: Basic Biology of Muscle, expanded funding opportunities for young investigators to attend the ASBMR Annual Meeting and smaller ASBMR co-sponsored meetings, and holding the first Clinical Evening with discussions on Evidence-based Management of Osteoporosis.

Membership in the 2016 ASBMR Corporate Advisory Board is \$17,500 and is open to all industry partners. We welcome your company's participation in our meetings. We have three meetings per year, held in winter, summer, and fall. Typically, one representative from the company who participates is a scientist or physician member of the ASBMR, while the other is more focused on marketing. Please feel free to contact ASBMR with any questions you may have about joining.

2015 ASBMR Corporate Advisory Board

Amgen, Inc.

Lilly

Pfizer, Inc.

Radius Health

Shire

UCB Biosciences, Inc.

Ultragenyx Pharmaceuticals, Inc.

Additional Year-round Advertising Opportunities

The Journal of Bone and Mineral Research (JBMR®)

Circulation 5,000

The Journal of Bone and Mineral Research (JBMR®), is published monthly on the Society's behalf by Wiley-Blackwell and has the highest impact factor (6.832) and largest worldwide circulation of any journal in its field. Advertising is available on a monthly basis, with the September issue available at the Annual Meeting. The JBMR® publishes highly competitive original manuscripts, reviews, and special articles in basic and clinical science relevant to bone, muscle and mineral metabolism. Manuscripts are published on the biology and physiology of bone and muscle, relevant systems biology topics (e.g. osteoimmunology), and the pathophysiology and treatment of sarcopenia and disorders of bone and mineral metabolism.

The JBMR® rate card is available at www.asbmr.org/jbmr/advertising. To reserve space or for additional information on advertising opportunities please contact:

Joe Tomaszewski

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General Information and Inquiries

Additional information about the ASBMR 2016 Annual Meeting is available at www.asbmr.org. If you are unable to find the information you seek on our website, please contact the ASBMR Business Office:

- **Support Inquiries** +1 (312) 673-5494
- **Exhibit/Housing/Meeting Space Inquiries** +1 (202) 367-1138
- ***Journal of Bone and Mineral Research* General Inquiries**
+1 (202) 367-1161
- ***Journal of Bone and Mineral Research* Advertising**
+1 (201) 748-8995
- **Meeting Registration** +1 (202) 367-1173
- **Mailing List/Job Placement Inquiries** +1 (202) 367-1161

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