

Invitation to Support, Exhibit and Advertise



ASBMR 31st Annual Meeting

September 11–15, 2009 \\ Colorado Convention Center \\ Denver, CO



The American Society for
Bone and Mineral Research

Welcome

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Dear ASBMR Corporate Partners,

Only with your support can the American Society of Bone and Mineral Research (ASBMR) fulfill its mission to be the premier organization in the field of bone and mineral research. Every year ASBMR dedicates its resources to educate the profession through publishing the newest and most relevant research in the field, to advocate on behalf of our international membership, to provide financial assistance through our award and grant programs and to bring together thousands of leaders at the Annual Meeting and a somewhat lesser number at our annual Topical Meeting.

Your support of ASBMR enables us to provide top-notch education and networking products and services for our members—well-respected innovators from around the globe. Both for senior scientists and young investigators just beginning their career, ASBMR provides tools, resources and mentoring opportunities that set its members up for success.

The ASBMR Annual Meeting is an ideal way to showcase your support. In 2009, ASBMR will celebrate its 31st Annual Meeting in beautiful Denver, Colorado, USA, September 11-15. The ASBMR Annual Meeting brings together more than 5,000 clinicians and researchers from around the world, specializing in bone and mineral science, and is regarded by many as the must-attend event of the year.

Exhibitors and supporters have the unique benefit of interacting with a captive audience of knowledgeable decision makers in their respective fields. Whether you are interested in exhibiting at the meeting, becoming a meeting or year-round supporter or lending your assistance to support a single Annual Meeting educational program or social event, you'll gain brand recognition and acknowledgement from all attendees.

Please take a moment to review the exhibiting and support information. Thank you in advance for supporting ASBMR and the field of bone and mineral research. We look forward to seeing you in Denver.

Sincerely,



Marc Drezner
Marc K. Drezner, MD
President



Ann Elderkin
Ann L. Elderkin, PA
Executive Director

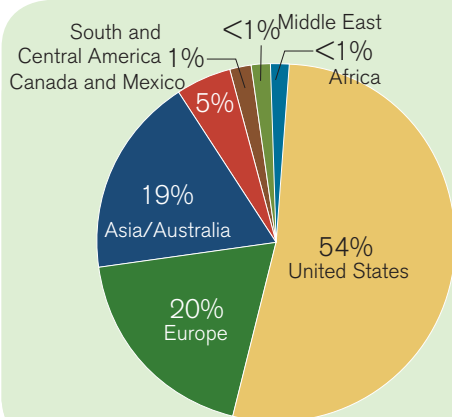
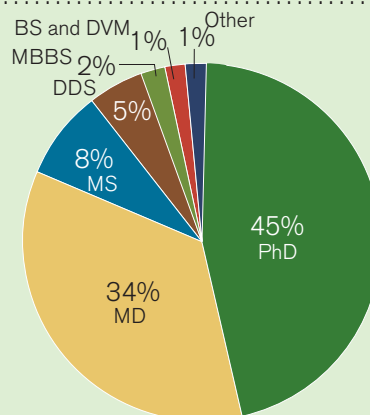
Membership Snapshot

ASBMR MEMBERS BY PRIMARY SPECIALTY

Endocrinology	20%
Cell Biology	16%
Orthopaedics	8%
Rheumatology	6%
Internal Medicine	5%
Metabolism	5%
Physiology	4%
Epidemiology	4%
Biomechanic	4%
Molecular Biology	4%
Developmental Biology	4%
Molecular Genetics	4%
Pharmacology	3%
Dentistry	3%
Pathology	2%
Nephrology	2%
Ob-Gyn	1%
Other	3%

ASBMR MEMBERS BY DEGREE LEVEL

PhD	45%
MD	34%
MS	8%
DDS	5%
MBBS	2%
BS and DVM	1%
Other	1%

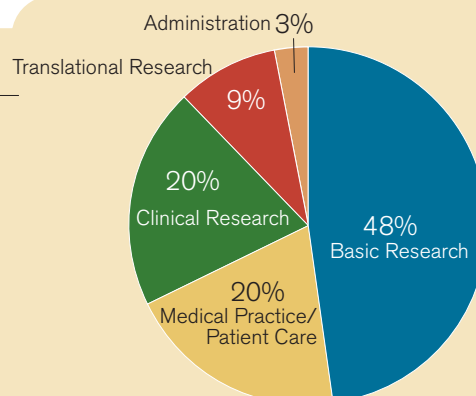


ASBMR MEMBERS BY GEOGRAPHIC BREAKDOWN

United States	54%
Europe	20%
Asia/Australia	19%
Canada and Mexico	5%
South and Central America	1%
Africa	<1%
Middle East	<1%

ASBMR MEMBERS BY WORK AFFILIATION

Basic Research	48%
Clinical Research	20%
Medical Practice/Patient Care	20%
Translational Research	9%
Administration	3%



What is the ASBMR?

What Is the ASBMR?

The American Society for Bone and Mineral Research is the premier professional society of more than 4,000 bone and mineral researchers and clinicians.

What Is Our Mission?

- To promote excellence in bone and mineral research
- To foster the integration of basic and clinical science
- To facilitate the translation of that science to health care and clinical practice



WHAT DOES THE ASBMR DO?

EDUCATES SCIENTISTS AND CLINICIANS

- Plans and hosts the premier scientific meeting in the bone and mineral field
- Compiles and disseminates the ASBMR Annual Meeting proceedings to nearly 5,000 individuals and institutions
- Offers Webcasts of meeting highlights
- Organizes small scientific meetings and workshops on focused topics
- Publishes the largest and most cited journal dedicated to bone and mineral research, the *Journal of Bone and Mineral Research*
- Publishes the *Primer on the Metabolic Bone Diseases and Disorders of Mineral Metabolism*, a comprehensive source of information about normal bone development and the clinical manifestations, pathophysiology, diagnostic approaches and therapeutics of bone and mineral disorders
- Offers career development through meeting sessions and the ASBMR Web site

PROMOTES RESEARCH

- Presents a variety of grants and awards alone and in partnership with Advances in Mineral Metabolism (AIMM) and the Sun Valley Workshop on Skeletal Tissue Biology, including ASBMR Career Enhancement Awards and ASBMR Bridge Funding Research Grants
- Conducts an active advocacy program on behalf of bone and mineral research funding and supportive policies and legislation
- Serves as a clearinghouse of grant opportunities

COMMUNICATES AND FURTHERS NETWORKING

- Communicates to a wide audience with the online and print journal, monthly electronic newsletter, regular broadcast e-mails, media outreach and an ever-growing Web site and mailings
- Operates a Job Placement Service for the benefit of qualified candidates and relevant employers
- Provides an online ASBMR Membership Directory and offers membership mailing lists, meeting bag inserts and Annual Meeting attendee lists

An Invitation to Support

2008 SUPPORTERS

Special thanks to our 2008 Supporters for their participation in the ASBMR 30th Annual Meeting in Montréal, Québec, Canada (list as of July 2008).

DIAMOND LEVEL SUPPORTER



PLATINUM LEVEL SUPPORTER



Answers That Matter.

SILVER LEVEL SUPPORTERS

The Alliance for Better Bone Health

sanofi aventis

P&G

Pharmaceuticals



BRONZE LEVEL SUPPORTERS



FRIEND LEVEL SUPPORTERS



sanofi aventis

The ASBMR is the premier international professional, scientific and medical society established to promote excellence in bone and mineral research and to facilitate the translation of that research into clinical practice.

We invite you to partner with ASBMR in the fulfillment of its mission by helping us to implement new programs and continue to provide highly valued programs to our members and meeting attendees. In return, we believe ASBMR provides a wide variety of options to meet your company's marketing and educational needs for maximum exposure and return on investment.

Thank you for considering the diverse opportunities on the following pages. We appreciate your participation and support at any level, which allows ASBMR to continue its extensive and top-notch offerings to members and meeting attendees.

Offering a Myriad of Opportunities to Meet Your Company's Objectives

Throughout the year, ASBMR offers numerous opportunities to meet your business and marketing objectives, including:

- Branding Opportunities
- Educational Opportunities
- Attendee Services
- Social/Networking Activities
- Awards Programs
- ASBMR Corporate Advisory Board
- ASBMR Exhibitor's Circle

ASBMR 31st Annual Meeting Support Opportunities

Start Date: Thursday, November 13, 2008

On Thursday, November 13, 2008 the ASBMR will begin accepting pledges for the ASBMR 31st Annual Meeting in Denver, Colorado, September 11-15, 2009. Your company's pledges should be submitted in writing using the attached form and may be submitted electronically or by mail. **These opportunities are available on a first-come, first-serve basis.** If more than one company pledges support for the same item, the identification of the supporting company will be made by lottery.

Year-Round Opportunities – Ongoing Acceptance

Please feel free to contact us at any time about your interest in supporting ASBMR's topical meetings, awards and other activities.

An Invitation to Support

Support Levels

In appreciation of your company's cumulative 2009 sponsorship support the ASBMR offers the following additional benefits for the support levels:

DIAMOND SUPPORTER \$285,000 OR MORE

- 6 complimentary registrations to the ASBMR Annual Meeting
- 6 invitations to the ASBMR VIP Reception
- 40 Diamond Supporter Ribbons
- Access to seven hotel rooms at the ASBMR Headquarters Hotel (Hyatt Denver Convention Center)*
- Access to one 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 piece
- Priority placement of booth in the Exhibit Hall*
- Diamond Supporter plaque

PLATINUM SUPPORTER \$240,000 – \$284,999

- 5 complimentary registrations to the ASBMR Annual Meeting
- 5 invitations to the ASBMR VIP Reception
- 30 Platinum Supporter Ribbons
- Access to 5 hotel rooms at the ASBMR Headquarters Hotel (Hyatt Denver Convention Center)*
- Priority placement of booth in the Exhibit Hall, after Diamond Level Supporter*
- Platinum Supporter plaque

GOLD SUPPORTER \$195,000 – \$239,999

- 4 complimentary registrations to the ASBMR Annual Meeting
- 2 invitations to the ASBMR VIP Reception
- 20 Gold Supporter Ribbons
- Access to four hotel rooms at the ASBMR Headquarters Hotel (Hyatt Denver Convention Center)*
- Priority placement of booth in the Exhibit Hall, after Diamond and Platinum Supporters*
- Gold Supporter plaque



SILVER SUPPORTER \$95,000 – \$194,999

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

BRONZE SUPPORTER \$45,000 – \$94,999

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

FRIEND SUPPORTER UNDER \$45,000

- 5 Supporter Ribbons

**If confirmed by 11/13/08*

**Support opportunities are available on a first-come, first-serve basis.
ASBMR will begin accepting pledges on November 13, 2008**

The ASBMR is open to additional ideas or suggestions for support opportunities. Call (312) 673-5494 for more information.

Support Opportunities

2009 ASBMR CORPORATE ADVISORY BOARD

The ASBMR Corporate Advisory Board (CAB) was established by 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 and the industry to exchange ideas and perspectives with one another and discuss new initiatives and opportunities to move the field forward. At the CAB meetings over the past year, we have had very informative and productive discussions about some of the most important issues we are facing in the field of bone and mineral research. Among the hot topics discussed were osteonecrosis of the jaw and bisphosphonates, fracture risk assessment, bone quality and bone remodeling, vitamin D and the future of continuing medical education (CME).

Membership in the 2009 ASBMR Corporate Advisory Board is \$12,000 and is open to all industry partners. We greatly welcome your company's participation in our twice yearly meetings. Typically, one representative from the company that participates is a scientist member of ASBMR, while the other is more focused on marketing. Please feel free to contact ASBMR with any questions you may have about joining.

2008 Corporate Advisory Board

AMGEN

Lilly
Answers That Matter.

The Alliance for Better Bone Health

P&G
Pharmaceuticals

sanofi aventis

gsk
GlaxoSmithKline
Consumer Healthcare

MERCK

NOVARTIS

Pfizer

Wyeth

Roche

2009 ASBMR EXHIBITOR'S CIRCLE

The ASBMR Exhibitor's Circle offers a new level of participation for corporate sponsorship, enabling smaller companies to annually support and invest in the future of bone and mineral research. Those that exhibit at ASBMR's Annual Meeting can maximize recognition opportunities through exposure to meeting attendees at ASBMR's Annual Meeting and throughout the year, which is the perfect way for ASBMR exhibitors to differentiate themselves from the competition and the future of the specialty.

Contributions are used to support ASBMR programs and activities. There are four levels of support, including:

ASSOCIATE CIRCLE (\$1,500)

Company recognition in:

- ASBMR Annual Meeting Exhibit Hall and booth signage
- Special recognition ribbon for Annual Meeting badge
- ASBMR E-News
- ASBMR Web site
- Invitation to Exhibitor's Circle Reception during the Annual Meeting
- Mailing to ASBMR Annual Meeting registrants indicating company's exhibit location

PRINCIPAL CIRCLE (\$2,500)

All benefits listed for Associate Circle, plus...

Company recognition in:

- ASBMR Annual Report

EXECUTIVE CIRCLE (\$5,000)

All benefits listed for Principal Circle, plus...

- Logo recognition on the ASBMR Annual Meeting Exhibit Hall signage
- Company recognition in the Annual Meeting Program Book

CORPORATE LEADERSHIP CIRCLE (\$10,000)

All benefits listed for Executive Circle, plus...

- Signage recognition at the ASBMR Annual Meeting Welcome Reception
- Invitation to the ASBMR VIP Reception with ASBMR leaders

Support Opportunities—Annual Meeting

The ASBMR Annual Meeting offers a wide variety of signature marketing programs and opportunities that extend beyond the printed page. With an estimated 5,000 attendees from over 60 countries assembled in Denver, your message will surely make a significant impact.

Annual Meeting support is acknowledged in the *Abstracts* Book, On-Site Program Book, Day-at-a-Glance Booklet, signage and slides for session support, ASBMR e-newsletters and the ASBMR Web site.

EDUCATIONAL PUBLICATIONS AND PRODUCTS

Webcast Highlights of the ASBMR

Annual Meeting Program

\$79,000

This educational tool allows individuals to hear, view and search the main plenary talks, Clinical Roundtable/Case Conferences and Clinical Sessions, including presenters' slides.

Abstracts Online and Program Planner

\$62,000

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

Abstracts on CD-ROM

\$62,000

The Abstracts on CD-ROM allows customized searches of abstracts and is distributed to meeting attendees in their Annual Meeting delegate bags.

2009 Abstracts Book

\$58,000

(Includes two full-page ads: inside back and back cover)

This meeting supplement to the *Journal of Bone and Mineral Research* captures the scientific abstracts presented at the ASBMR Annual Meeting, including full abstract texts. The book is disseminated to individual, library, and other institutional subscribers, in addition to meeting registrants and ASBMR members.

On-Site Program

\$39,000

(Includes two full-page ads: inside back and back cover)

This book (4" x 9" x 1") 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.

Day-at-a-Glance Booklet

\$38,000

(Includes two full-page ads: inside back and back cover)

This lightweight and handy "pocket" size booklet (3.5" x 5.25") includes the ASBMR Official Program and Ancillary Program schedules with room assignments and the Exhibit Hall floor plan and booth numbers.

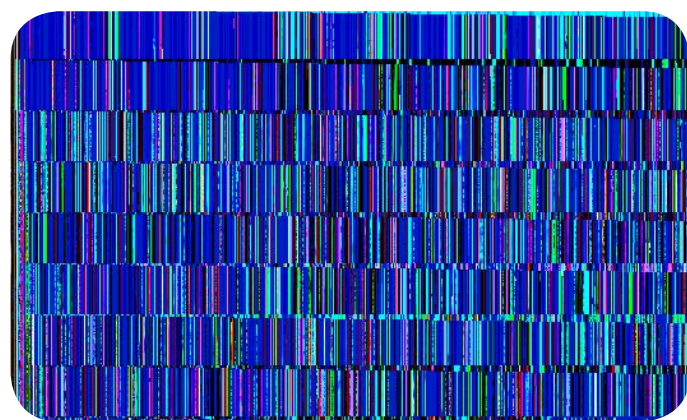
On-Site Newsletter

\$15,000

(Includes two full-page ads: inside back and back cover)

The On-Site Newsletter is distributed at the ASBMR Annual Meeting in the delegate bags and then again on the second day of the meeting. It generally contains a President's letter, important meeting-related announcements, a listing of award recipients, and more.

OFFICIAL SCIENTIFIC PROGRAM



Joint Symposium (if planned)

\$16,000 sole supporter; \$8,000 each/two or more

Joint Symposia are well-attended scientific programs planned by the ASBMR and a partner professional Society.

Opening Half-Day Symposium (if planned)

\$15,000

This half-day session will include four to five scientists speaking on a specific topic.

Gerald D. Aurbach Memorial Lecture

\$13,500

This named lecture opens the meeting after a welcome from the ASBMR President.

Plenary Symposium **\$10,000 each**

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

State-of-the-Art Lectures **\$8,500 each**

These lectures provide updates on focused basic or clinical research topics by leaders in the field. They are designed to be valuable for those wanting to learn more about an area outside of their own research focus, as well as for those working actively in the field.

First-Day Symposia **\$6,000 each**

A symposium consists of three presentations covering different themes related to a specific topic area. These basic or clinical sessions are run concurrently.

Clinical Half-Day Session (if planned) **\$6,000 each**

Clinical sessions include half-day sessions on topical issues of clinical relevance, followed by either a Clinical Roundtable or a Point/Counterpoint discussion.

Poster Session **\$4,000 each**

Regular poster sessions, held in the Exhibit and Poster Hall, occur during three days of the meeting (Poster Sessions I, II and III). Attendees interact with the poster presenters and exhibitors during this time.

Special Session for Allied Health Professionals **\$4,000**

This popular special session is designed for nurses, clinical research study coordinators, physical therapists and other professionals in clinical metabolic bone disease.

Grant Writing Workshop: Tips on Getting Funded (if planned) **\$4,000**

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

Clinical Roundtables/Case Conferences **\$3,000 each**

Clinical Roundtables feature a focused discussion on topical issues of clinical relevance for the practicing clinician. Each session features one or two speakers and includes a panel discussion.

Meet-the-Professor Session **\$3,000 each**

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

Concurrent Oral Session **\$3,000 each**

Concurrent oral sessions are comprised of presentations from the highest scoring abstracts within each abstract category.

ANCILLARY MEETINGS

Industry-Supported Symposium (ISS) **\$50,000 each**

Industry-Supported Symposia are scientific meetings initiated by groups independent of the ASBMR. The attendance must be open to all ASBMR Annual Meeting attendees. The entire program (including any social function) takes place within a four-hour timeframe and is held in the same city as the ASBMR Annual Meeting. ASBMR approval is necessary for ISS and they cannot conflict with the official ASBMR meeting program, including one day prior and one day post. CME-accreditation is required.

Closed (Research Update) Meeting **\$2,500 (50 attendees and fewer)** **\$5,500 (51-100 attendees)**

Closed Meetings are scientific meetings initiated by industry (which must be "closed" to uninvited guests). Meetings larger

than 100 attendees will be considered an Industry-Supported Symposia or Non-CME promotional event and ASBMR approval is necessary. Closed Meetings may not conflict with the official ASBMR meeting program, including one day prior and one day post. The supporter is not acknowledged publicly.

Non-CME Promotional Event/Symposium **\$17,500**

This Non-CME promotional event/symposium is an event sponsored by industry that contains, or partially contains, educational/scientific content. However, it is promotional in nature and is not CME-accredited. It may be open to all ASBMR attendees or over 100 invited guests, and may not conflict with the ASBMR official program. Approval is necessary.

Support Opportunities—Annual Meeting

SOCIAL EVENTS AND SPECIAL OFFERINGS



ASBMR Social Event **\$55,000**

ASBMR's main social event attracts between 1,000 and 1,500 attendees and guests. The social event includes a 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 best posters are presented during this wine and cheese reception.

President's Private Dessert Reception and Award Presentations **\$22,500**

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

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

This event will be held in conjunction with the ASBMR Welcome Reception and Plenary Poster Session in the Exhibit Hall. Its purpose is to facilitate interaction between new investigators, members and first-time attendees, and to provide an opportunity for them to meet ASBMR leadership.

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) to promote career development and professional advancement of women in the fields of bone biology and clinical disorders of bone and mineral metabolism—includes a networking reception, dinner, presentations, and a panel discussion.

ASBMR Annual Business Meeting Reception **\$17,500**

Food and wine will be served at the Business Meeting reception. Society leaders address the Society's year in review, planned activities, strategic directions and leadership opportunities at the Business Meeting.

New Investigator/New Member Breakfast **\$12,500**

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.

Fun Run/Walk **\$7,500 (supporter-organized)** **\$20,000 (ASBMR-organized)**

This event enables meeting delegates and guests to participate in a 5K Fun Run/Walk. The supporter organizes the event and covers all associated costs at the \$7,500 level.

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 friends.

Coffee Break **\$2,500**

Most coffee breaks occur in the Exhibit Hall and punctuate the oral sessions. Coffee and tea are served, and napkins and cups may be specially imprinted at additional charge and upon approval.

Relaxation Center **Call for Pricing**

This popular attraction, located in the Exhibit Hall, offers massages to attendees.

ATTENDEE BENEFITS AND ADDITIONAL PROMOTIONAL OPPORTUNITIES

Delegate Bags

\$100,000 (sole supporter)

\$55,000 (for each of 2 companies)

\$40,000 (for each of 3 companies)

The official ASBMR delegate bags are the highest profile promotional materials distributed at the meeting. Supporter logo(s) may be printed on the bag along with the ASBMR meeting and/or Society logo. Seen all over the convention center and throughout Denver during the meeting, attendees also take the bags home to use at the office, providing even greater exposure.



Cyber Café

\$40,000 or \$10,000/day

The Cyber Café has full Internet capability and enables attendees to search the internet and check e-mail. The supporter may provide mouse pads, pens and other such specialty imprinted promotional items. This opportunity can be sponsored for the entire ASBMR meeting, or on a daily basis.

Official ASBMR Annual Meeting T-Shirts

\$37,000

The Official ASBMR Annual Meeting T-Shirt includes 4-color processing and a printed image on the front of white t-shirts. The design may include the ASBMR Annual Meeting and supporter logos. The artwork is prepared by the supporter but must be pre-approved by ASBMR. Additional costs will be incurred if the supporter wishes to add images on more than one side of the shirt or if they wish to change the shirt color. Attendees may pick up shirts at the supporter's booth or be provided with a compressed version in ASBMR delegate bags.

Lanyards

\$35,000

This popular novelty item clips onto the attendee badge. Lanyards are very visible; the supporter's logo or name may be included with the ASBMR name. Production costs are provided by the supporter and design must be approved before production.

Key Cards (Hotel Keys)

\$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 Headquarter Hotel, the Hyatt Denver and the Denver Marriott.

WiFi Connectivity in Exhibit Hall

\$40,000 or \$10,000/day

The WiFi Lounge will be located in the Exhibit Hall and will provide free wireless internet access to the attendees.

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 presentation. All costs are included in the fee.

Media Office

\$12,000

A Press Room is available on-site at the Annual Meeting for registered media. Access to computers, high-speed internet, photocopying, phones, food and beverages and an ASBMR press kit is provided to the media.

"Giveaway" Item

Starting at \$10,000

Approved items with the ASBMR Annual Meeting name and logo are especially prized by attendees, and may include pads of paper, notebooks, pens, maps, etc. Use of the ASBMR name and meeting logo may be permitted, but must have pre-approval from ASBMR. The cost of the giveaway items is borne by the supporter.

Speaker Lounge

\$9,000

The lounge provides a relaxing atmosphere for oral presenters. The room will be equipped with computers, fax, photocopy machine, snacks and beverages, and sofas and chairs. Planning and direct expenses are provided by the supporter.

ASBMR Meeting Content and Continuing Medical Education (CME)

ASBMR receives Continuing Medical Education credits (CME) for the ASBMR Annual Meeting through a joint sponsor organization that is accredited by the Accreditation Council for Continuing Medical Education (ACCME). At the ASBMR Annual Meeting, CME activities are separated from exhibit and promotional activities.

Ancillary Activity at the Annual Meeting

All entertainment, meetings and promotional activities in the Annual Meeting city, whether in hospitality suites, hotel meeting rooms or other venues, must be approved in writing by ASBMR to ensure that no such activity is taking place in conflict with hours or programming of ASBMR-sponsored events. All events in hotels must be secured by ASBMR. Booking hotel accommodations outside of the ASBMR official hotel block is strictly prohibited.

Support Opportunities—Annual Meeting

ASBMR AWARDS



ASBMR Fuller Albright Award

\$8,500

This award is presented in recognition of meritorious scientific accomplishment in the bone and mineral field to an ASBMR member age 40 or younger.

ASBMR Louis V. Avioli Founders Award

\$8,500

This award honors an ASBMR member for fundamental contributions to basic research in bone and mineral metabolism.

ASBMR Frederic C. Bartter Award

\$8,500

This award is given to an ASBMR member in recognition of outstanding clinical investigation in disorders of bone and mineral metabolism.

ASBMR Shirley Hohl Service Award

\$8,500

This award is given to an individual whose activities best represent the dedicated and unselfish devotion in service to the Society and to its goals, as exemplified by Shirley Hohl, ASBMR's first executive secretary.

ASBMR William F. Neuman Award

\$8,500

This award recognizes an ASBMR member for outstanding and major scientific contributions in the area of bone and mineral research and for mentoring scientists in teaching, research or administration.

ASBMR Gideon A. Rodan Excellence in Mentorship Award

\$8,500

This award recognizes outstanding support given by a senior researcher to help promote the independent careers of young investigators in bone and mineral metabolism.

ASBMR Early Career Excellence in Teaching Award

\$3,000

This award honors an individual for excellence in teaching in a laboratory, classroom, or other setting during his or her early career in the bone and mineral field.

ASBMR Most Outstanding Abstract Award

\$3,000

This award is given to the lead investigator of the highest scored abstract submitted to the ASBMR Annual Meeting.

ASBMR Award for Outstanding Research

in the Pathophysiology of Osteoporosis

\$3,000

This award is given in recognition of the highest ranking abstract submitted to this Annual Meeting abstract category.

ASBMR President's Award

\$3,000

This award is given to the highest ranking abstract submitted by a student to the ASBMR Annual Meeting.

ASBMR Young Investigator Awards (unlimited quantity)

\$1,500 each

These awards recognize young investigators for their excellence in bone and mineral research. They are given to young investigators who submit abstracts to the ASBMR Annual Meeting and are the first and presenting author of the highest ranking abstracts within each category.

ASBMR Raisz-Drezner Journal Awards (two awards)

\$2,000 each

These awards honor first authors of meritorious scientific publications published in the *Journal of Bone and Mineral Research*. To qualify for consideration, a paper must be the first scientific publication in which the first author appears as first author.

New Frontiers in Skeletal Research: Bone, Fat and Brain Connections



April 27–28, 2009
Bethesda North Marriott Hotel and Conference Center
Bethesda, Maryland, USA

The ASBMR Topical Meeting is scheduled to take place April 27–28, 2009, at the Marriott North Bethesda in Bethesda, MD, USA. More than 500 scientists and clinicians from a wide range of disciplines in the bone and mineral research community will explore evolving approaches and innovations in skeletal research. Meeting co-chairs are Clifford Rosen, MD, from the Maine Medical Center in Research Institute, and Gerard Karsenty, MD, PhD, from Columbia University Medical Center in New York.

Program objectives include the following:

- Delineate specific stem cell determinants of osteoblastogenesis and the bone marrow interactions that underlie marrow adipogenesis during states of malnutrition, glucose intolerance and aging
- Understand the role of the central nervous system in the homeostatic regulation of bone turnover and in pathologic conditions
- Clarify how changes in body composition and metabolic syndrome affect bone remodeling and fracture risk
- Define the importance of marrow adiposity in the pathogenesis of primary and secondary causes of osteoporosis



MEETING SUPPORT LEVELS FOR THE ASBMR TOPICAL MEETING

Platinum.....	\$55,000
Gold.....	\$38,000
Silver.....	\$22,000
Bronze	\$5,000 - \$21,000

SUPPORT OPPORTUNITIES

Webcast of Meeting Highlights.....	\$50,000
Delegate Bags.....	\$15,000
Reception	\$20,000
Young Investigator Awards.....	\$1,500/each
Tabletop Exhibits.....	\$1,000/each
Bag Inserts	\$200/each

Support Opportunities—Year-Round

ASBMR AWARDS

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

\$17,500

These awards are intended to facilitate the professional development of young basic and clinical scientists in the field of bone and mineral metabolism by supporting their attendance at the Advances in Mineral Metabolism (AIMM) Young Investigators' Meeting in Snowmass, CO, USA. For more information about the meeting, visit http://www.asbmr.org/awards/young_investigator.cfm.

ASBMR Harold M. Frost Awards

\$12,000

This program is intended to stimulate the participation of young investigators in the Sun Valley Workshop on Skeletal Tissue Biology in Sun Valley by providing the opportunity for presentation of their research. For more information about this meeting, visit <http://www.asbmr.org/awards/haroldfrost.cfm>.

ASBMR Career Enhancement Awards

\$50,000

The ASBMR Career Enhancement Awards (CEA) were created in 2004. The three award types (Collaborative, Sabbatical or General Research) are intended to foster the academic potential and careers of clinical, basic and translational scientists in the bone and mineral field. The awards are designed to facilitate acquisition of skills and knowledge not otherwise available to the applicant. Eligible applicants are ASBMR members (U.S. or international), who are employed as full-time faculty at the Assistant Professor (or equivalent) level. Outcomes of the award could include obtaining preliminary data to permit the applicant to better compete for a government, foundation or industry sponsored award, establishing a productive collaboration or expanding the expertise of the awardee.

The ASBMR Bridge Funding Research Grants Program

Call for Pricing

These awards are intended to assist established investigators with a history of research productivity and external research funding who have encountered an interruption in funding. These grants are open to all qualified members regardless of country of residence.

ADVERTISING



The Journal of Bone and Mineral Research (JBMR)

Circulation: 4,695

Now in its 23rd year of publication, the *Journal of Bone and Mineral Research* is the largest and most cited of the specialized journals dedicated to bone and mineral research. *JBMR* readership includes physicians who see patients regularly and are decision-makers in the field, as well as researchers who conduct outreach and provide continuing education to primary care physicians. *JBMR* readers recommend treatment for disorders of bone and mineral metabolism and use bone densitometry and assays to diagnose these disorders. The *JBMR* contains peer-reviewed original studies, case reports, clinical vignettes, editorials and reviews of the highest interest to physicians and scientists in the bone and mineral field.

Within the field of Endocrinology and Metabolism, the *JBMR* ranks third out of all original study journals, with an impact factor of 6.004. It ranks first among the journals specializing in bone and mineral research. The September 2009 issue of the *JBMR* will be available at the Annual Meeting. The closing date for ad materials for the September 2009 issue is July 14, 2009.

Advertising Opportunities

Materials Distribution in Delegate Bags

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. For a nominal fee, all Annual Meeting attendees will receive the insert. A completed Materials Distribution Form must be submitted to the ASBMR Business Office for review and approval prior to printing.

ASBMR Job Placement Service

The ASBMR Job Placement Service at www.asbmr.org can help meet your recruiting needs. Enrollment in the online service is good for one year and entitles employers to post unlimited job openings online and view the resumes of participating candidates.

Mailing List Rental

Reach the leaders in the bone and mineral field by sending targeted mailings to the ASBMR membership and/or the ASBMR Annual Meeting attendees. To rent either the ASBMR Membership List or the Meeting Attendee List, a completed rental agreement should be submitted along with a sample of the piece to be mailed (the sample piece should be submitted in final draft form, but prior to printing). All copy, advertising, etc., must be approved by the ASBMR prior to printing and mailing.

• Membership List

ASBMR membership is comprised of approximately 4,000 scientists from over 60 countries. Member interests include Biology, Biomechanics, Dentistry, Endocrinology, Epidemiology, Internal Medicine, Molecular Genetics, Nephrology, Ob-Gyn, Orthopaedics, Pathology, Pharmacology, Physiology, Radiology and Rheumatology.

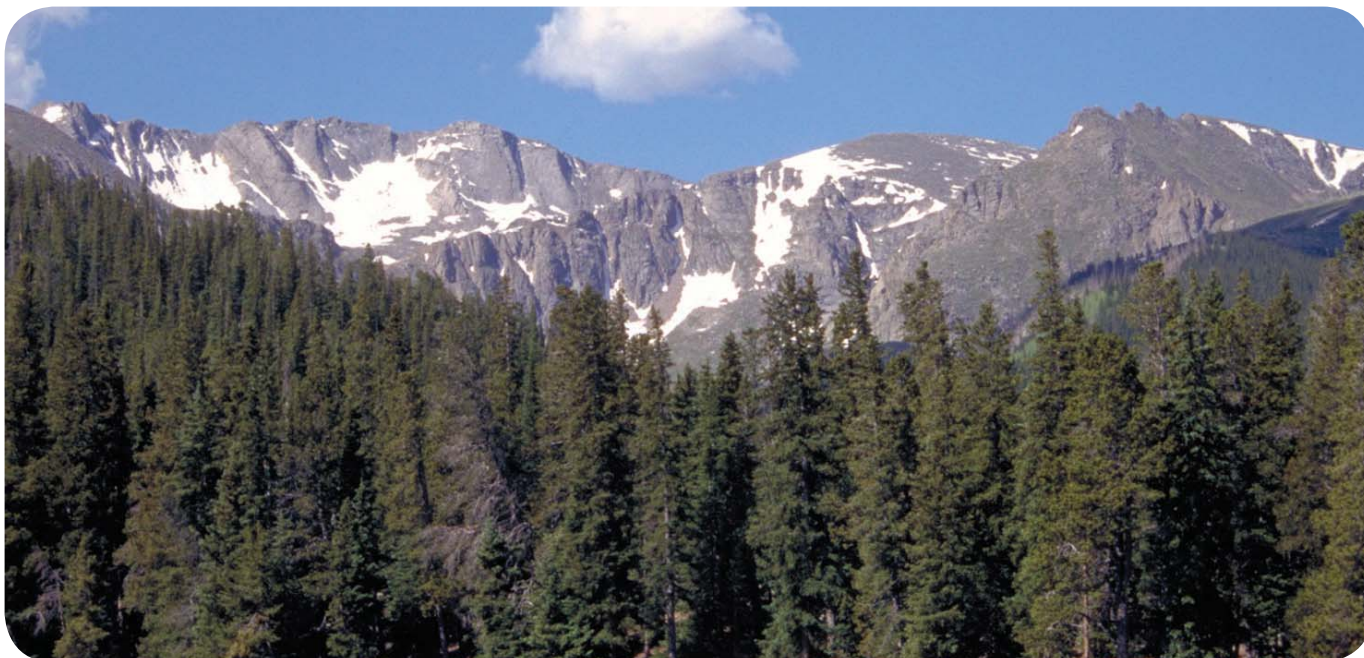
• Annual Meeting Attendee List

Reach the ASBMR 31st 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.

• Topical Meeting Attendee List

Reach the ASBMR Topical Meeting attendees by renting the Post-Meeting Attendee List comprised of all registrants who attended the Topical Meeting focused on skeletal research: bone, fat and brain connections.

Contact the ASBMR at (202) 367-1161 for pricing on these unique advertising opportunities.



Advertising Opportunities

PUBLICATIONS

ASBMR Membership Distribution of the *Primer on the Metabolic Bone Diseases and Disorders of Mineral Metabolism*, 7th Edition

Call for Pricing

This comprehensive textbook is an indispensable reference for clinicians who see patients with disorders of mineral metabolism, metabolic bone diseases or disorders of bone formation. In a quick-reference format, it provides complete information on the symptoms, pathophysiology, diagnosis, and treatment of all common and rare bone and mineral disorders. Corporate support helps fund the distribution of the *Primer* to ASBMR members throughout the country and a letter acknowledging the distribution supporter is included. Other distribution groups, dissemination methods and formats will be considered (e.g., CD-ROM).

ASBMR Membership Directory (2009-2010) **\$48,000**

The printed directory provides all current members with a complete and updated listing of the ASBMR membership, including contact information. The membership listings are sorted alphabetically and geographically. The supporting company is given a two-page ad on the inside and outside back cover of the Directory.

ASBMR e-news ***Call for Pricing***

The monthly electronic newsletter of the ASBMR updates members and correspondents about Society activities and calendar events, while highlighting ASBMR programs and products and acknowledging the support of corporations, foundations, individuals, professional societies and voluntary health organizations. The supporting company is provided with full recognition as part of this communication.



Exhibit Opportunities

ASBMR EXHIBIT HALL

BOOTH FEES*

In Line	\$20.50	per square foot
Corner	\$23.50	per square foot
Island	\$26.00	per square foot

*Booth fees are not included in the cumulative supporter totals outlined on page 6.

Booth locations are assigned first to Diamond, Platinum, and Gold supporters who commit to sponsorship by November 13, 2008. After November 13, booths are assigned on a first-come, first-serve basis.

THURSDAY, SEPTEMBER 10, 2009

9:00 a.m. – 5:00 p.m. Exhibitor Set-up

FRIDAY, SEPTEMBER 11, 2009

8:00 a.m. – 2:00 p.m. Exhibitor Set-up

5:15 p.m. – 7:00 p.m. Exhibit Hall Welcome Reception and
Presentation of Plenary Posters in Hall

SATURDAY, SEPTEMBER 12, 2009

8:00 a.m. – 6:00 p.m. Posters Open

9:30 a.m. – 4:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Coffee Break in Hall

11:30 a.m. – 2:30 p.m. Poster Session I Presentations

4:00 p.m. – 4:30 p.m. Coffee Break in Hall

SUNDAY, SEPTEMBER 13, 2009

8:00 a.m. – 6:00 p.m. Posters Open

9:30 a.m. – 4:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Coffee Break in Hall

11:30 a.m. – 2:30 p.m. Poster Session II Presentations

4:00 p.m. – 4:30 p.m. Coffee Break in Hall

MONDAY, SEPTEMBER 14, 2009

8:00 a.m. – 4:30 p.m. Posters Open

9:30 a.m. – 4:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Coffee Break in Hall

11:30 a.m. – 2:30 p.m. Poster Session III Presentations

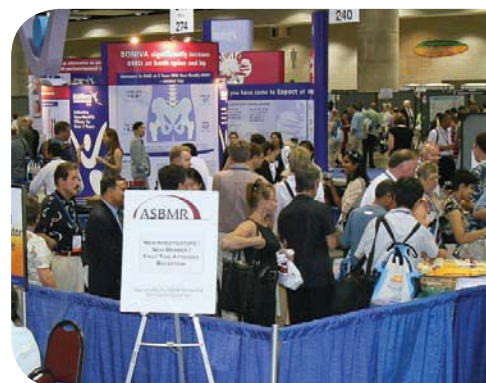
4:00 p.m. – 4:30 p.m. Coffee Break in Hall

5:00 p.m. – 9:00 p.m. Exhibits Dismantled

TUESDAY, SEPTEMBER 15, 2009

8:00 a.m. – 12:00 noon Exhibits Dismantled

Hours are subject to change. Exhibitors will be notified in writing if any changes are made.



Exhibits and posters are scheduled in Hall F of the Colorado Convention Center for four days, September 11-14, 2009. The Colorado Convention Center is one of the most practical and user-friendly meeting facilities ever built. More than 100 professional meeting planners worked with the architects to design every aspect of the building. The result? A simple, sensible, state-of-the-art facility with easy traffic flow and everything you need—all in a stunningly beautiful building in the heart of exciting downtown Denver.

This meeting attracts approximately 5,000 attendees interested in innovative and effective products for research, diagnosis, prevention and treatment. A presence on the Exhibit Hall floor is critical to your success in reaching the meeting attendees.

The exhibit schedule and floor plan is designed to maximize time and the flow of attendees in the hall.

Exhibit Opportunities

What Do ASBMR Attendees Purchase and/or Recommend to Their Colleagues and/or Patients?

- Pharmaceuticals
- Bone densitometers and other equipment and supplies for measuring bone density
- Lab equipment, e.g., microscopes, centrifuges, DNA sequencers, spectrophotometers and automatic pipettes
- General chemicals, reagents, diagnostic test kits, growth factors, hormones, enzymes, cytokines and antibodies
- Electrophoresis supplies
- Lab animals
- Special animal diets
- Cell culture materials
- Computers and software
- Journals/books
- Food supplements
- And more...for molecular, cellular, physiologic, and pathologic research laboratories; medical offices and bone centers

Who Are Our Exhibitors?

- Pharmaceutical manufacturers and distributors
- Medical equipment manufacturers
- Laboratories
- Medical publishers
- Professional societies
- Government agencies
- Resource centers
- Nutritional supplement companies
- Manufacturers of rehabilitation/physical therapy products
- Manufacturers of immunoassay kits
- Bone-histomorphometry laboratories
- Medical imaging device manufacturers/ Bone density equipment
- Voluntary health agencies
- Web site medical educators

ASBMR Annual Meeting Attendees Visit Exhibits, Purchase Products

88% of ASBMR attendees visit the Exhibit Hall

76% of ASBMR attendees consider the exhibits an important part of their decision to attend the Annual Meeting

Attendees list the following goals in visiting the ASBMR Exhibit Hall:

85% Learn about new products and services

49% Evaluate products/services for later purchase

37% Network with exhibitors

59% of ASBMR attendees are involved in the final decision to purchase bone-related/research products and services

What Your Exhibit Space Includes

A standard 10' x 10' draped booth (8' high backdrop and 36" high side dividers) will be provided. Each booth will be provided a 7" x 44" identification sign containing the name and booth number to be hung at the top back of the booth.

Additional Exhibitor Benefits

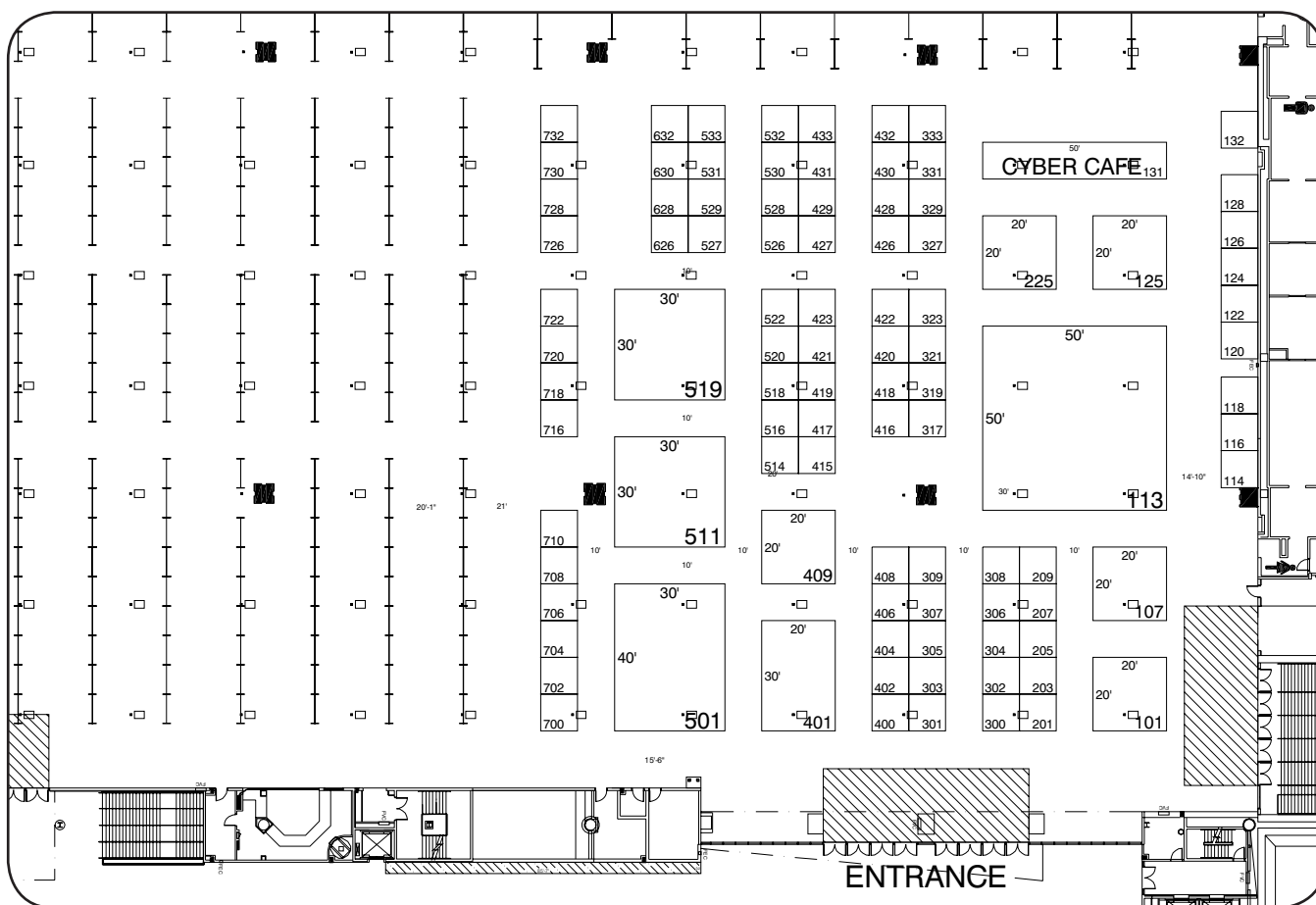
In addition to booth space in ASBMR's high traffic Exhibit Hall, exhibitors also receive:

- A 35-word description in the On-Site Program book
- Company description in the online Exhibit Hall floor plan at www.asbmr.org
- A complimentary post-meeting attendee mailing list for one-time use
- Four complimentary Exhibit Personnel Badges (hall-only access) per 10' x 10' booth space
- One conference bag per company containing *Abstracts* book and other conference materials

Important Exhibitor Dates

November 13, 2008	Deadline for contracts and deposits from Diamond, Platinum and Gold Supporters and 2008 exhibitors to receive priority booth placement
May 8, 2009	Remaining balances due Deadline for partial refund
July 30, 2009	Deadline for requests of meeting rooms, function space and hotel suites
July 31, 2009	Deadline for approval of giveaways
August 12, 2009	Hotel cut-off date

Exhibit Hall Floor Plan & Exhibitor List



2008 EXHIBITORS (LIST AS OF JULY 2008)

Abbott	Genzyme Corporation	Novartis Pharmaceuticals Corporation
Allevia	GlaxoSmithKline Consumer Healthcare	Orthometrix, Inc.
Alliance for Better Bone Health	Hologic, Inc.	Osteogenesis Imperfecta Foundation
ALPCO Diagnostics	HRA Research	Osteometrics, Inc.
Amgen	Immunodiagnostic Systems (IDS)	Osteoporosis Canada
Bayer Health Care	Immutopics International, LLC	Pacific Biometrics, Inc.
Bio-Imaging Technologies, Inc.	International Bone & Mineral Society	Paget Foundation
BIOQUANT Image Analysis Corporation	International Society for Clinical Densitometry	Pharmatest Services Ltd
Bone & Cancer Foundation	Jarrow Formulas, Inc.	Quidel Corporation
Centre for Bone and Periodontal Research	Kureha Special Laboratory Co., Ltd	Rare Bone Disease Patient Network/ U.S. Bone and Joint Decade
Charles River Laboratories Preclinical Services	Kyphon	Ratoc System Engineering Co., Ltd.
CSM Instruments	Lonza	Research Diets, Inc.
DiaSorin, Inc.	Mayo Clinical Trial Services	Roche and GSK
Dyets, Inc.	MDS Pharma Services	Roche Diagnostics
Eli Lilly and Company	Merck & Co., Inc.	Scanco USA, Inc.
European Calcified Tissue Society	Merck Research Laboratories	Siemens Medical Solutions USA
Euro-Pharm	Millipore Corporation	Skyscan N.V.
Faxitron X-Ray LLC	Mindways Software, Inc.	Springer
Food and Drug Administration	National Osteoporosis Foundation	The XLH Network
GE Healthcare - Lunar	NIH Osteoporosis and Related Bone Diseases NRC	Wyeth Pharmaceuticals

GENERAL INFORMATION AND INQUIRIES

Additional information about the ASBMR 31st Annual Meeting in 2009 is available online at www.asbmr.org. If you are unable to find the information you seek on our Web site, please contact the ASBMR Business Office:

Support Inquiries	(312) 673-5494
Exhibit/Housing/Meeting Space Inquiries	(202) 367-1138
<i>Journal of Bone and Mineral Research</i>	(919) 620-0681
Registration	(202) 367-1173
Mailing List/Job Placement Inquiries	(202) 367-1161
Media Relations	(202) 367-1219
All Other Inquiries	(202) 367-1161



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