



The American Society for  
Bone and Mineral Research

# ASBMR 2023 Annual Meeting

October  
13-16, 2023

Vancouver Convention Centre • Vancouver, Canada

## 2023 Supporter Kit



Gain exposure for your company at the largest healthcare meeting on bone, mineral and musculoskeletal science



Meet face-to-face with more than 2,000 highly engaged scientists and clinician scientists from around the world



Build relationship with the researchers and clinicians making strides in the bone, mineral and musculoskeletal field



# Partner with Leading Minds

The American Society for Bone and Mineral Research (ASBMR) is a global community of researchers and clinicians who strive to make discoveries that keep bones healthy for a lifetime. Through its deep support of this important research, ASBMR remains at the forefront of the bone, mineral and musculoskeletal field.

We invite you to be part of this effort. The ASBMR 2023 Annual Meeting will be held in Vancouver, BC, Canada and is your opportunity to gain exposure to more than the 3,000 attendees who are leaders in the field. With a special online component in addition to the in-person connections attendees will make, the Society is committed to bringing together our global contingent of members. Partner with us in Vancouver to expand the positive awareness of your company with an influential group of researchers and show support of the field taking one step closer to the next great discovery!

## Deb Kroll

Director of Development

American Society for Bone and Mineral Research

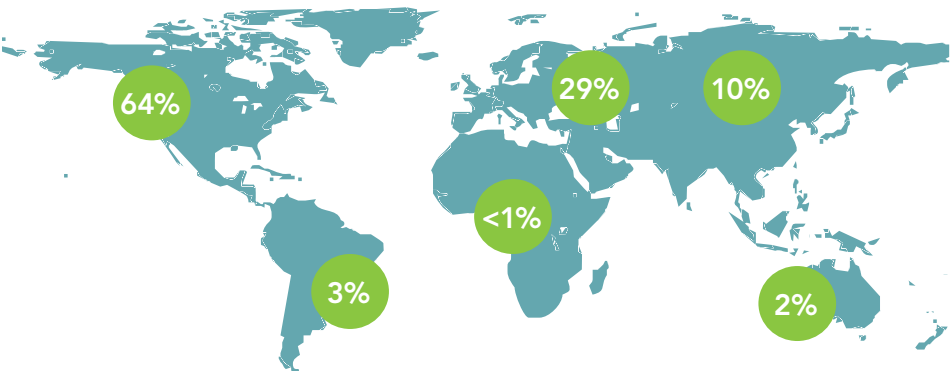
**Interested?** Contact Deb Kroll at [dkroll@asbmr.org](mailto:dkroll@asbmr.org) or +1 (312) 673-5494



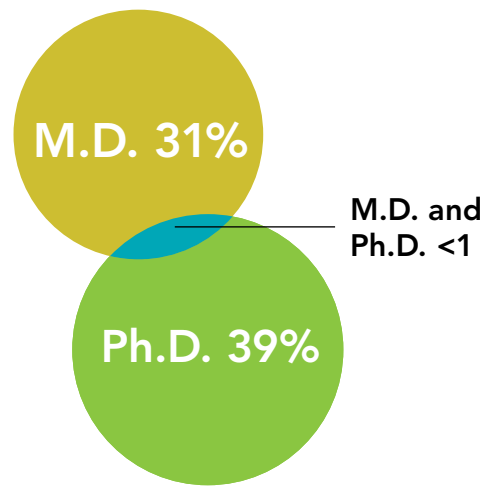
# Annual Meeting Attendee Demographics

The ASBMR Annual Meeting is the world’s largest and most diverse meeting in the bone and mineral research field, attracting more than 2,000 attendees from more than 60 countries interested in innovation and effective products and services for research, diagnosis, prevention and treatment. Participation in the ASBMR Discovery Hall can make the critical difference to your success in reaching the decision makers in this field. Learn more about our attendees below.

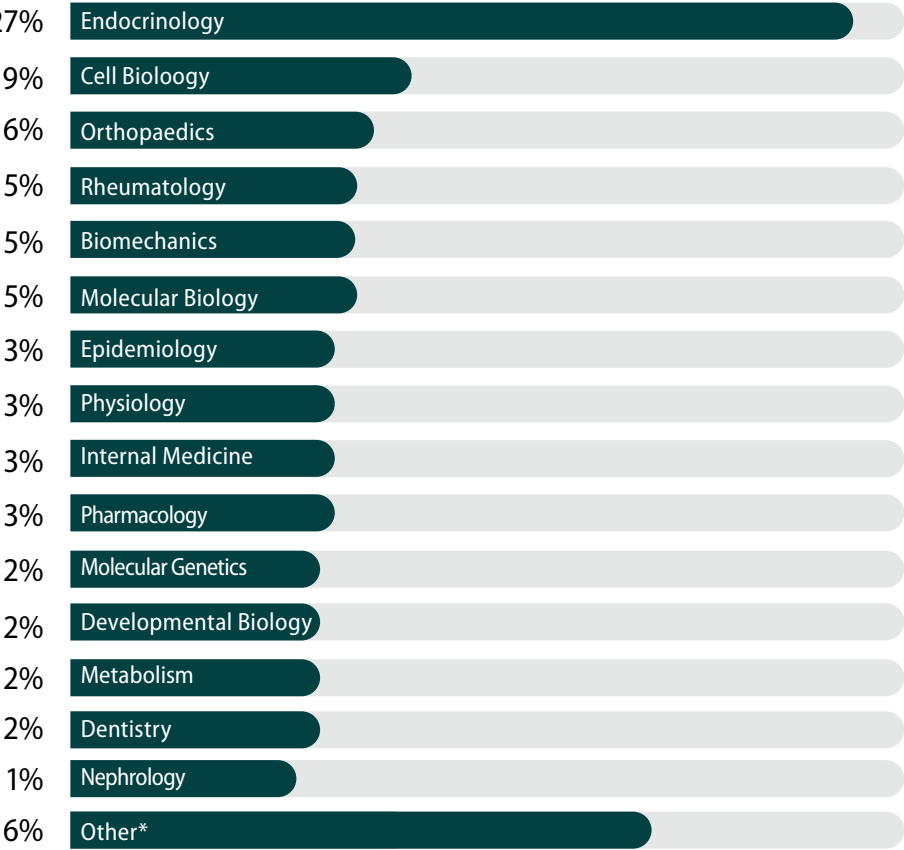
## Geographic Breakdown



## Degree Level



## Specialization



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

## Research Type



(Based on ASBMR 2022 attendance data)



# 2023 Annual Meeting Support Opportunities

The ASBMR Annual Meeting offers a wide variety of signature marketing programs and opportunities. With more than 2,000 attendees from over 60 countries assembled in Vancouver, BC, Canada, your message will impact key decision makers from across the field.

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

Your company pledges should be submitted in writing using the 2023 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.*

## 2022 Supporters

The ASBMR gratefully acknowledges the following companies for their support (as of August 2022):

### Platinum Level Supporter

UCB

### Silver Level Supporter

Alexion Pharmaceuticals, Inc.

Ascendis Pharma A/S

Ultragenyx Pharmaceutical Inc.

### Bronze Level Supporters

Ipsen Biopharmaceuticals, Inc.

Inozyme Pharma

### Friend Level Supporters

Amgen, Inc.

BioCryst Pharmaceuticals

BioMarin Pharmaceutical Inc.

BridgeBio Pharma, Inc.

Hologic, Inc.

Kyowa Kirin

Pfizer, Inc.

Radius Health

Regeneron Pharmaceuticals, Inc.

Scanco Medical

Springer Healthcare

Takeda

## Support Levels

In appreciation of your company's cumulative 2023 support, ASBMR offers the following additional benefits for the support levels.\*

### Diamond Supporter

Contributing \$285,000 or more

- 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 Discovery Hall
- Logo recognition in mobile app
- 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

- 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 Discovery Hall, after Diamond Level Supporters
- Logo recognition in mobile app
- 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 Discovery 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.



# Year-Round Opportunities

## ASBMR Website

**Front page: \$30,000 per year**

**Landing Pages: \$15,000 per year**

Your banner ad will be featured on ASBMR's website which includes up-to-date news about ASBMR activities, the field, education resources, publications, awards and grants, advocacy efforts and more!

## Webinars

**\$15,000 each**

ASBMR Webinars provide an opportunity for scientific exchange including an interactive platform allowing participants to give, receive and discuss information. The webinars are scheduled for one-hour time increments throughout the year, provide 1-hour CME credit, and cover both basic and clinical topics. Sponsors are recognized in the email meeting invitation and the weekly e-newsletter.

## ASBMR Speaks – Podcast Series on Musculoskeletal Diseases \$30,000 per episode

Based on the successes on the 2022 launch of *ASBMR Speaks – Podcast Series on Rare Bone Diseases*, ASBMR is partnering again with Figure 1 to produce a second podcast series in 2023, *ASBMR Speaks– Podcast Series on Musculoskeletal Diseases*.

Figure 1 is a leading medical sharing platform for verified Health Care Providers (HCPs) sharing knowledge and case collaborations. With over 3 million registered users in 190 countries worldwide, it's DDx platform is one of the most popular medical podcasts today with over 300k downloads and an average episode consumption of 95% that allows healthcare professionals of all kinds — from medical students to Physicians, NP/PA, etc., — to safely and securely collaborate on cases to improve patient outcomes. DDx has been a great success. The production quality is top notch and the KOLs and speakers we've recorded with are world-class. Figure 1 has had a number of successful seasons, covering a wide variety of medical topics with its unique ability to take case-based education and bring it into the modern world across multiple formats — attracting the next generation of HCPs in the process.

The *ASBMR Speaks - Podcast Series* will take place in November (TBD) following the ASBMR Annual Meeting which takes place October 13 – 16, 2023. The series will consist of 6 episodes of approximately 8-12 minutes an episode.

## NEW Industry Expert Sessions \$20,000

Launch your new product or latest research to ASBMR members. No need to wait to do it at the ASBMR Annual Meeting. You choose the topic, the speaker(s), etc. and we'll do the rest! Industry Expert Sessions provide companies the opportunity to:

- Present new research findings
- Detail products
- Conduct demonstrations
- Highlight new products

Information about your Industry Expert Session will be highlighted in an ASBMR e-blasts, including the weekly e-Newsletter that is disseminated to 7,175 subscribers. Sessions are limited to 1 hour. ASBMR recognizes the Industry Expert Sessions may be promotional. Therefore, the sessions are not approved for CME.

## ASBMR e-News Weekly Banner Ads \$6,000 per week, or \$20,000 per month

Your banner ad will be featured in an edition of ASBMR weekly e-News which includes up-to-date news about ASBMR activities, the field, upcoming events and education delivered to all members' in-boxes and archived online. Circulation of 7,175 subscribers.

## NEW e-News Industry Focus (Spotlight) Article \$10,000 per article

Work with an ASBMR writer to craft a story including your company's message in a special Industry Focus article in ASBMR e-News with link to your website for further information. Sent to 7,175 ASBMR subscribers, your story will be included among other must-read news.

## ASBMR Mailing Lists Annual Meeting Attendee List \$1,000 (For profit) / \$600 (Non-profit)

Reach ASBMR 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 2,000 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.

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



# Thought Leadership Sponsorship Opportunities

*Partner with the Premier Meeting for the Bone, Mineral and Musculoskeletal Community at ASBMR 2023*

## Industry-Supported Symposia

**\$40,000 (Morning session, 7:00 a.m. – 8:45 a.m.)**

**\$60,000 (Evening session, 7:00 p.m. - 10:00 p.m.)**

Industry-Supported Symposia (ISS) are scientific meetings initiated by industry and planned independent of the ASBMR through a medical education company. The attendance must be open to all ASBMR meeting attendees. The Industry-Supported Symposia are scheduled during the ASBMR meeting, including one day prior and one day after, but not in conflict with the official ASBMR scientific program. The total number of ISS scheduled each year will be determined by available meeting space and by approval of the ASBMR Program Committee. All ISS must provide Continuing Medical Education (CME) credits and follow ACCME guidelines (see page 3 for further details). Programs must be approved by the ASBMR prior to publicity. If approved, the ISS are considered part of the Official Ancillary Program.

## Industry Expert Sessions (formerly Product/Informational Theaters)

**\$30,000**

Launch your new product or latest research to up to 50-75 meeting attendees. ASBMR provides logistical assistance, audiovisual equipment, and registration services. Industry Expert Sessions are 45 minutes in length, and provide companies the opportunity to:

- Present new research findings
- Detail products
- Conduct demonstrations
- Highlight new products

Information about your Industry Expert Session will be highlighted on signage at the meeting, in the Onsite Daily e-Newsletter and in an issue of ASBMR's weekly e-Newsletter leading up to the meeting. ASBMR recognizes that the Theaters will be promotional. Therefore, these sessions are not approved for CME and cannot conflict with the official ASBMR meeting program.

## Clinical Debate

**\$16,000 (sole supporter; \$8,000 each/2 or more supporters)**

The Clinical Debate is a well-attended scientific program planned by the ASBMR and a partner professional society. Sponsorship includes a 15-second video advertisement, which will precede the session and not be part of the session itself. There will also be verbal acknowledgement of support provided by the moderator.

## Concurrent Invited and Oral Sessions

**\$7,000/each**

Concurrent Invited and Concurrent Oral Sessions feature talks covering basic, clinical and translational aspects of broad topics of major interest. Sponsorship includes a 15-second video ad, which will precede the session and not be part of the session itself.

## Meet-the-Professor Sessions

**\$6,000/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, and will take place following ASBMR's Virtual Annual Meeting from October through December. Total of 30 Meet-the-Professor Sessions are available for support.

## Ancillary Meetings - Corporate Meetings at ASBMR Priced Based on Custom Needs

ASBMR has opportunities available for you to host your own meeting during the ASBMR 2023 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 send your inquiry to [ancillaries@asbmr.org](mailto:ancillaries@asbmr.org).

## 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 2023 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. Visit our website to learn more.



# Sponsorship at ASBMR 2023 Annual Meeting

## *Marketing and Advertising Partnership Opportunities*

### **Webcast Highlights of the ASBMR Meeting Program** **\$30,000**

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.

### **Onsite Program** **\$25,000 (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.

### **Abstracts Online and Itinerary Builder** **\$25,000**

The Abstracts Online program, accessible through the ASBMR website, is an online search tool. The program allows customized searches of abstracts and the creation of a personalized itinerary.

### **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.

### **Delegate Bags** **\$28,000**

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 Austin during the meeting, attendees also take the bags home to use at the office, providing even greater exposure.

### **Lanyards** **\$28,000**

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** **\$28,000**

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**

A mobile version of the on-site program book, the app includes the meeting abstracts, general meeting information, exhibitor listings and detailed maps of the convention center.

### **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.

### **Mobile App Splash Page Sponsorship** **\$3,500**

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



# Sponsorship at ASBMR 2023 Annual Meeting

## Marketing and Advertising Partnership Opportunities

### Increased Exposure Opportunities

#### 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 Discovery Hall. Attendees will be constantly reminded of your location on the exhibit floor.

#### Daily Conference Newsletter

**\$6,000 (four opportunities)**

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

**\$2,500 - \$25,000+ (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 Discovery Hall.

#### Literature Racks

**\$1,000 per rack**

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

#### 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 and entertainment.

#### 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.

#### 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 pre-sent 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.

#### Coffee Break

**\$2,500**

Most coffee breaks occur in Discovery Hall and punctuate the oral sessions. Coffee and tea are served



# 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 meet in an informal, collegial environment with ASBMR's executive leadership. By pooling resources and expertise, the CAB engages in joint problem solving and collaborative opportunities that focus on how we can deepen our understanding of each other as well as meet our mutual goals of advancing the bone, mineral and musculoskeletal field.

Membership in the 2023 ASBMR Corporate Advisory Board is \$20,000 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/spring, 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.

## CORPORATE ADVISORY BOARD BENEFITS

- **Knowledge Sharing:** The CAB is about establishing meaningful dialogue and problem solving between industry and thought leaders in bone, mineral and musculoskeletal health, including rare bone diseases, and includes ASBMR's Executive Committee – to develop new products and services to advance the field forward
- **Partnership:** Corporate Advisory Board members will be able work alongside ASBMR's leadership, discuss the field's issues of mutual concern, find solutions to pressing challenges, share knowledge on best practices and partner with ASBMR on major initiatives, and to improve quality outcomes
- **Advocacy:** Stay informed on our work and coverage of CMS, FLS and DEXA initiatives for various bone diseases, including national advocacy against proposed changes to policies and decreased funding for research and on-going advocacy in relation to reimbursement.

Additionally, each member company will receive:

- Ongoing recognition among the American Society's global membership of clinical, research and industry experts
- **NEW** - One complimentary full registration for ASBMR's Annual Meeting (\$XXX value)
- The opportunity for networking with ASBMR's leadership at the Annual VIP Recognition Reception held during ASBMR's Annual meeting
- Participation in the Spring and Fall Corporate Advisory Board meetings
- Recognition at ASBMR's Annual Meeting
- Recognition in ASBMR's Onsite Guide
- Recognition in ASBMR's Onsite Guide

*\*ASBMR Corporate Advisory Board dues count in total yearly corporate support for additional benefits*

Please feel free to contact ASBMR with any questions you may have about joining the 2023 ASBMR Corporate Advisory Board.

**The ASBMR gratefully acknowledges the following companies for their 2022 Corporate Advisory Board membership:**

Alexion Pharmaceuticals, Inc.  
Amgen, Inc.  
Ascendis Pharma A/S  
Ipsen Biopharmaceuticals, Inc.  
Kyowa Kirin  
Radius Health  
Regeneron Pharmaceuticals, Inc.  
Takeda  
UCB  
Ultragenyx Pharmaceutical 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 (6.390) and largest worldwide circulation of any journal in its field. Advertising is available on a monthly basis, with the October 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, (e.g. osteoimmunology) and the pathophysiology and treatment of sarcopenia and disorders of bone and mineral metabolism.

The JBMR® rate card is available here. To reserve space or for additional information on advertising opportunities please contact:

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# General Information and Inquiries

Additional information about the ASBMR 2023 Annual Meeting is available [here](#). 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

## Exhibits

+1 (312) 673-5494

## *Journal of Bone and Mineral Research* General Inquiries

+1 (202) 367-1161

## *Journal of Bone and Mineral Research* Advertising

+1 (201) 748-8895

## Meeting Registration

+1 (202) 367-1173

## Mailing List/Job Placement Inquiries

+1 (202) 367-1161



The American Society for  
Bone and Mineral Research

## American Society for Bone and Mineral Research

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[www.asbmr.org](http://www.asbmr.org)

# ASBMR 2023 Annual Meeting

October  
13-16, 2023

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