

The logo features the text 'ASBMR' in a dark blue serif font, followed by a registered trademark symbol. To its right is a green graphic element consisting of a curved line that arches over the text. Further right, the year '2020' is written in a large, bold, green sans-serif font. Below '2020', the words 'Annual Meeting' are written in a smaller, green, sans-serif font.

ASBMR[®] 2020

Annual Meeting

September 11–14, 2020
Washington State Convention Center
Seattle, Washington, USA

The background of the lower half of the page features a stylized illustration of the Seattle skyline. The Space Needle is the most prominent structure on the left. Other buildings of varying heights and colors (shades of blue and green) are scattered across the horizon. The sky is a light blue gradient, and there are large, overlapping, curved shapes in shades of green and blue that sweep across the top and right sides of the page, creating a sense of movement and depth.

2020 Supporter Kit

Partner with ASBMR to:

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

Meet face-to-face with more than 3,000 highly engaged scientists and clinician scientists from around the world

Build relationships 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) 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.

Partner with the ASBMR in Seattle and take your company's success to the next level. The ASBMR 2020 Annual Meeting is your opportunity to gain exposure with more than the 3,000 attendees who are leaders in the field, and benefit from the many outstanding opportunities to interact with our members in the educational, scientific, business and social environments where qualified relationships begin. Together we can accomplish a great deal, and we look forward to partnering with you!

Deb Kobus (Kroll)

Director of Development

American Society for Bone and Mineral Research

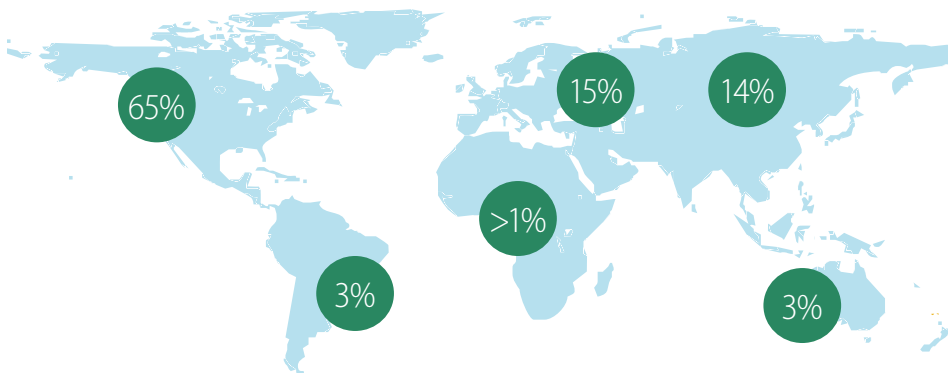
Interested? Contact Deb Kobus at dkroll@asbmr.org or +1 (312) 673-5494



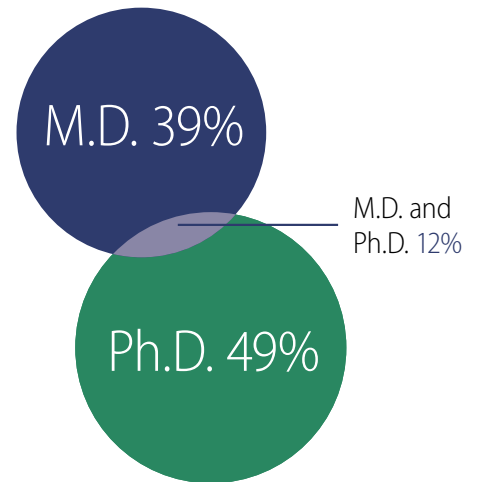
ASBMR Annual Meeting Attendee Demographics

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 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

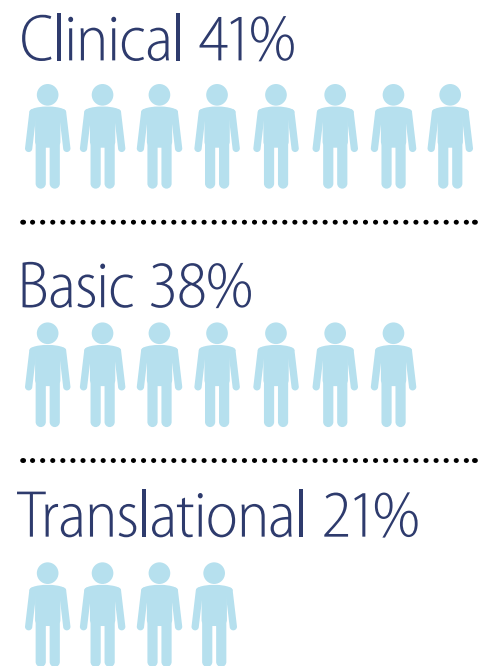


Specialization



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

Research Type



(Based on ASBMR 2018 attendance data)

ASBMR 2020 Annual Meeting Support Opportunities

The ASBMR Annual Meeting offers a wide variety of signature marketing programs and opportunities. With more than 3,000 attendees from over 70 countries assembled in Seattle, 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.

ASBMR will begin accepting pledges on October 7, 2020. Your company pledges should be submitted in writing using the 2020 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.

2019 Supporters

Special thanks to our 2019 Supporters for their participation in the ASBMR 2019 Annual Meeting in Orlando, Florida (list as of xxxxx, 2019).

Diamond Level Supporter

Amgen, Inc.

Bronze Level Supporters

Takeda

Ascendis Pharma

Ultragenyx Pharmaceutical Inc.

Friend Level Supporters

Baxter Healthcare Corporation

Biophytis Inc.

Inozyme Pharma, Inc.

Kiowa Kirin

Lilly USA, LLC

Novartis Institutes for Biomedical Research, Inc.

Radius Health

Scanco Medical

UCB

Support Levels

In appreciation of your company's cumulative 2020 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.*

Interested? Contact Deb Kobus (Kroll) at dkroll@asbmr.org or +1 (312) 673-5494

Official Program Opportunities

Show your support for research and advances in the bone, mineral and musculoskeletal field by supporting part of the official scientific program. Scientific program sponsors are mentioned by name alongside the session they support in the the ASBMR 2020 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 the following:

- Treating the Treatment Gap
- Can We Close the Treatment Gap for Osteoporosis
- Current Issues in Osteoporosis
- Do Our Treatments for Osteoporosis Harm Our Patients
- Skeletal Contributions to Joint Degeneration and Osteoarthritis
- Muscle: The Path Forward to New Therapeutic Targets

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 2020 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 Challenge the Expert Sessions

ASBMR's Challenge the Expert Sessions at the ASBMR Annual Meeting are one hour each and will provide attendees with state-of-the-art knowledge regarding challenging cases on a variety of different clinical topics. These sessions provide a venue to discuss these latest advances, with an aim to facilitate translation into improved patient care. Presentations are given by clinical expert panelists who are established and respected leaders in the field of bone, mineral and musculoskeletal health.

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 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 Seattle 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

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.

Mobile App Splash Page Sponsorship \$3,500

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

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 unless you pay for the ASBMR organized lounge. 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 2020 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 Brigid Greaney at ancillaries@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 \$2,500 - \$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.

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.

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 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 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.*

For questions regarding the ASBMR Mailing Lists and Bag Inserts, please contact Lauren Taggart at ltaggart@asbmr.org.

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 Discovery 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 Discovery Hall and punctuate the oral sessions. Coffee and tea are served.

Educational Publications and Products

Supporters are noted in the ASBMR onsite program in addition to signage at the meeting.

Webcast Highlights of the ASBMR Meeting Program: . . \$35,000

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](#), 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. 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 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 2019 Muscle: The Path Forward to New Therapeutic Targets), 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 2020 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.

2019 ASBMR Corporate Advisory Board

Amgen, Inc.

Ascendis Pharma

Inozyme Pharma, Inc.

Kiowa Kirin

Lilly USA, LLC

Radius Health

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 (5.711) 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, (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:

Joe Tomaszewski

Senior Account Manager

Life Sciences, Commercial Sales, Americas

Global Research Wiley

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ASBMR[®] 2020 Annual Meeting

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General Information and Inquiries

Additional information about the ASBMR 2020 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
- **Exhibit/Housing/Meeting Space Inquiries**
+1 (202) 367-2393
- **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

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