

ASBMR 2022

ANNUAL MEETING

SEPTEMBER 9-12, 2022
AUSTIN, TX, UNITED STATES

+ONLINE EXPERIENCE

2022 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 2,000 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) 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 want you to be part of this effort. The ASBMR 2022 Annual Meeting will be held in Austin, Texas, USA 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 Austin 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



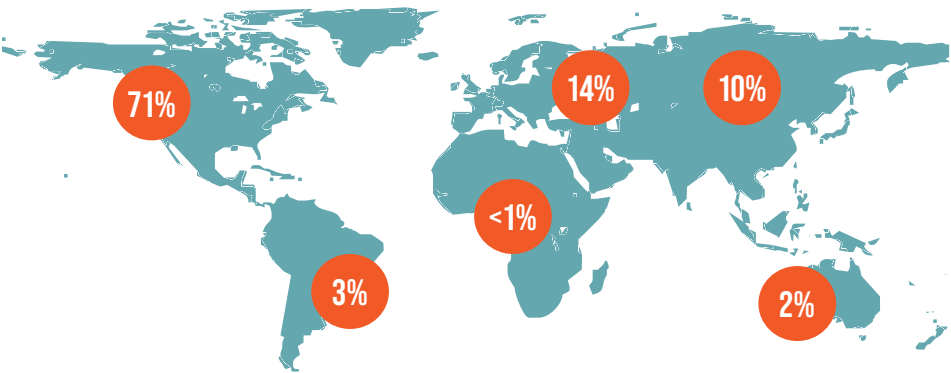
Interested?

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

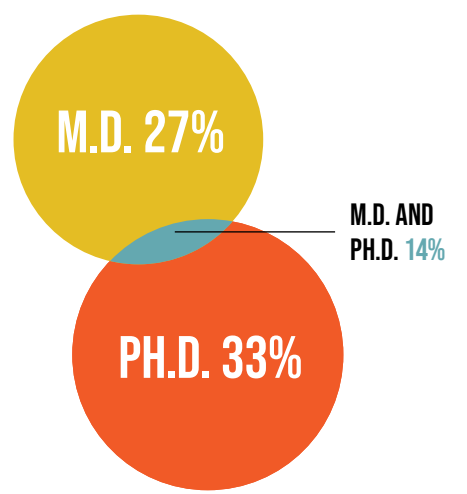
ASBMR ANNUAL MEETING ATTENDEE DEMOGRAPHICS

The ASBMR Annual Meeting is the world’s largest and most diverse meeting in the bone and mineral research field, attracting more than 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.

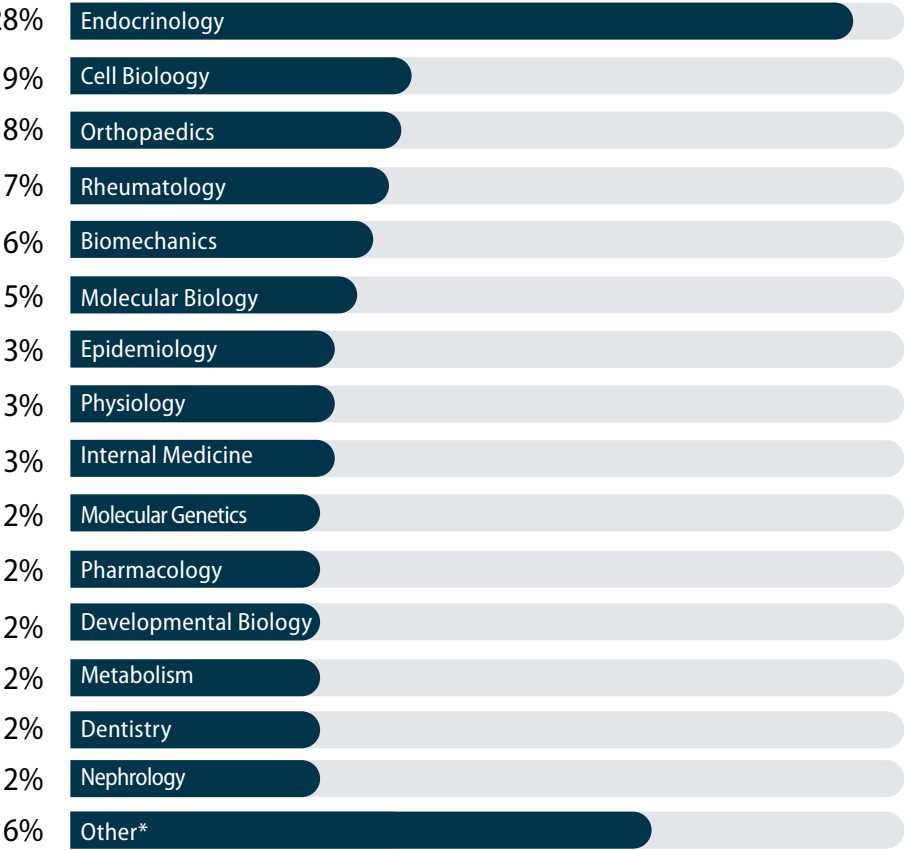
Geographic Breakdown



Degree Level

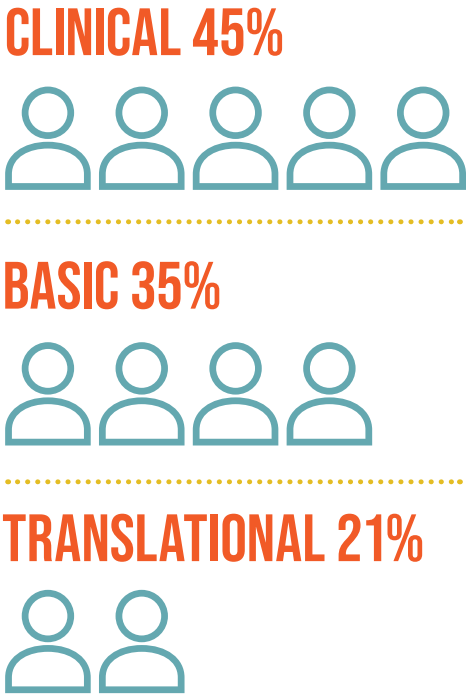


Specialization



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

Research Type



(Based on ASBMR 2021 attendance data)

ASBMR 2022 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 Austin, Texas, 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 2022 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.

2021 SUPPORTERS

The ASBMR gratefully acknowledges the following companies for their support (as of September 10, 2021):

Silver Level Supporter

Ipsen Biopharmaceuticals, Inc.

Bronze Level Supporters

Amgen, Inc.

Ascendis Pharma

Ultragenyx Pharmaceutical, Inc.

Friend Level Supporters

Alexion Pharmaceuticals

Hologic, Inc.

Inozyme

Kyowa Kirin

QED Therapeutics

Radius Health

Regeneron Pharmaceuticals, Inc.

Sanofi Genzyme

Scanco Medical

Takeda

UCB

SUPPORT LEVELS

In appreciation of your company's cumulative 2022 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 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 2022 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.

ANCILLARY MEETINGS

Corporate Meetings at ASBMR

ASBMR has opportunities available for you to host your own meeting during the ASBMR 2022 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.

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 2022 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.

INDUSTRY-SUPPORTED SYMPOSIA

\$35,000 (Morning session, 6:30 a.m. – 7:45 a.m.)

\$50,000 (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

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

\$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.

Ad Inclusion in All Registration Confirmation E-Blasts

\$20,000

Feature your digital banner ad on all ASBMR Annual Meeting confirmation e-blasts. Every time an attendee registers or updates their registration, they'll receive a confirmation email with your exclusive message.

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.

Acquisition E-Blasts

\$5,000

Include your banner ad in e-blast communications leading up to the ASBMR Annual Meeting. This email will be sent to ASBMR members and past attendees encouraging them to register for the ASBMR 2022 Annual Meeting. This group has already shown interest in previous ASBMR communications and are likely to see your banner in the e-blast.

Each inclusion of your banner ad is \$5,000. See below for the number of available opportunities with corresponding material deadlines.

Month	Number of Weekly Opportunities	Material Deadline
May	1	April 23
June	1	June 6
July	4	June 27 July 5 July 11 July 18
Aug	5	July 25 Aug 1 Aug 8 Aug 15 Aug 22
Sep	2	Aug 29 Sept 5

Mobile App Splash Page Sponsorship

\$3,500

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

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

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

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.

MAILING LISTS & BAG INSERTS

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.*

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.

For questions regarding the ASBMR Mailing Lists and Bag Inserts, please contact Greg Maciog at gmaciog@asbmr.org.

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

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 Breakfast & Learn

\$25,000

Host a Breakfast & Learn for 50-75 in-person meeting attendees at ASBMR 2022 and share your latest research and education with attendees. Breakfast & Learns will be available daily during the newly designated industry hour starting at 6:45 a.m. Featured ASBMR programming will not take place during this time.

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.

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.

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

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 **\$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.

Product or Informational Theater **in-person only** **\$25,000**

Launch your new product or latest research to 50-75 meeting attendees. If held at the ASBMR Annual Meeting, ASBMR provides logistical assistance, audiovisual equipment, and registration services, as well as box lunches and beverages for attendees. Information about your Product or Informational Theater will be highlighted on signage at the meeting and/or separate marketing materials. 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.

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. Sent to 4,700 ASBMR subscribers, your story will be included among other must-read news.

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

Up-to-date news about ASBMR activities, the field, upcoming events and education delivered on a weekly basis to all members' in-boxes and archived online. Circulation of 4,700 subscribers.

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 Speaks Podcast

ASBMR Speaks is the only podcast dedicated to discussing the latest developments in bone, mineral and musculoskeletal research. The American Society for Bone and Mineral Research (ASBMR) is a professional, scientific and medical society established to bring together clinical and experimental scientists who are involved in the study of bone and mineral metabolism.

Overarching Sponsorship of ASBMR Speaks: \$30,000

The overarching sponsorship of ASBMR Talks includes:

- Launch: Company logo and name included in all launch communications (email, social media posts, web banner), if solidified prior to the launch
- Company name in the podcast home page for 12 months
- Company name noted at the bottom of each episode on the podcast platform for 12 months

20-Second Voice Advertisement Per Episode: \$15,000

The sponsor would provide a 20-second voice recording that would be inserted at the beginning of a podcast episode. There is only one advertisement opportunity available for each episode.

Sponsorship Per Episode: \$10,000

This is a sponsored content opportunity where the sponsor would identify the topic, speakers and content outline for an episode, with review and approval of the content needing pre-approval by ASBMR. These sponsored episodes should not be sales pitches but rather the content-forward episodes that provide brand awareness of the sponsor company by virtue of the content and speakers presented. These sponsored episodes do not include a voice advertisement and no other sponsor advertisement would be inserted into sponsored episodes.

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 2021 program Biology of the Aging Skeleton – Implications for Fracture Prevention), expanded funding opportunities for young investigators to attend the ASBMR Annual Meeting, and smaller ASBMR co-sponsored meetings.

Membership in the 2022 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.

2021 CORPORATE ADVISORY BOARD

The ASBMR gratefully acknowledges the following companies for their membership:

Amgen, Inc.

Ascendis Pharma

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 (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:

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jtomaszews@wiley.com

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



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AUSTIN, TX, UNITED STATES

+ONLINE EXPERIENCE

GENERAL INFORMATION AND INQUIRIES

Additional information about the ASBMR 2022 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 (202) 748-8895

Meeting Registration

+1 (202) 367-1173

Mailing List/Job Placement Inquiries

+1 (202) 367-1161



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Bone and Mineral Research

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