



# 2020 ASCRS Annual Scientific Meeting

**June 6 - 10, 2020**  
Hynes Convention Center  
Boston, MA

## Sponsorship and Advertising Prospectus

**Connect 2020**

[www.fascrs.org](http://www.fascrs.org)  
#ASCRS20

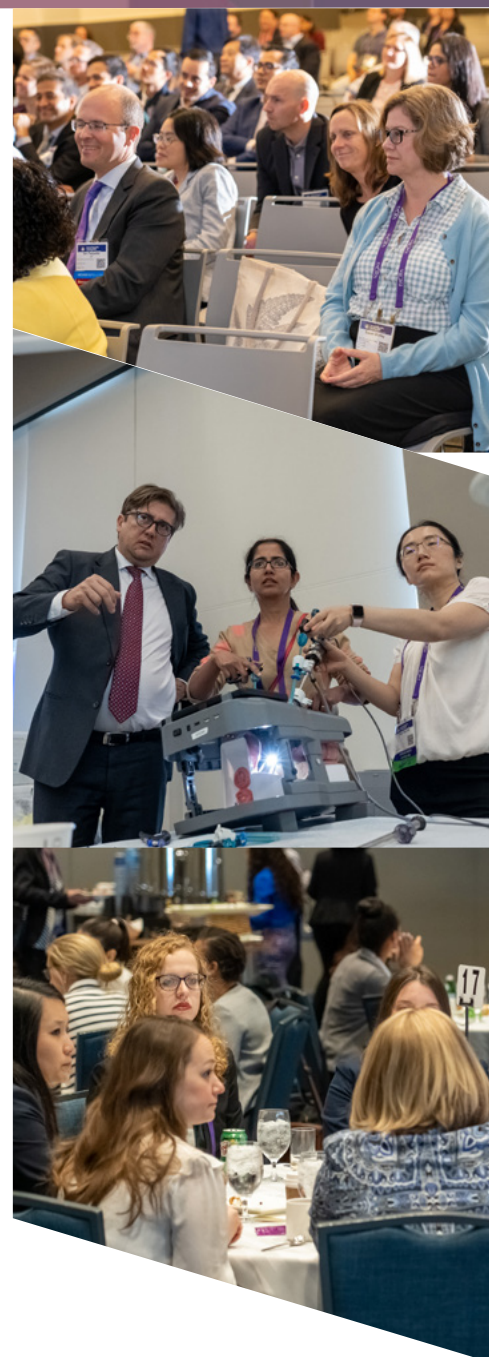


## Who We Are

The American Society of Colon and Rectal Surgeons is a professional medical society that represents more than 3,800 surgeons and other health care providers interested in the specialty of colon and rectal surgery.

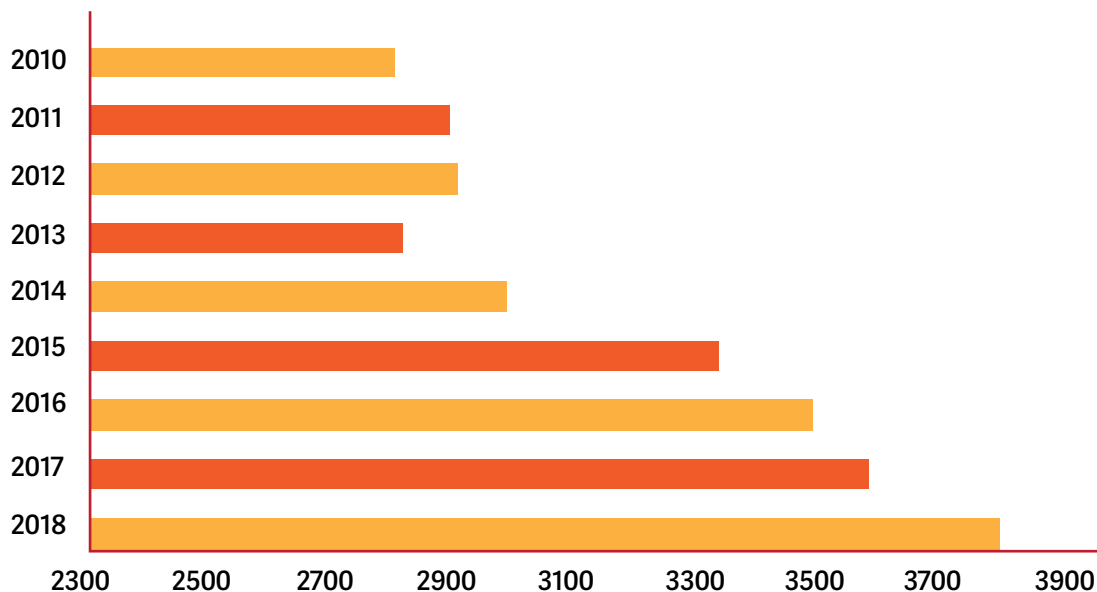
We believe in patient-centered, high-quality, high-value health care. We achieve this care through professionalism, unique knowledge and skills, and the fellowship of the Society's members.

ASCRS members are dedicated to advancing and promoting the science and practice of the treatment of patients with diseases and disorders affecting the colon, rectum, and anus. We are the premier professional medical organization that represents the specialty.



## ASCRS Demographics

### Membership Continues



### Membership Types

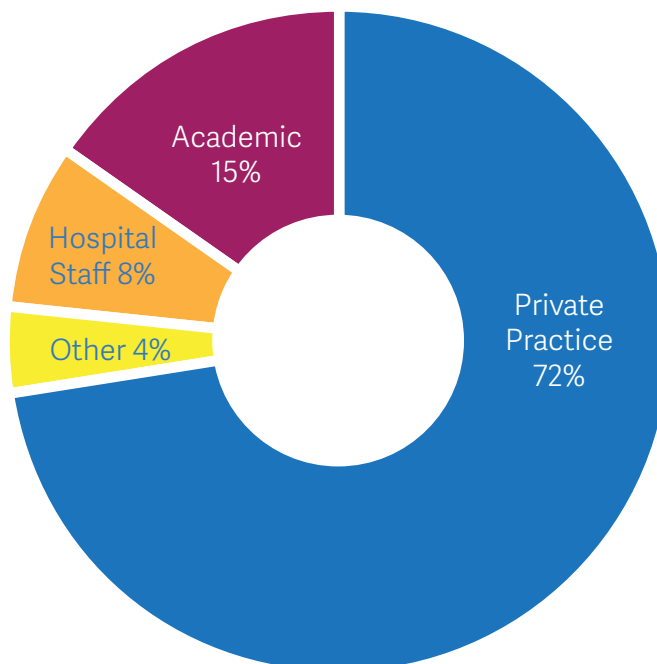
**70%**  
Practicing

**15%**  
Candidates

**2%**  
Allied Health

**13%**  
Other

### Primary Practice Type



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)

# Publications

The Society welcomes corporate sponsorship of the following publications that offer year-round exposure of the sponsoring company to ASCRS members.

## Promotional eBlasts

Enhance your marketing presence and reach more than 3,800 colon and rectal surgeons by sponsoring an exclusive e-blast to the ASCRS membership. You provide the content and we disseminate your branded message to our members. Only two e-blasts are executed each month. E-blasts are sold on a first-come, first-serve basis.

**\$3,500 per blast**

## Member e-Newsletter

Published three times a year, the sponsor is recognized on the opening page of the e-newsletter.

The Society continues to surpass benchmarks based on email campaign statistics in the health care industry.



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Annual Meeting Visibility

The ASCRS Annual Scientific Meeting offers numerous opportunities for sponsorship of scientific sessions, workshops, social events, publications, and high visibility marketing opportunities. Through these avenues, you will be able to reach your target audience of colon and rectal surgeons and allied health professionals from around the world.

## Advertise

### Annual Meeting Program Guide

This 150-page online Program Guide is available to all 1,800+ Annual Meeting registrants. Attendees refer to the guide multiple times a day.

**Space Closing:** March 15, 2020

**Materials Due:** April 5, 2020

Back Cover	\$7,000
Inside Front Cover	\$5,000
Inside Back Cover	\$5,000
Full page – regular placement	\$4,000

### Pocket Program Guide

This mini version of the Annual Meeting Program Guide conveniently fits into attendee's pocket. Full of pertinent information for all Annual Meeting attendees, the Pocket Program Guide contains a complete list of daily events, including course titles and room numbers. The sponsor receives a four-color product or corporate advertisement located on the front inside and back inside covers.

**Materials Due:** April 5, 2020

**\$15,000**



### Advance Registrants Brochure

This 24-page publication – which lists the names of all advance registrants – will be inserted in the registration packets of all Annual Meeting attendees. Sponsor provided with 2 pages of 4-color productads.

**Space Closing:** March 15, 2020

**Materials Due:** April 5, 2020

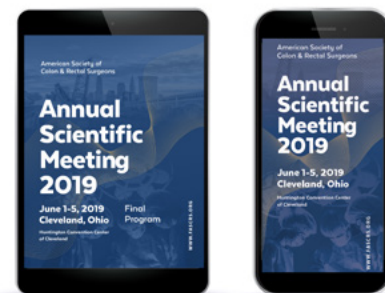
**\$10,000**

### Mobile App

The ASCRS Annual Meeting Mobile App allows members to view and bookmark sessions at the meeting, view interactive floor plans, search exhibitors by category, booth number or name, search for speakers and connect with fellow meeting attendees. Don't miss out on this exciting tool to reach your key audience.

**Artwork Due:** April 27, 2020

**Multiple Opportunities available**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)

# Product Marketing

Assert your position in the marketplace by taking advantage of the Society's product-specific sponsorship opportunities. Below are highlights of sponsorships that are available at the 2020 meeting.

## Non-CME Corporate Forums

Designed to give you greater visibility while reaching a targeted audience of colon and rectal surgeons, these 90-minute Forums enable you to market and promote your product to an audience of key physician decision makers. A limited number of commercial sessions are available the evenings of Saturday, June 1, 2020 and Monday, June 3, 2020. Maximize your exposure and reserve your opportunity today!

**Space Reservation:** March 8, 2020

**Program Description Due:** March 15, 2020

**\$30,000**

## Product Theater

This exciting opportunity allows exhibitors to reach attendees beyond their booth space and provides additional face-to-face time with key decision makers. These commercial workshops are conducted by exhibitors in a specially constructed theater on the exhibit floor. A limited number of 25-minute and 55-minute sessions will be presented each day. These unique forums offer exhibitors an excellent opportunity to present sessions on the exhibit floor, while providing increased learning opportunities for attendees.

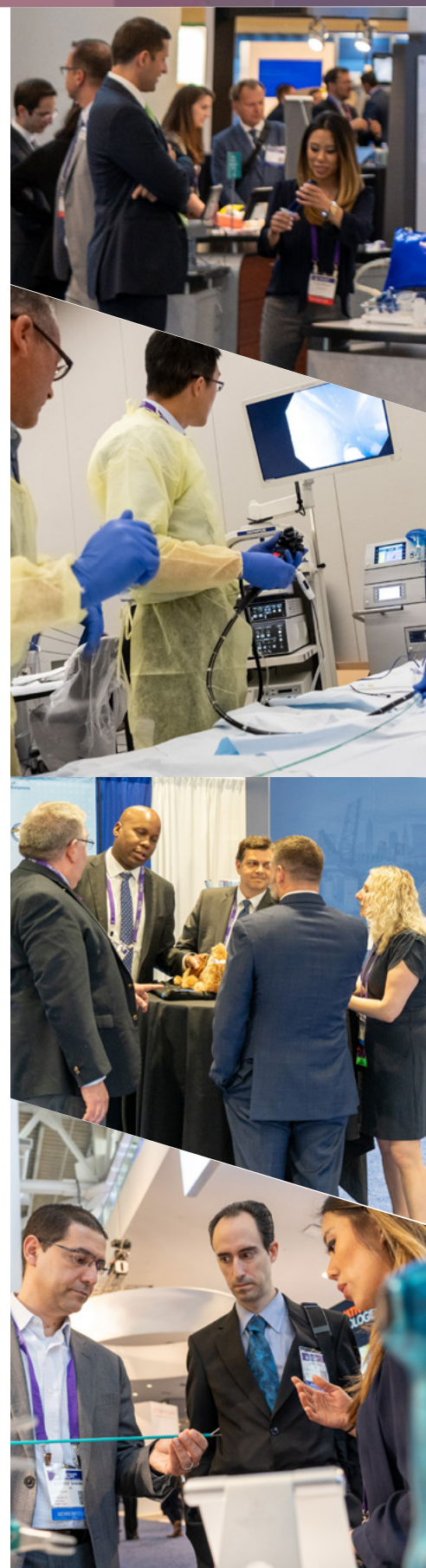
**Space Reservation:** March 8, 2020

**Program Description Due:** March 15, 2020

**\$7,500 & \$10,000**

**Phone:** 847.686.2308

**Email:** [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Product Marketing

## Banners in the Convention Center

Generate high visibility of your product and message by sponsoring banners in the Convention Center. The sponsoring company will work directly with the Freeman Company and the convention center on the production and hanging of the banners. Production and installation costs of the banners are not included in the sponsorship fee.

**Artwork Due:** April 5, 2020

**\$15,000 each**



## Column Wraps

Your message will be displayed in premier locations throughout the convention center to grab the attention of attendees. Production and installation costs of the column wraps are not included in the sponsorship fee.

**Artwork Due:** April 5, 2020

**\$20,000**



## Branded Meter Board

Your artwork will be front and center on this eye-catching, double-sided sign located in a high traffic area. Five signs are available.

**Artwork Due:** April 5, 2020

**\$7,500 each**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Product Marketing

## Internet Café

Attendees will visit this centrally located area to surf the internet or send and retrieve e-mail. Sponsor will be given credit in the program, signs at the entrance and on each computer screensaver. Sponsor can provide branded mouse pads at each computer station.

**Artwork Due:** April 5, 2020

**\$30,000**

## Wi-Fi

Receive recognition for providing Annual Meeting attendees with free wireless service in the convention center. Attendees use Internet service to access the online program, meeting evaluations site and other meeting features from computers and mobile devices. Receive prominent space on the splash page for your branded message. Sponsor will also be acknowledged on the login information sheet, which will be distributed in the attendee registration bags.

**Artwork Due:** April 5, 2020

**\$25,000**

## Exhibit Hall Aisle Markers

Maintain a constant presence in the ASCRS exhibit hall by having your product logo and booth number on every center aisle banner. Your company's name and product logo (4' wide x 2' high) will appear beneath the aisle number and ASCRS logo.

**Artwork Due:** April 5, 2020

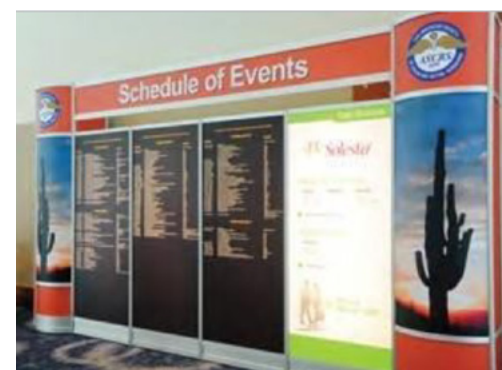
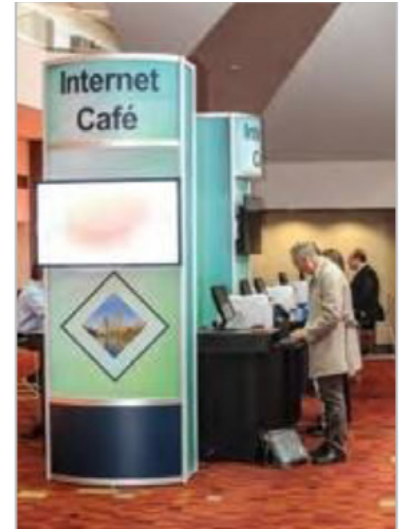
**\$30,000**

## Daily Schedule Board

This is a 7' x 12' attractive lighted board listing the hour by hour meeting agenda – and includes your product ad. Almost all of the anticipated 1,800+ registrants will look at it several times a day to check the program. And when they do, they will see your product ad on display for the duration of the meeting. Production and installation costs of the schedule board are not included in the sponsorship fee

**Artwork Due:** April 5, 2020

**\$20,000**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Product Marketing

## Foundation Honor Board

This 7' x 12' attractive lighted board lists all contributors to the ASCRS Research Foundation. Everyone will examine it for their name – and those of their colleagues. And what will they see? Your 6 ft. high product ad on the display for the duration of the meeting. Production and installation costs of the Honor Board are not included in the sponsorship fee

**Artwork Due:** April 5, 2020

**\$15,000**



## Branded Clings

Available in the Convention Center. Promote your product name and message to attendees as they walk throughout these venues. Attendees will be sure to see your message daily for the duration of the meeting. The sponsoring company will work directly with the Freeman Company and the convention center on the production and application of the clings. Production and installation costs of the clings are not included in the sponsorship fee.

Artwork Due: April 5, 2020



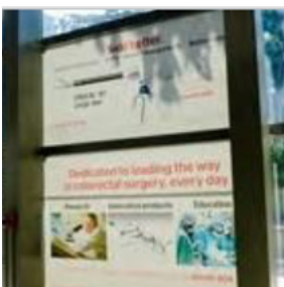
### Convention Center Floor Clings (6)

**\$20,000 + costs**



### Convention Center Escalator Clings

**\$15,000 + costs**



### Convention Center Window Clings

**\$20,000 + costs**

Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)

# Product Marketing

## Hotel Column Wraps

Your message will be displayed in premier locations throughout the Sheraton Hotel to grab the attention of attendees.

*Production and installation costs of the column wraps are not included in the sponsorship fee.*

**Artwork Due:** April 5, 2020

**\$20,000 + costs**



## Hotel Room Door Hanger

This sponsorship provides a great opportunity to increase your visibility at the Annual Meeting! Attendees will be greeted with this full-color promotional piece when they arrive at their hotel room. Available at the Hilton Hotel. A \$2.00 per room distribution fee will apply. *Production and distribution costs are not included in the sponsorship fee.*

**Artwork Due:** April 5, 2020

**\$15,000 + costs**



## Room Key Promotion

Sponsor works directly with the Sheraton Hotel in the development and distribution of the hotel keys with sponsor's product promotional message on the keys.

*Production and distribution cost of the keys are not included in the sponsorship fee.*

**Artwork Due:** April 5, 2020

**\$20,000 + costs**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Product Marketing

## Hotel Restaurant and Lounge Promotion

Capture thousands of guests every day through beverage napkins, coasters or table tents placed in the hotel outlets of the Sheraton Hotel. The sponsoring company will provide ASCRS with a \$20,000 sponsorship fee and will work directly with the hotel on the production and distribution of the item. *Production and distribution costs are not included in the sponsorship fee.*

**Artwork Due:** April 5, 2020

**\$20,000 + costs**

## Box Lunches

Support a box lunch for all attendees in the exhibit hall. Corporate acknowledgement provided in the Program Guide and signage at the entry to the exhibit area and at all food stations. Three opportunities are available... Monday and Tuesday. Sponsor may supply cups and napkins with their product logos.

**Monday \$22,000**

**Tuesday \$22,000**

## Refreshment Breaks

Sponsor receives acknowledgement in the Program Guide, slides, and large signs at each station. Individual breaks can be sponsored, or all three days of sessions are available for sponsorship for \$25,000.

**\$25,000**

Sponsor can provide branded napkins and cups.

**Artwork Due:** April 5, 2020

Monday morning Refreshment Break **\$6,000**

Monday afternoon Break **\$6,000**

Tuesday morning Refreshment Break **\$6,000**

## Gobo Lasers

See your name in lights! Project your product or company's logo at the Hynes Convention Center with Gobo Laser lights. This high-profile opportunity is a great way to get your product name in front of attendees. Production cost of the Gobo template and installation and dismantle is not included in the sponsorship fee.

**Artwork Due:** April 5, 2020

**Convention Center - \$20,000 + costs**

Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)

# Corporate Marketing

The Society provides its corporate partners with numerous opportunities to reach your target audience. By providing funding in the form of a corporate sponsorship or scientific educational grant, your company name will reach key decision makers.

## Breakout Discussion Areas

New for 2020! Demonstrate your brand's commitment by helping meeting attendees conduct their needed business, have personal discussions and network at the ASCRS Annual Scientific Meeting using branded, semi-private meeting nooks built around refreshment/recharge areas. A maximum of two opportunities are available

**\$65,000 + costs**

## Electronic Signage

State-of-the-art digital signage will be provided outside of the general session room. Digital signs will showcase all of the session details. Sponsor receives corporate acknowledgment.

**Artwork Due:** April 5, 2020

**\$20,000**

## Badge Lanyards

Includes your company name and/or logo. Lanyards will be inserted in all registration packets.

**\$10,000 + costs**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



## Social Events

### Welcome Reception

**Sunday, June 7, 2020**

This private event is a great opportunity to connect with the membership of the Society. Sponsor will be acknowledged in the Program Guide and on signage at the event. Sponsor may display a product banner in the venue.

**\$30,000**

### Annual Gala

**Tuesday, June 9, 2020**

This prestigious social event in honor of the President will attract 400 physicians and spouses. Sponsor will be acknowledged in Convention Program Guide, on signage, and introduced at the dinner.

**\$25,000**

### Women in Colorectal Surgery Luncheon

**Tuesday, June 9, 2020**

The Women's Luncheon offers an opportunity for women surgeons, residents and medical students to renew friendships and make new contacts. Sponsor is acknowledged in the Convention Program Guide and on signage at the event.

**\$10,000**

### ASCRS Fellowship Reception

**Tuesday, June 9, 2020**

All graduating fellows and colorectal program directors are invited to attend the reception.

**\$15,000 + costs**

### Residents' Reception

**Monday, June 8, 2020**

Open to residents and colorectal program directors only. This is a great opportunity to network with colon and rectal surgery program directors, members of the ASCRS Residents Committee, and other faculty from colon and rectal surgery training programs.

**\$10,000**

### Residents' Breakfast

**Monday, June 8, 2020**

This breakfast is open to residents only and includes a named lecture.

**\$10,000**



Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)

# Educational Grants

## Symposia

These cutting-edge 90-120 minute CME sessions developed by ASCRS present the latest developments in the field of colorectal surgery. Supporters are acknowledged in the Convention Program Guide, on signs and from the podium. For a complete listing of symposia that are available for support, contact Jason Keith at [jkeith@fascrs.org](mailto:jkeith@fascrs.org).

**\$50,000 each**

## Other Educational Grant

Should a company wish to support the meeting, but not fund any specific event, they may contribute an educational grant in any amount.

## Discretionary

## Scientific Workshops

These courses provide colon and rectal surgeons with the necessary hands-on training to learn new skills. Commercial supporters provide a monetary grant and equipment donation. Supporters are acknowledged in the Convention Program Guide, on signs and from the podium. For a complete listing of workshops that are available for support, contact Jason Keith at [jkeith@fascrs.org](mailto:jkeith@fascrs.org).

**Co-support – \$25,000 each + equipment**

## E-posters

Reach a large audience by sponsoring the e-poster stations. Throughout the duration of the meeting, attendees will be able to view all the 700+ scientific posters electronically on large monitors. These e-posters are easy to use and a great way to reach a captured audience. The sponsoring company will be recognized on signage at the kiosks, in the Convention Program Guide and with a special insert in the attendee registration bags promoting the e-poster stations.

**\$35,000**

## "Meet the Professor" Sessions

These interactive CME sessions, which take place on Monday, Tuesday and Wednesday during the Annual Meeting, allow meeting attendees to interact with key experts in colon and rectal surgery.

**\$25,000**

## Core Subject Update

**Sunday, June 7, 2020**

This is one of the highlights of the meeting. It will prepare approximately 450 surgeons for their certification or recertification exam.

**\$10,000**

## Non-CME Symposium on "New Technologies"

New technologies and innovations in the area of colorectal practice are occurring at a rapid pace. This session is a non-CME symposium dedicated to the principle that through imagination and innovation many of the most challenging problems in the field of colon and rectal surgery can be solved. The focus of this session will be to analyze potentially impactful new innovations in the area of colorectal surgery, such as pharmacology, devices, prototypes, techniques and approaches.

**\$7,000 per company**

Phone: 847.686.2308

Email: [janderson@fascrs.org](mailto:janderson@fascrs.org)



# Foundation Awards and Grants

The primary mission of the Research Foundation of the American Society of Colon and Rectal Surgeons is to raise and award funds to support research and educational programs related to colon and rectal diseases.

## Limited Project Grant (LPG)

**Purpose:** To provide the investigator the opportunity to pursue research interest specifically germane to the field of colon and rectal surgery.

**\$50,000/year**

## Career Development Grant

**Purpose:** To provide young surgeons with the support necessary for the initiation and development of an academic career in colorectal surgery. The CDA focuses on career development and mentorship of the individual rather than solely on the research proposal.

**\$75,000/year for two years**

## General Surgery Resident Research Initiation Grant

**Purpose:** To attract General Surgery Residents or recent graduates of such programs into the field of colon and rectal surgery by providing opportunities to engage in clinical or laboratory-based research focused on diseases of the colon, rectum and anus.

**\$20,000**

## Medical Student Research Initiation Grant

**Purpose:** To provide opportunities for Medical Students to participate in clinical or laboratory-based research focused on diseases of the colon, rectum and anus.

**\$4,000**

## Training in Research Methodology Grant

**Purpose:** This award aims to provide an opportunity for a graduating Colon and Rectal Surgery resident to attend either the Association for Academic Surgery (AAS) Career Development Course or Fundamentals of Surgical Research Course.

**\$3,000**

## Topic Specific Grants

Grants may also be offered on topic specific research projects germane to the field of colon and rectal surgery. These grants are dependent on donor designation of funds being restricted to a topic that is of interest to them.

## Meet the Challenge Program

Our Meet the Challenge campaign has helped us provide grants and awards in support of research and training in the colorectal field. These ASCRS Research Foundation grants have realized improvements in our understanding and ability to diagnose and treat diseases and disorders such as colorectal cancer, polyps, inflammatory bowel disease and functional disorders. By funding these initiatives, you will be participating in the future of colon and rectal surgery and the advancement of the specialty.



## Future ASCRS Meetings

**April 24 – 28, 2021**

San Diego Convention Center  
San Diego, CA, USA

**April 30 – May 4, 2022**

Tampa Convention Center Tampa, FL, USA

**June 3-7, 2023**

Washington State Convention Center  
Seattle, WA, USA

**The American Society of Colon & Rectal Surgeons**