

MARKETING SUPPORT OPPORTUNITIES

INDUSTRY SUPPORTED SYMPOSIA \$ 7,500 USD Breakfast, \$15,000 USD Luncheon, \$17,500 USD Dinner

Take advantage of this educational opportunity to reach a targeted audience of ISMICS members and guest physicians. Function space has been reserved for 75 - 100 people per session. **This year, two Dinner Symposia slots will be offered.** A basic audio visual package will be provided to each Symposium Supporter. Food and beverage are your responsibility to arrange and fund. Please fill out the enclosed Symposia Request Form.

LATE BREAKING NEWS \$7,500 USD

This session offers an opportunity to introduce trial results, new products or other key briefing information regarding your company. This is a key podium opportunity to present the latest results to the entire ISMICS audience.

INTERNET / CME STATION \$12,000 USD

The ISMICS Internet / CME Station will offer attendees quick access to the internet and an area to access and answer the post session surveys in order to secure CME credits and certificates of attendance. There are six stations available for your message/logo on the screensaver.

HOTEL KEY CARDS \$7,500 USD

Every attendee staying at the Marriott LA Live will have your message prominently displayed on their room key. Use it to promote a product or drive traffic to your booth.

ISMICS HOTEL CHANNEL \$7,500 USD

The hotel channel will be available for a scientific DVD presentation. Your company may present a 15-20 minute DVD presentation that will be shown on a continuous loop on the hotel convention channel 30 May - 2 June 2012. ISMICS must receive your DVD no later than 2 May 2012.

ONSITE SIGNAGE \$10,000 USD

All hard bound ISMICS informational signs that are posted onsite during the Annual Meeting will contain your company logo showing your support of the Society.

SIMULATION SUITES FOR HANDS-ON TRAINING \$7,500 USD

In response to attendee requests for more hands-on training opportunities, ISMICS is offering Simulation Suites in the Exhibit Hall adjacent to the scientific session room, which will be open during all Exhibit Hall hours including the Coffee Breaks/Dedicated Hand-On Time (no competing scientific programming). Each space is approximately 10' X 12' and ISMICS will maintain online sign-up sheets prior to the meeting, as well as onsite sheets for specific training times.

CONTACT ISMICS FOR MORE INFORMATION

For more information regarding **Marketing Support**, please contact **Stan Alger**
salger@prri.com or +1-978-927-8330 for further assistance.

Remit all Forms to Jennifer Gecawicz

jgecawicz@prri.com or via fax to +1-978-524-0461