



## ASSH INFORMATION

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- ◆ Corporate Advisory Council information

#### Questions? Contact the ASSH:

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## An Introduction

### Background

Founded in 1946, the American Society for Surgery of the Hand (ASSH) is the oldest medical specialty society in the United States devoted to continuing medical education related to hand surgery. ASSH members are hand surgeons and medical professional who specialize in the treatment of hand and upper extremity related conditions.

**The mission** of the ASSH is to advance the science and practice of hand and upper extremity surgery through education, research and advocacy on behalf of patients and practitioners.

**Our vision is to be** recognized as the most reliable and authoritative source of information on all aspects of hand and upper extremity disorders for all audiences – surgeons, allied health professionals, government, business and industry, patients and the general public. The Society will use this ever-expanding role and recognition to ensure the success of its members and to continuously improve the quality of care for all patients.

### Core Values

The Society's reputation for excellence is its most highly valued asset. It will seek to maintain that reputation in the selective nature of its membership, the integrity of its policies and positions, and in the quality of its products and services.

### Governance and Administration

the ASSH is governed by Council, a board of directors comprised of ASSH physician members. Day-to-day activities of ASSH are carried out by hundreds of volunteers, dozens of committees and a dedicated central office staff.



The **American Foundation for Surgery of the Hand (AFSH)** was founded by the Council of the American Society for Surgery of the Hand in 1986. The purposes for creating the Foundation were to address the rising costs of continuing medical education (CME) programs and allow the Hand Society to remain committed to its mission of supporting educational and research programs. The American Foundation for Surgery of the Hand is governed by a Board of Trustees.

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The mission of the AFSH is to advance the care of hand and upper extremity disorders by supporting education and research through the efficient collection of donations and administration of grants.



## Our Ten Commandments

### *Physician & Industry Guidelines*

It is the belief of the leadership of the ASSH that a relationship between medical societies representing physicians and commercial corporations is necessary and beneficial for the future of medicine. It is essential for industry to consult with physicians for their medical expertise. It is necessary for the medical professionals to rely on industry to support education in order to stay abreast of the latest technology within their chosen field.

*In order to avoid any appearance of impropriety or perception that a physician's ability to independently make decisions regarding the care of the patient has been compromised, we will henceforth strictly adhere to these following guidelines ("our ten commandments"):*

#### **TEN COMMANDMENTS**

1. Industry is strongly encouraged to support educational activities to increase knowledge and the skills necessary to improve patient care through the American Society for Surgery of the Hand (ASSH).
2. Industry is strongly encouraged to provide support for research through the American Foundation for Surgery of the Hand (AFSH). The subject and content of the research will be determined by the ASSH/AFSH. Corporations will not control the content of supported research.
3. The ASSH/AFSH will clearly define research programs and methods of selection of topics and researchers receiving donated funds. The AFSH will provide annual updates to donors on the use of those funds.
4. Physicians will be consulted and involved in the development and design of new products as deemed necessary by the device company following a comprehensive review of the specific project requirements as well as the physicians' credentials, qualifications and expertise on the subject matter by the company.
5. Consulting and design activities will be reimbursed by industry at a fair market value on a per-activity or per-time basis. No ASSH members will accept gifts, funding for companion travel, sponsorship of recreational activity, entertainment, or sports events.
6. ASSH Members and industry will be parties to explicit contracts regarding the scope of service and reimbursement for service.
7. ASSH members will not demand or accept unreasonable reimbursement for travel, meals, and lodging, for being involved in an educational activity.
8. All funding to support education and research will be controlled by the ASSH and the AFSH.
9. Companies will not influence the control of educational or research activities.
10. All relationships will be disclosed and readily available to the public.



# Highlights

## *Partnership & Promotional Opportunities*

**Annual Meeting Event “App”** - The app allows attendees to easily access event sessions, speakers, exhibitors, and organizer messages. Available on iPhone, iPad and Android devices. As an App Supporter your logo will be seen each time the app is opened via the app splash page. Additionally, you will receive a hyperlinked banner which will appear on the app’s landing page, an expanded section in the Expo listing, option to include (1) video in the media section and a highlighted booth on the exhibit hall map. **\$30,000 exclusive / \$10,000 shared (max of 3)**

**ASSH Email Banner Ad Marketing**— Reserve banner ad space in either the ASSH “Weekly Member Update” (WMU) newsletter or in our Annual Meeting communications. ASSH email communications receive on average 26-28% open rate. The WMU is sent each Friday to ASSH members (approximately 2600 email addresses) and Annual Meeting communications are sent on a regular basis between April—September (645-10,645 emails depending on target audience; allied health professionals, physicians, or residents/fellows). **See rate sheet for details.**

**Distal Radius “App”** - The ASSH is currently developing a new app for members to access information, quickly and easily about the distal radius. Support opportunities will be available to makers of distal radius plates. *More information to be available in first quarter 2012.*

**Electives in Hand Surgery Course (February 24-25, 2012, New Orleans, LA)** - Includes: (20) tabletop exhibits and (8) industry workshops. Chaired by Martin Boyer, MD and Warren Hammert, MD. This two day program is jointly sponsored with the American Society of Hand Therapists and will offer concurrent tracks for both surgery and therapy interests. Expected attendance is 200-250 attendees with 60% therapy and 40% physician participation. **\$1,000/booth; \$3,000/workshop**

**1st Combined Meeting of the American and Australian Hand Surgery Societies (Kauai, HI)** - Includes: (20) Tabletop exhibits and (10) industry workshops. Chaired by Kodi Azari, MD, FACS and Gregory Bain, FRACS, PhD. Join us for an exciting, international conference of hand professionals at this jointly sponsored meeting between the ASSH and Australian Hand Surgery Society. Expected attendance is 200-250 attendees with an even split between the United States and Australia. **\$1,000/booth; \$3,000/workshop**

**AFSH GRANT - 501(c)(3) / Resident/Fellow Traveling Scholarships**—The AFSH is offering corporate partners an opportunity to provide traveling scholarships to residents and fellows to support interest in hand and upper extremity surgery. The scholarship will allow recipients to attend the Residents and Fellows Conference and the 67th ASSH Annual Meeting in Chicago. **\$1,500/scholarship**



## Corporate Support Levels

### Our Partnership Philosophy

We believe in forming relationships with industry with one goal in mind: serving the needs of our attendees through the delivery of quality products and services. The hand and upper extremity industry serves an important role in supporting the medical market and we look forward to learning about your company and its goals for supporting research, education, product development through corporate support and promotional activities. Partner with us and we will help market your message, connect you with influential buyers and potential clients, and join you in the pursuit of excellence for hand and upper limb care. We encourage you to think about what kind of visibility would work best to help your company meet its goals.

### NEW PARTNERSHIP SUPPORT LEVELS

**Classic Partnership** is reached by committing \$1,000 – \$49,999 in support

**Premier Partnership** is reached by committing \$50,000 - \$99,999 in support

**Elite Partnership** is reached by committing \$100,000 or more

The Hand Society has revamped its Corporate Partnership program to be inclusive of year-round industry support. Partnership status is activated by providing an education, training or research grant through the American Society for Surgery of the Hand (ASSH) or American Foundation for Surgery of the Hand (AFSH). Continue to earn credits toward Classic, Premier or Elite Partner status through advertising and other promotional activities (print and digital) as well as exhibiting at our stand-alone courses and at the Annual Meeting. Our new program is designed to maximize your company's exposure while providing you with key benefits to acknowledge your support of both the ASSH and AFSH. Your support allows us to keep costs low while continuing to offer the most advanced educational courses as well as fund the most promising research fellowships. **Recognition begins as soon as your partnership is activated!**

### CORPORATE PARTNERSHIP PROGRAM RULES

- ⇒ Current supporters have the right of refusal and must decide within 24 hours of being contacted if they will continue to support an item/activity.
- ⇒ A letter of agreement must be signed for all support opportunities. The commercial supporter must agree to abide by the conditions put forth by the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support.
- ⇒ Partnership is activated through education/training/research grant support and commercial/promotional commitments. Exhibition and advertising fees contribute to partnership level but do not constitute a partnership in itself. Product purchases (labels, badges, market research) do not contribute to partnership status.
- ⇒ 12-month support program begins and is renewed with each ASSH Annual Meeting and is based on commercial support, educational grants, AFSH contribution, advertising and exhibition fees paid.



# Partnership Benefits

## PARTNERSHIP BENEFITS

<b>Benefits and Recognition</b>	<b>CLASSIC (\$1-49K)</b>	<b>PREMIER (\$50-99K)</b>	<b>ELITE (\$100K+)</b>
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<b>Leadership &amp; Networking Opportunities</b>			
Individual meeting with ASSH/AFSH Leadership and Executive Staff	X	X	X
Invitation to ASSH President's Reception at the AAOS Annual Meeting		X	X
Complimentary Seat at Corporate Advisory Council			X

<b>Year-Round Recognition</b>			
Recognition in ASSH Journal of Hand Surgery (JHS) advertisement (single issue)	X	X	X
Website link and logo on Corporate Partners page	X	X	X
Eligibility to earn bonus exhibitor priority points through JHS Advertising	X	X	X
Discounted rates on JHS advertising (limited)	X	X	X
Year-end portfolio summary of support	X	X	X
Corporate support "thank you" letter with company listing included in ASSH New Member Kit		X	X
Quarterly recognition in ASSH Weekly Member Update		X	X

*Continued on next page →*



## Partnership Benefits *Continued*

### PARTNERSHIP BENEFITS

Benefits and Recognition	CLASSIC (\$1-49K)	PREMIER (\$50-99K)	ELITE (\$100K+)
<b>Annual Meeting Promotion</b>			
Logo on recognition signage in the registration area and outside of exhibit hall	X	X	X
Logo in Preliminary Program, Final Program, and Annual Meeting website	X	X	X
Recognition in PowerPoint Slides in General Session	X	X	X
Additional Exhibitor Staff Badges (no fee)	3 extra	5 extra	10 extra
Bonus Exhibitor Priority Points	3 points	5 points	10 points
Preliminary/Final Program and website banner advertising discounts	10% off	15% off	20% off
Complimentary ancillary meeting space (limited)		X	X
Upgraded company directory listing in Final Program		X	X
Recognition in blast email to registered attendees		X	X
Include social ancillary events in ASSH schedule-at-a-glance (by request)			X
Invitation to attend VIP ASSH/AFSH Leadership Receptions throughout the meeting			X
VIP seating at the opening ceremony (by request)			X
Opportunity to review the exhibit hall floorplan in advance of prospectus publication for priority placement in the exhibit hall			X



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# RESEARCH OPPORTUNITIES

*AFSH is a 501(c)3 organization*

## **VISION**

By funding research, the American Foundation for Surgery of the Hand will dramatically increase innovation in the field of upper extremity surgery driving new procedures, treatments, techniques, devices and biologics which will improve patient care.

## **RESEARCH OPPORTUNITIES**

Regardless of the source of grant funding, AFSH follows a stringent, independent review process. All grant applications are submitted in NIH format and reviewed by the ASSH Research Management Committee (RMC), a group of experienced physician investigators working in the field of hand and upper extremity surgery. Once the top applications are chosen, the committee goes through and allocates corporate funding to the applications that fit into the criteria for the restricted funds. All grants are ultimately approved by the ASSH Council and the AFSH Board of Trustees. Award recipients are recognized at the ASSH Annual Meeting and are posted on the ASSH website at [www.assh.org](http://www.assh.org).

### **Seed Grants (\$20,000+)**

Encourage young investigators in a field of study pertinent to hand and upper extremity care and surgery. It has been our experience that these initial projects often lead to additional funding. Allocate your gift to the general fund, or restrict it to one of the established areas of study (Hand and Wrist Trauma; Arthritis/Arthroplasty; Shoulder and Elbow; Biologics; Nerve and Soft Tissue; Congenital Problems).

### **Military Investigators Fund (\$10,000/grant)**

Fund ASSH members and researchers who are on active duty military assignment.

### **Fast Track Resident and Fellow Grants (\$10,000/grant)**

With an expedited review process, the fast track grants are meant to bring more residents and fellows into the research community.

### **Donor Restricted Grant (\$50,000+)**

Develop a new fund and/or grant program placing focus on a specific area of investigation, in concert with the ASSH Research Director and subject to approval by the ASSH and AFSH. AFSH will alert researchers to the availability of funds for study in this particular area. The process of reviewing the applications would be exactly as it currently exists. To direct funds to a specific area of interest or focus the AFSH could use the same approach as the NIH in publicizing a Special Emphasis Note (SEN). This would identify a particular area of research endeavor that is funded by a corporate sponsor. These applications would undergo the same process of independent peer review through the RMC.

***Deadline for Funds: January 1, 2012***

*Note: commitments received after deadline will be distributed in 2013.*



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## EXTENDED OPPORTUNITIES

*AFSH is a 501(c)3 organization*

### **Resident and Fellow Scholarship Program (\$1,500/Scholarship)**

Help support continuing education for residents and fellows by supporting our Annual Meeting scholarship fund. Recipients will receive a \$1,500 grant to cover cost of travel, housing and registration fees to attend the Adrian E. Flatt Residents and Fellows Conference as well as the ASSH Annual Meeting. Recognition for your support will also be listed in the onsite program and on the Annual Meeting website. Corporate donors will be invited to the Residents and Fellows Conference reception, taking place on the Wednesday prior to the ASSH Annual Meeting. **Deadline: April 30, 2012**

### **Founders Circle/Complus Manus Reception (\$15,000)**

Help us thank our biggest AFSH donors by providing exclusive support for this special reception held during the ASSH Annual Meeting. Corporate supporters will be invited along with AFSH Trustees, ASSH current and former Council members, longtime ASSH members and leaders, and young ASSH members. **Deadline: May 14, 2012**

### **Founders Circle Lounge (\$10,000)**

The Founders Circle Lounge offers a private gathering place at the ASSH Annual Meeting for Founders Circle members. Wireless internet access and light refreshments are provided throughout the meeting. Recognition for the lounge includes signage onsite, exclusive access for corporate representatives as well as recognition in the ASSH/AFSH promotional pieces for the Annual Meeting. **Deadline: May 14, 2012**

### **Hand and Upper Limb Fellowship Grant (\$75,000)**

The objective of the HULFG is to fund post-graduate clinical and research fellowships in surgery of the hand and upper limb. Grants of up to \$150,000 will be awarded to qualified institutions to fund two successive fellows going through a two-year program cycle. Cycle 1 will take place 2013-2014 and Cycle 2 will take place 2014-2015. Grant funding will cover the stipend for the second year of each fellowship in addition to related direct costs. To ensure the minimum number of cycles can be completed at approved institutions, industry supporters are asked to commit to the HULFG program for at least two years at \$75,000 a year (a total of \$150,000). Smaller pledges will be considered, contingent a match can be found to fund at minimum a single year of support. **Deadline: Program commitments must be made by October 1, 2011 so that institutional applications can be reviewed and funded prior to fellowship match. Cycle 1 (2013/2014) payment of \$75,000 is due in full by March 31, 2013 and Cycle 2 (2014/2015) payment of \$75,000 is due in full by March 31, 2014.**

### **RECOGNITION**

- Onsite signage (where applicable)
- Recognition in award letters (where applicable)
- Corporate donors will receive all Annual and Mid-Year AFSH Reports indicating how funds have been allocated in addition to annual progress reports on status of research (where applicable)
- AFSH support will contribute to Partnership Status which is recognized in promotional materials before and during the ASSH Annual Meeting



# PARTNERSHIP OPPORTUNITIES

*Annual Meeting Education  
September 6-8, 2012 \* Chicago, IL*

## EDUCATION HIGHLIGHTS

**Industry Forums (formerly Product Demonstration Workshop)** – Industry forums are commercially supported educational activities held in conjunction with the ASSH Annual Meeting. These 60-minute sessions offer commercial groups the opportunity to highlight their products through an in-depth presentation. Session format includes lecture, debate, case discussion and demonstration. Industry Forums are the best way to gain exposure for your products and teach surgeons how to properly use your surgical equipment. Session content and faculty are selected by the sponsor. Forums will be promoted in all meeting programs, through email and web promotion and onsite. Fee includes session room set-up, basic A/V package, and registration/promotion services. Sign up early to maximize attendee awareness and registration! **To ensure publication in the preliminary program your request must be received by February 13, 2012.**

**FEES: First room – \$10,500 – each additional room – \$7,500. Space is limited!**

Wednesday, September 5, 5:00 - 6:00 PM [10 available]

Thursday, September 6, 11:30 AM—12:00 PM [10 available]

Thursday, September 6, 6:30 - 8:00 PM (*Forum + Reception*) [2 available]

Friday, September 7, 7:00 - 8:00 AM [10 available]

Friday, September 7, 12:00 - 1:00 PM [10 available]

**Adrian E. Flatt Endowment Fund** - The Adrian E. Flatt Residents and Fellows Conference in Hand Surgery (precedes the ASSH Annual Meeting) is specifically geared toward hand surgery fellows and residents in orthopaedic, plastic and general surgery and allows paper participants to present their work on subjects within the specialty of hand surgery. Help support our Resident/Fellow education program by funding an education grant through the AFSH. **\$5,000/grant—deadline May 14, 2012.**

**Resident/Fellow Traveling Scholarships** - It is vital that we introduce the field of hand surgery at the start of a surgeon's career and continue to expose them to the best education opportunities for learning and growth. The ASSH offers commercial supporters the opportunity to fund traveling scholarships so that residents and fellows have the opportunity to attend the Annual Meeting. This program is supported by the AFSH. **\$1,500/scholarship —deadline April 30, 2012.**

**Keynote Speakers and Guest Lecturers** – Our keynote sessions offer solutions to working professionals dealing with stress from personal and professional challenges. The lecturers invited to speak at the Annual Meeting are selected from all walks of life (professional, political, personal) in order to work toward improved patient care and safety while giving attendees the tools to manage stress and maintain a well-balanced life. Includes **Presidential Guest Lecture** \$25,000; **Founders' Lecture** \$10,000; **Keynote Speaker** \$5,000; and **International Speaker** \$2,500. **Deadline May 14, 2012.**



# PROMOTIONAL OPPORTUNITIES

## *Annual Meeting Branding*

### **CORPORATE BRANDING**

Earn key visibility at the Annual Meeting by taking advantage of one of our many branding opportunities bringing you closer to Partnership Status. *Prices listed include production costs.*

**Annual Meeting Event “App”** - The app allows attendees to easily access event sessions, speakers, exhibitors, and organizer messages. Available on iPhone, iPad and Android devices. As an App Supporter your logo will be seen each time the app is opened via the app “splash page”! Additionally, you will receive a hyperlinked banner which will appear on the app’s landing page, an expanded section in the Expo listing, option to include (1) video in the media section and a highlighted booth on the exhibit hall map. **\$30,000 exclusive / \$10,000 shared (max of 3)**

**Conference Tote Bag** – Commit to an educational grant for \$20,000 towards the 67th ASSH Annual Meeting and you’ll have the option of placing your corporate logo on the conference bag or including a premium totebag insert. Conference bag is distributed to more than 2,700 attendees onsite. **\$20,000**

**Internet Kiosks** – Branded exposure is just a click away for the attendee that sees your company’s logo every time they stop to check their email! Internet kiosks will be set up in a convenient location with plenty of signage recognizing your company’s support. Computer screensavers will also display your company’s logo and booth number. **\$20,000 - exclusive / \$10,000 - shared**

**ASSH Headquarter Hotel Key Cards** – Have your company’s custom artwork printed on every hotel key card distributed to attendees with reservations at the at the Hyatt Regency Chicago. **\$15,000**

**Educational Resource Center (ERC)** – Take advantage of this new promotional opportunity by supporting the ERC, formerly known as the ASSH Book Store. Hundreds of attendees stop by ERC each day of the annual meeting picking up select ASSH products. Your educational grant of \$15,000 will help supply a convenient tote to carry scientific texts, DVDs and other materials during the show. Supporters have the option of placing corporate logo on the ERC bag or having a premium insert available at check-out, distributed to all attendees that stop by the ERC. **\$15,000**

**e-Poster Stations** – Help support this educational initiative while increasing your brand exposure. e-Poster stations will be set up in a convenient location with plenty of signage recognizing your company’s support. Computer screensavers will also highlight your company’s logo and booth number. **\$10,000**

**Badge Lanyard** - Distributed to 2,700 attendees onsite, imprinted with company logo. **\$8,000**

**Charging Stations** - In high demand for on-the-go attendees. Placed strategically around the exhibit hall and convention area for attendees to stop and charge their laptop or mobile device. We are using the “GoCharge” system which features a tabletop station or standing kiosk.

**Priced at \$3,000 and \$4,000, respectively.**



# PARTNERSHIP OPPORTUNITIES

*Other Programs*

## PROGRAMS

### **TABLETOP SMALL COURSE EXHIBIT FEE OF \$1,000 INCLUDES:**

- One 6'x30" skirted table and two chairs.
- Company listing with contact information in the onsite program.
- One set of our pre-registered attendee mailing labels (available by request, one-time use only).
- Final post-meeting attendee registration list (includes attendee name, company, and location).
- Complimentary breakfast and boxed lunches for exhibit staff

### **SMALL COURSE WORKSHOP FEE OF \$3,000 INCLUDES:**

- 60-minute timeslot to present your program content taught by your selected faculty
- Workshops can be a combination of lecture, panel discussion, cadaveric demonstration (faculty only), and/or a hands-on workshop using sawbones.
- Registration and promotion offered through ASSH to help drive attendance
- Fee includes room set-up, basic A/V package, and one set of registrant labels (by request)

### **February 24-25, 2012 / Electives in Hand Surgery**

New Orleans, LA \* Opportunities available: (20) tabletop exhibits and (8) industry workshops

Program Chairs: Martin I. Boyer, MD and Warren C. Hammert, MD

This two day program is jointly sponsored with the American Society of Hand Therapists and will offer concurrent tracks for both surgery and therapy interests. Expected attendance is 200-250 attendees with 60% therapy and 40% physician participation.

### **March 22-25, 2012 / 1<sup>st</sup> Combined Meeting of the American and Australian Hand Surgery Societies**

Kauai, HI \* Opportunities available: (20) Tabletop exhibits and (10) industry workshops

Chairs: Kodi K. Azari, MD, FACS and Gregory I. Bain, FRACS, PhD

Join us for an exciting, international conference of hand professionals at this jointly sponsored meeting between the American Society for Surgery of the Hand and Australian Hand Surgery Society at the Grand Hyatt Kauai, in Kauai, Hawaii. Expected attendance is 200-250 attendees with an even split between the United States and Australia.

### **July 13-14, 2012 / Comprehensive Review in Hand and Upper Extremity Surgery**

Chicago, IL \* Opportunities available: (20) tabletop exhibits only (no workshops)

Chair: Michael Neumeister, MD

Exhibits will be offered over two full days during our annual, bestselling educational course. Expected attendance is 250 attendees with 90% physicians and 10% allied health professionals.

*Request the small course corporate brochure by email at [exhibits@assh.org](mailto:exhibits@assh.org).*



# ADVERTISING OPPORTUNITIES

**Partnership Discount:**

*Elite - 20% off, Premier - 15% off, Classic - 10% off*

## Annual Meeting Preliminary Program

*Mailed in April to 45,000 potential registrants*

Outside back cover	<del>\$5,000</del>
Inside front cover	<del>\$4,000</del>
Inside back cover	<del>\$3,000</del>
Full page	\$2,000
1/2 page	\$1,000

*Request Deadline: January 31, 2012*

## Annual Meeting Onsite Program

*Distribution on-site to all meeting registrants (2,700 copies)*

Outside back cover (4 color)	<del>\$6,000</del>
Inside front cover (4 color)	\$5,000
Inside back cover (4 color)	<del>\$4,000</del>
Recto Tabs (4-color)	\$3,000
Full page (4-color)	\$2,000
1/2 page (4-color)	\$1,000

*Request Deadline: May 28, 2012*

## Onsite Advertising

**Annual Meeting Tote Bag Insert** - Your one-page advertisement will be pre-stuffed in each meeting registration bag handed out onsite; \$3,000/insert. For a premium insert such as an instructional DVD, promotional product brochure, or branded item (pen, water bottle, etc) the cost is \$5,000. Total of 2,700 inserts is required for advanced bag stuffing.

**Exhibit Hall Aisle Signs (12 Available)**- More than just a navigational tool—make the exhibit hall aisle signs a directional to your booth! This is an opportunity to increase your brand recognition by placing your company's name, logo and booth number on a double sided aisle sign. Promotional space at the bottom of each aisle sign is available for your ad. Remind attendees to visit your booth every time they look up. Two signs per aisle; \$3,000 / aisle or \$25,000 exclusive

**Exhibit Hall Floor Decals (Limited)** - Floor decals are great way to get your logo, booth number and company message directly at the feet of every attendee. **Entrance Floor Decal (Max of 2)** - 4'x4' floor graphic announcing your presence at the show near the entrance of the exhibit hall. \$1,000/entrance decal. **Directional "Handprints" (Max of 2)** - A series of "hand prints" will display your company name and/or logo and will start at the front of the Exhibit Hall leading all the way to your booth. \$2500/series. **Aisle Floor Decal (Max of 3 per aisle)** - 2'x3' floor graphic is strategically placed at either the head of the aisle, the mid-way point or at the back of the hall, depending on your preferred location. Top half of graphic will indicate aisle number and bottom half of decal will list your company name and/or logo and your booth number. \$800/aisle decal. **Floor Decal at Booth** - 2'x2' floor graphic placed in front of your booth with your company name and message. \$500/booth decal.

**Directional Meterboard Signage** - We will have signs throughout the meeting space providing directional information for attendees to get to various sessions. "Meter Boards" are the width of a meter and 8' tall. The bottom 2' of each sign will be available for corporate advertising. Signage will be sold in batches of (4) directional signs (the same art/design will be used on a minimum of four signs). \$2,000/4 signs



# ADVERTISING OPPORTUNITIES

**Partnership Discount:**

*Elite - 20% off, Premier - 15% off, Classic - 10% off*

## Digital Advertising

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**Annual Meeting Digital Displays at the Hyatt Regency Chicago** – Digital display monitors will be located throughout the facility to share information with meeting attendees. Several display options are available depending on the content and exposure you are interested in. Guest Channel advertising is also available for you to show your corporate video right in hotel guest rooms. Digital display options through the Hyatt range from \$500-\$15,000. More information will be available in Spring 2012.

## Web Advertising

**Annual Meeting Website**—Web banner space is available on (3) of the main landing pages of our dedicated Annual Meeting website at [www.ASSHAnnualMeeting.org](http://www.ASSHAnnualMeeting.org). Your web banner can be hyperlinked to your company’s website or to a unique page that highlight’s your company’s participation at the Annual Meeting including booth location, industry forum and anything else you wish to share with attendees. Max of two banners per page (appearing on right menu or at bottom of page only). Banner size is 335x104 pixels or 175x175 pixels. Banner ads will continue to be sold through August 2012 or until space sells out. Landing pages include: Registration (\$1,000), Program (\$1,000), and Exhibits (\$600). Sub-pages within the site are also available at a flat rate of \$500/banner. Sub-page advertising is not available on pages that list CME programming or additional fee programs. *Contact ASSH to inquire about a specific page of interest.*

### **ASSH.org Banner Advertising (3 Landing Pages Available)**

Gain exposure year round at [www.assh.org](http://www.assh.org). Placement options include: Member Center, Surgeons & Hand Care Professionals, and Practice Management. Banner size available includes 335x104 pixels (bottom banner) or 175x175 pixels (right column banner). Limited to 2 logos a landing page. Purchase space in 3-month blocks or save 10% by reserving your banner ad for 12-months. *See web rate sheet for details.*

### **ASSH Online Member Directory**

Exclusive opportunity to host a banner ad on the ASSH Member Directory! Banner placement is limited to one banner, sized 500x50 pixels (located at the top of the directory landing page) and may be purchased in 3-month blocks. *See web rate sheet for details.*

*Contact the ASSH at [exhibits@assh.org](mailto:exhibits@assh.org) to submit your advertising request.*



## ASSH.org Banner Advertising

### WWW.ASSH.ORG

Market your products and services by hosting a web banner on the ASSH website. Advertising opportunities exist for year round exposure or you can sign up for quarterly participation.

#### Website Position and Rates

PLACEMENT	SIZE	COST
<b>Member Center Landing Page</b> <i>Right Column Banner</i> - 2500+ unique views/month	175x175 Pixels 72 DPI	\$900 / 3 month \$3,200 / 12 months - Save 10%+
<b>Member Center Landing Page</b> <i>Bottom Banner</i> - 2500+ unique views/month	335x105 Pixels 72 DPI	\$600 / 3 month \$2,000 / 12 months - Save 10%+
<b>Surgeons &amp; Hand Care Professionals Page</b> <i>Right Column Banner</i> - 4700+ unique views/month	175x175 Pixels 72 DPI	\$1,200 / 3 month \$4,400 / 12 months - Save 10%+
<b>Surgeons &amp; Hand Care Professionals Page</b> <i>Bottom Banner</i> - 4700+ unique views/month	335 x105 Pixels 72 DPI	\$900 / 3 month \$3,200 / 12 months - Save 10%+
<b>Practice Management Landing Page</b> <i>Right Column Banner</i> - 200 unique views/month	175x175 Pixels 72 DPI	\$300 / 3 month \$1,000 / 12 months - Save 10%+
<b>ASSH Online Member Directory</b> <i>Top Banner</i>	500x50 Pixels 72 DPI	\$1,000 / 3 month \$3,600 / 12 months - Save 10%



## ASSHAnnualMeeting.org Banner Advertising

### WWW.ASSHANNUALMEETING.ORG

Want greater exposure at the Annual Meeting? Take advantage of pre-show marketing by signing up for an Annual Meeting Banner Ad. Banners can be linked to your exhibit page, industry workshop or a URL of your choosing. The official launch of the event website is mid-April. Your banner ad will be posted through the end of September 2012. Banner ad pricing for the Annual Meeting website is flat and will not be pro-rated by month.

<b>Website Position and Rates</b>		
<b>Placement</b>	<b>SIZE</b>	<b>COST</b>
<b>Registration Landing Page</b> <b>Program Landing Page</b>	335x105 OR 175x175	\$1,000/ea
<b>Hotel &amp; Travel Landing Page</b> <b>Social Activities Landing Page</b> <b>Exhibits Landing Page</b>	335x105 OR 175x175	\$600/ea
<b>Program Sub-Pages</b> Product Demonstration Workshop	335x105 OR 175x175	\$500/ea
<b>Hotel &amp; Travel Section Sub-Pages</b> Housing Transportation	335x105 OR 175x175	\$500/ea
<b>Exhibits Section Sub-Pages</b> Products Exhibitors Industry Support	335x105 OR 175x175	\$500/ea



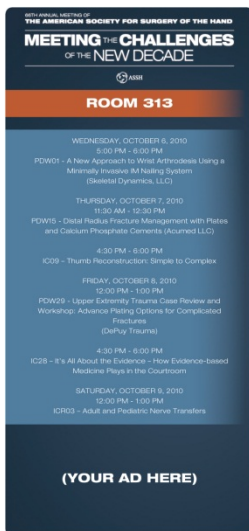
**ASSH** | American Society for  
Surgery of the Hand

*Excellence in hand and upper extremity care since 1946.*

## Advertising Samples

If you have questions about placement or options available please let us know by emailing [exhibits@assh.org](mailto:exhibits@assh.org) or calling (847) 384-8300.

### Signage Advertising Examples:



#DFFA BASED

### Floor Decals



# Banner Advertising Placement Sample

The image is a screenshot of the American Society for Surgery of the Hand (ASSH) website for the 66th Annual Meeting. The header features the title "MEETING THE CHALLENGES OF THE NEW DECADE" and the location "LAS VEGAS MANDALAY BAY SEPTEMBER 8-10, 2011". A hand holding a surgical instrument is shown in the top right corner. The navigation bar includes links for "Meeting Home", "Registration", "Program", "Hotel and Travel", "Social Activities", "Exhibits", and "FAQ". A search bar and the ASSH logo are also present.

The main content area is titled "Program" and includes the following text:  
**Program**  
Annual Meeting Chairs James Chang, MD and Thomas A. Wiedrich, MD look forward to a robust program at the 66th Annual Meeting of the ASSH.  
Use the links to your left to submit an abstract or learn more about CME.

On the left side, there is a vertical menu with the following items:  
Abstracts  
Precourses  
CME and Objectives  
Committee Meetings  
Residents and Fellows Conference

On the right side, there is a "Related Content" section with a blue background. It contains two advertisement placeholders:  
1. A square placeholder labeled "Advertise Here" with dimensions "175 x 175".  
2. A rectangular placeholder labeled "Advertise Here" with dimensions "335 x 105".

At the bottom of the page, there is a small copyright notice: "© 2011 American Society for Surgery of the Hand | Contact Us | Future Meetings | Meeting Archives | Privacy Policy | Disclaimer".



## ASSH EMAIL MARKETING Banner Advertising

**NEW! ASSH Email Banner Ad Marketing**— Purchase banner ad space in either the ASSH “Weekly Member Update” (WMU) newsletter or in our Annual Meeting communications. ASSH email communications receive on average 26-28% open rate. The WMU is sent each Friday to ASSH members (approximately 2600 email addresses) and Annual Meeting communications are sent on a regular basis between April—September (645-10,645 emails depending on target audience; allied health professionals, physicians, or residents/fellows).

### Email Banner Advertising Rates

PLACEMENT	1x Banner/ Email Fee	4x Banner/Email Bundle Fee
<b>Weekly Member Update</b> ⇒ Sent to approximately 2,600 emails ⇒ Average 28% open rate	\$500/banner	<b>1 month/4 email bundle</b> —\$1,800 <b>3 month/12 email bundle</b> —\$5,100 <b>6 month/24 email bundle</b> —\$9,600
<b>Annual Meeting Communications</b> ⇒ All professionals: 10,645 emails ⇒ MD / physician only: 7,150 emails ⇒ Average 26% open rate	\$500/banner	<b>1 month/4 email bundle</b> —\$1,800 <b>3 month/12 email bundle</b> —\$5,100 <b>6 month/24 email bundle</b> —\$9,600
<b>Annual Meeting Communications</b> ⇒ Allied Health only: 3,497 emails ⇒ Average 26% open rate	\$400/banner	<b>1 month/4 email bundle</b> —\$1,440 <b>3 month/12 email bundle</b> —\$4,080 <b>6 month/24 email bundle</b> —\$7,680
<b>Annual Meeting Communications</b> ⇒ Resident/Fellow only: 645 emails ⇒ Average 26% open rate	\$250/banner	<b>1 month/4 email bundle</b> —\$1,000 <b>3 month/12 email bundle</b> —\$3,000 <b>6 month/24 email bundle</b> —\$6,000

Tara Havenga

**From:** ASSH <membership@assh.org>  
**Sent:** Wednesday, January 05, 2011 1:47 PM  
**To:** Tara Havenga  
**Subject:** Test Send - ad mock up

To view this email as a web page, go [here](#).



### Save on Travel

#### Hotel

[Reserve your room through the ASSH](#) by **September 3rd** for our group discount at one of three convenient Boston hotels. Visit our [housing page](#) for more information.

#### Airfare

Book your flight at [www.United.com](http://www.United.com) to receive up to a 10% discount off lowest applicable fares (promotional code **549KA**).

### Two Important Deadlines are Fast Approaching

Early Bird Registration Deadline - **June 14th**

Resident & Fellow Scholarship Application Deadline - **June 30th**

The countdown for the early bird deadline is here which means you only have **three more days** to [register at a discounted rate](#). But don't worry; you can register now and relax knowing that you can always alter your registration later if you haven't yet decided which of the great offerings you'd like to attend.

But don't worry; you can register now and relax knowing that you can always alter your registration later if you haven't yet decided which of the great offerings you'd like to attend.

[Register Now](#)

[FAQs](#)

[Program](#)

[Social Media](#)

[Member Center](#)

[Foundation](#)

[ASSH Home](#)

[ASSH Store](#)

**YOUR BANNER AD HERE!**

This email was sent to: [thavenga@assh.org](mailto:thavenga@assh.org)

This email was sent by: ASSH  
6300 N. River Road, Suite 600 Rosemont, IL 60018 USA

**ExactTarget.**  
[Learn More →](#)

Tara Havenga

**From:** ASSH <membership@assh.org>  
**Sent:** Wednesday, January 05, 2011 2:03 PM  
**To:** Tara Havenga  
**Subject:** Test Send - ad mock up 2

To view this email as a web page, go [here](#).



### Annual Meeting Highlights

Visit the ASSH Educational Resource Center (ERC) Wed-Sat in room 450 by the Registration Desk, and be sure to redeem the coupon in your registration packet.

Keynote Speaker Quint Studer will be available for a book signing from 1-3 pm on Friday, Sept 20th in the ERC.

AFSH Welcome Reception tickets are free, so join your colleagues when you get to Vegas, but be sure to register so the tickets will be waiting for you when you pick up your registration packet.

**YOUR BANNER AD  
HERE!**

### Plan Your Way through the Exhibit Hall

The ASSH Exhibit Hall is the premier hand and upper limb marketplace, offering a variety of displays for your clinical, personal and business needs. Take time to talk with representatives from over 100 companies specializing in surgical tools, medical equipment, devices, implants, physician recruitment, practice management software, and much more will be available Thursday-Saturday during the conference. But it's more than just an Exhibit Hall:

- Look for a new product or service through our [New Product Showcase](#).
- Enjoy complimentary boxed lunches in the exhibit hall Thursday and Friday in addition to free mid-morning coffee breaks available Thursday-Saturday. [Check the schedule for times](#).
- Navigate the exhibit hall in advance by visiting our online [interactive exhibit hall](#). Search by company name, product category or click on individual booths to learn more about who will be exhibiting in 2010.
- Enhance your educational experience by participating in a complimentary [Product Demonstration Workshop](#).

Access to the exhibit hall is included in your registration fee. Unable to attend the meeting but interested in walking the exhibit hall? [Special exhibit hall visitor passes are available for purchase in advance or onsite](#).



## Danielle Roesmann

---

**From:** Tara Havenga  
**Sent:** Wednesday, January 05, 2011 2:21 PM  
**To:** Danielle Roesmann  
**Subject:** FW: Test Send - Weekly Member Update, November 26, 2010

**From:** ASSH [mailto:membership@assh.org]  
**Sent:** Wednesday, January 05, 2011 2:20 PM  
**To:** Tara Havenga  
**Subject:** Test Send - Weekly Member Update, November 26, 2010

To view this email as a web page, go [here](#).



*November 26, 2010*

[A Message from the ASSH President](#)

[One Question](#)

[Call for Applications for US Bone and Joint Decade Grant Workshop Series](#)

[Administration Hosts Meeting with Physicians to Discuss Delivery Reforms - From AMA](#)

### A Message from the ASSH President

This week, Dr. Nagle invited AFSH President, Frederick Fakharzadeh, MD, to give an update on the Foundation. Dr. Fakharzadeh would like to thank Foundation donors for their plentiful contributions:

As we are all enjoying Thanksgiving celebrations this week, it is an especially appropriate time to thank all the generous supporters of the AFSH. Over the past several years, the AFSH has made tremendous progress, funding a wide variety of basic science and clinical research projects, as well as education and outreach programs. In 2010, the AFSH provided approximately \$212,500 in funding for clinical and basic science research projects - an outstanding year.

[Read the rest of Dr. Fakharzadeh's message.](#)

Thank you to our Weekly Member Update Sponsor

**YOUR BANNER AD HERE**

### *ASSH Calendar*

December 1

Hand Surgeon-Scientist Award [application deadline](#)

JSSH/ASSH Combined Meeting [Abstract Deadline](#) (Extended for US-based submissions)

December 31

Deadline to [pay membership dues](#)

January 1

Candidate and Affiliate membership quarterly [application deadline](#)

February 19, 2011

[ASSH/AAHS Specialty Day](#) at the AAOS

March 27-29, 2011

[5th Combined Meeting of the](#)



**ASSH Annual Meeting Advertising Insertion Order**  
 67th Annual Meeting of the American Society for Surgery of the Hand  
 September 6-8, 2012 \* Chicago, IL \* Hyatt Regency Chicago

**FAX BACK TO the ASSH at (847) 384-1435**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

**Preliminary Program (Reservation Deadline: January 31, 2012)**

*Mailed to over 45,000 potential registrants. All advertisements are 4-color.*

Outside back cover	\$5,000	<u>SOLD</u>
Inside back cover	\$4,000	<u>SOLD</u>
Full page	\$2,000	_____
1/2 page	\$1,000	_____

**Final Program (Reservation Deadline: May 14, 2012)**

*Distributed on-site to all meeting registrants (about 2700 copies).*

Outside back cover	\$6,000	<u>SOLD</u>
Inside front cover	\$5,000	<u>SALE PENDING</u>
Inside back cover	\$4,000	<u>SOLD</u>
Recto Tabs	\$3,000	_____
Full page	\$2,000	_____
1/2 page	\$1,000	_____

**Other Advertising (Reservation Deadline: July 9, 2012)**

Meeting Totebag Insert	\$3,000	_____
Exhibit Hall Aisle Sign	\$3,000	_____
Directional Meterboard Sign (set of 4)	\$2,000	_____

Exhibit Hall Floor Decals

Hall Directional "Handprint" Decals	\$2,500	_____
Hall Entrance Floor Decal (4'x4')	\$2,000	_____
Exhibit Aisle Floor Decal (2'x3')	\$800	_____
<i>Location: <input type="checkbox"/> Front <input type="checkbox"/> Middle <input type="checkbox"/> Back</i>		
Booth Floor Decal (2'x2')	\$500	_____

\*\*\* Partnership Discounts: Elite = 20% advertising; Premier = 15% off advertising; Classic = 10% off advertising \*\*\*



**ASSH Annual Meeting Advertising Insertion Order**  
 67th Annual Meeting of the American Society for Surgery of the Hand  
 September 6-8, 2012 \* Chicago, IL \* Hyatt Regency Chicago

**FAX BACK TO the ASSH at (847) 384-1435**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

**ASSH.org Banner Advertising (Deadline: Ongoing)**

Banner size available includes 335x104 pixels (footer banner) or 175x175 pixels (right column banner). Purchase space in 3-month blocks or save 10% by reserving your banner ad for 12-months. *See rate page for details.*

Member Center	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Surgeons & Hand Care Professionals	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Practice Management	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
ASSH Online Member Directory	Months # _____	(Header Location Only)

**ASSHAnnualMeeting.org Banner Advertising (Deadline: Ongoing)**

Banner size available includes 335x104 pixels (bottom banner) or 175x175 pixels (right column banner). Banner ad pricing for the Annual Meeting site is for the event life cycle (October 2011 – September 2012) and will not be prorated. *See rate page for details.*

**67<sup>th</sup> ASSH Annual Meeting Landing Pages**

Registration	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Program	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Hotel & Travel	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Social Activities	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Exhibits	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

**PROGRAM Sub-Pages**

Product Demonstration Workshop	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
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**HOTEL & TRAVEL Sub-Pages**

Housing	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Transportation	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

**EXHIBITS Sub-Pages**

Products	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Exhibitors	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Industry Support	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

Please return this form to Danielle Roesmann by fax at (847) 384-1435. An invoice will be sent upon receipt of your advertising order form.

\*\*\* Partnership Discounts: Elite = 20% advertising; Premier = 15% off advertising; Classic = 10% off advertising \*\*\*



## Corporate Advisory Council

**MISSION STATEMENT:** The mission of the Corporate Advisory Council is to promote the advancement of upper extremity surgery through cooperation between physicians and industry partners in a transparent and ethical fashion.

**VISION STATEMENT:** The Corporate Advisory Council will combine preeminent surgeons and industry leaders in the field of upper extremity surgery to collaborate on all aspects of the field – medical, governmental, business, and public education. This collaboration will be used as thoughtful background for decisions regarding the direction of research and education in the field to continuously improve the quality of care for all patients.

### STRATEGIC GOALS:

- ◆ Promote transparent and ethical relationships between industry and upper extremity surgeons
- ◆ Collaborate on increasing public awareness of the field of upper extremity surgery
- ◆ Communicate goals and strategies for success at the ASSH Annual Meeting thereby structuring meetings to be mutually beneficial to the members of the Hand Society and the industry partners who support them.
- ◆ Share thoughts and ideas regarding the future of continuing medical education

### MEMBERSHIP:

Eight ASSH/AFSH Elected Leaders and Senior Staff sit on the council. Industry participants must demonstrate ability and interest in supporting CAC mission and strategic goals.

- ◆ ASSH President, President-elect, Vice President
- ◆ ASSH Commercial Support Committee Chair
- ◆ ASSH Corporate Advisory Council Chair
- ◆ AFSH President
- ◆ CEOs (or equivalent level) of industry (approved by ASSH CEO)  
Includes ASSH Elite Partners or those invited via special recommendation. Premier Partners may join the council for a \$5,000 Membership fee. Other organizations may join for \$7,500/fee.

### BENEFITS:

- ◆ Exclusive access to preeminent leading physicians in the field of upper extremity surgery
- ◆ Access to the most current information from the leading society for continuing medical education in upper extremity surgery
- ◆ Ongoing communication with the leaders of the society known for excellence in research, education, and publication
- ◆ Ability to continue building and solidifying relationship with the ASSH
- ◆ Opportunity to communicate company's position on important matters to leaders of the field

### TIMING

- ◆ Meet twice a year in conjunction with the Spring and Winter ASSH Council Meetings