

SPONSORSHIP OPPORTUNITIES



Virtual 41ST ANNUAL MEETING



APRIL 25 - 27, 2021

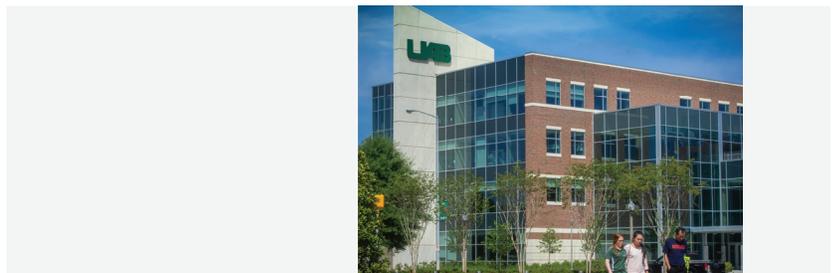
Local Arrangements Co-Chairs

John Porterfield, MD and Brenessa Lindeman, MD

Program Chair

Carrie Lubitz, MD, MPH

www.endocrinesurgery.org



Hosted by **UAB** THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

INVITATION TO SPONSOR

The American Association of Endocrine Surgeons (AAES) is pleased to invite you to join us for the 2021 AAES Virtual Annual Meeting, April 25-27, 2021. As the leading endocrine surgery association in North America, the AAES Annual Meeting is the premier event to connect with professionals and leaders across the globe in the field of endocrine surgery while receiving high level education on the latest advancements in science and research in the field.

The AAES Annual Meeting is a unique opportunity to connect with a focused audience made up of leading national and international endocrine surgeons – specialists who perform head and neck (thyroid and parathyroid) and abdominal (pancreas and adrenal) endocrine operations. These fields of practice overlap with otolaryngology, urology, gastrointestinal, and surgical oncology and specialists in these fields also attend the AAES Annual Meeting. Most endocrine surgeons are experts in open and laparoscopic/robotic surgery for, benign disorders, cancer, and head-and-neck diseases, as well as adjunctive technologies (ultrasound, laryngoscopy, molecular diagnostics, nerve monitoring) and broader endocrinology. Additionally, many endocrine surgeons have robust research programs and are on the forefront of surgical innovation.

Throughout the summer and fall, AAES has been evaluating the design and structure of the Annual Meeting to improve the integration of educational content and sponsor/exhibitor engagement with attendees. The 2021 Virtual Annual Meeting will include new ways to engage with the AAES audience, including informal “coffee and cocktails” sessions as well as Quick Shot Happy Hours. Host an Innovation Showcase for a dedicated time to introduce new products, provide technical demonstrations or share product updates with attendees. Or collect feedback directly from AAES members through focus groups. This is the chance to gain exposure for your company and stay connected with existing clients while engaging new potential partners.

As AAES sponsors, you are integral members of our community, providing the vast array of exciting new technology and support necessary to keep endocrine surgeons innovating and continually learning!

Sponsor packages have escalating benefits and value available at every level of support. We are happy to work with you to customize a sponsorship package that will fit the needs and goals of your company. All budgets are welcome! Contact Delphine Tanner at dtanner@amrms.com regarding questions about the Virtual Annual Meeting sponsorship opportunities or how to get started.

Plan now to join us online to experience all that the AAES Virtual Annual Meeting has to offer, showcasing current instruments or products, launching new products, connect with new and existing clients, and demonstrating your organization’s contribution to the field of endocrine surgery. It is through your support that AAES can offer rich content and invaluable learning opportunities for all AAES Annual Meeting attendees.

We look forward to seeing you online in the spring!



Carrie Lubitz, MD, MPH
2021 Program Chair



John Porterfield, MD
*2021 Local Arrangements
Co-Chair*



Brenessa Lindeman, MD
*2021 Local Arrangements
Co-Chair*

ABOUT AAES ANNUAL MEETING

WHO WE ARE

The American Association of Endocrine Surgeons is dedicated to the advancement of the science and art of endocrine surgery and maintenance of high standards in the practice of endocrine surgery.

WHAT WE DO

The AAES Annual Meeting brings together physicians and endocrine surgery professionals from around the world to share the newest clinical and basic science findings in endocrine surgery. For most registrants, this is the most important and anticipated meeting of the year.

The meeting features dedicated scientific sessions, including 34+ oral presentations, interesting case presentations, poster displays, educational workshops, exhibit displays, a poster competition, and plenty of networking opportunities.

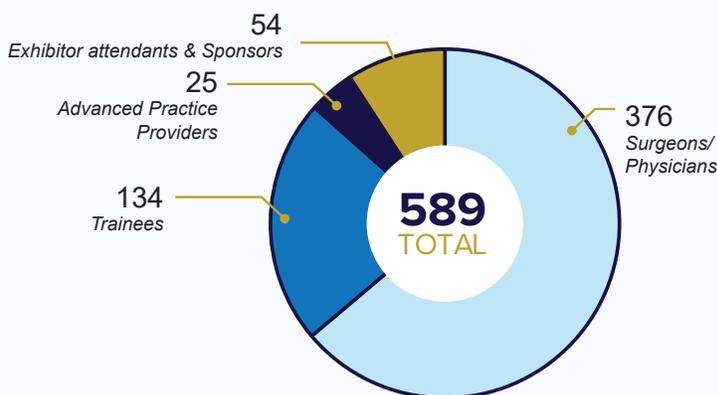
BENEFITS OF SPONSORING AAES ANNUAL MEETING 2021:

- Increase brand awareness
- Generate new sales leads
- Direct access to decision-makers in the field
- Opportunity to showcase new products and services in focused group settings
- Strengthen existing relationships and develop new ones
- Access to hundreds of endocrine specialists

AUDIENCE BREAKDOWN

2019 Annual Meeting in Santa Monica, CA

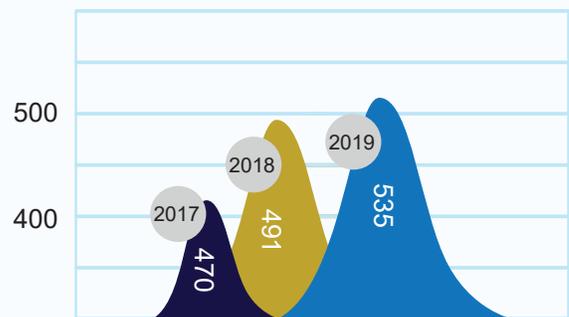
- 376 – Surgeons/Physicians
- 134 – Trainees
- 25 – Advanced Practice Providers
- 54 – Exhibitor attendants & Sponsors



2019 AAES ANNUAL MEETING

Santa Monica, CA

ATTENDANCE IS GROWING!



Total Registrants



2021 AAES SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

	Platinum \$20,000.00	Gold \$10,000.00	Silver \$5,000.00	Bronze \$2,000.00
Complimentary Registration	4	3	2	1
Recognition in all Meeting promotional emails (with link to company website)	●	●	●	●
Company profile hosted on Meeting virtual platform	●	●	●	●
Ad on the Meeting virtual platform	●	●	●	
Innovation Showcase (30-min)	●	●	●	
Promotional Twitter post to AAES' followers during the Meeting	●	●		
Ad in Program Book (PDF and print versions)	Full page	½ page		
Host a Focus Group (1-hour)	2	1		
Recognition during the Presidential Address (Logo in the waiting room and verbal recognition)	●			
Welcome video	●			

Company Profile

Includes a logo, description (100 words), website link, and contact information or Calendly link for attendees to schedule one-on-one meetings. In addition, you can provide up to three resources that will be linked (e.g. PDF brochure, white paper, demo video, etc.)

Innovation Showcase (30-min)

An excellent opportunity to educate and network directly with endocrine surgeons. You have the freedom to introduce a new product, provide a technical demonstration, or discuss the innovations that set you apart from the competition. Combine education and networking in this 30-minute showcase, held during breaks in the scientific programming. Timeslots will be selected on a first-come, first-served basis. Showcases will be highlighted in pre-event marketing.

Focus Group Meeting (1-hour)

Unique opportunity to connect with a diverse range of AAES members to learn about their needs and challenges or gain feedback on a product or service. Design a customized program to hear directly from key decision makers. AAES will help solicit/secure members for the focus group. Can be scheduled during the Annual Meeting or throughout the year. Must be scheduled within 1 year of the 2021 Annual Meeting.

Welcome Video

Be the first to welcome all attendees to the Meeting in a 1-minute pre-recorded video. Showcase your company or product with a welcome video located on the Meeting landing page. Content is subject to approval. 1 available.

Increase Your Exposure

Additional opportunities are available to engage with attendees through specific virtual activities.

UNRESTRICTED GRANT FOR EDUCATIONAL SESSION

\$10,000

Select from a list of pre-recorded educational sessions available for CME to all attendees during and after the Annual Meeting. Your non-promotional, educational grant support will be recognized at the beginning and closing remarks of the session.

HOST AN EDUCATIONAL SESSION (PRE-RECORDED), NON-CME

\$10,000

Conduct a 60-minute session that will be available to attendees on-demand during and after the Annual Meeting. Purely marketing content is not preferred; content should be primarily educational in nature. Collect spectator data using a survey or poll that can remain open for the duration the session is available on demand. Content is subject to approval.

VIRTUAL TECHNOLOGY SPONSORSHIP

\$5,000

Enable AAES to expand the audience for the 2021 Annual meeting through interactive virtual participation. Sponsors will be recognized on the virtual meeting program platform.

EDUCATIONAL CONTENT HOSTED ON AAES'S LEARNING MANAGEMENT SYSTEM

\$2,500

Provide a piece of educational content (white paper, research, demo video, etc.) for AAES's new Learning Management System, launching in winter 2021. An opportunity to be among the first to put your educational content directly in front of AAES members in this new platform.

VIRTUAL PHOTO BOOTH

\$2,500

Be the exclusive sponsor of the official AAES virtual photo booth. As the sponsor, your company name will be listed on the photo frames.

COFFEE & COCKTAILS HOST

\$1,500

Host a virtual social hour with attendees from across the globe! Grab a coffee or cocktail and head to the virtual room for networking and catching up with friends and colleagues.

QUICK SHOT HAPPY HOUR HOST

\$ 1,500

Be the exclusive educational sponsor of one of our Quick Shot Happy Hours. These sessions will showcase the work of eight poster authors in quick-shot presentations followed by facilitated Q&A. Educational grant support only, no marketing.

BOURBON OR WINE TASTING

\$ 1,500

Be the exclusive sponsor of a bourbon or wine tasting lesson (or a favorite cocktail!) that would kick off the Presidential Happy Hour. Tastings or lessons will be provided in a virtual format. Interested in sending a fun kit to attendees to capture an "IRL" element? We're happy to customize a package with you.

VIRTUAL PELO-THON SPONSOR

\$500

Sponsor a team in our 1st ever virtual Peloton! Teams from across the world will compete in a virtual competition using their Peloton bikes at home.

Past Annual Meeting Exhibitors

Akrimax Pharmaceuticals	Ethicon	Progenics
AI Biomed	Exelixis	RGS Healthcare
Ambry Genetics	Fluoptics Imaging Inc.	Roche Diagnostics Corporation
AMEND USA	Future Diagnostics Medical Solutions B.V.	Rosetta Genomics
American Association of Clinical Endocrinologists	GE Healthcare – Ultrasound	Sanofi Genzyme
American Multiple Endocrine Neoplasia (AMEN) Support	Graves' Disease & Thyroid Foundation	Sense Medical/Neurosign
AMEND USA	HealthBreeze	Sonic Healthcare USA
American Thyroid Association	Hitachi Healthcare	Stradis Healthcare
Applied Medical	Interpace Diagnostics	Stryker
ArborMetrix, Inc.	Invuity	Takeda Pharmaceuticals
Banner Healthcare	KenyaRelief.org	THANC Foundation/TCCC
Bayer Healthcare	Medi Lazer	ThyCa: Thyroid Cancer Survivors' Association, Inc.
CBLPath	MedImmune – Specialty Care Division of AstraZeneca	Thyroid Care Collaborative
Checkpoint Surgical, Inc.	Medtronic	University of North Carolina
Comprehensive Medical Services	MedPro	University of Virginia
Corcept Therapeutics	MezLight	Veracyte
Covidien	Medtronic	WeCan Medicare Co., Ltd.
Duke University	Mitaka USA, Inc.	Wolter Kluwer Health/ Lippincott Williams & Wilkins
Eisai, Inc.	Neurovision Medical Products	
EndocrineWeb.com	Olympus America Inc.	
Esaote	Onyx Pharmaceuticals	