



**VIRTUAL**  
**plastic surgery**

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THE MEETING

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**LIVE ONLINE | Oct.16-18, 2020**  
**LIVE ON-DEMAND | Oct.9-Nov. 30, 2020**



# Welcome to the vPSTM Prospectus

We are *so excited* to bring you this prospectus for Plastic Surgery The Meeting 2020. While the meeting has gone virtual, you will see throughout these pages that the emphasis on quality and our zeal to meet the needs of our attendees has not waivered. Our team has worked tirelessly to find solutions for education, social, and exhibitor/corporate partner requirements that we have heard throughout our various stakeholder discussions. vPSTM will truly be a meeting unlike any other so far and we are thrilled to be setting a standard for the new era of meetings. If you haven't already, please take the time to review the [vPSTM Welcome Letter](#) from the vPSTM Presidents for a glimpse of what else we have planned.

A few notes about this prospectus:

- For additional details regarding the following opportunities, please reach out to Kathleen Noonan, [knoonan@conventusmedia.com](mailto:knoonan@conventusmedia.com), Amanda Pezzuto, [apezuto@conventusmedia.com](mailto:apezuto@conventusmedia.com), or Lisa Koch, [lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com).
- All ads/resources must follow the [ASPS Advertising Policy](#).
- Sponsorships are only available to exhibitors of vPSTM.
- All opportunities are available on a first come first served basis in order of signed agreement.
- ASPS reserves the right to remove, revise, or add offerings from/to this prospectus at any time.

I look forward to seeing you at vPSTM!



Renee Robbins

Staff Vice President, Meetings, Education, and Corporate Development

vPSTM Welcome Letter: <https://www.plasticsurgerythemeeting.com/welcome-to-2020>

ASPS Advertising Policy: <https://www.plasticsurgery.org/corporate-opportunities/advertising-opportunities/asps-advertising-policy>

# Get Into Their Hands

Opportunities to break the fourth wall!

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# Registration Box



The registration box will be sent to the first 3,000 US registrants who complete registration by September 30. It will contain everything attendees need to make the most out of vPSTM including vital information and even some swag. The approximate box dimensions are 9"L x 11"H x 3"D.



The outside top of the box will be branded PSTM. Brand recognition available inside of the box, includes:

- **Logo, company or brand messaging on the inside cover \$45,000**
- Logo, company or brand on the sides of the box
  - **Front, \$35,000**
  - **Sides, each \$15,000**
  - **All 3 flaps \$40,000**

Send items to the registrants!

- **8 ½ x 11** (or smaller) **\$10,000**
- **Product Sample \$15,000**
- **Have another idea? Give us a call!**

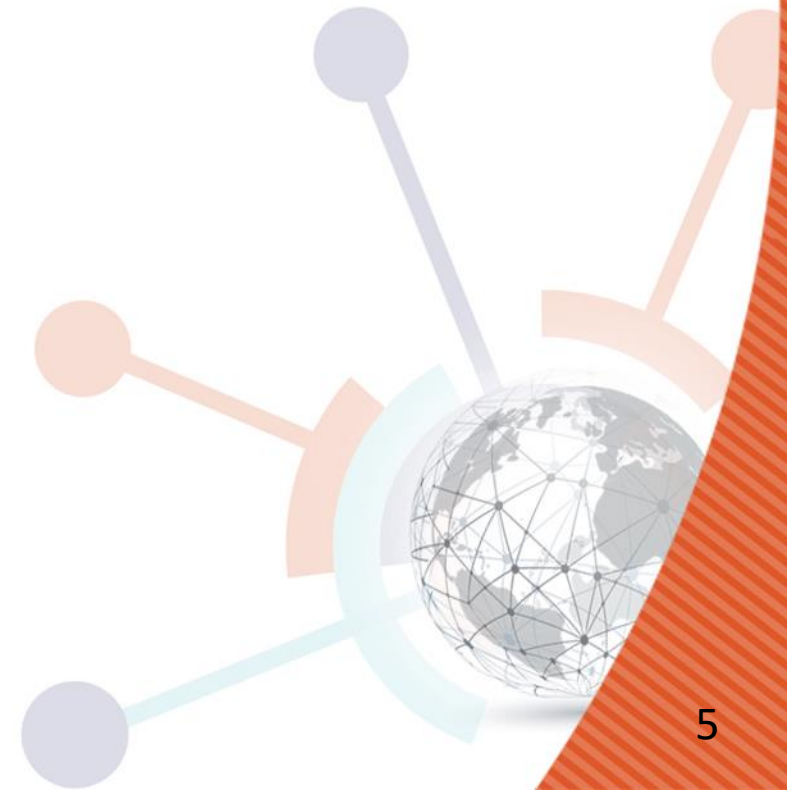
*Cost dependent on weight and size*

# Online Guide Advertisements



This year's Onsite Guide has been replaced by the Online Guide – a digitally accessible companion to vPSTM. The Online Guide will provide “quick start” directions for attendees as well as tips on how to optimize the vPSTM experience over the next 45 days.

- |                                |                 |
|--------------------------------|-----------------|
| • <b>Half page ad</b>          | <b>\$3,500</b>  |
| • <b>Full page ad</b>          | <b>\$6,150</b>  |
| • <b>Front Inside Cover ad</b> | <b>\$9,150</b>  |
| • <b>Back Inside Cover ad</b>  | <b>\$8,400</b>  |
| • <b>Back Outside Cover ad</b> | <b>\$10,000</b> |



# Virtual Opportunities

Emails, Digital Branding and Speaking Options

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Digital Ads on PlasticSurgerythemeeting.com (PSTM.com)

# Be Where the Journey Begins



## PSTM.com Digital Ads

**\$12,000**

The PSTM website is one of the highest trafficked area of PlasticSurgery.org. The site features one advertisement set for both mobile navigation and browser navigation. This is the only advertisement for the website sold to a non-premier supporter. There are two placement types for digital ads on PSTM.com:

- 300x50 is for *mobile*. 200k max: jpeg, gif, animated gif, rich media, 3rd Part Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
- 160x600 is for *wide skyscraper, side right column*. 200k max: jpg, gif, animated gif, rich media, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length

# Securing the Hottest Ticket in Town

## Registration Branding

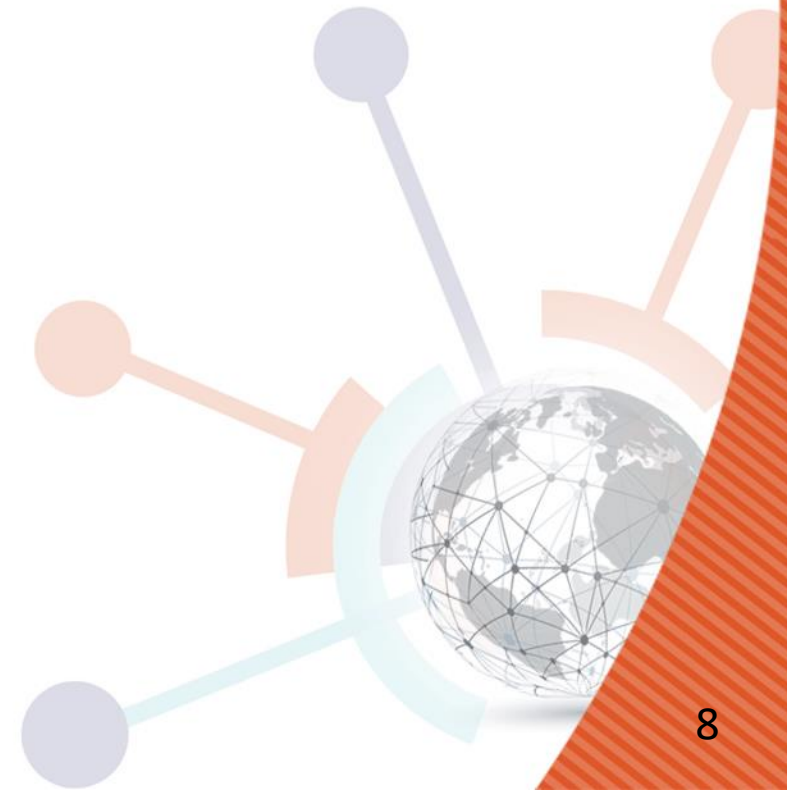


Featured on Shop ASPS, vPSTM registration is part of PlasticSurgery.org facilitates most of the registrations for the meeting.

- **Registration Main Product Page**
  - *Rotating banners - 1 of 3 ads* \$10,000
  - *Exclusive ad set* \$25,000
- vPSTM “In Cart” Page \$10,000
- vPSTM Product Check Out Page \$10,000

**Registration Confirmation Email** \$12,500

- Banner on Bottom of Email
- Exclusive Opportunity
- Sent to All Registrants





Be the Source of Valuable Information

# Sponsored Pre-Communications



## Know Before You Go Email

**\$15,000**

- Sent to all registered participants on Oct 1
- Exclusive opportunity
- Company branded banner at the bottom of email
- 150-word highlight of your company at bottom of email
- Up to three (3) links to other sponsored activities/resources of your choice

## Wake up Email – Daily (three available)

**\$15,000**

- Sent daily during the peak meeting days (Oct 16-18)
- Each day is an exclusive opportunity
- Banner on the bottom
- 150-word highlight of your company at bottom of email
- Links to virtual booth and up to three (3) other sponsored activities/resources of your choice

At the Forefront of The Meeting

# Digital vPSTM Platform Branding



vPSTM will be an exciting world of education, social networking, commerce, and Society governance and it all takes place in one spot - the vPSTM platform. Take advantage of these digital branding opportunities to be out in front at the plastic surgery event of the year.

## vPSTM Platform Log-in page

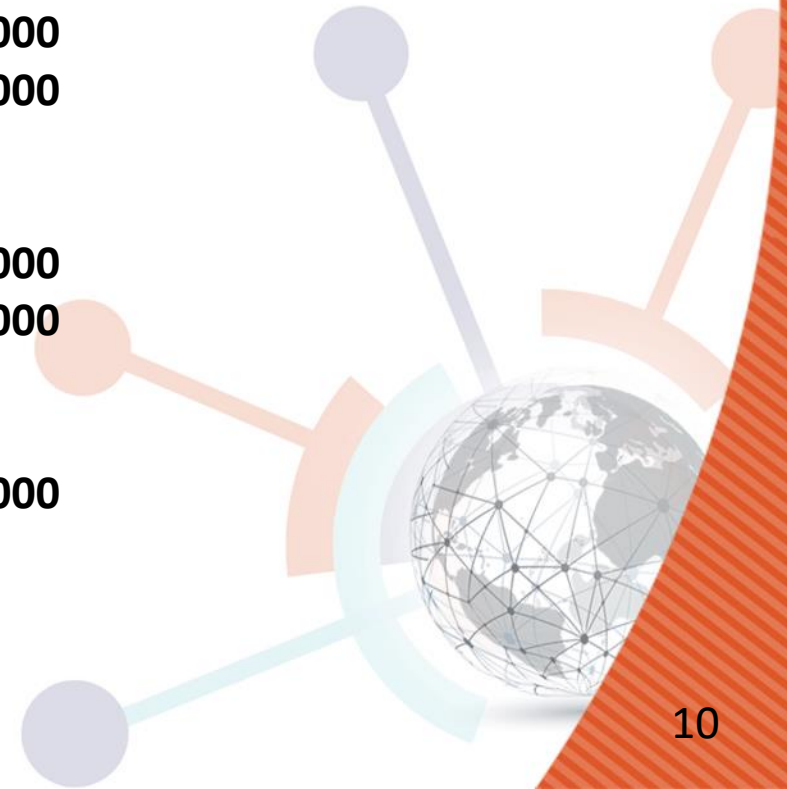
- Rotating banners - 1 of 3 **\$10,000**
- Exclusive ad set **\$25,000**

## vPSTM Platform Home Page

- 1 Horizontal Ad banner (Exclusive) **\$20,000**
- 1 Rotating banner on the page – 1 of 2 companies **\$12,000**

## Sectional Pages

- Rotating banners - 1 of 3 banners per page **\$10,000**  
*Appears on various pages within the platform*



Take Your Place in the Spotlight

# ASPS Center Stage Spotlight



## ASPS Center Stage Spotlight Presentation

**\$5,000**

Shine the spotlight on you and grab the attention of Plastic Surgery the Meeting attendees! Available during the unopposed hours in the exhibit hall, your company will have 15 minutes to address attendees with a Spotlight Presentation on the ASPS Center Stage. Spotlight Presentations include the following recognition and promotion:

- Sponsor may select from available times on a first come first served basis (in order of signed agreement)
- Included in Online Guide
- Listed on the PSTM Website and within the virtual conference platform
- Available dates are Friday October 16th - October 18, 2020
- Opportunity to host live Q&A with attendees during segment





## Your Message to the Masses

# Innovation Theatre 2020



Satellite symposia have always been a great way to reach Plastic Surgery The Meeting attendees and now, with the virtual format, this year's opportunities allow you to not only bring your message to vPSTM attendees but beyond to all ASPS members for the next year.



We are combining the Innovation Theatre and our Innovations in Industry virtual satellite program to provide the exposure, technology and impact needed to get your message out to the plastic surgery community.

- All symposia will be scheduled between October 9 and November 30. Host your program for up to 1.5 hours
- Daytime symposia will take place between 10am – 3pm CT
- Evening symposia will take place between 7pm – 10pm CT
- Satellite symposia can not take place at the same time as accredited educational programming

*See next page for satellite symposia benefit details.*



## Innovation Theatre 2020

# Bringing on the Benefits



**Daytime Satellites**

**\$25,000**

**Evening Satellites**

**\$32,000**

Satellites include:

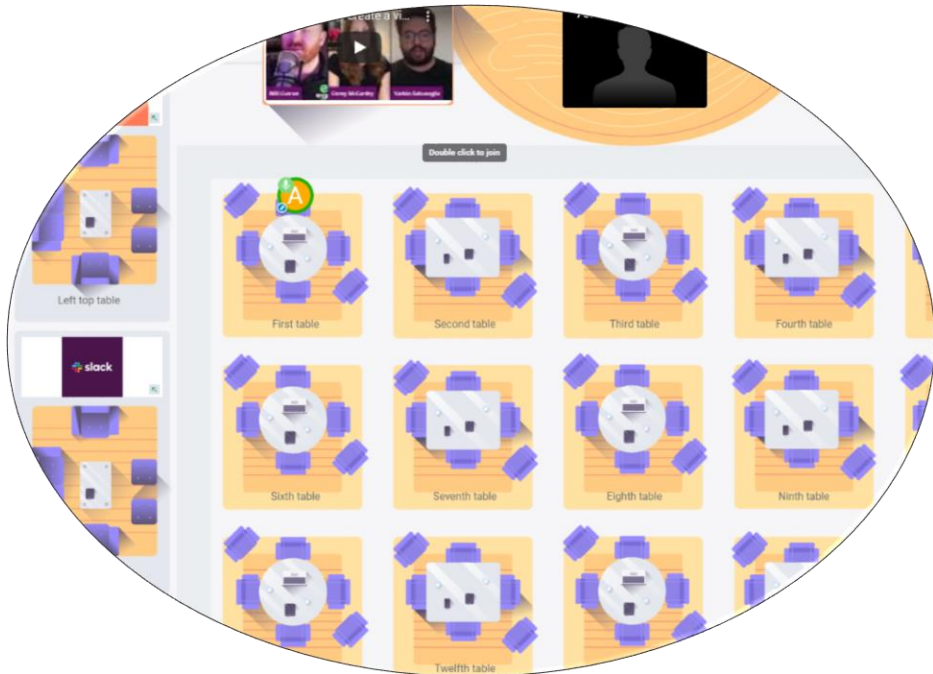
- ASPS marketing and promotion via email, social media and website presence
- vPSTM attendees can register to attend the webinar via the vPSTM registration site.
- The Industry Supported Symposium will be included as part of the PSTM website, vPSTM Virtual Meeting Platform and Onsite Guide.
- The Industry Supported Symposium will be direct mailed as part of the registration box and emailed out to all remaining vPSTM registrants.
- Webinars will be hosted on the virtual meeting platform for the remainder of the vPSTM window and then be archived on the ASPS Education Network for one (1) year in the Lectures tab (also searchable by subject).
- Full list of the live attendees and, for educational webinars, quarterly updates of on-demand views from ASPS EdNet with email and mailing addresses.
- Evaluation results from webinar provided to sponsor.
- Recordings of webinars will be provided to the sponsor.
- Sponsor selects their target audience from all ASPS membership categories.

# Gathering and Networking

Social Networking in a Time of Social Distancing

For additional details regarding the following opportunities, please reach out to Kathleen Noonan, [knoonan@conventusmedia.com](mailto:knoonan@conventusmedia.com), Amanda Pezzuto, [apezuto@conventusmedia.com](mailto:apezuto@conventusmedia.com), or Lisa Koch, [lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com).

# vPSTM is Solving for the Greatest Challenges Bringing People Together



Plastic Surgery The Meeting has always been on the cutting edge, and this year is no different. *We are solving for one of the greatest challenges*

*facing our members and attendees – social connection.* This has been a priority since the inception of our virtual transition. Here's a glimpse of what our solution will provide:

- Allow attendees to roam a virtual ballroom in search of old friends or find new ones!
- Host tables of up to eight for a video call with chat and share functionality.
- Spotlight your brand attached to specific spaces or the entire floor.
- Provide receptions with video broadcast capabilities.



# Truly Bringing the World Together

## International Reception



**International Reception** **\$15,000**

Expected Attendance 150

A networking event for our international colleagues to connect with global partners, the International Reception gives members from all over the world an opportunity to come together for an evening.

Sponsor benefits include:

- The opportunity to provide opening remarks (limited to three (3) minutes) at the start of the reception
- Logo Recognition during the reception at virtual tables
- Logo recognition in promotional email sent to all targeted to reception attendees
- Five (5) company invitations to attend
- Opportunity for sponsor to provide customized activities/entertainment and cost of sponsor (with approval of ASPS)
- Sponsor recognized in print and online promotional materials





# A Standout Success Every Year

## WPS Reception



### Women Plastic Surgeons Reception

**\$10,000**

Expected Attendance

100

This is an outstanding opportunity to support an annual meeting event that celebrates the strides made by women in plastic surgery and is attended by more than 100 female plastic surgeons.

Sponsor benefits include:

- The opportunity to provide opening remarks (limited to three (3) minutes) at the start of the reception
- Logo Recognition during the reception at virtual tables
- Logo recognition in promotional email sent to all targeted to reception attendees
- Five (5) company invitations to attend
- Opportunity for sponsor to provide customized activities/entertainment and cost of sponsor (with approval of ASPS)
- Sponsor recognized in print and online promotional materials



# New Surgeons Making New Friends

## YPS Reception



### Young Plastic Surgeons Reception

**\$10,000**

Expected Attendance

100

An opportunity to network with up-and-coming ASPS plastic surgeons, the Young Plastic Surgeons reception supports the relationships built by the YPS Forum for all plastic surgeons under the age of 42 and/or have been in practice for fewer than eight years.

Sponsor benefits include:

- The opportunity to provide opening remarks (limited to three (3) minutes) at the start of the reception
- Logo Recognition during the reception at virtual tables
- Logo recognition in promotional email sent to all targeted to reception attendees
- Five (5) company invitations to attend
- Opportunity for sponsor to provide customized activities/entertainment and cost of sponsor (with approval of ASPS)
- Sponsor recognized in print and online promotional materials





Celebrating Those that Make the Magic Possible

# PS Office Professionals Reception



## Plastic Surgery Office Professionals Reception

**\$10,000**

Expected Attendance

100

This is an outstanding opportunity to support an annual meeting event that celebrates the professionals that make plastic surgery offices run! The reception will be attended by registered plastic surgery office professionals.

Sponsor benefits include:

- Sponsor has the opportunity to provide opening remarks (limited to three (3) minutes) at the start of the reception
- Logo Recognition during the reception at virtual tables
- Logo recognition in promotional email sent to all targeted to reception attendees
- Five (5) company invitations to attend
- Opportunity for sponsor to provide customized activities/entertainment and cost of sponsor (with approval of ASPS)
- Sponsor recognized in print and online promotional materials



# Hashtags, Selfies, Filters, Oh My!

## Social Media Reception



### Social Media Reception

**\$10,000**

Expected Attendance

50

This is an outstanding opportunity to support an annual meeting event that truly celebrates the virtual age and understands how to make use of the online platform - the Social Media Reception. Host plastic surgery social media movers and shakers as they gather to celebrate the specialty!

Sponsor benefits include:

- Sponsor can provide opening remarks (limited to three (3) minutes) at the start of the reception
- Logo Recognition during the reception at virtual tables
- Logo recognition in promotional email sent to all targeted to reception attendees
- Five (5) company invitations to attend
- Fifteen (15) social media influencer invitations
- Opportunity for sponsor to provide customized activities/entertainment and cost of sponsor (with approval of ASPS)
- Sponsor recognized in print and online promotional materials





Come Together, Right Now!

# Meet Up and Connect Zones



## Meet Up and Connect Zones

\$7,000

Along with education, networking is one of the highest rated features of the meeting! In a time of social distancing provide attendees with a place to connect. Each Meet Up Zone has room for eight registrants to come in and take a seat. As attendees looking to take a seat at a Meet up Zone can see who is already in the zone in order to "pop in" on friends they haven't caught up with in a while. The vPSTM Meet Up Zones are the closest experience you can get to the in-person feel in a virtual setting!

- Meet Up Zone will be named for the Sponsor, i.e. "ASPS Meet Up and Connect Zone"
- Sponsor's logo will be placed on Meet Up Zone map for easy recognition and identification by attendees
- Ability to link from Sponsor exhibit booth to the Meet Up Zone platform
- Sponsor will be recognized in Onsite Guide and online



# The Future of the Specialty Resident Lounge



## Resident Lounge

**\$20,000**

Sponsoring the Resident Lounge is an ideal way to build relationships directly with all resident attendees. This is a space for residents to relax and network with resident and program directors worldwide.

Sponsor benefits include:

- Plastic Surgery Leader Meet and Greet Series hosted by ASPS leadership, thought leaders in plastic surgery and research experts
- Naming rights to the Resident Lounge
- Featured in promotional email to Resident attendees inviting them to visit the Resident Lounge
- Sponsor logo recognition on the various virtual "planning tables"
- Ability to link from Sponsor exhibit booth to the lounge space platform
- Recognition on [PlasticSurgeryTheMeeting.com](https://www.plasticsurgerythemeeting.com), Onsite Guide, on the virtual conference platform and select ASPS Plastic Surgery The Meeting marketing materials





Ready? Set? Speak!

# Speaker Lounge

## Speaker Lounge

**\$15,000**

Support the faculty that make Plastic Surgery The Meeting possible. In our Speaker Lounge, more than 400 faculty will make their way through the virtual speaker ready room and use the lounge space to meet with fellow faculty and prepare for their presentations.

Given the transition to the virtual environment, this ready-room is more important than ever and provides a unique opportunity to support the educational efforts of PSTM.

- Exclusive sponsor of the vPSTM Speaker Lounge
- Sponsor logo recognition on the various virtual "planning tables"
- Sponsor acknowledgement in the pre-meeting faculty preparation email
- Recognition in the Onsite Guide, online at [plasticsurgerythemeeting.com](http://plasticsurgerythemeeting.com), and on the virtual conference platform.





# High Impact Opportunities

Reach a specific target market, be seen at Opening Ceremonies, and unique opportunities at vPSTM

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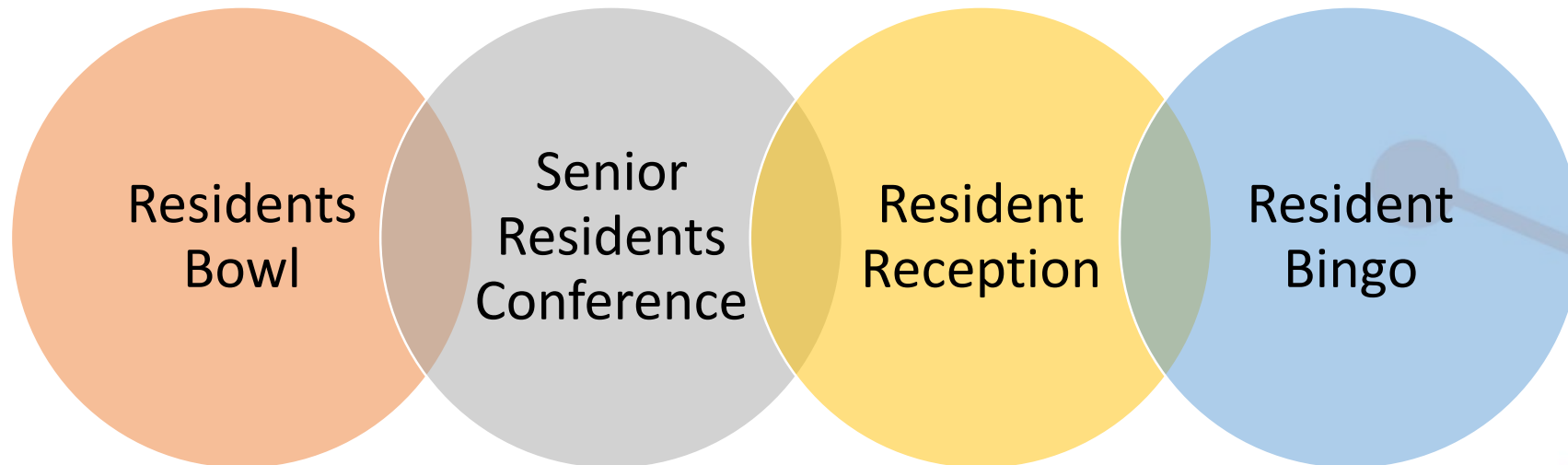
Back to the Future...

# vPSTM Resident Program Sponsor



Residency comes with the unique challenge of focusing on clinical education and training while preparing to launch a practice. ASPS Resident programming has been developed and modified based on feedback from attendees to help take away the surprises during the transition from residency to practicing surgeon.

*One sponsorship program allows you to reach vPSTM Residents in four different ways!*



*See next page for Resident Program Sponsor benefit details.*

Back to the Future...

# vPSTM Resident Program Sponsor



## Platinum Sponsor

**\$20,000 (ONE AVAILABLE)**

- Recognized as a platinum sponsor of **Senior Residents Conference**
  - Five (5) minute speaking opportunity scheduled within the programming of SRC
  - Option to host a virtual exhibit table on the SRC platform
  - Schedule appointments with attendees through in platform scheduling functionality
  - One (1) Program flyer inserted into SRC attendee folder
- Recognized as a platinum sponsor of the **Residents Networking Reception** with three (3) invitations to attend
- Recognized as a supporter of **Residents Bowl**
  - Priority recognition placement on platform
  - Sponsorship of the final round
  - Two (2) minute welcome address prior to round start (no product promotion)
  - Verbal recognition during each round of sponsorship
  - Photos with the winning team
  - Logo placement on trophy presented to winning team members
- Recognition in the Onsite Guide, on the bracket and the PSTM Website, and the virtual meeting platform
- Opportunity to provide one (1) **bingo card** placements to be guaranteed on every card
- Recognition in all program materials: print and online

*See next page for Resident Program Sponsor benefit details.*



Back to the Future...

# vPSTM Resident Program Sponsor



## Gold Sponsor

**\$10,000 (THREE AVAILABLE)**

- Recognized as a Gold sponsor of **Senior Residents Conference**
  - Option to host a virtual exhibit table on the SRC platform
  - Schedule appointments with attendees through in platform scheduling functionality
  - Three (3) minute speaking opportunity scheduled within the programming of SRC
  - One (1) Program flyer inserted into SRC attendee folder
- Recognition as a sponsor of the **Residents Networking Reception** and three (3) company invitations to attend
- Recognized as a gold sponsor of **Residents Bowl**
  - Sponsorship of one of the initial three rounds
  - Verbal recognition during sponsored round
  - Two (2) minute welcome address prior to round start (no product promotion)
- Recognition in the Onsite Guide, onsite signage, on the bracket, the PSTM Website, and the virtual meeting platform
- Opportunity to provide one(1 )**bingo card** placement to be randomly generated on cards
- Recognition in all program materials: print and online

*See next page for Resident Program Sponsor benefit details.*

Back to the Future...

# vPSTM Resident Program Sponsor



## Silver

\$5,000

- Recognized as a Silver sponsor of **Senior Residents Conference**
  - One (1) Program flyer inserted into SRC attendee folder
- Recognition as a silver sponsor of the **Residents Networking Reception** and two (2) company invitations to attend
- Recognized as a silver sponsor of **Residents Bowl**
- Recognition in the Onsite Guide, onsite signage, on the bracket, the PSTM Website, and the virtual meeting platform
- Opportunity to provide one(1) **bingo card** placement to be randomly generated on cards
- Recognition in all program materials: print and online





# Always Keep Your Eye on Your Target (Audience)

## PSF Focus Group Opportunities



|                                      |                 |
|--------------------------------------|-----------------|
| <b>One (1) Hour Focus Group:</b>     | <b>\$10,000</b> |
| <b>Additional ½ Hour:</b>            | <b>\$5,000</b>  |
| <b>Participant NDA Coordination:</b> | <b>\$1,000</b>  |

The Focus Group offers the opportunity to have in-depth discussions with 6-10 plastic surgeon thought leaders and receive unbiased feedback on the topic of your choice.

The Focus Groups are ideal for:

- Start-up companies with a product developed to serve the plastic surgery field.
- Plastic surgery industry partners with an innovative product or idea for a product not yet on the market.
- Any company wishing for unbiased feedback about current or planned products or future product ideas.

A dedicated PSF staff member will work with you to ensure your session is tailored to meet the specific goals of your company, and a session moderator will help you achieve a productive, beneficial session. As an added benefit, all proceeds from the Industry Focus Group Sessions go directly to support research funded by The Plastic Surgery Foundation. Your participation support the research efforts of our Society, while providing you with high-level input from the ASPS community.

*Space is limited and assigned on a first-come, first-served basis from October 9<sup>th</sup> to November 30<sup>th</sup>*



# The Heart of the Meeting, The Reason for the Specialty

## 2020 Patients of Courage



### Patient of Courage Sponsor

**\$10,000**

The *Patients of Courage: Triumph Over Adversity* program honors reconstructive plastic surgery patients whose lives were restored through reconstructive plastic surgery and whose charitable actions influence the lives around them. These extraordinary reconstructive plastic surgery patients are honored by ASPS at its annual scientific meeting. Patients are designated based on each sponsor's area of interest based on order of signed LOA. Supporter benefits include:

- Recognized as program sponsor in all 2020 Patients of Courage (POC) promotion prior to announcement of POC winners
- Company name appears on the POC video debuted at Opening Ceremonies
- Sponsor will receive verbal recognition when POC is recognized at Opening Ceremonies
- Sponsor representative will be on stage for award presentation\*
- Meet and greet and photo op with the POC winner(s) and sponsor\*
- One (1) ten-second logo recognition played prior to the video on POC library within [plasticsurgery.org](http://plasticsurgery.org)
- Recognition in all program materials: print and online



\*Pending POC winner availability

# Key Contacts

- For sales, please contact:

Kathleen Noonan, [knoonan@conventusmedia.com](mailto:knoonan@conventusmedia.com)

Amanda Pezzuto, [apezzuto@conventusmedia.com](mailto:apezzuto@conventusmedia.com)

Lisa Koch, [lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)

- For questions on other options and invoicing, please contact:

Chris O'Connell, [coconnell@conventusmedia.com](mailto:coconnell@conventusmedia.com)

