



ASAM  
THE **ANNUAL  
CONFERENCE**

Innovations in Addiction  
Medicine and Science

San Diego, CA | April 12-15, 2018

# EXHIBITOR PROSPECTUS

San Diego, CA | April 12-15, 2018



**ASAM** American Society of  
Addiction Medicine



# WE WANT TO INVITE YOU!

On behalf of the Board of Directors and members of the American Society of Addiction Medicine, I am pleased to present The ASAM 49th Annual Conference - *Innovations in Addiction Medicine and Science Support Opportunities*.

Please join us at The ASAM 49th Annual Conference. Our 2018 meeting will draw over 2,200 addiction physicians, psychiatrists, clinicians, researchers and academicians who treat and help patients with substance use disorders.

This year's packed program will offer attendees many social events, including the Welcome and Networking Reception, continental breakfast, and refreshment breaks, all of which will be held in the exhibit hall and other designated areas of the conference. These events will offer great opportunities for attendees and exhibitors to interact and for you to develop new contacts.

We look forward to seeing you in San Diego in April!

Penny S. Mills, MBA  
Executive Vice President/CEO, ASAM

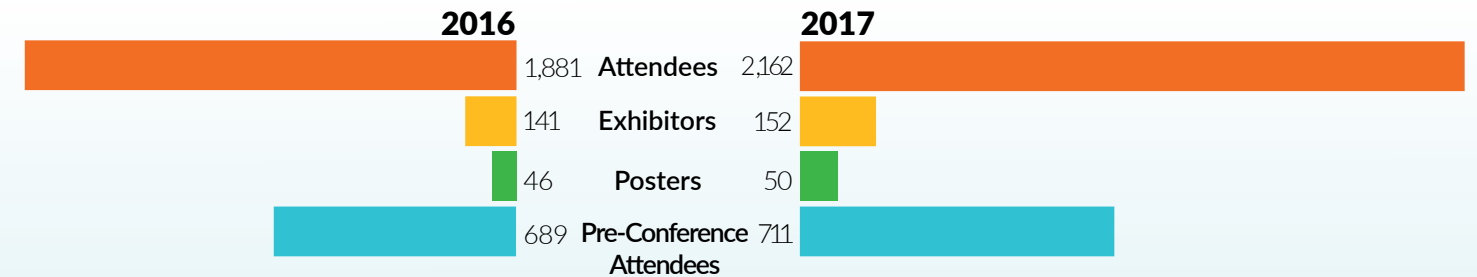
Over 2,100 attendees in 2017



Compared to 1,800 attendees in 2016!

# WHY EXHIBIT?

## Record-Breaking Growth



## Top 3 Reasons to Become a Sponsor or Exhibitor

**GAIN ACCESS**

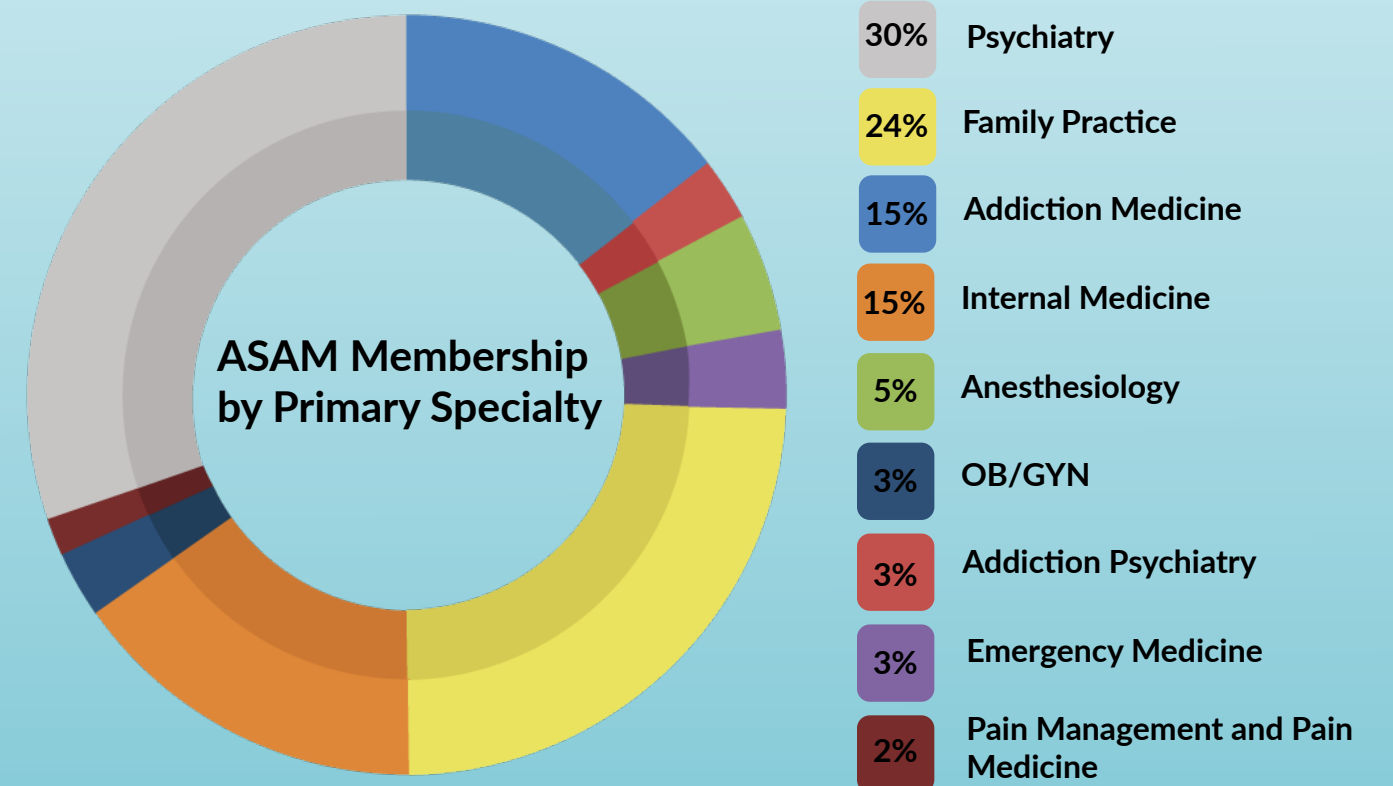
to 2,200 + physicians and associated professionals dedicated to increasing access and improving the quality of addiction treatment.

**EXPERIENCE**

over 40 concurrent sessions focusing on the best practices, research, treatment and care available in addiction medicine.

**ENJOY**

exhibit visibility, client interaction, VIP networking, and well-targeted core audience interaction.



Dear Friends of ASAM, Exhibitors, and Sponsors:

# THE ASAM 48TH ANNUAL CONFERENCE OFFERED RECORD ATTENDANCE!

Over 2,100 addiction medicine professionals gathered in New Orleans, LA, last April to hear the latest information on the treatment, education, research, and prevention of addiction.

The ASAM 49th Annual Conference - *Innovations in Addiction Medicine and Science* in San Diego, CA, April 12-15, 2018, will be even bigger and better than last year. We are diligently working on organizing ASAM's best, most productive, highest attended conference ever, and we certainly hope you will be there with us.

EXHIBITING IS AN EXCELLENT OPPORTUNITY to present information about your organization and to develop new contacts. In addition, there are many ways to further enhance your company's presence through support opportunities that will give you the chance to increase your business and to reach the largest gathering of physicians, nurses, psychologists, and counselors dedicated to the treatment, education, research, and prevention of addiction.

Support items like the attendee reception, welcome reception, conference tote bags, or attendee notepads are sure to be remembered by attendees long after the conference ends.

Please review this prospectus and feel free to contact us at 301.656.3920 if you have any questions or suggestions. Be sure to visit [www.TheASAMAnnualConference.org](http://www.TheASAMAnnualConference.org) for the latest conference updates, including program updates, exhibit and support information, and hotel and travel information.



*Irina Vayner*

**Irina Vayner**  
Manager, Development  
ivayner@ASAM.org or 301.547.4120

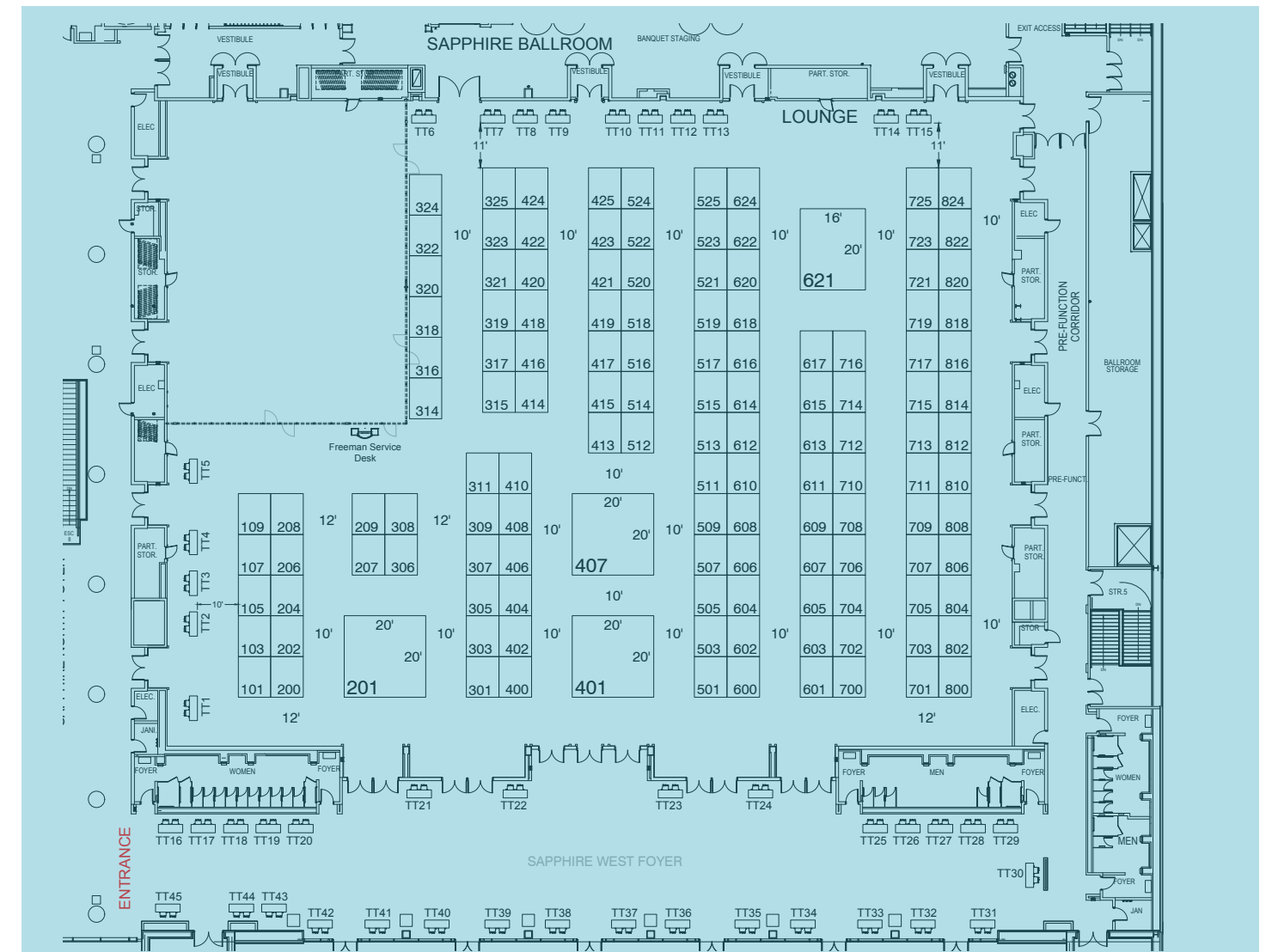


*John W. Hawkins*

**John Hawkins**  
Director, Meetings & Development  
jhawkins@ASAM.org or 301.547.4113

# Exhibit Hall Floor Plan

Hilton San Diego Bayfront | Hilton Exhibition Center, Second Level



### Exhibit Booth Pricing:

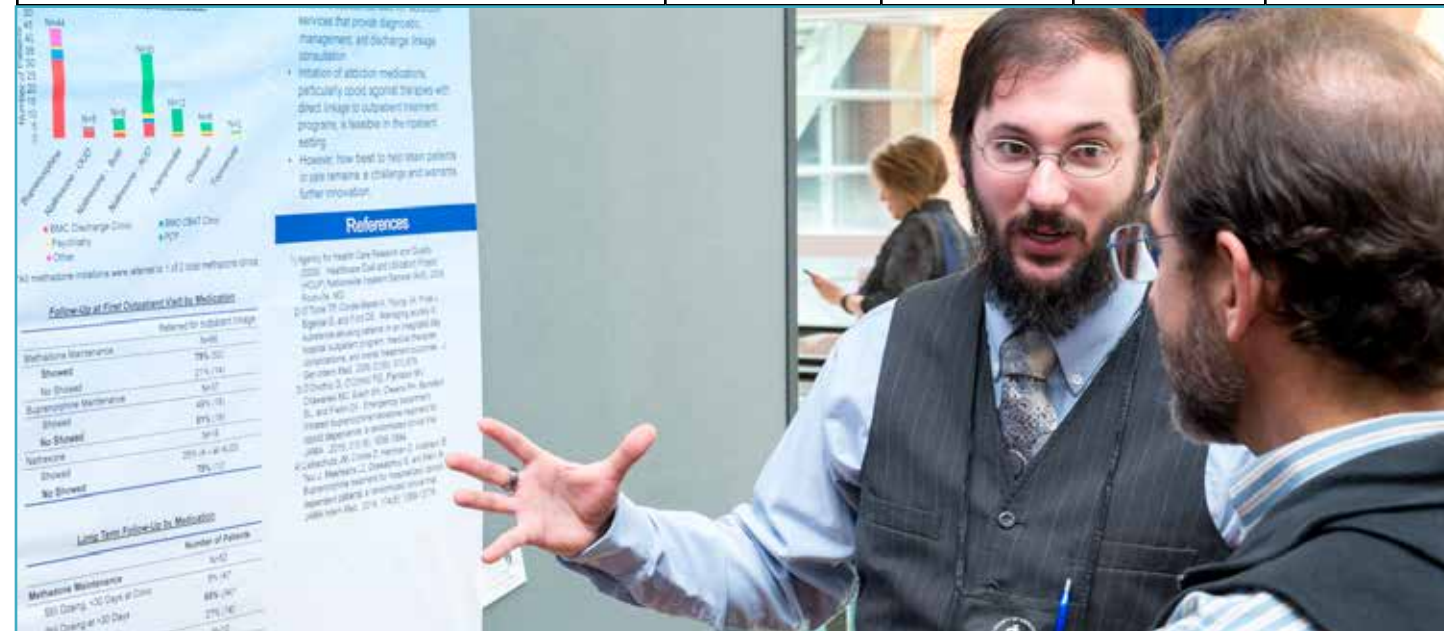
- 8' x 10' Exhibit Booth: \$1,450
- 8' x 20' Exhibit Booth: \$2,900
- 16 x 20' Exhibit Booth (Island): \$6,200 (Based on Availability)
- Tabletop: \$1050

Review the diagram carefully and note the locations of entrances, exits, columns, etc., before indicating your preferred booth on your application. Please indicate four (4) booth options in a variety of areas. Keep in mind that many exhibitors choose the same booth locations and popular booth locations fill up quickly. If none of your four booth preferences are available, we will place you in the next best available booth.

- **Applications must be received by Friday, March 9, 2018**, in order to be listed in the on-site conference program.
- Spaces in the exhibit hall will be assigned on a first-come, first-served basis using the receipt date of a fully paid application.

# Sponsor & Exhibitor Packages

PACKAGE DETAILS	Platinum	Gold	Silver	Bronze
Complimentary tickets to ASAM's Awards Luncheon	<b>8</b> <i>(Reserved Table)</i>	<b>4</b>		
Complimentary Exhibitor badges	<b>4</b>	<b>2</b>		
One-time use of ASAM membership postal mailing list	☑			
Conference attendee postal mailing lists (Pre and Post-event)	☑	☑	☑	
Support ID displayed on conference website	☑	☑	☑	☑
Support ID/Signage prominently displayed on-site at the conference	☑	☑	☑	☑
Acknowledgment in Final Program	☑	☑	☑	☑
Recognition in ASAM's daily, on-site e-newspaper, <i>ASAM Conference Daily News</i>	☑	☑	☑	☑
<b>PACKAGE PRICE</b>	<b>\$50,000+</b>	<b>\$20,000+</b>	<b>\$10,000+</b>	<b>\$5,000+</b>



# Support Opportunities

Facility Opportunities	
<b>Complimentary Attendee Wireless Internet</b> This is your opportunity to sponsor complimentary wireless internet for all conference attendees. All attendees will be provided with an exclusive login that directs them to a personalized splash page with your company information.	<b>\$8,000</b> One Sponsorship Available
<b>Floral Centerpieces for the Conference Ticketed Awards Luncheon</b> Flower centerpieces will help you stand out as a sponsor at the Awards Luncheon. Sponsors will be recognized with signage at the event.	<b>\$2,500</b> One Sponsorship Available
<b>Room Drops*</b> Make a big impact on attendees as they check into their room or retire for the night. Supporting company is responsible for hotel fees and fees for producing items. Room drop promotions must be pre-approved by ASAM staff.	<b>\$2,500</b> Limited Sponsorships Available/One Drop Per Night
<b>Massage Break Lounge</b> Annual Conference attendees will thank you for sponsoring this appreciated activity, which is located in the ASAM Exhibit Hall and generates ongoing traffic throughout the duration of the conference. Your company name and logo will be displayed in the Massage Lounge area.	<b>\$10,000</b> One Sponsorship Available
<b>The Hub - Connect, Print, Charge</b> Capture the undivided attention of attendees as they connect, print, and power up their computers, smart phones, and other wireless devices without leaving the conference. The Hub provides a convenient service to attendees and gives your company the opportunity to get your message across to a captive audience. Sponsor will receive brand inclusion on conference signage, website and other event promotions.	<b>\$8,500</b> One Sponsorship Available
Advertising Opportunities	
<b>Conference Daily News</b> Distributed electronically to over 30,000 people plus attendees, <i>ASAM Conference Daily News</i> provides daily conference coverage for attendees and interested addiction stakeholders. Help drive traffic to your booth and connect with practicing clinicians.	<b>Various Rates Available</b> <i>(Call for details)</i>
<b>ASAM Weekly Ads</b> Distributed electronically to 20,000 subscribers, this is a great way to remind attendees of your company and your booth location before and after the conference.	<b>Various Rates Available</b> <i>(Call for details)</i>
<b>Conference Mobile App*</b> ASAM's Annual Conference Mobile App is a great way to allow attendees mobile access to information by a simple touch of their Apple or Android smart phone. This service will be the buzz of the conference and your company will be acknowledged within the app.	<b>\$7,500</b> One Sponsorship Available
<b>Exhibit Hall Meter Board Signage</b> Promote your product, service, or exhibit presence on a single-sided meter board that is located in a high-traffic, area. Several locations are available and can be secured on a first-come, first-served basis. Sponsor Receives: One full-color, one-sided meter board placed in high-traffic, area.	<b>\$3,000</b> Multiple Sponsorships Available
<b>Program Book Advertising</b> The inside front and inside back cover of the program book are available for advertisements. This is a great way to make a lasting impact with attendees as they are browsing.	<b>\$2,500</b> Two Sponsorships Available
<b>Additional Advertising in the Program Book*</b> *Advertising must comply with ACCME requirements for commercial support.	<b>\$1,500</b> Inside Full Page <b>\$1,000</b> Half Page

# Support Opportunities

<p><b>Tote Bag Inserts*</b></p> <p>Your company has the opportunity to provide 2,200 highly visible printed pieces for insertion into the conference tote bag. All promotional activities must be pre-approved by ASAM staff.</p>	<p><b>\$1,500</b></p> <p>Multiple Inserts Available</p>
<p><b>Refreshment Opportunities</b></p>	
<p><b>Attendee Coffee Station in the Exhibit Hall</b></p> <p>Conference attendees will enjoy coffee and tea all day long in the main exhibit area of the conference, Thursday-Saturday. Sponsors will receive brand inclusion on course signage, website, and other event promotions.</p>	<p><b>\$15,000</b></p> <p>One Sponsorship Available</p>
<p><b>Attendee Water Stations in the Exhibit Hall</b></p> <p>Conference attendees will be able to refresh at designated water stations in several areas during conference activities. Sponsors will receive brand inclusion on course signage, website, and other event promotions.</p>	<p><b>\$5,000</b></p> <p>One Sponsorship Available</p>
<p><b>Attendee Reception</b></p> <p>Sponsors will receive brand inclusion on conference signage, website, and other event promotions.</p>	<p><b>\$8,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Continental Breakfast</b></p> <p>Sponsors will receive brand inclusion on conference signage, website, and other event promotions, and will receive the support benefits listed above.</p>	<p><b>\$4,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Ice Cream Novelties &amp; Networking Reception in the Exhibit Hall</b></p> <p>Attendees will enjoy a delicious selection of ice cream bars and sandwiches. Sponsors will receive brand inclusion on conference signage, website, and other event promotions.</p>	<p><b>\$6,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Luncheon in the Exhibit Hall</b></p> <p>Conference attendees will appreciate this lunch and networking opportunity provided by your organization. Sponsors will receive brand inclusion on conference signage, website and other event promotions.</p>	<p><b>\$7,500</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Refreshment Breaks in the Exhibit Hall</b></p> <p>Attendees will enjoy a delicious selection of ice cream bars and sandwiches. Sponsors will receive brand inclusion on conference signage, website and other event promotions.</p>	<p><b>\$4,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Welcome Reception in the Exhibit Hall</b></p> <p>This is your opportunity to be the first to welcome all of the attendees to the conference. Sponsors will receive brand inclusion on conference signage, website, and other event promotions.</p>	<p><b>\$6,500</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Giveaway Opportunities</b></p>	
<p><b>Attendee Notepads*</b></p> <p>Sponsors will have an opportunity to provide notepads with company logo included for all conference attendees. Notepads will be handed out to attendees.</p>	<p><b>\$5,500</b></p> <p>One Sponsorship Available</p>
<p><b>USB Flash Drive Sponsor*</b></p> <p>Your logo printed on one side of the USB Flash Drive and given to all attendees in conference bag.</p>	<p><b>\$8,000</b></p> <p>One Sponsorship Available</p>

\*Advertising must comply with ACCME requirements for commercial support.

# Support Opportunities

<p><b>Conference Tote Bags*</b></p> <p>Your company's logo will be printed on one side of the official conference tote bag. This has a long-lasting impact after the conference ends! ASAM will print the bags with the organization's logo in one color.</p>	<p><b>\$10,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Other Opportunities</b></p>	
<p><b>Educational Grants</b></p> <p>A great way to show broad support for ASAM. Grants can go to the ASAM Annual Conference or to the Pre-Conference Courses. Sponsors will be acknowledged in final conference program.</p>	<p><b>\$5,000</b></p> <p>Multiple Sponsorships Available</p>
<p><b>ASAM e-Learning Center Sessions</b></p> <p>Receive long lasting exposure to attendees and non-attendees through sponsorship of sessions on the ASAM e-Learning Center. These sessions will be available on a complimentary basis to individuals visiting ASAM's e-Learning Center for twelve (12) months.</p>	<p><b>\$2,500/credit hour</b></p> <p>Multiple Sponsorships Available</p>
<p><b>Satellite and Ancillary Meetings</b></p> <p><b>Online Satellite and Ancillary Meeting Request Form</b></p> <p>Meet and network with a select group of attendees at the conference. An email can be sent out to attendees before the conference with an invitation to your event. Meetings are subject to ASAM approval and must be outside of conference hours. Meeting logistics must be arranged directly with the hotel at an additional cost.</p> <p><b>NOTE: All promotional invites and on-site signage must include the following language, "This event is not part of the official ASAM Annual Conference as planned by its Program Committee."</b></p>	<p>Visit the following link for pricing: <a href="#">Online Satellite and Ancillary Meeting Request Form</a></p>

\* Advertising must comply with ACCME requirements for commercial support.

# Exhibitor Information

**General Information:** See booth floor plans on page 5 and indicate choice of location on the exhibitor application and contract form. Exhibit booth location is assigned on a first-come, first-served basis. Payment must accompany application to be processed. Applications received without payment will be considered tentative. All tentative reservations will be held for ten working days only. Within this time period, the application and payment must be received by ASAM or tentative reservations will be released.

**Booth Rental:** \$1,450 each – 8' x 10' booth  
Includes: back and side draping, carpeting, and booth identification sign with company, organization name and booth number. *Please note:* tables and chairs will be provided for an additional charge and should be ordered in advance through the Freeman Exposition Services Kit.

**Tabletop Rental:** \$1,050 each  
Includes: one six-foot draped table, two chairs, and booth identification sign with company, organization name, and booth number. *Please note:* additional equipment requirements should be ordered in advance through the Freeman Exposition Services Kit.

**Booth Staff:** Each exhibitor/tabletop is provided two (2) registrations for exhibit booth staffing. Registered exhibit staff are welcome to participate in all conference activities. The Awards Luncheon and Pre-Conference Courses include an additional fee. Exhibitors may purchase additional exhibitor badges that will allow access to the exhibit hall only (does not include other conference activities).

**Cancellation Policy:** A \$150 cancellation fee will apply to all cancellations received through Friday, March 9, 2018. There will be no refunds on cancellations received after **Friday, March 8, 2018**. All cancellation requests must be made in writing and sent to: ASAM Meetings Department, 11400 Rockville Pike, Suite 200, Rockville, MD, 20852, or email meetings@ASAM.org.

**Conditions:** All booths/tabletops are to remain open during the scheduled exhibit hall hours. Set-up is between 8:00 am and 5:00 pm on Thursday, April 12th. There will be no set-up during scheduled open hours, and no teardown until after the closing on Saturday, April 14th at 11:30 am.

**Conference Badges:** All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the

exhibitor or have a direct business affiliation. The number of badges issued to each exhibitor may be limited by ASAM.

All matters and questions not covered by these regulations are at the discretion of ASAM. These regulations may be amended at any time by ASAM and all amendments shall be equally binding on all parties upon publication.



## Exhibit Hall Schedule:

<b>Thursday, April 12</b>	
8:00 am - 5:00 pm	Registration and Exhibit Set-up
5:30 pm - 7:00 pm	Opening Reception in the Exhibit Hall
7:00 pm	Exhibit Hall Closes
<b>Friday, April 13</b>	
10:00 am - 4:30 pm	Exhibit Hall Opens
10:00 am - 10:45 am	Refreshment Break in the Exhibit Hall
12:15 pm - 1:15 pm	Lunch in the Exhibit Hall
3:30 pm - 4:30 pm	Ice Cream Novelties & Networking Reception in the Exhibit Hall
4:30 pm	Exhibit Hall Closes
<b>Saturday, April 14</b>	
10:00 am - 11:30 am	Refreshment Break in the Exhibit Hall
11:30 am	Exhibit Hall Closes and Teardown Begins
3:00 pm	Exhibit Hall Teardown Ends

# Exhibitor Information

**Liability:** Neither ASAM nor the Hilton Hotels Corp. will assume liability for loss of merchandise or of monies received, or damage to exhibitor's property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors displays, equipment, and other property brought on the premises of the Hilton San Diego Bayfront and shall indemnify and hold harmless ASAM, the Hilton Hotels Corp., their agents, servants and employees from any and all such losses, damages, and claims.

**Product Description:** A description of your products and/or services to be displayed must be submitted two weeks after booth/tabletop confirmation or by **Friday, March 9, 2018** to be included in the information distributed to attendees on-site. Please write the description in the space provided on the application.

**Registration and Payment Deadlines:** Application and Contract with full payment for all Registrations, Booths, and Tabletops should be received by **Friday, March 9, 2018**.

**Refund Procedure:** Refunds will be processed after the conference. If payment is made by credit card, the adjustment will be made to your credit card account; otherwise, a refund check will be issued.

**Shipping Information:** Shipping of exhibit materials to and from the conference site is at the expense and risk of the exhibitor. Exhibitor's Service Kit contains additional shipping instructions.

## Service Contractor:

### Freeman San Diego Exhibitor Services

Exhibitors will receive via email a link to online service information from Freeman Decorating approximately two months prior to the conference. Exhibitors are responsible for additional rental, additional lighting, electrical service, telephone service, display labor, shipping, material handling, audiovisual equipment, and plants.



## Conference Hotel:

### Hilton San Diego Bayfront

One Park Boulevard, San Diego, CA, 92101  
Direct Phone: 1.619.564.3333 or 1.800.hiltons  
Discounted Hotel Rate: \$259 - Single/Double

To find out more about the incredible Hilton San Diego Bayfront, please [click here](#).

All reservations include complimentary internet for ASAM guest rooms and must be accompanied by a deposit equal to one night's room and tax, or be guaranteed with a major credit card number and expiration date.

## Room Reservation Deadline: Monday, February 12, 2018

The room reservation deadline does not ensure availability of rooms. Room reservations received after the deadline will be confirmed subject to rate and room availability. Hotel room rates are subject to applicable state and local taxes.

All reservations made within the ASAM block must be for an active registration to The ASAM 49th Annual Conference. Any reservation that remains unaccompanied by an active registration for the course will be subject to cancellation. Each paid conference registrant may reserve one guestroom.

## Check-in/Check-out Requirements:

Check-in: 3:00 pm Check-out: 12:00 pm



# 2018 Exhibit/Support Application

**REGISTER  
HERE!**

## Secure Your Sponsorship Package Today!

When you find the option that makes the most sense for your organization's goals for the event, you can register by using our exhibit/support application. **Register by Friday, March 9, 2018.** Slots will go fast!

## STAY CONNECTED!

Follow along on Twitter: **#ASAM2018**  
For additional updates, visit  
[www.TheASAMAnnualConference.org](http://www.TheASAMAnnualConference.org)

### EXHIBIT/SUPPORT INFORMATION

Organization/Company: \_\_\_\_\_  
 Primary Contact Person: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
 Website: \_\_\_\_\_ Email: \_\_\_\_\_

### EXHIBIT BOOTH INFORMATION

#### Booth Pricing: (Multiple booths may be purchased)

Exhibit Items	Price (each)	Quantity	Total Cost
8' x 10' booth	\$1,450		\$
8' x 20' booth	\$2,900		\$
16' x 20' booth (based on availability)	\$6,200		\$
Tabletop	\$1,050		\$
ASAM Awards Luncheon tickets	\$75		\$
Additional Booth Staff	\$200		\$
Total Amount Enclosed			\$

#### Exhibit Booth Location

Please list four (4) choices of [exhibit space](#). Many companies will apply for the same space, so please do not concentrate your choices in one area.

Your preferred locations:

1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_ 4: \_\_\_\_\_

List any exhibitor you wish to be near: \_\_\_\_\_

List any exhibitor you wish NOT to be near: \_\_\_\_\_

#### Exhibit Staff (Two [2] complimentary exhibit registrations per booth and/or tabletop)

1. \_\_\_\_\_ email: \_\_\_\_\_  
 2. \_\_\_\_\_ email: \_\_\_\_\_

#### Additional Booth Staff

1. \_\_\_\_\_ email: \_\_\_\_\_  
 2. \_\_\_\_\_ email: \_\_\_\_\_

### SUPPORT OPPORTUNITIES REQUEST

My organization would like to sponsor the following item(s): (Please see [Support Opportunities](#) in the Exhibitor Prospectus)

1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

Total Price \$ \_\_\_\_\_

**CONTINUE APPLICATION ON NEXT PAGE**

**PRODUCT CATEGORY INFORMATION**

**Please indicate below under what product category or categories your company should be listed:**

- Association/Agency/Organization
- Pharmaceutical Manufacturers and Other Products and Services
- Treatment Programs
- Book or Software Publishers
- Other, please describe: \_\_\_\_\_

**LISTING FOR FINAL PROGRAM (IF DIFFERENT THAN ABOVE)**

Organization/Company: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Main Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

**Exhibitor Profile:** Please submit a description of your company's services and products in 25 words or less (if more, we will edit) to be printed in the Final Program.

\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT**

- Visa
- AMEX
- MasterCard
- Discover
- Check/Money Order *(Make check or money order payable to ASAM)*

I hereby authorize the American Society of Addiction Medicine (ASAM) to charge my account for \$\_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Full payment in US funds drawn from a US bank must accompany application (ASAM does not accept purchase orders as payment). Please include name of exhibiting organization check or money order.

**Please complete and return with payment to:**  
American Society of Addiction Medicine  
11400 Rockville Pike, Suite 200  
Rockville, MD 20852

**APPLICATION AUTHORIZATION**

In accordance with the rules and regulations outlined in this contract and governing the exhibit to be held at One Park Boulevard, San Diego, CA, 92101. the undersigned understands, accepts, and agrees to the terms and conditions in the "Liability" paragraph on [page #11](#) of the Exhibitor Prospectus.

Authorized Signature: \_\_\_\_\_

**NOTE:** Application MUST be received by **Friday, March 9th, 2018**, in order to be listed within the conference on-site program. All booths will include: standard drapery, company identification sign, two complimentary personnel badges per 80 sq. ft. of booth space, company profile in Conference Program and ASAM Website, and show security and online exhibitor service manual. Tables and chairs for each booth can be purchased for an additional fee through Freeman Exposition Services. Tables and chairs for each tabletop are included in the tabletop fee.

Questions? Contact Irina Vayner, Manager, Development at 301.656.4120 or ivayner@ASAM.org.

