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Clinical Meetings
Clinical Meetings created and hosted by ASPS provide quality accredited education to practicing physicians, residents, medical students and allied health professionals. ASPS is the trusted source for the most leading-edge, scientifically-sound and diverse educational programming within the plastic surgery specialty.

Practice Management
Successfully operating a plastic surgery practice demands that both surgeons and staff be open to continuous change, innovation and improvement to stay competitive in an ever-shifting marketplace. ASPS and The PSF support plastic surgeons and all allied health professionals in the fluctuating landscape of practice management.

Wellness
ASPS Wellness initiatives are specifically targeted to help combat the rising epidemic of physician burnout. Unlike stress, burnout does not allow a physician to take a few days off to “recharge their batteries.” Instead, lifestyle and practice change is ultimately required to return a physician to peak performance. Burnout has been linked to lower quality of care, higher medical error rates, lower patient satisfaction rates and higher malpractice risk. We seek to change that through ASPS Wellness Initiatives.

Women Plastic Surgeons
The WPS forum empowers female plastic surgeons within the Society through networking, education, advocacy and mentoring. The WPS forum works to promote female plastic surgeons and increase their involvement within both organized medicine and plastic surgery as a whole while simultaneously advancing the mission of ASPS.

Affiliates and Managed Organizations of ASPS
Over the last three years, ASPS has worked to expand and deepen its connections in the Plastic Surgery space and, in doing so, has brought on several affiliate and managed organizations. Working as a partner, ASPS helps each organization ensure they have a successful program year after year by leveraging ASPS experience and staff. To date, ASPS has brought on the American Society of Plastic Surgery Professionals (ASPSP), the International Society of Plastic Regenerative Surgeons (ISPRES), the Migraine Surgery Council (MSC), the Mountain West Society of Plastic Surgeons (MWSPS), the Northwest Society of Plastic Surgeons (NWSPS), and the Virginia Society of Plastic Surgeons (VASPS) as affiliates. ASPS also manages the International Confederation of Plastic Surgery Societies (ICOPLAST) and the New York Regional Society of Plastic Surgeons (NYRSPS).
Residents
Residency comes with the unique challenge of focusing on clinical education and training while preparing to launch a practice. ASPS helps residents through residency and onto a successful career.

The Plastic Surgery Foundation
The Plastic Surgery Foundation supports the research and international activities of ASPS members. The PSF works alongside ASPS to support innovative ideas, teach researchers how to articulate the relevancy, impact and possibilities of those ideas, bring the right people together so that tested and meaningful ideas can reach the marketplace and assist volunteers as they take those new ideas along with tried-and-true procedures to all corners of the world.

Research
The PSF is committed to advancing high-quality clinical and health services research that promotes evidence-based medicine in plastic surgery. Through clinical trials, registries, research grants, awards, scholarships and fellowships, The PSF is designed to be the leading facilitator of evidence-based medicine with a focus on improving quality of care and patient safety.

Focus on the Patient

Patient Safety
ASPS is in a unique position to leverage data generated by our surgeons in order to identify opportunities for the advancement of patient safety within the specialty. ASPS education and initiatives use this data to create effective programming that positively impacts patient outcomes.

Public
ASPS is dedicated to providing timely and accurate educational opportunities for the public regarding reconstructive and aesthetic plastic surgery procedures. From patient education products to general education, ASPS works to ensure that potential plastic surgery patients are informed about their opportunities and choices before making decisions.
Activity Description

Representing the interests of ASPS's female plastic surgeon members and candidates for membership, the Women Plastic Surgeons (WPS) forum seeks to educate, empower and collaborate with female plastic surgeons to increase their involvement within organized medicine and the plastic surgery specialty. The group's annual retreat is a uniquely casual and intimate opportunity to connect with these influential women. Male members and candidate members of ASPS are welcome to participate in WPS-sponsored events.

CORPORATE SUPPORT OPPORTUNITIES

**PRESENTING SPONSOR: $8,500**
- Five (5) minute opportunity to address attendees at breakfast
- Opportunity to provide a giveaway or beverage during the afternoon break
- Exclusive supporter of the networking room
- Recognition in all program materials: print, online and onsite
- Two (2) company representatives invited to attend the full program

**NETWORKING DINNER: $6,000**
- Exclusive supporter of the Saturday attendee dinner
- Three (3) minute welcome by a company representative
- Two (2) company representatives invited to attend the full program
- Recognition in all program materials: print, online and onsite

**WELCOME RECEPTION: $4,500**
- Exclusive sponsor of the Friday Welcome Reception
- Three (3) minute welcome by a company representative
- Two (2) company representatives invited to attend
- Recognition in all program materials: print, online and onsite

**WPS RESIDENT LEADERS SUMMIT: $7,000**
- Exclusive sponsor of the Friday evening summit with the future resident women leaders and WPS Steering Committee Leadership
- Two (2) company representatives invited to attend
- Recognition in all program materials: print, online and onsite

**YOGA: $5,000**
- Exclusive sponsors of the Sunday morning Yoga Retreat
- Two (2) company representatives invited to attend
- Recognition in all program materials: print, online and onsite
Event Overview
February 27 - March 1, 2020 | The Westin Snowmass Resort | Snowmass Village, CO
Audience: Mountain West Region Board-Certified Plastic Surgeons, Residents, Practice Managers and Allied Health Professionals
Expected Attendance: 100

Activity Description
This is your opportunity to make memories with Mountain West members both in the exhibit hall and out on the slopes! In recognition of the Mountain West Region, this meeting incorporates educational programming with a relaxing ski retreat and is hosted each year at a beautiful mountain lodge. The speakers are all from the Mountain West region; attendee programming includes breakfast and morning education sessions, a ski break with lunch, and afternoon and evening education sessions.

PLATINUM: $15,000 (THREE AVAILABLE)
• Exclusive sponsor of one of the following (selection based on order of returned LOA):
  - Welcome Reception with one co-branded item for attendees
  - Board of Directors Dinner with five (5) company invitations to attend (selection based on order of returned LOA)
  - Friday Evening Satellite
• Four (4) invitations to attend the Saturday evening dinner
• One skirted table in the exhibit hall with priority placement
• A total of four (4) complimentary company registrations
• Cover advertisement in the program book
• Recognition as Platinum Sponsor on the Mountain West website with a 50-word company description
• One (1) pre- and post-meeting attendee mailing list
• Program flyer in registration folder given to registered attendees
• Product sample in registration folder given to registered attendees
• Recognition in all program materials: print, online and onsite

GOLD: $10,000
• One skirted table in the exhibit hall
• Recognized as a supporter of the Morning Caffeine Breaks and Afternoon Campfire Breaks
• Two (2) invitations to attend the Saturday evening dinner
• A total of two (2) complimentary company registrations
• One half-page advertisement in the program book
• Recognition as Gold Sponsor on the Mountain West website with a 50-word company description
• One (1) pre- and post-meeting attendee mailing list
• Program flyer in registration folder given to registered attendees
• Recognition in all program materials: print, online and onsite

SILVER: $5,000
• One skirted table in the exhibit hall
• A total of two (2) complimentary company registrations
• One (1) invitation to attend the Saturday evening dinner
• One quarter-page advertisement in the program book
• Recognition as Silver Sponsor on the Mountain West website with a 25-word company description
• One (1) pre- and post-meeting attendee mailing list
• Program flyer in registration folder given to registered attendees
• Recognition in all program materials: print, online and onsite

BRONZE: $2,500
• One skirted table in the exhibit hall
• A total of two (2) complimentary company registrations
• One (1) invitation to attend the Saturday evening dinner
• Recognition in onsite attendee exhibitor listing

To inquire about corporate support, contact Meredith Rund at mrund@plasticsurgery.org.
To inquire about exhibit only/Bronze Sponsorship, contact Aleshia Ward at award@plasticsurgery.org.
View complete meeting information at MountainWestsps.com.
Activity Description
After a highly successful first year, the ASPS/ASPSP Spring Meeting is back! This year, the format has been streamlined to offer registrants an all-inclusive mini-annual meeting experience with four concurrent educational tracks: Aesthetica, Reconstructive, Practice Innovations and Complications & Leading-Edge Concepts. In addition to customizable programming developed by world-class faculty, attendees will stay energized with exciting networking and audience engagement opportunities that encourage peer-to-peer learning and interaction with faculty.

Aesthetica:
Track Chairs: Dr. Thomas Mustoe and Dr. Sammy Sinno
Addressing aesthetic topics from head to toe, the Aesthetica Track incorporates content from the iconic Breast Surgery & Body Contouring Symposium, the Aesthetica Super Symposium and hot topics facing the world of cosmetic medicine. The track will focus on invasive, minimally-invasive and non-invasive procedures while offering in-depth expertise and innovative approaches for improving patient outcomes.

Complications & Leading-edge Concepts:
Track Chair: Dr. Caroline Glicksman
This track will focus on two cornerstones of plastic surgery: innovation and patient safety. Plastic surgery has long been known as a specialty of innovation and the “Leading-edge Concepts” aspect of the track will focus on technological advances and surgical procedures currently emerging in the specialty. During the “Complications” segment, attention will be directed to a series of significant patient safety topics facing plastic surgeons, including BIA-ALCL, breast implant illness and the opioid epidemic.

Practice Innovations:
Track Chairs: Dr. Heather Furnas and Joanne Dennison (ASPSP)
The year-over-year success of our practice management meeting is based on the program’s team-oriented education approach and partnership with the American Society of Plastic Surgery Professionals (ASPSP). Designed with the belief that “the practice that learns together, succeeds together,” this track will delve into practice management topics from social media and coding to staff turnover and practice financials, along with everything in between.

Reconstructive:
Track Chairs: Dr. Julian Pribaz and Dr. Amy Colwell
The Reconstructive track will highlight insights from world-renowned faculty sharing their philosophies and techniques on the latest life-changing procedures the specialty has to offer. The track will cover the entire body, head to toe, and provide targeted lessons that attendees can take back for use at their practices the very next day. Topics covered will include material from the Breast Surgery & Body Contouring Symposium as well as gender-affirming surgeries, head and neck and more.
ASPS SPRING MEETING

CORPORATE SUPPORT & EXHIBIT OPPORTUNITIES*

PLATINUM: $30,000 (FOUR AVAILABLE)
- A 10’X 10’ booth space with priority placement and two (2) complimentary exhibitor badges
- Exclusive sponsor of one of the following (selection based on order of returned LOA):
  - Welcome Reception (Thursday)
  - Board of Directors Dinner (Thursday)
  - Faculty Dinner (Friday)
  - PSF Study Section
- Opportunity to host one (1) Thursday or Friday evening satellite
- One (1) 20-minute presentation/demonstration at the exhibit hall theatre
- One (1) Spring Meeting section of the ASPS Mobile App advertisement
- One (1) pre- and post- meeting attendee mailing list
- Program flyer in registration bag given to registered attendees
- Product sample in registration bag given to registered attendees
- Company description posted on website (125 Words)
- Use of the Spring Meeting Logo and Spring Meeting Premier Supporter Logo
- Premier Supporter tag on Exhibitor Directory
- Recognition in all program materials: print, online and onsite

SILVER: $12,500
- Priority placement in the exhibit hall
- One (1) skirted table in the exhibit hall and two (2) complimentary exhibitor badges
- One (1) 5-minute presentation/demonstration at the exhibit hall theatre
- One (1) pre- and post- meeting attendee mailing list
- Program flyer in registration bag given to registered attendees
- Company description posted on website (50 Words)
- Use of the Spring Meeting Logo and Spring Meeting Premier Supporter Logo
- Premier Supporter tag on Exhibitor Directory
- Recognition in all program materials: print, online and onsite

GOLD: $17,500 (FOUR AVAILABLE)
- Priority placement in the exhibit hall
- One (1) skirted table in the exhibit hall and two (2) complimentary exhibitor badges
- One (1) morning satellite (45-minute sessions available Friday and Saturday; selection based on order of returned LOA)
- One (1) 10-minute presentation/demonstration at the exhibit hall theatre
- One (1) pre- and post- meeting attendee mailing list
- Program flyer in registration bag given to registered attendees
- Company description posted on website (100 Words)
- Use of the Spring Meeting Logo and Spring Meeting Premier Supporter Logo
- Premier Supporter tag on Exhibitor Directory
- Recognition in all program materials: print, online and onsite

BRONZE: $2,500
- One skirted table in the exhibit hall
- A total of two (2) complimentary exhibitor badges
- Included in exhibit hall promotion email to all attendees
- Recognition in onsite attendee exhibitor listing, Spring Meeting website listing and in the Onsite Guide

*Selection of sponsor benefits is based on tier and order of signed LOA.
ADDITIONAL OPPORTUNITIES

REGISTRATION BAG INSERT
Exhibitors: $1,000
Non-Exhibitors: $2,000
• Inclusion of one (1) product sample or insert (limited to 8.5x11)
• Deadline to deliver inserts or samples: February 15, 2020

EXHIBIT HALL THEATRE PRESENTATION: $2,500
• One (1) 5-minute presentation/demonstration at the exhibit hall theatre
• Ability to join up to three presentation times for a max of 15-minutes

ASPS/PSF SPRING BUSINESS MEETINGS BREAK STATION SPONSORSHIP: $5,000
• Exclusive sponsorship of ASPS/PSF Board Meeting Break Station with themed snack
• Opportunity to provide custom napkins onsite
• Program flyer in registration folder given to registered attendees
• Recognition in all program materials: print, online and onsite

CODING WORKSHOP SPONSOR: $5,000
Expected Attendance: 120
The ASPS Plastic Surgery Coding Workshop combines the knowledge of our member surgeons, medical directors, veteran professional coders and our Coding and Payment Policy Committee. Designed specifically for plastic surgeons and their office staff, including office administrators, practice managers, billing companies and billing/coding specialists, this peer-reviewed, comprehensive course focuses on the broad issues of practice management and reimbursement and delves into the case-based instruction of the new coding standards.
• Sponsor of the Networking Corner open during the ASPS/ASPSP Spring Meeting
• One (1) pre- and post- meeting attendee mailing list
• Recognition in all program materials: print, online and onsite
• Opportunity to provide one attendee folder insert
• Three (3) company representatives invited to attend

SPRING MEETING SECTION OF THE ASPS MOBILE APP SPONSOR: $7,500
• Exclusive splash page advertisement
• Two (2) Spring Meeting section of the ASPS Mobile App advertisements

SPRING MEETING SECTION OF THE ASPS MOBILE APP ADVERTISEMENT: $2,500
Make a splash with the attendees. Have your advertisement link directly from the Spring Meeting section of the ASPS Mobile App! The Spring Meeting section of the ASPS Mobile App is the onsite resource for attendees and exhibitors to view the current program and their personal schedules.

HOTEL CUSTOM KEY CARDS: $5,000
Custom branded hotel key cards ensure that your company name or product is the last one seen at the end of every day and the first one seen each morning.

PSF INDUSTRY FOCUS GROUP – Starting at $10,000
This is the ultimate advisory board opportunity for any company focused on products for plastic surgeons! How valuable would it be for you to spend one dedicated hour with key experts and opinion leaders in plastic surgery? 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. Benefits include:
• An ASPS-provided audience of 6-10 key opinion leaders in your target market, an expert moderator and AV-equipped space as well as food and beverage
• Option to add-on 30-minutes for an additional $5,000
• Option to add-on a non-disclosure agreement for participants for an additional $1,000
BOARD PREPARATION COURSE

Event Overview
Summer 2020 | Chicago, IL
Audience: Plastic surgeons in residency, plastic surgeons in practice
Expected Attendance: 125-150 Residents and Fellows

Activity Description
Interactive and comprehensive, this course is a unique opportunity for participants to review board relevant cases, build confidence and become better prepared to take The American Board of Plastic Surgery (ABPS) Board Examinations. It is also an efficient resource for practicing surgeons preparing for recertification or fulfilling maintenance of certification hours. The ASPS oral exam simulation sessions and the faculty reviewed case book sessions are valuable features of the educational program.

SUPPORTER BENEFITS
Platinum Supporter: $5,000
• Supporter of the Networking Welcome Reception, including two (2) company invitations to attend
• One (1) pre- and post-meeting attendee mailing list
• Recognition in all program materials: print, online and onsite
• Option to host an exhibit table in the Exhibits and Meal Room
NEW YORK REGIONAL SOCIETY OF PLASTIC SURGEONS (NYRSPS) ANNUAL MEETING 2020

Event Overview
Saturday, September 26, 2020 | Convene, New York, NY
Audience: New York Region Board-Certified Plastic Surgeons, Residents, Practice Managers, Allied Health Professionals

CORPORATE SUPPORT OPPORTUNITIES

PLATINUM: $10,000 (TWO AVAILABLE)
- Opportunity to host one (1) unopposed non-CME satellite during morning break or lunch (selection based on order of returned LOA)
- Recognition as a sponsor of lunch
- Cover advertisement in the program book
- One (1) 6-foot skirted table in the exhibit hall with priority placement
- Three (3) complimentary exhibitor badges
- Company listing in the printed onsite Exhibitor Directory
- Recognition as a Platinum Sponsor and company description on website (100 words)
- One (1) pre- and post-meeting attendee mailing list
- Program flyer in registration folder given to registered attendees
- Product sample in registration folder given to registered attendees
- Recognition in all program materials: print, online and onsite

SILVER: $8,000 (TWO AVAILABLE)
- One (1) 6-foot skirted table in the exhibit hall
- Two (2) complimentary exhibitor badges
- Company listing in the printed onsite Exhibitor Directory
- Program flyer in registration folder given to registered attendees
- One quarter-page advertisement in the program book
- Recognition as a Silver Sponsor and company description on website (50 words)
- One (1) pre- and post-meeting attendee mailing list
- Recognition in all program materials: print, online and onsite

GOLD: $5,000
- One (1) 6-foot skirted table in the exhibit hall
- Two (2) complimentary exhibitor badges
- Company listing in the printed onsite Exhibitor Directory
- Opportunity to host one (1) non-CME satellite during the afternoon break at the fall meeting
- Recognition as a sponsor of the afternoon break
- Program flyer in registration folder given to registered attendees
- One half-page advertisement in the program book
- Recognition as a Gold Sponsor and company description on website (50 words)
- One (1) pre- and post-meeting attendee mailing list
- Recognition in all program materials: print, online and onsite

BRONZE: $2,000
- One (1) 6-foot skirted table in the exhibit hall
- Two (2) complimentary exhibitor badges
- Company listing in the printed onsite Exhibitor Directory
- One (1) complimentary registered attendee name list and final attendee name list
Event Overview
October 16-19, 2020 | San Francisco, CA

Audience: Plastic Surgeons, Residents, Medical Students, Allied Medical Professionals

Expected Attendance: 3,300
# PREMIER SUPPORTER BENEFITS

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*Premier Supporter Recognition is not based on PSTM cumulative spend and only on the tier secured via premier support letter of agreement.*
SPOTLIGHT PRESENTATIONS: $5,000
Grab the attention of over 3,000 Plastic Surgery the Meeting attendees! Available during the unopposed hours in the exhibit hall, your company will have 10 minutes to address attendees with a Spotlight Presentation on the Center Stage. The Center Stage is an open theatre located adjacent to the ASPS Resource Center, one of the busiest locations in the hall. Limited space available.
Spotlight Presentations include the following recognition and promotion:
• PSTM section of the ASPS Mobile App Listing
• Registration Bag Insert
• PSTM Website Listing
Times are available during exhibit breaks Saturday through Monday.

SATELLITE SYMPOSIA: $21,000 - $32,000
Satellite Symposia are a great way to reach Plastic Surgery The Meeting attendees, allowing you to engage with plastic surgeons and showcase your newest product or service in a setting of your choice.
Times are available during Thursday, Saturday and Sunday evenings; Friday, Saturday and Sunday mornings; and during exhibit breaks.
Although your organization is responsible for marketing your Satellite Symposium, ASPS will include your Satellite information in these promotional materials:
• Postcard mailed to pre-registered attendees
• PSTM section of the ASPS Mobile App Listing
• PSTM Registration Site
• Registration Bag Insert
• Onsite Guide Advertisement
• Email to all pre-registered attendees
• PSTM Website Listing

Times and fees
• Breakfast: $21,000
• Morning Break: $22,000 (45 minutes)
• Lunch: $30,000
• Afternoon Break: $22,000
• Dinner: $32,000
SPONSORSHIP

Events

**WOMEN PLASTIC SURGEONS LUNCHEON: $10,000 (Exclusive)**
Expected Attendance: 150
More than 150 women from this special interest group gather to dine, network and celebrate their accomplishments. This event includes an opportunity for your company to make opening remarks and five (5) company invitations to attend. Your company will be recognized via onsite signage during the luncheon, in the Onsite Guide, the registration brochure and all pre-event marketing.

**WOMEN PLASTIC SURGEONS NETWORKING RECEPTION: $10,000 (Exclusive)**
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 and their guests. This event includes an opportunity for your company to make opening remarks and five (5) company invitations to attend. Your company will be recognized via onsite signage during the reception, in the Onsite Guide, the registration brochure and all pre-event marketing.

**YOUNG PLASTIC SURGEONS NETWORKING RECEPTION: $10,000 (Exclusive)**
Expected Attendance: 150
An opportunity to network with over 150 up-and-coming ASPS plastic surgeons, this event includes an opportunity for your company to make opening remarks and five (5) company invitations to attend. Your company will be recognized via onsite signage during the reception, in the Onsite Guide, the registration brochure and all pre-event marketing.

**INTERNATIONAL RECEPTION: $10,000 (Exclusive)**
Expected Attendance: 400
A networking event for our international colleagues to connect with global partners, the International Reception gives these members an opportunity to come together for an evening of fine cuisine and conversation. This sponsorship includes five (5) company invitations to attend and directly engage with attendees. Your company will be recognized via onsite signage during the reception, in the Onsite Guide, the registration brochure and all pre-event marketing.

**YPS MEDICAL STUDENTS’ DAY CONFERENCE EXCLUSIVE SUPPORTER: $10,000 (Exclusive)**
Expected Attendance: 150 Medical Students
Welcome medical students to our specialty! This day-long program provides medical students with the opportunity to learn about the plastic surgery specialty directly from residents, program directors and other industry leaders. Medical students gain practical knowledge about the different types of training program pathways, what to ask about when choosing a training program, an inside look at life as a plastic surgery resident and plastic surgery practice types. Medical Students’ Day is a non-CME program planned in conjunction with YPS.
- Exclusive sponsorship of Medical Students’ Day
- 10-minute speaking opportunity scheduled within the programming of Medical Students’ Day
- One (1) Program flyer in registration folder given to registered attendees
- Recognition in all program materials: print, online and onsite
- Option to host an exhibit table outside the Medical Students’ Day Conference alongside the Residents Day Program exhibitors
- Recognized as a co-sponsor of lunch alongside the Residents Day Program
- One (1) pre- and post-meeting attendee mailing list

**EXHIBIT HALL NETWORKING RECEPTION SPONSOR: $5,000**
Expected Attendance: 3,000
Attendees rank networking as one of the top reasons for attending Plastic Surgery The Meeting and engagement opportunities like The Exhibit Hall Welcome Reception give attendees more time to meet and connect. During this social hour, attendees will be able to mingle with exhibitors while sipping a drink and snacking on light hors d’oeuvres.

**Benefit Details**
- Opportunity to have a beverage or snack station located adjacent to your exhibit booth
- Signage recognizing support prior to and during welcome reception
- Recognition in the Onsite Guide and on PlasticSurgeryTheMeeting.com
Lounges

WPS LOUNGE: $20,000 (Exclusive)

Expected Reach: 500
Support the Women Plastic Surgeons Forum by providing exclusive attendee services to them during Plastic Surgery The Meeting. The WPS Lounge will be housed on the show floor and available to attendees during exhibit hours. It is a place for the WPS Members to relax and share their experiences as a Woman Plastic Surgeon.

What Makes It Stand Apart?
• Women Plastic Surgeons Spotlight Series featuring discussion by WPS leaders on practice challenges such as pregnancy, negotiation, salary and more
• Sponsor can provide customized activities, speakers, digital signage, food, beverage and décor at the discretion and cost of sponsor

Sponsor Recognition
• Naming rights to the WPS Lounge
• Featured in promotional email to WPS attendees inviting them to visit the WPS Lounge
• Recognition with company logo on all WPS Lounge signage, including banners, walls and entry unit
• Recognition in PSTM section of the ASPS Mobile App, exhibit hall and show maps, Onsite Guide and select ASPS Plastic Surgery The Meeting marketing materials

RECHARGE & CONNECT EXHIBIT HALL LOUNGE: $20,000 (Exclusive)

Expected Reach: 500
Sponsor the Recharge & Connect Exhibit Hall Lounge and be a hero to attendees who seek a place to relax. The sponsorship includes a branded charging station inside the lounge for attendees to charge their mobile devices while “recharging” themselves with a massage. The lounge will focus on wellness activities to enhance the attendee experience and will be open all three days during exhibit hall hours.

• Naming rights to the Recharge & Connect Exhibit Hall Lounge
• Featured placement in promotional email to PSTM attendees inviting them to the Recharge & Connect Exhibit Hall Lounge
• Lounge signage with company logo recognition
• Recognition in PSTM section of the ASPS Mobile App, Onsite Guide and select ASPS Plastic Surgery The Meeting marketing materials

INTERNATIONAL CENTER: $20,000 (Exclusive)

Expected Reach: 600
The international influence at PSTM continues to grow year after year and the International Center is always the central hub for all international PSTM attendees. Traditionally a popular location for our international attendees to relax and socialize, this exclusive lounge allows for targeted exposure to the international community. Have exclusive access to touch base with the international community in the International Center.

MEET-UP POINT CHARGING LOUNGES: $7,000
Help attendees recharge and connect with a device charging lounge. Meet-up Point Charging Lounges are equipped with comfortable seating, which not only allows meeting attendees to recharge their devices at a table with built-in electrical outlets, but also provides the perfect opportunity for attendees to connect with one another. Along with education, networking is one of the highest rated features of the meeting! Your company will be recognized on the meeting map in all published locations.

Add-ons available:
• Digital Charging Table: $5,000
• Table Top Clings: $3,000
• Meter Board Set of 3: $5,000
• Floor Clings: $5,000
• Digital Kiosk: $10,000

SPEAKER LOUNGE: $10,000 (Exclusive)

Support the faculty that make Plastic Surgery The Meeting possible. In our Speaker Lounge, more than 400 faculty will make their way through the speaker ready room and use the lounge space to prepare for their presentations. Sponsor will be acknowledged in the Onsite Guide, online at plasticsurgerythemeeting.com, the pre-meeting faculty email and printed signage onsite.
Attendee Services

WATER BOTTLE SPONSOR: $30,000 (Exclusive)
Expected Reach: 3,000
Welcome attendees of Plastic Surgery The Meeting 2020 with a brand new glass water bottle to be filled at one of the many water stations throughout the Moscone Convention Center. Glass water bottles are environmentally friendly and free from contaminants to keep filtered water fresh and great tasting. Be recognized at each water station available to attendees throughout the convention center and insert one promotional piece inside of the water bottle. The PSTM Water Bottle will be distributed alongside the PSTM Registration Bag to the first 3,000 registrants.

WIRELESS INTERNET: $25,000 (Exclusive)
Expected Reach: 3,300
Keep attendees connected and sponsor the wireless internet at the convention center. Your support provides the wireless network for the entirety of the program. When attendees accept the wireless agreement, they will be redirected to a website of your choice.

PSTM SECTION OF THE ASPS MOBILE APP SPONSOR: $30,000 (Exclusive)
Expected Reach: 3,300
Make a splash with the attendees. Have your advertisement link directly from the PSTM section of the ASPS Mobile App splash screen! Attendees will see your brand at each launch of the PSTM section of the ASPS Mobile App, which is the onsite resource for attendees and exhibitors to view the current program and their personal schedules. This sponsorship includes recognition in all program materials: print, online and onsite, including the app instructions published in the program and included in the registration bag.

KIDS ZONE: $5,000 (Exclusive)
Expected Reach: 500
Plastic Surgery The Meeting is the meeting with more, and in this case it is more for the family! Be the first-ever supporter of Kids Zone, the onsite child care service for families in attendance. Designed to be an integral part of Plastic Surgery The Meeting, Kids Zone allows more members to attend by bringing their families. The mission is to create not only an educational experience, but also an engaging trip that will keep members coming back year after year.

MOTHER’S ROOM: $5,000 (Exclusive)
Expected Reach: 500
The PSTM Mother's Room is an essential part of Plastic Surgery The Meeting. It provides space for new moms to be comfortable, confident and supported at PSTM.

Sponsor Recognition
• Featured in promotional email to all female attendees inviting them to visit the Mother's Room
• Recognition with company logo on all Mother's Room signage
• Recognition in PSTM section of the ASPS Mobile App, exhibit hall and show maps, Onsite Guide and select ASPS Plastic Surgery The Meeting marketing materials

Branded Items

HOTEL CUSTOM KEY CARDS: $30,000 (Exclusive)
Expected Reach: 1,500 Attendees
Custom branded hotel key cards ensure that your company name or product is the last one seen at the end of every day and the first one seen each morning.

IN-ROOM DROP: $20,000 (Three Available)
Expected Reach: 1,200 Attendees
Gain unprecedented access to attendees by connecting with them in their rooms. Each evening, one item will be placed in attendee rooms for them to receive upon their return. Limit one per day. Supporter is responsible for item cost.
PLASTIC SURGERY THE MEETING

**Signage**

**BUS ADVERTISEMENTS: $20,000 (Exclusive)**
Connect with attendees directly as they arrive and depart the convention center during Plastic Surgery The Meeting. Sponsorship includes a full-color advertisement showcased on the official hotel lobby signs displayed in official show hotels, logo placement on the route identification signs located on the passenger side of shuttle busses and on the transportation flyer. Also includes one full-color advertisement showcased on the interior bus windows facing seated passengers (8-10 banners per bus). 80% fleet coverage.

**Branding:**
Columns: $8,000 - $10,000  
Banners: $8,000 - $87,500  
Wall Clings: $6,000 - $40,000  
Escalators & Stairs: $25,000 - $68,750  
Meter Boards: $10,000 - $12,500

**Advertising**

**ONSITE GUIDE TAB: $6,150**
Distributed to all registered attendees, the Onsite Guide is an indispensable tool with comprehensive meeting information, including session highlights, social events, exhibitor listings and products, society leadership information, floor plans and San Francisco-specific information. Keep your brand front, center and in hand as attendees navigate Plastic Surgery The Meeting!

**PSTM SECTION OF THE ASPS MOBILE APP: $7,500**
Connect with attendees before, during and after PSTM with this digital advertising placement. The PSTM section of the ASPS Mobile App is the go-to source for making plans prior to the meeting, attending onsite and accessing attendee resources after the meeting ends. Advertisements rotate on page change and are included on all pages without educational content.

**DIGITAL ADVERTISING PACKAGE: $12,000**
The newly renovated San Francisco Convention Center is a great location for digital advertisements with ads available on over 190 feet of display split across two screens.
OPENING CEREMONIES AND WELCOME RECEPTION

Friday, October 16, 2020 | San Francisco, CA

Audience: Plastic Surgeons, Residents, Medical Students, Special Guests
Expected Audience: 1,600

Activity Description

Opening Ceremonies & Welcome Reception is THE event of Plastic Surgery The Meeting, celebrating all that plastic surgery has to offer and the amazing advances that have been made in the specialty over the past year. Hosted by the leadership of all PSTM partners, attendees are treated to top-notch entertainment, world-class food and a truly unforgettable experience to kick off the premier meeting of our specialty.

Welcome Reception Sponsorship: $20,000

Host PSTM attendees in style for the Welcome Reception in a custom lounge. Attendees will enjoy the opportunity to relax and mingle in an upscale space with soft seating, food, beverage and a rockin’ theme. Continuing throughout the evening, the Welcome Reception will feature a great band for an experience attendees will remember. ASPS will select all décor, food and beverage, and will manage all program details.

- Podium recognition of company support by ASPS President during Opening Ceremonies and Welcome Reception
- Company logo recognition on stage presentation screen prior to Opening Ceremonies and during Welcome Reception
- Naming rights to lounge seating areas scattered throughout the Welcome Reception with the ability for sponsor to customize their selected lounge
- Company logo recognition on signage throughout the event
- One (1) full-page advertisement in the Opening Ceremonies program
- Twenty (20) invitations to Welcome Reception
- Company logo placement alongside PSTM Logo at Step & Repeat Banner at the Welcome Reception with PSTM themed props
PATIENTS OF COURAGE

Event Overview
Friday, October 16, 2020 | San Francisco, CA
Audience: Plastic Surgeons, Residents, Medical Students, Public
Expected Attendance: 1,600

Activity Description
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.

ASPS members nominate patients who carry an optimistic outlook on life and positively affect people around them, despite the difficulties of their reconstructive procedures. These extraordinary reconstructive plastic surgery patients are honored by ASPS at its annual scientific meeting during Opening Ceremonies.

CORPORATE SUPPORT OPPORTUNITIES

PATIENTS OF COURAGE SUPPORTER: $10,000 (THREE AVAILABLE)
- One (1) 10-second advertisement to be played prior to the patient story video on plasticsurgery.org
- Patients of Courage winners will receive a letter noting sponsorship
- Sponsor will be included on the award presented to the Patient of Courage
- Sponsor’s name will appear on the Patients of Courage video
- Sponsor will receive verbal recognition when the Patient of Courage is recognized at the Opening Ceremony
- Sponsor representative will be on stage for award presentation if recipient is onsite
- If winner is onsite, there will be a coordinated meet and greet and photo op with the Patients of Courage winner and sponsor
- A thank you letter from Patients of Courage recipient
- Patients designated based on each sponsor’s area of interest based on order of signed LOA
- Recognition in all program materials: print, online and onsite
Platinum: $20,000 (THREE AVAILABLE)
- Premier logo placement on front and back of the Breast Reconstruction Awareness 5K shirt
- Placement of logo on Start and Finish Banners
- Three (3) minute speaking opportunity before start of run (speaking order determined by order of signed LOA)
- Option to host a tent at start/finish locations
- Website recognition and link to company site with company description (100 words)
- Inclusion of one flyer or sample in goodie bags
- Recognition as a 5K Platinum Sponsor on Breast Reconstruction Awareness social media pages
- Recognition in all run materials: print, online and onsite
- Ten (10) complimentary race registrations

Gold: $10,000
- Large logo on back of Breast Reconstruction Awareness 5K shirt
- Inclusion of one flyer or sample in goodie bags
- Website recognition and link to company site with company description (50 words)
- Recognition as a 5K Gold Sponsor on Breast Reconstruction Awareness social media pages
- Recognition in all run materials: print, online and onsite
- Five (5) complimentary race registrations

Silver: $5,000
- Logo on back of Breast Reconstruction Awareness 5K shirt
- Recognition with logo placement on Breast Reconstruction Awareness 5K website
- Recognition as a 5K Silver Sponsor on Breast Reconstruction Awareness social media pages
- Two (2) complimentary race registrations
- Recognition in all run materials: print, online and onsite
RESIDENT AND MEDICAL STUDENT PROGRAMMING

**Activity Description**

Residency comes with the unique challenge of focusing on clinical education and training while preparing to launch a practice. ASPS Resident and Medical Student 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. Veterans of the specialty share personal experiences and expert guidance on the interview process, team building, practice management, research, clinical topics and more.

**CORPORATE SUPPORT OPPORTUNITIES**

**PSTM RESIDENT PROGRAM CHAMPION SUPPORTER: $50,000**

**SENIOR RESIDENTS CONFERENCE (EXCLUSIVE)**

Expected Attendance: 150 Senior Residents

The Senior Residents Conference (SRC) and Residents Day Program (RDP) precede the official opening of Plastic Surgery The Meeting and serve as an ideal environment for residents and senior residents to gain relevant education while networking with both resident colleagues and senior leaders in plastic surgery. The combined programs have been developed and modified based on feedback from attendees to help minimize the surprises during the transition from residency to practicing surgeon.

- Exclusive sponsorship of Senior Residents Conference
- Recognition as a Champion Sponsor of the Residents Networking Reception and five (5) company invitations to attend
- Opportunity to provide two (2) bingo card placements to be randomly generated on cards with one (1) placement guaranteed on every card
- Fifteen (15) minute speaking opportunity scheduled within the programming of SRC
- Five (5) minute speaking opportunity at the Residents Day Program
- Option to host an exhibit table in the Resident Lounge during Thursday and Friday’s resident programming

- Logo placed on attendee registration bag distributed at start of meeting
- Recognition as sponsor of the Residents Day Program, including recognition as the Residents Networking Reception and lunch sponsor
- One (1) Program flyer in registration folder given to registered attendees
- Recognition in all program materials: print, online and onsite
RESIDENT LOUNGE
Sponsoring the Resident Lounge is an ideal way to build relationships directly with all resident attendees. Located in the main concourse during the pre-conference and throughout Plastic Surgery The Meeting, this is a space for residents to relax and network with resident and program directors worldwide. The Resident Lounge will include lounge seating, a social media wall, staffed entry and Wi-Fi.

What Makes It Stand Apart?
• Plastic Surgery Leader Meet and Greet Series hosted by ASPS leadership, thought leaders in plastic surgery and research experts
• Sponsor has the opportunity to provide customized activities, speakers, digital signage, food, beverage and décor at the discretion and cost of sponsor

Sponsor Recognition
• Naming rights to the Resident Lounge
• Featured in promotional email to resident attendees inviting them to visit the Resident Lounge
• Recognition with company logo on all Resident Lounge signage, including banners, walls and entry unit
• Recognition in the PSTM section of the ASPS Mobile App, show map, Onsite Guide and select ASPS Plastic Surgery The Meeting marketing materials

PSTM RESIDENTS PROGRAM SUPPORTER: $5,000
• Recognition as a sponsor of the Residents Networking Reception and five (5) company invitations to attend
• Opportunity to provide one (1) bingo card placement to be randomly generated on cards
• Recognition in the Resident Plastic Surgery The Meeting Guide
• One (1) Program flyer in registration folder given to registered attendees
• Recognition in all program materials: print, online and onsite

RESIDENTS BOWL
Entering its ninth year, the Residents Bowl has become a must-see event at Plastic Surgery The Meeting! Be part of this growing competition — and connect directly with the specialty’s future leaders — when 32 university teams battle it out for ultimate bragging rights.

Residents Bowl Champion Sponsor: $15,000 (EXCLUSIVE)
• Priority placement on stage signage
• 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, the PSTM Website and PSTM section of the ASPS Mobile App

Residents Bowl Round Supporter: $5,000 (THREE AVAILABLE)
• 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 PSTM section of the ASPS Mobile App
This is the ultimate advisory board opportunity for any company focused on products for plastic surgeons. How valuable would it be for you to spend one dedicated hour with key experts and opinion leaders in plastic surgery? A PSF Industry Focus Group offers the opportunity to not only have in-depth discussions with 6-10 plastic surgeon thought leaders, but also to 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 supports the research efforts of our Society, while providing you with high-level input from the ASPS community.

**PSF INDUSTRY FOCUS GROUP: Starting at $10,000**
- ASPS provides 6-10 key opinion leaders in your target market, an expert moderator, AV-equipped space, food and beverage
- Option to add-on 30-minutes for an additional $5,000
- Option to add-on a non-disclosure agreement for participants for an additional $1,000

**PSF INDUSTRY RESIDENT FOCUS GROUP: Starting at $5,000**
- ASPS provides 6-10 key opinion leaders in your target market, an expert moderator, AV-equipped space, food and beverage
- Option to add-on 30-minutes for an additional $2,500
- Option to add-on a non-disclosure agreement for participants for an additional $1,000
INSIGHTS FROM INDUSTRY ONLINE EDUCATION

Activity Description
Provide education to ASPS members about your direct product information with this online webinar series. The content will be hosted alongside ASPS education in the American Society of Plastic Surgeons Education Network and can be used as education or market research.

CORPORATE SUPPORT OPPORTUNITIES

WEBINAR: $15,000 (TWO AVAILABLE PER MONTH)
- ASPS marketing and promotion via email, social media and website presence
- Webinars will be hosted 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 with email and mailing addresses
- Evaluation results from webinar provided to sponsor
- Records of webinars will be provided to the sponsor on the next business day
- CME is not available for these products
- Limited to one (1) every two (2) weeks, with a maximum of four (4) per company, per year
- Sponsor selects their target audience from the list below:
  - US members
  - US Residents
  - International members
  - International Resident Subscribers
  - Office Administrators/ASPSP

ENDURING MATERIAL: $10,000 (TWO AVAILABLE PER MONTH)
- ASPS marketing and promotion via email, social media and website presence
- Enduring material will be hosted on the ASPS Education Network for one (1) year in Lectures tab (also searchable by subject) with option of adding additional hosted years for additional fee
- Full list of registrants and attendees for enduring material provided quarterly with email and mailing addresses
- Evaluation results from enduring material provided to sponsor quarterly
- CME is not available for these products
- Limited to one (1) every two (2) weeks, with a maximum of four (4) per company, per year
- Sponsor selects their target audience from the list below:
  - US members
  - US Residents
  - International members
  - International Resident Subscribers
  - Office Administrators/ASPSP

Over 4,000 course completions each month
Over 300 users per day
Activity Description
Join ASPS as we launch a new podcast series on practice management, to be available in both the Apple and Android podcast stores. More and more, we are absorbing information in small clips of audio. Whether driving in our cars or walking around the block, listening to podcasts is becoming an extremely popular pastime.

Topics to include:
• Next Steps after Residency
• Managing Student Loan Debt
• Financial Planning
• Staffing
• Pros and Pitfalls of Building Your Own Office
• Work/Life Balance
• Patient Management
• Digital Presence

CORPORATE SUPPORT OPPORTUNITY
Podcast Sponsorship: $5,000
• Exclusive sponsorship of the podcast with host recognition at start and end of podcast
• Opportunity to provide speaker or case study for discussion to be integrated as a segment in the podcast (content/speaker must be relevant to podcast content)
• Inclusion of one advertising placement

ADVERTISING OPPORTUNITIES
Pre-Roll Advertisement: $1,000
• One (1) 15-second advertisement at beginning of podcast for host to discuss sponsor’s product

Mid-Roll Advertisement: $1,500
• One (1) 60-second advertisement with host discussing their experience with the sponsor’s product

Post-Roll Advertisement: $750
• One (1) 30-second advertisement at end of podcast with audio provided by sponsor
YEAR-ROUND RESIDENT OPPORTUNITIES

RESIDENT EDUCATION CENTER

Event Overview
Online Self-Directed / Group Learning Program

Number of U.S. Resident Enrollees: 1,250
Number of International Resident Enrollees: 625
Target Audience: Residents

Used by more than 120 domestic training programs and residents from around the world

The Resident Education Center (REC) has been integrated into the curricula of most U.S.-based training programs for several years. The REC includes 88 modules of plastic surgery self-study content covering the breadth of plastic surgery practice. The modules open with an outline of key section learning points and a required pre-test to gauge the base level of knowledge prior to exposure to the learning materials. Following the pre-test, the user is provided with at least five “best of” clinical journal articles to read, an audio-PowerPoint lecture to review, sample oral board cases to consider and, in many cases, surgical video to watch. Finally, the user is provided with a reading list of additional resources to study and a post-test, which includes remediation via discussion and references.

QUARTERLY SUPPORTER BENEFITS: $5,000
• Recognized on the home page of the Resident Education Center
• Social Media recognition of sponsorship
• Recognized in the quarterly publication, Plastic Surgery Resident
• Advertisement in Plastic Surgery Resident Email

SENIOR RESIDENTS KITS

QUARTERLY SUPPORTER BENEFITS: $10,000
Senior Residents Kits help prepare resident surgeons for life beyond residency. The kits (one per quarter) include essential practice resources such as a complimentary subscription to CSAT, scrubs, ASPS patient education brochures and more. The sponsoring industry partner will have an exclusive opportunity to place informational inserts into the kits and ASPS will provide the sponsor with a mailing list of all residents and Young Plastic Surgeon members.
**SOCIAL MEDIA CAMPAIGN**

You. And The Plastic Surgery Foundation

**Event Overview**
Support The Plastic Surgery Foundation as our members stand proud for what they do. The Plastic Surgery Foundation is creating a digital advertising campaign with the theme of “You. And The Plastic Surgery Foundation.” The goal of the campaign is not only to educate the public regarding the depth and breadth of plastic surgery, but also to generate awareness for The Plastic Surgery Foundation as a non-profit organization worthy of philanthropic support. Through this engaging social media campaign, The Plastic Surgery Foundation asks and answers: “Who makes these innovations possible? You. And The Plastic Surgery Foundation.” Patient stories to include:

- Migraine Headache Surgery
- Breast Reconstruction
- Reconstructive Surgery After Cancer (nose and facial reconstruction)
- Cleft/Craniofacial
- Transplantation

**CORPORATE SUPPORT OPPORTUNITIES**

**SOCIAL MEDIA CAMPAIGN SPONSORED DONATIONS: $1 PER LIKE/COMMENT/SHARE/VIEW TO BE DONATED TO THE PSF**

- Recognized for a period of one (1) month as exclusive sponsor of the video posted via social media
- Sponsor donates $1 for each like, comment, share and view generated by social media posts for The PSF or Breast Reconstruction Awareness Campaign on Facebook, Instagram and Twitter
  - Facebook: Like, Comment, Share, View
  - Twitter: Like/Favorite, Retweet, Mention, View
  - Instagram: Like/Heart, Comment, View
- Ability for sponsor to share one hashtag to be published in all posts (must be reviewed and approved by ASPS)
- Sponsor has rights to share video on their own social media in conjunction with The PSF hashtags
- Recognized as a donor to The Plastic Surgery Foundation
Activity Description
The Breast Reconstruction Awareness campaign is sponsored by the American Society of Plastic Surgeons (ASPS) and The Plastic Surgery Foundation (The PSF). The Breast Reconstruction Awareness Campaign educates, engages and empowers women to make the reconstruction decision that is best for them following a diagnosis with breast cancer. The primary campaign goal is to educate women, family members, caregivers and the media that the breast cancer loop remains open until a woman is informed of her breast reconstruction options.

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<thead>
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<th>SPONSOR BENEFITS</th>
<th>DIAMOND $100,000</th>
<th>GOLD $50,000</th>
<th>SILVER $25,000</th>
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