Areas of Support

Focus on our Members

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 leading-edge, scientifically-sound and diverse plastic surgery educational programming.

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
ASPS has partnered with several affiliate and managed organizations to assist in establishing or growing their specific geographic region or target area of expertise within the plastic surgery specialty. Working as a partner, ASPS helps each organization ensure they have a successful program year after year by leveraging ASPS experience and staff. Support of these organizations allows our corporate partners the familiarity of working with ASPS while reaching out to key plastic surgery demographics.
Areas of Support

Focus on the Future

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 on to a successful career.

The Plastic Surgery Foundation
The Plastic Surgery Foundation (PSF) 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.
Audience: Plastic Surgeons, Residents, Allied Health Professionals

Expected Attendance: 120

The ASPS Plastic Surgery Coding Workshop combines the knowledge of our member surgeons, veteran professional coders and our Coding and Payment Policy Committee. 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.

This year’s course will be available exclusively in an on-demand and virtual format with the opportunity to reach a larger audience than ever before. It will also feature recent updates to Evaluation & Management and Breast codes.

**SPONSORSHIP OPPORTUNITIES**

**Coding Workshop Sponsor Benefits: $5,000**

- One pre- and post- meeting attendee mailing list
- Recognition in all program materials: print and online
- Opportunity to provide one “digital folder” insert for attendees
- Three company representatives invited to attend
- Recognition on Coding Workshop meeting platform with 100-word company description, video (up to five minutes), and three resource links

**CODING WORKSHOP BRANDING OPPORTUNITIES**

**Coding Workshop Schedule Page Advertising Placement - $1,000**

- 250 x 250 ad placed on main page of meeting conference site
- Includes link out to external website

**“Tips Before You Click” Email - $1,000**

- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

**“Thank You” Email - $1,000**

- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email
ASPS Spring Meeting
March 20-21, 2021

The ASPS Spring Meeting is BACK! This year’s meeting will be focused completely on clinical programming, highlighting the best of aesthetic and breast, in a completely virtual format that allows for enhanced learner engagement opportunities.

Delivery Format:
Virtual Meeting

Target Audience:
Board-Certified Plastic Surgeons, Residents, Fellows, and Allied Health Professionals

Expected Attendance: 260

CORPORATE SUPPORT OPPORTUNITIES

Platinum Sponsor (Exclusive): $25,000

- Recognized as Platinum Sponsor including logo, company description (100-words), and link to company website on ASPS website
- Recognized as Platinum Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes).
- One twenty-minute speaking opportunity on Saturday morning+
- Recognized as the sponsor of the Saturday evening networking event with opportunity for three-minute welcome remarks
- Five company invitations to attend the Saturday evening networking event
- Company logo recognition in email sent by ASPS thanking attendees of the Saturday evening networking event for their participation with link to company website
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert or product sample in registration box *¥
- Opportunity to brand an existing item within the registration box or provide a new item (new item would be at provided at cost to sponsor)
- Company logo on outside of registration box
- One pre- and post-program attendee mailing list
- Recognition in all program promotional materials: print and online

Gold Sponsor (Three Available): $12,000

- Recognized as Gold Sponsor including logo, company description (100-words), and link to company website on ASPS website
- Recognized as Gold Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes)
- One ten-minute speaking opportunity on Saturday afternoon or Sunday morning or afternoon+
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert in registration box *¥
- Company logo on outside of registration box
- One pre- and post-program attendee mailing list
- Recognition in all program promotional materials: print and online

*Limited to first 200 registrants confirmed by 03/05/2021. Printed copies and product samples must be received in time for inclusion.
¥ Size restrictions apply. Contact ASPS for details.
+ Choice of time dependent upon order of received signed agreement.
## Silver Sponsor: $3,000

- Recognized as Silver Sponsor including logo, company description (50-words), and link to company website on ASPS website
- Recognized as Silver Sponsor on virtual meeting platform including logo, company description (50-words) and up to three resource links.
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert in registration box *
- One post-program attendee mailing list
- Recognition in all program promotional materials: print and online

### ADDITIONAL BRANDING/SPONSORSHIP OPPORTUNITIES

#### Sunday Evening Networking Event Sponsor: $7,500

- Recognized as the sponsor of the Sunday evening networking event with opportunity for three-minute welcome remarks
- Five company invitations to attend the Sunday evening networking event
- Opportunity to brand an existing item within the registration box or provide a new item (new item would be at provided at cost to sponsor)
- Company logo recognition in email sent by ASPS thanking attendees of the Sunday evening networking event for their participation with link to company website

#### Registration Box Insert: $1,500

- Printed insert in registration box *

#### Spring Meeting Schedule Page Advertising Placement: $2,000

- 250 x 250 ad placed on main page of meeting conference site
- Includes link out to external website

#### “Tips Before You Click” Email Sponsor: $1,500

- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

#### “Thank You” Email: $1,500

- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

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*Limited to first 200 registrants confirmed by 03/05/2021. Printed copies and product samples must be received in time for inclusion.
*¥ Size restrictions apply. Contact ASPS for details.
+ Choice of time dependent upon order of received signed agreement
ASPS & ASPSP 2021
Practice Innovations

Practice Innovations is a one-day, virtual educational experience designed for the whole practice. This accredited educational activity is designed specifically for plastic surgeons and their office staff teams, including office administrators, practice managers and patient care coordinators. Content from expert faculty and industry-leading practice management consultants will address business challenges in the new reality to help teams succeed.

CORPORATE SUPPORT OPPORTUNITIES

**Platinum Sponsor (Exclusive): $15,000**
- Recognized as Platinum Sponsor including logo, company description (100-words), and link to company website on ASPS & ASPSP websites
- Recognized as Platinum Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes).
- One unopposed twenty-minute speaking opportunity on Friday afternoon
- Recognized as the sponsor of the Friday evening networking event with opportunity for three-minute welcome remarks
- Five company invitations to attend the Friday evening networking event
- Company logo recognition in email sent by ASPS thanking attendees of the Friday evening networking event for their participation with link to company website
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert or product sample in registration box *
- Opportunity to brand an existing item within the registration box or provide a new item (new item would be at provided at cost to sponsor)
- Company logo on outside of registration box
- One pre- and post-program attendee mailing list
- Recognition in all program promotional materials: print and online

**Gold Sponsor (Two Available): $8,500**
- Recognized as Gold Sponsor including logo, company description (100-words), and link to company website on ASPS & ASPSP websites
- Recognized as Gold Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes).
- One ten-minute speaking opportunity on Friday afternoon+
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert in registration box *
- Company logo on outside of registration box
- One pre- and post-program attendee mailing list
- Recognition in all program promotional materials: print and online

*Limited to first 100 registrants confirmed by 02/11/2021. Printed copies and product samples must be received in time for inclusion.
* Size restrictions apply. Contact ASPS for details.
+ Choice of time dependent upon order of received signed agreement
**Practice Innovations** (continued)

**Silver Sponsor: $3,000**
- Recognized as Silver Sponsor including logo, company description (50-words), and link to company website on ASPS website
- Recognized as Silver Sponsor on virtual meeting platform including logo, company description (50-words) and up to three resource links.
- Opportunity to provide one “digital folder” insert for attendees
- Printed insert in registration box *¥
- One post-program attendee mailing list
- Recognition in all program promotional materials: print and online

**ADDITIONAL BRANDING/SPONSORSHIP OPPORTUNITIES**

**Registration Box Insert: $1,500**
- Printed insert in registration box *¥

**Practice Innovations Schedule Page Advertising Placement: $1,500**
- 250 x 250 ad placed on main page of meeting conference site
- Includes link out to external website

**“Tips Before You Click” Email Sponsor: $1,500**
- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

**“Thank You” Email: $1,500**
- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

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*Limited to first 100 registrants confirmed by 02/11/2021. Printed copies and product samples must be received in time for inclusion.
*¥ Size restrictions apply. Contact ASPS for details.
+ Choice of time dependent upon order of received signed agreement
Mountain West Society of Plastic Surgeons
MWSPS Annual Meeting

This is your opportunity to strengthen your connection with the Mountain West members! Join us for an exciting virtual program featuring resident abstracts from the Mountain West Region, three nationally known guest speakers and a wellness panel focusing on the current events that face young professionals today.

**CORPORATE SUPPORT OPPORTUNITIES**

**Platinum Sponsor (Two Available): $10,000**

- Recognized as Platinum Sponsor including logo, company description (100-words), and link to company website on MWSPS website
- Recognized as Platinum Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes)
- One twenty-minute unopposed speaking opportunity +
- Opportunity to contribute one gamification question for MWSPS meeting
- Printed insert and product sample in registration box ¥
- Opportunity to provide one “digital folder” insert for attendees
- Highlighted in MWSPS Annual Meeting “Thank You” Email sent to all attendees post meeting
- Recognition on all program materials
- One pre- and post-program attendee mailing list

**Gold Sponsor: $5,000**

- Recognized as Gold Sponsor including logo, company description (100-words), and link to company website on MWSPS website
- Recognized as Gold Sponsor on virtual meeting platform including logo, company description (100-words), up to three resource links, and one video (up to five minutes).
- Opportunity to contribute one gamification question for MWSPS meeting
- Printed insert or product sample in registration box ¥
- Opportunity to provide one “digital folder” insert for attendees
- Recognition on all program materials
- One pre- and post-program attendee mailing list

**Silver Sponsor: $2,500**

- Recognized as Silver Sponsor including logo, company description (50-words), and link to company website on MWSPS website
- Recognized as Silver Sponsor on virtual meeting platform including logo, company description (50-words), and up to three resource links
- Opportunity to contribute one gamification question for MWSPS meeting
- Printed insert in registration box ¥
- One post-program attendee mailing list
- Recognition on all program materials

*Limited to first 75 registrants confirmed by 02/15/2021. Printed copies and product samples must be received in time for inclusion.

¥ Size restrictions apply. Contact ASPS for details.

+ Choice of time dependent upon order of received signed agreement
ADDITIONAL BRANDING/SPONSORSHIP OPPORTUNITIES

MWSPS Virtual Annual Meeting Networking Event Sponsor: $5,000

- Recognized as the sponsor of the networking event with opportunity for three-minute welcome remarks
- Five company invitations to attend the networking event
- Company logo recognition in email sent by ASPS thanking attendees of the networking event for their participation with link to company website

MWSPS Virtual Meeting Gamification Sponsor: $5,000

The ultimate in attendee engagement, our built-in gamification technology allows attendees to complete challenges and answer questions to compete for prizes during their participation in the meeting. By acting as the gamification sponsor, your company will be:

- Recognized as the sponsor of the gamification feature with logo on the gamification homepage
- Recognized as the sponsor of the gamification feature on gamification emails with one resource link
- Recognized as the sponsor of the gamification feature on email announcing winner
- Recognized as the sponsor of gamification prize

Registration Box Insert: $1,000

- Printed insert or product sample in registration box *¥

MWSPS Meeting Schedule Page Advertising Placement: $2,000

- 250 x 250 ad placed on main page of meeting conference site
- Includes link out to external website

“Tips Before You Click” Email Sponsor: $1,000

- Sponsor logo prominently placed at the bottom of the email sent to all attendees
- Sponsor logo linked to external website
- Opportunity to add one resource item attachment to email

*Limited to first 75 registrants confirmed by 02/15/2021. Printed copies and product samples must be received in time for inclusion.
¥ Size restrictions apply. Contact ASPS for details.
+ Choice of time dependent upon order of received signed agreement
The Mountain West Society of Plastic Surgeons (MWSPS) are practicing plastic surgeons located primarily in the states of Colorado, Utah, Nevada, Arizona, Wyoming, New Mexico, and residents from the area’s respective universities. Membership is not exclusive to these states and is offered nationwide as the following has grown since their first successful annual meeting in 2015.

The MWSPS Journal Club is a monthly virtual gathering of program directors from the core universities*, residents within their programs, and MWSPS members. Three PRS papers are selected each month and discussed by three residents from three different institutions.

**$1000 Sponsorship**

- Company logo recognition on two (2) emails pre-program to full membership to promote Journal Club session
- Recognition on Mountain West Society of Plastic Surgeons website as a Journal Club session sponsor with link to sponsor's website
- Recognition on Mountain West social media channels with link to sponsor website
- Acknowledgment from moderator at beginning of Journal Club session
- Opportunity to provide personal follow up message via post-journal club thank you email issued by MWSPS, including sponsor contact information

* Core universities include the University of Colorado, University of Nevada-Las Vegas, University of Utah, University of New Mexico and the Mayo Clinic, Arizona
Enhance Your Practice Podcast

Join ASPS for our new podcast series on practice management, available in both the Apple and Android podcast stores. More and more, we’re 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.

CORPORATE SUPPORT OPPORTUNITIES

**Podcast Sponsor: $5,000**
- Exclusive sponsorship of a podcast regular season with host recognition at start and end of podcast episode
- Opportunity to provide speaker or case study for discussion to be integrated as a segment in one episode (content/speaker must be relevant to podcast content)
- Inclusion of one pre-role advertising placement

**Full Episode Sponsor: $12,000**
- Opportunity to identify a topic to be incorporated as a “special edition” bonus episode to an existing section
- Ability to develop, script, record, and edit the content for an Enhance Your Practice Podcast (maximum of 25 minutes)
- Ability for sponsor to include promotional commercials in the 25-minute timeline
- Content must be reviewed and approved by ASPS Ed Net Chairs and/or Enhance Your Practice Podcast Chairs
- ASPS podcast host will provide the introduction and wrap up the “special edition” episode

ADVERTISING OPPORTUNITIES

**Pre-Roll Advertisement: $1,000**
One (1) 15-second advertisement at the beginning of podcast for the host to discuss the 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 the end of the podcast with audio provided by the sponsor

Upcoming Seasons Include:
- Leading for Change
- Building Your Digital Presence
- Focus on Leadership
- Patient Management
- Finances for Your Future
- The Business of Plastic Surgery
Residents Boot Camp

Target Audience:
First Year Residents
Attendance: 200

We're excited to announce the 7th Annual Plastic Surgery Boot Camp program. Due to the success of the 2020 program, the Plastic Surgery Boot Camp will remain 100% virtual for 2021. This delivery format will allow us to meet the needs of all Plastic Surgery interns while minimizing risks, costs of travel and time commitment to Boot Camp participants.

In response to ongoing changes in graduate medical education, the purpose of this program is to facilitate the transition of both Integrated and Independent residents into Plastic Surgery training.

Supporting Plastic Surgery Boot Camp puts you front and center as the future of plastic surgery starts their journey toward becoming tomorrow's leaders.

CORPORATE SUPPORT BENEFITS

Training Module Sponsorship: $10,000 (Per Module)

• Exclusive supporter of chosen training module. (Dependent on order of signed LOA)
• Sponsor has five minutes to virtually address all boot camp attendees in conjunction with the sponsored module.
• Sponsor has the opportunity to provide hands-on kit for use in affiliated module. (Dependent upon shipping requirements)
• Ability for one sponsor representative to participate in the ASPS/ACAPS Resident Boot Camp virtual program.
• Ability for one sponsor representative to participate in the ASPS/ACAPS Resident Boot Camp discussion board.
• Recognition as a National Sponsor of the ASPS/ACAPS Resident Boot Camp on program website with a 100-word company description, a video (up to five-minutes in length), and up to three resource links.
• One pre- and one post-meeting attendee mailing list.
• Recognition in all program materials: print and online

Resident Boot Camp Training Modules

• Introduction to Plastic Surgery Skills
• General Reconstruction
• Pediatric/Craniofacial
• Craniomaxillofacial Trauma
• Hand Surgery
• Aesthetic Surgery
• Breast Surgery
• Gender Affirmation Surgery
Insights from Industry

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 BENEFITS**

**WEBINAR: $10,000 (Two Available Per Month)**

- ASPS marketing and promotion via a minimum of two decided emails, two social media posts and website presence
- Usage of ASPS Education Network logo for webinar promotion contingent upon ASPS review prior to publication
- 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
- Recordings of webinars will be provided to the sponsor on the next business day
- Sponsor selects their target audience from the list below:
  - US members
  - US Residents
  - International members
  - International Resident
  - Subscribers Office
  - Administrators/ASPSP

**ENDURING MATERIAL: $5,000 (Two Available Per Month)**

- ASPS marketing and promotion via a minimum of one dedicated email, one social media post and website presence
- Usage of ASPS Education Network logo for webinar promotion contingent upon ASPS review prior to publication
- 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
- Sponsor selects their target audience from the list below:
  - US members
  - US Residents
  - International members
  - International Resident
  - Subscribers Office
  - Administrators/ASPSP

Note: CME is not available for these products.
For more information regarding these opportunities, please contact the ASPS Corporate Development Department.

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