

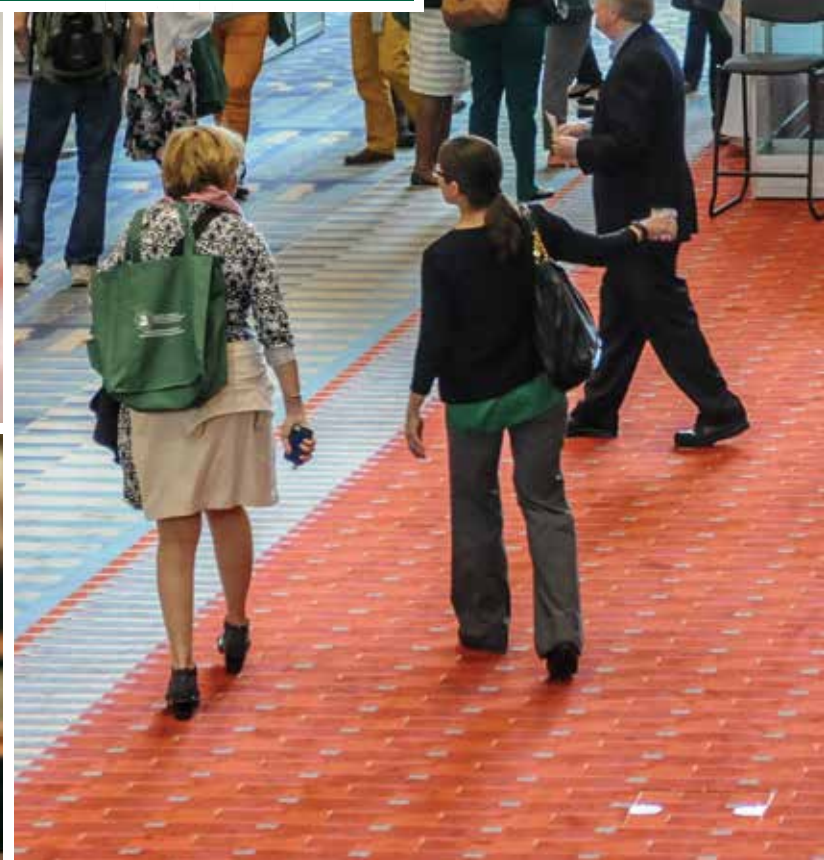
2017



CORPORATE SUPPORT CATALOG



The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



The American College of Obstetricians and Gynecologists (the College) is a membership organization of more than 57,000 professionals.

We are the preeminent leader in advocating quality health care for women; maintaining the highest clinical and educational standards for women’s health physicians; promoting patient education, understanding and involvement in medical care; and increasing awareness of issues affecting women’s health.

The College maintains relationships with a variety of corporations, foundations and other organizations committed to fostering excellence in women’s health care. The College accepts financial and in-kind support only if such acceptance does not pose a conflict of interest and in no way impacts the College’s objectivity, priorities and actions. The College retains complete control of the development, implementation and assessment of all content and materials related to our work.

The advertising, marketing and support opportunities presented in this catalog offer you and your organization the opportunity to support our efforts. Unless otherwise noted, all options and opportunities in this catalog count toward your Annual Clinical and Scientific Meeting Club Level.

All options are reserved on a first-come, first-served basis, with right of first refusal given to the previous cycle’s advertiser or supporter until Monday, November 14, 2016.

To learn more about how you can make a difference in women’s health care, contact **Katie O’Connell** at (202) 863-2546 or koconnell@acog.org.

Table of Contents

Annual Clinical and Scientific Meeting	2
Special Projects, Campaigns and Initiatives	8
Surgical Outreach and Education	10
Medical Student Outreach	11
Publications and Media Advertising	12

Annual Clinical and Scientific Meeting Benefits

Unless otherwise noted, all options and opportunities in this catalog count toward your Annual Clinical and Scientific Meeting Club Level.

	President's Cabinet \$200,000+	Platinum \$100,000+	Gold \$50,000+	Silver \$25,000+	Bronze \$10,000+
Final Program Recognition	✓	✓	✓	✓	✓
Logo on Sponsors' Banner	✓	✓	✓	✓	✓
Booth Space Points for 2018	1% Annual Support	1,000 Points	500 Points	250 Points	100 Points
Advance Registration List	✓	✓	✓	✓	✓
Post-Event List	✓	✓	✓	✓	
ACOG Membership List	✓	✓	✓		
Complimentary Registration	3	2	1		
Photo Opportunity	✓	✓			
eBlast to Advance Registrants	✓				
One-Page Final Program Ad	✓				



Join Our Team

\$25,000

We are happy to announce that the Annual Clinical and Scientific Meeting will once again feature a format with daily focus on specific areas of practice. The 2017 practice areas are:

- Contraception and Family Planning
- Sexual Health and Menopause
- Surgery
- Genetics

Each day's exclusive, topic-specific supporter will be recognized in the *Final Program* and on highly-visible convention center signage. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Abstracts from the Annual Clinical and Scientific Meeting

\$57,000/\$70,000

The 2017 Annual Clinical and Scientific Meeting will feature informative and exciting paper and poster presentations, and the Abstracts will be published in an electronic supplement to *Obstetrics & Gynecology*. Support the electronic version of the 2017 Abstracts Supplement, featuring an iPad version and an online version (with six months free access), for \$57,000. Or, support the electronic version plus print copies for meeting attendees (to be distributed via the meeting registration bags), for \$70,000. Support is recognized in a variety of formats: iPad cover band and full-page ad, online banners and featured "Supported By:" in supplement box, support credit, and more. Contact **Heather Landesman** at (646) 674-6515 or heather.landesman@wolterskluwer.com.

Book Store Bags

\$5,000

The Book Store is open throughout the entirety of the Annual Meeting. Used by hundreds of shoppers every day, your customized bags may be printed with your product or corporate logo and/or booth number on one side and College logo and text on the other. Advertiser must provide non-plastic bags that meet specific strength criteria. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Childcare/Youth Services

\$50,000

This outstanding support opportunity provides children (ages six months to 12 years) of attendees a safe, secure, entertaining, and educational experience through special events, youth tours, activity centers and childcare. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org. Partial funding welcomed.





Merchandising Exclusives

Do you have the best? Showcase your product line in the Annual Meeting Book Store. Exclusive merchandising agreements are accepted on an individual basis. Contact **Katie O'Connell** (202) 863-2546 or koconnell@acog.org.

Donors' Lounge \$30,000

Open Saturday through Tuesday, this very popular amenity for the College's individual donors is the place to relax, grab a quick bite to eat and network with colleagues. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Mothers' Lounge \$7,500

The Mothers' Lounge is for registered attendees who are nursing mothers. Supporter supplies breast pumps and collection kits, as well as promotional materials. The supporter will receive additional recognition on signage. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Rapid Charging Stations

\$35,000 Three Stations
\$40,000 Four Stations

Charging stations help attendees to stay connected. Your corporate and/or product logo and video will play at the automated stations located throughout the convention center. Stations are capable of rapidly charging multiple mobile devices at once. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Ob-Gyn Reporter Program \$150,000

This support opportunity allows for residents from all 12 Districts to attend the Annual Meeting. The structured schedule allows for networking among peers and for experiencing all segments of the scientific program. Support must be confirmed before January 6, 2017. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org. Multiple supporters welcomed.

Product Theaters

Product Theaters are 45-minute non-CME sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session held in the San Diego Convention Center. These unopposed sessions will be available in breakfast, lunch and evening time slots and can accommodate up to 150 attendees. The College will provide food and beverage, logistical assistance, standard audiovisual equipment, two lead retrieval units for data collection from session attendees, as well as basic promotional and marketing assistance.

Only 2017 Exhibitors are eligible to support a Product Theater and no more than two Product Theaters will be held at the same time. Product Theater sessions will be held in meeting rooms near the Exhibit Hall and assigned on a first-come, first-served basis. For more information or to reserve a presentation time slot, please contact **Jenny McIver Brocious** at jmciver@mindspring.com or (678) 852-3469.

The CME Forum Program (Adjunct Satellite Symposia)

The CME Forum Program is an opportunity for industry to provide educational sessions to attendees. These 90 minute sessions include a 75-minute program and should provide attendees with novel and innovative approaches to issues impacting physicians in the area of obstetrics and gynecology. Sessions are available in breakfast and dinner time slots. The College will provide logistical assistance with registration, standard audiovisual equipment, as well as basic promotional and marketing assistance.

Please note ACOG is not the accrediting body for adjunct satellite symposia. CME Forum organizers will need to obtain credit from an accredited CME provider. A signed exhibitor agreement is required. For more information or to reserve a time slot, please contact: **Brent Schwartz**, brent.scwartz@blackwoodcme.com or (856) 364-3601.

Signature Wall \$5,000 to \$10,000

Showcased within your exhibit booth space and promoted by the College through social media and printed materials, this opportunity increases booth traffic and supports the programs and projects of the College Development Fund. Minimum guarantee of \$5,000; maximum commitment of \$10,000. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Official Mailer to Past Registrants \$10,000

Reach ACOG members whom are the best Annual Meeting attendee prospects – including attendees at past Annual Meetings, other ACOG educational events, and recent educational product shoppers. This exclusive opportunity, with guaranteed delivery to at least 20,000 recipients, offers a half-page full-color ad in our six-panel mailer. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

QR Code Game \$5,000

Limited spaces available! This effective and affordable traffic generator is extremely popular among attendees. All registered attendees receive a playing card with their registration materials and must visit each of the participating booths to scan a QR Code and gather a letter clue. Once all letters have been collected and unscrambled, attendees may drop off completed playing cards for a chance to win daily prizes. Contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Additional Advertising and Marketing Opportunities

The following advertising, marketing and visibility opportunities are offered through our partners at TriStar. For more information, availability and pricing, please contact **Nan Blunk** at (913) 491-4200 or nblunk@tristarpub.com.

Final Program and Exhibit Guide

This comprehensive guide to navigate the Annual Meeting provides attendees with everything from general meeting information to details on scientific programs and exhibits. Distributed at registration, this official program serves as the go-to meeting guide for all attendees.

Mobile Event App

The ACOG Mobile Event App puts the entire Annual Meeting into the hands of every attendee. Attendees will download and use the app to plan to their schedule, interact with colleagues and get the latest updates while attending the meeting. Each supporter receives high exposure through banners ads and marketing pieces designed to promote attendee use of the app. Enhanced exhibitor listings and product theater alerts are also available to extend your presence through this valuable tool.

Convention Center Banners

Grab attendees' attention with banners that are strategically placed in the convention center. Banners reinforce your message, increase brand awareness, and drive booth traffic. Various sizes available in high-traffic areas.

ACOG Annual Meeting Daily

Advertising in this daily printed publication offers wide-distribution, high-visibility, and broad exposure. The *ACOG Annual Meeting Daily* contains the latest scientific news and meeting highlights for three issues distributed onsite. Advertising is also available on the distribution racks, located in key areas within the convention center.

ACOG Annual Meeting eDaily

The primary online news source for attendees and ACOG members offers live scientific meeting coverage and access to newsworthy information from the *ACOG Annual Meeting Daily*. Attendees can also access the online session itinerary planner to map out their time at the Annual Meeting. Reinforce your brand, promote events, and drive booth traffic with prominently displayed digital advertising packages.

Restroom Advertising

This high-visibility branding opportunity allows you to place approved, mirror clings inside restrooms throughout the convention center. Restrooms are located in high-traffic areas, ensuring your message is seen by all attendees.

Hotel Key Cards

Build name recognition for your company, product or booth on hotel keys for select ACOG hotels. Be in the hands of all attendees during the Annual Meeting and enjoy repeat exposure to your message.

Elevator Clings

Elevator clings are one of the most popular trends for brand marketing. Covering the elevator doors at top hotels, this option takes your advertising to the next level. Gain maximum visibility outside of the convention center through this unique opportunity.

Premium Hotel Drops

This opportunity allows your company to get the attention of conference attendees while providing elite exposure for your products and services. Supporter may provide literature or booth driver for attendee distribution at key hotels. Opportunity is sold on a nightly basis.

City Advertising in San Diego

The San Diego area offers unique advertising and marketing opportunities around the city, including in the popular Gaslamp Quarter. Please contact your TriStar sales representative to discuss your ideas and see what officially approved advertising opportunities are available in San Diego.

Film Festival **\$20,000**

Attendees are able to view the latest techniques, best practices and new medical advances at the Film Festival. Experts introduce each film and a moderated question and answer session follows. This support opportunity is also available for permanent endowment.

Exhibit Hall Celebrations **\$25,000 Lunch**
\$10,000 per Coffee Break

Back by popular demand: Coffee Breaks and Lunch in the Exhibit Hall!

In order to build booth traffic and provide unopposed time on the Hall floor, ACOG will host lunch in the Exhibit Hall on Sunday, May 7th and two coffee breaks on Monday, May 8th. If you want to participate in this great networking opportunity, one or more refreshment stations will be placed in close proximity to your booth (space permitting). In addition to recognition on appropriate materials, you may supply napkins with your company logo.

Convocation Reception **\$10,000**

This large reception, immediately following the Convocation, offers incoming officers and Fellows the opportunity to come together and celebrate. Extensive signage recognizes your support and we welcome your customized cups and napkins.

Attendee Tote Bags **\$25,000**

Spotlight your company at the meeting and beyond. The tote bags are given to every registrant and will be imprinted with your company's name and corporate logo. Support includes the insertion of a product specification sheet or flier. Open only to non-pharmaceutical and non-medical device exhibitors. ACOG is responsible for the production of the tote bags.

Save the Date 2018 **\$10,000**

Stay on attendees' minds for a year! Have your logo imprinted on our Save the Date item for the 2018 Annual Clinical and Scientific Meeting in Austin, Texas. This item will be provided to each attendee of the 2017 meeting.



Special Projects, Campaigns and Initiatives

Did You Know Video Series **\$15,000 Per Topic**

Coinciding with national and international health awareness months, these short educational videos are available on the home page of the ACOG website throughout the relevant month. Videos feature ACOG leaders discussing topics related to that month's public awareness theme – including breast cancer awareness, immunizations, endometriosis, menopause, cervical health, osteoporosis and more. For more information contact **Katie O'Connell** at (202) 863-2546 or koconnell@acog.org.

Global Women's Health

ACOG's Office of Global Women's Health (OGWH) addresses critical global challenges in women's health care.

With emphasis on the need for more and better trained clinicians and access to basic and comprehensive emergency obstetric care in low-resource countries, OGWH utilizes the College's clinical and educational standards and the expertise of our volunteers to train healthcare workers; support quality improvement in women's healthcare; advance medical education and residency training; and build capacities of health systems and international professional ob-gyn associations.

For more information on specific projects and funding opportunities contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org.

American Indian/ Alaska Native (AI/AN) Women's Health LARC Program **\$75,000+**

ACOG provides evidence-based, hands-on training in the provision of Long Acting Reversible Contraception (LARC) to women's health care providers practicing in Indian Health and Tribal sites. This train-the-trainer program aims to expand the availability of highly effective LARC methods to AI/AN women through local instruction along with a follow-up support system for skill development and maintenance. Supporter(s) will be recognized on all project related materials. Contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org. Multiple supporters welcomed.

ACOG eModules

Development **\$50,000 per eModule**

eModules are topic-based self-assessments that provide the learner with a pre-test, concise up-to-date interactive education, followed by a post-test inclusive of reasoning supporting the correct answer. They are available in an online format so learning can be done anywhere, anytime, and from any device. Learners can earn 7 continuing medical education credits for each eModule they complete. Independent educational support is sought for the following topics: abnormal uterine bleeding, sexuality or sexual dysfunction, vulvar and vaginal diseases, and vaginal hysterectomy. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Distribution **\$12,000 per eModule**

Support the complimentary distribution of an eModule to all residency programs. Each residency program will receive access codes for residents' individual login and the ability to download each eModule for educational purposes. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

National Partnership for Maternal Safety Meeting **\$75,000**

Hosted by the College, this two-day meeting held at the 2017 Annual Clinical and Scientific Meeting will convene stakeholders to identify and advance best practice strategies to improve quality of care to reduce maternal mortality and increase safety. The objective of this meeting is to foster collaboration for implementation and scale-up of effective programs nationwide. Supporter(s) will be recognized on meeting materials as agreed upon. Contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org.

HIV Pre-exposure Prophylaxis (PrEP) Guidance for Ob-Gyns \$228,000

To increase adoption of PrEP and increase rates of utilization of PrEP, this project will develop and disseminate an evidence-based toolkit for increasing knowledge about PrEP among ob-gyns. The toolkit will include the ACOG Committee Opinion on PrEP, patient education pamphlets, coding information, and physician script. In addition, ACOG will develop a webinar on the gynecological care of women and adolescents with HIV. Supporter(s) will be recognized on toolkit and webinar materials as agreed upon. Multiple funders encouraged. Contact **Katie O’Connell** at (202) 863-2546 or koconnell@acog.org.

Immunization for Women Website Updates \$20,000

Since 2005, ACOG’s Immunization Program has actively worked to promote obstetrician-gynecologists’ roles as vaccinators. Because ob-gyns serve as primary care physicians to many women, they are in a unique position to reach otherwise unvaccinated patients. ACOG’s *Immunization for Women* website, www.Immunizationforwomen.org, has been a trusted and reliable resource for health care providers and patients since its launch in 2011. Continually promoting, maintaining and improving the website for both obstetrician-gynecologists and their patients is of the highest priority. Averaging 4,000 visitors per month, the *Immunization for Women* website has been #1 on Google searches for “women and immunization” since its launch and is one of the most highly trafficked ACOG resources. The site serves as a one-stop shop for up to date immunization information for both health care providers and patients. Additional resources will allow for continual content and graphic updates and new web-based resources, including video learning modules to educate providers on immunization recommendations and a quarterly newsletter to notify providers on timely immunization information such as seasonal flu activity, new vaccine recommendations, vaccine recalls, vaccine preventable disease outbreaks and new clinical guidelines. Contact **Stevie Cline** at (202) 863-2493 or sccline@acog.org.

CREOG Collaborative \$20,000



Be at the forefront of maintaining excellence throughout residency! This opportunity directly supports The Council on Resident Education in Obstetrics and Gynecology (CREOG) in its efforts to provide quality programs and much-needed resources to enable and empower program directors, coordinators, and residents to become the next generation of leaders and innovators. From creating and implementing new tools for program directors and coordinators to convening meetings that highlight resident education, CREOG provides accredited ob-gyn residency programs with the support and materials necessary for success.

The CREOG Collaborative is limited to five participating companies each year. Your unrestricted educational grant will be recognized with:

- Program Recognition during the 2017 CREOG Educational Retreat
- Advance Registration List for the 2017 CREOG Educational Retreat
- Logo on Sponsors’ Sign at the 2017 CREOG Educational Retreat, School for Program Directors, and Resident Workshops
- Program Recognition during the 2017 CREOG/APGO Annual Meeting; and
- Logo on sponsorship sign displayed in the CREOG Booth at the 2017 CREOG / APGO Annual Meeting

To learn more about how your company can support CREOG contact **Katie O’Connell** at (202) 863-2546 or koconnell@acog.org.



Surgical Outreach and Education

Vaginal Hysterectomy Surgical Training Course **\$150,000**

The College will host a hands-on “train the trainer” vaginal hysterectomy course for key residency program faculty (champions) with an emphasis on current technologies and techniques. This two-day course will consist of residency programs champions and expert physicians committed to teaching, observing and long-term mentoring. The course is designed to increase confidence in both the performing and teaching of vaginal hysterectomy. Champions will be expected to utilize the skills they acquire to teach and mentor residents at their respective institutions and increase the percentage of benign hysterectomies performed vaginally.

Support covers management and logistical expenses including lab services and equipment, cadaver fees, marketing and design fees, and registration. Supporter(s) will have access to reported project outcomes data and will be recognized on all course related materials as appropriate. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Benign Disease Hysterectomy Registry **\$100,000+**

The College will develop a registry through the collection and analysis of data on patients with benign disease undergoing hysterectomy. Registry data will be used to inform the least invasive and most cost effective approach of hysterectomy under specific clinical circumstances to include morbid obesity, nulliparity, enlarged uterus, and multiple previous cesarean deliveries. For more information, contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Medical Student Outreach

Gestational Age Calculator Wheels Body Mass Index Calculator Wheels

Each \$15,000

The Office of Medical Student Affairs provides individual Gestational Age Calculator Wheels and Body Mass Index Calculator Wheels upon request and to all participants at the Annual Meeting and other events. Advertiser's corporate or product logo will be prominently displayed. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Medical Student Workshops at the Annual Clinical and Scientific Meeting \$5,000 per workshop

These workshops are held during the College's Annual Meeting and are designed for medical students interested in pursuing a career in obstetrics and gynecology. Three workshops are offered focusing on specialty specific areas of interest including CVs and personal statements, selecting an appropriate residency program and hands-on clinical skills. Sponsors are recognized with signage at the registration desk and during breaks. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Medical Student Residency Fair at the Annual Clinical and Scientific Meeting

\$10,000

The Residency Fair is designed to facilitate exposure to ob-gyn residency programs from around the country. 300-400 medical students attend annually. Students consistently report the event as their favorite opportunity to meet with program directors and gain insight about individual programs. Supporter will receive maximum visibility with signage and corporate logo at the registration desk and exhibitor title banners. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

Medical Student, Junior Fellow, and Young Physician Reception at the Annual Clinical and Scientific Meeting

\$15,000

This reception is well attended by medical students, Junior Fellows, and young physicians providing attendees with an opportunity to network with other members of the College. The Medical Student Recruitment Award is presented annually at this event. Supporter's name and logo are prominently displayed on signage at the reception. Contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.



Publications and Media Advertising

Professional Liability & Risk Management Update

ACOG members depend on *Professional Liability & Risk Management Update* for the latest in national and state liability insurance news, risk management articles and resources. With an average monthly open rate of 21%, this eNewsletter is ideal for those looking to advertise risk management tools or recruit new insureds. Advertising does not carry sponsorship credit. For more information, contact **Stevie Cline** at (202) 863-2493 or scline@acog.org.

From our partners at Wolters Kluwer Health/Lippincott Williams & Wilkins:

TO ADVERTISE A PRODUCT OR SERVICE CONTACT:

Heather Landesman

Advertising Account Manager

Wolters Kluwer Health/Lippincott Williams & Wilkins
(646) 674-6515

heather.landesman@wolterskluwer.com

TO ADVERTISE EDUCATION, CAREER OPPORTUNITIES AND EVENTS CONTACT:

Laury Chervil-Gilles

Advertising Sales Representative

Wolters Kluwer Health/Lippincott Williams & Wilkins
(646) 674-6322

laury.chervil-gilles@wolterskluwer.com

ACOG.org

The official American Congress of Obstetricians and Gynecologists website, which also includes College content, is an essential destination for our more than 57,000 members. Strategically placed banner ads deliver your brand message when your audience is searching for current news and relevant articles. Maximize your visibility and leverage your brand with an average of 490,000 visits and 1.4 million page views per month on the site. For advertising information, contact **Heather Landesman**. Website advertising does not carry sponsorship credit.

eSource

Featuring high-value and relevant content, ACOG's official monthly eNewsletter is delivered directly to the member's inbox. With an average open rate of 19% and one exclusive advertiser per issue, *eSource* is the ideal vehicle to deliver your brand message and drive traffic to your site. For banner advertising information, contact **Heather Landesman**. *eSource* advertising does not carry sponsorship credit.

Obstetrics & Gynecology

Obstetrics & Gynecology is the College's official peer-reviewed journal. The most prestigious and widely-read scientific journal in the specialty, each issue features original research and current clinical information relevant to practicing obstetrician-gynecologists. *Obstetrics & Gynecology* is available in print, online, and on the iPad. For Products and Services (Display) advertisements, contact **Heather Landesman**. For Career and Events advertisements, contact **Laury Chervil-Gilles**. For additional information, visit www.greenjournal.org. Advertising in *Obstetrics & Gynecology* (print, online, or iPad) does not carry sponsorship credit.

eTOC for Obstetrics & Gynecology

Each month when *Obstetrics & Gynecology* is published, an electronic Table of Contents (eTOC) is emailed to more than 21,000 opt-in subscribers. With an average open rate of 43% and only one exclusive banner advertiser, the eTOC is another ideal vehicle to integrate your messaging and engage with the audience. For advertising information, contact **Heather Landesman**. eTOC advertising does not carry sponsorship credit.

Most Popular Sponsorship on www.greenjournal.org

The *Obstetrics & Gynecology* home page features quick access to the most viewed and most emailed journal articles through a Most Popular web part. Be the exclusive sponsor and prominently display your company logo and hyperlinked text links to drive your message and visits to your website. 39,000 average monthly home page views and higher click through rates make this a great way to reach and engage with the online reader without banner ads. For advertising information, contact **Heather Landesman**.



The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS

409 12th Street, S.W.

Washington, DC 20024

(202) 638-5577

(800) 673-8444

www.acog.org