

THE SCIENCE OF  
TOMORROW  
STARTS **TODAY**

AMERICAN TRANSPLANT CONGRESS

**ATC2021**

*Virtual*CONNECT

[atcmeeting.org](https://atcmeeting.org)

**JUNE 4-9, 2021**



**SPONSORSHIP & ENGAGEMENT  
OPPORTUNITIES**

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## ABOUT ATC

The American Transplant Congress (ATC) is the joint annual Congress of the American Society of Transplant Surgeons (ASTS) and the American Society of Transplantation (AST). ATC provides a forum for exchange of new scientific and clinical information relevant to solid organ and tissue transplantation and brings together transplant physicians, scientists, nurses, organ procurement personnel, pharmacists, allied health professionals, and other transplant professionals. The educational offerings provide attendees the opportunity to learn cutting-edge advances in research and promotes the exchange of ideas and practice in the field of solid organ and tissue transplantation. ATC is an annual Congress that welcomes over 5,000 transplant professionals to present cutting-edge science that covers all organ types and offers insight into the future of the field and patient care.

# ATC2021

*Virtual*CONNECT

### ***ALL-NEW ENHANCED EXPERIENCE!***

We are excited to announce ATC 2021 *Virtual Connect*, as an all-new, completely enhanced virtual meeting experience. Gain immediate access to innovators in the field and have your voice heard through various types of interaction

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## ABOUT ASTS AND AST

### *ASTS*

The American Society of Transplant Surgeons represents approximately 1,800 professionals dedicated to excellence in transplantation surgery. ASTS advances the art and science of transplant surgery through patient care, research, education, and advocacy. To learn more, visit [ASTS.org](https://ASTS.org) or email us at [asts@asts.org](mailto:asts@asts.org).

### *AST*

Founded in 1982, the American Society of Transplantation ([www.myAST.org](https://www.myAST.org)) is dedicated to advancing the field of transplantation and improving patient care by promoting research, education, advocacy, organ donation, and service to the community. The society, with over 4,000 members, is the largest organization of transplant professionals in North America. Other transplant organizations, policy makers, regulatory agencies, payors, academic institutions, and the general public look to the AST for guidance, research, and resources related to transplantation.

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### *STATEMENT OF NEED*

The field of solid organ and tissue transplantation is continuously changing and developing. With the rapid advances in transplantation research and medicine, transplant professionals require ongoing educational opportunities to stay current, to maintain and improve their knowledge, competence, and performance. Thus, this educational forum will generate activities and interventions that are designed to change and update the learners' competence, performance, and patient outcomes in the field of solid organ and tissue transplantation. The educational content of this meeting was developed by experts in scientific and clinical transplantation and was determined by rigorous assessment of learners' feedback from prior meetings, expert faculty assessment, literature review, medical practice, and new medical technology.

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### *PURPOSE OF ACTIVITY*

ATC educational offerings will provide transplant professionals a learning environment designed to address their professional practice gaps by a variety of learning formats that will encourage the exchange of new scientific concepts, emerging technologies, and medical advances. Learners will engage in interactive discussions, case presentations, workshops, and other activities designed to improve competence and improve professional and patient outcomes.

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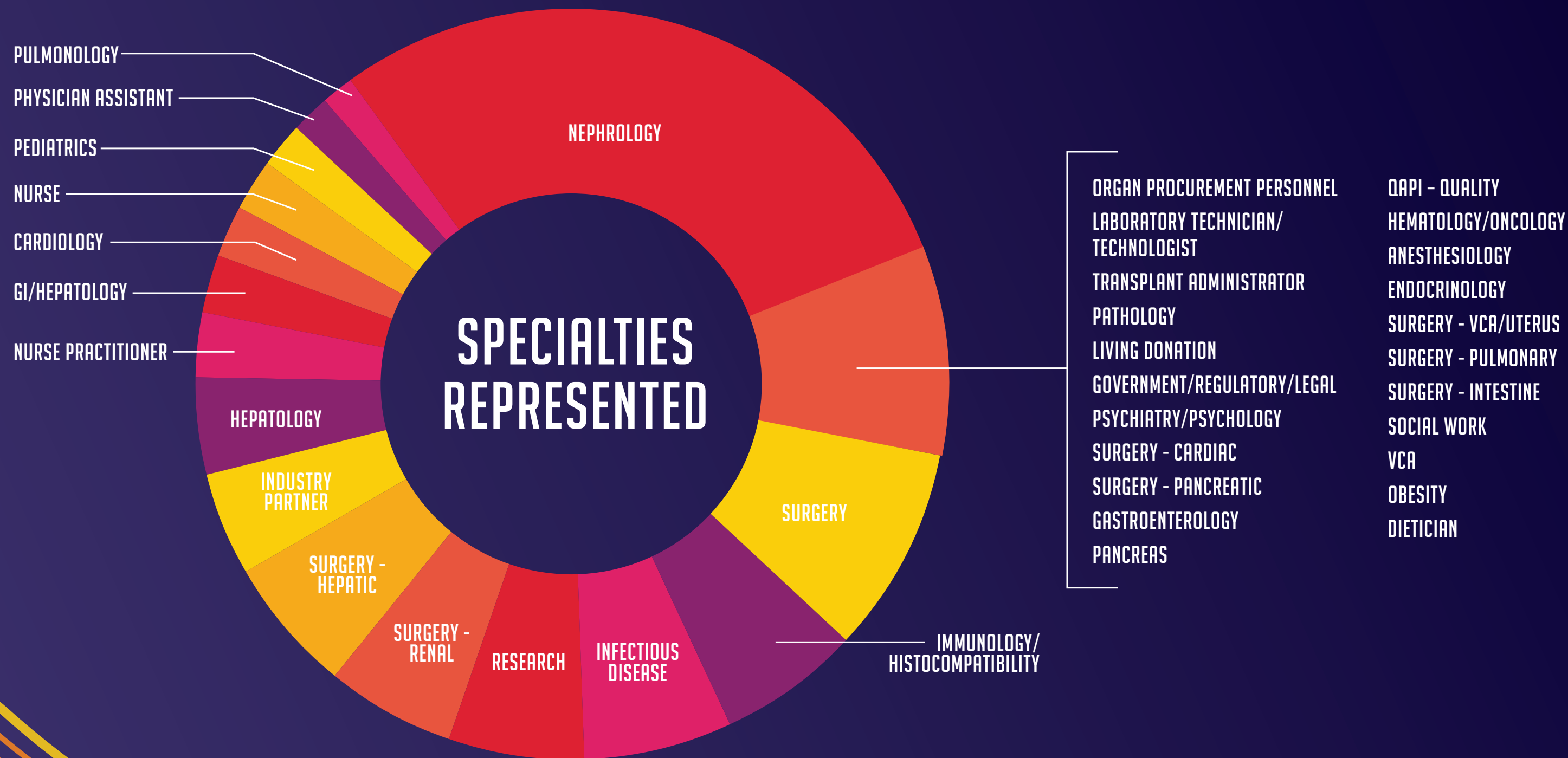
**6 DAYS** of cutting edge research and  
advanced education.

**5,000** ATTENDEES WITH **60+** COUNTRIES REPRESENTED BY:

PHYSICIANS | SURGEONS | SCIENTISTS | PHARMACISTS | ADVANCED PRACTICE PROVIDERS | TRANSPLANT COORDINATORS  
ALLIED HEALTH PROFESSIONALS | ORGAN PROCUREMENT PERSONNEL | INDUSTRY/MARKETING REPRESENTATIVES

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## Virtual Sponsor Lounges

ATC Virtual Lounge Sponsorship	Premium \$50,000 Limited to 6 Sponsors	Upgraded \$25,000	Basic \$10,000	Non-Profit \$1,000
Website URL	X	X	X	X
Social Media Links	X	X	X	X
Lounge Listing Page (in lounge package level order)	Premium Listing w/ Logo	Upgraded Listing w/ Logo	Basic Listing w/ Logo	Basic Listing, no logo
Company Description	100 words max	100 words max	50 words max	50 words max
1:1 Video Appointments with Attendees	X	X	X	
Collateral PDFs	4	3	2	1
Collateral Weblinks	4	3	2	1
Videos	3	2	1	
Logo in Exhibitor Profile	X	X	X	
Hero Banner in Exhibitor Profile	X	X		
Option to Link to 3-D Virtual Booth	X	X	X	
Full Complimentary Registrations to ATC Virtual Connect	16	8	2	1
Banner on ATC Virtual Connect Portal	X			
Complimentary List Rental	X	X		
Post Meeting Attendee List	X	X	X	X

# Virtual Sponsor Lounge Examples

## Premium

ATC Virtual Lounge Sponsorship	Premium \$50,000 Limited to 6 Sponsors	FIGURE
Website URL	X	1
Social Media Links	X	2
Lounge Listing Page (in lounge package level order)	Premium Listing w/ Logo	
Company Description	100 words max	3
1:1 Video Appointments with Attendees	X	5
Collateral (pdfs)	4	4
Videos	3	6
Logo in Exhibitor Profile 300 px by 300 px or JPEG or PNG with white or transparent background, max 300 MB	X	1
Hero Banner Exhibitor Profile 1325 px by 290 px JPEG, PNG, or GIF max 300 MB	X	7
Option to Link to 3-D Virtual Booth	X	4
Full Complimentary Registrations to ATC Virtual Connect	6	
Banner on ATC Website	X	
Complimentary List Rental	X	
Post Meeting Attendee List	X	

**1** Website URL & Logo

**2** Social Media: Facebook, Twitter, Instagram, LinkedIn, and YouTube

**3** Company Description

**4** Collateral Weblinks Collaterals (PDFs)

**5** Schedule Appointment

**6** Videos

**7** Hero Banner

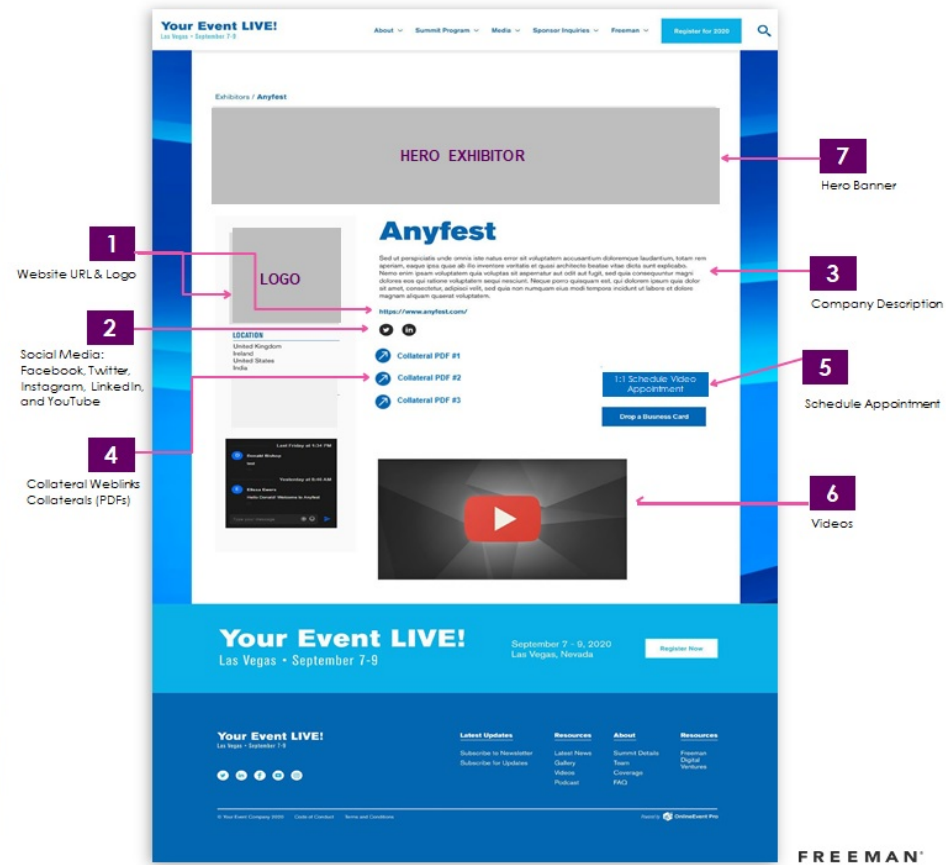


## Virtual Sponsor Lounge Examples

### Upgraded

ATC Virtual Lounge Sponsorship	Upgraded \$25,000	FIGURE
Website URL	X	1
Social Media Links	X	2
Lounge Listing Page (in lounge package level order)	Upgraded Listing w/ Logo	
Company Description	100 words max	3
1:1 Video Appointments with Attendees	X	5
Collateral (pdfs)	3	4
Videos	2	6
Logo in Exhibitor Profile	300 px by 300 px or JPEG or PNG with white or transparent background, max 300 MB	1
Hero Banner Exhibitor Profile	1325 px by 290 px JPEG, PNG, or GIF max 300 MB	7
Option to Link to 3-D Virtual Booth	X	4
Full Complimentary Registrations to ATC Virtual Connect	4	
Banner on ATC Virtual Connect Platform		
Complimentary List Rental	X	
Post Meeting Attendee List	X	

7 AMERICAN TRANSPLANT CONGRESS 2021



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## Virtual Sponsor Lounge Examples

### Basic

ATC Virtual Lounge Sponsorship	Basic \$10,000	FIGURE
Website URL	X	1
Social Media Links	X	2
Lounge Listing Page (in lounge package level order)	Basic Listing w/ Logo	
Company Description	50 words max	3
1:1 Video Appointments with Attendees	X	5
Collateral (pdfs)	2	4
Videos	1	6
Logo in Exhibitor Profile 300 px by 300 px or JPEG or PNG with white or transparent background, max 300 MB	X	1
Option to Link to 3-D Virtual Booth	X	4
Full Complimentary Registrations to ATC Virtual Connect	2	
Post Meeting Attendee List	X	

**1** Website URL & Logo

**2** Social Media: Facebook, Twitter, Instagram, LinkedIn, and YouTube

**3** Company Description

**4** Collateral Weblinks  
Collaterals (PDFs)

**5** Schedule Appointment

**6** Videos

**7** Hero Banner



## Virtual Sponsor Lounge Examples

### Non-Profit

ATC Virtual Lounge Sponsorship	Non-Profit \$1,000	FIGURE
Website URL	X	1
Social Media Links	X	2
Lounge Listing Page (in lounge package level order)	Basic Listing, no logo	
Company Description	50 words max	3
Collateral (pdfs)	1	4
Full Complimentary Registrations to ATC Virtual Connect	1	
Post Meeting Attendee List	X	

The screenshot shows a virtual lounge listing for 'Anyfest' on the 'Your Event LIVE!' website. The page includes a header with navigation links, a main content area with a company description, a location section, and a social media section. A sidebar on the right contains a 'Collateral PDF #1' link. The footer includes event details and a 'Register Now' button.

Numbered callouts point to specific elements:

- 1** Website URL
- 2** Social Media: Facebook, Twitter, Instagram, LinkedIn, and YouTube
- 3** Company Description
- 4** Collaterals (PDFs)



# Virtual Connection Sessions

**\$15,000 for 2 Connection Sessions**

Content Driven Exhibitor Sessions. These sessions will take place during breaks in the ATC Scientific program, there will be multiple opportunities available each day. This platform will give the sponsor the opportunity to deliver content directly to the *ATC Virtual Connect* audience. Attendance for these sessions is limited. Examples of approved content are: Case studies, Meet the Expert, Product Theater.

Contact Melanie Ryan, [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org) about available dates and times.

[atcmeeting.org](https://atcmeeting.org) | [#ATC2021VirtualConnect](https://twitter.com/ATC2021VirtualConnect)



# **\*NEW\* Virtual Platform Sponsorship**

**\$100,000\***

## **Benefits and Logo with placement acknowledging support:**

- Main page of ATC website where Virtual Connect link is listed
- Log in page of Virtual Connect platform
- Main page of Virtual Connect platform
- Acknowledged in ATC branding of the Daily Live Broadcast Emails
- 15 Full Attendee Complimentary Registrations

\*This opportunity is not an exclusive sponsorship.



[atcmeeting.org](https://atcmeeting.org) | [#ATC2021VirtualConnect](https://twitter.com/ATC2021VirtualConnect)

# Poster Video Chat Sessions

**\$20,000 per day**

**Saturday, June 5 – Tuesday, June 8**  
**7:30 PM – 8:30 PM**

Support one or all four of the poster chat sessions that take place during *Virtual Connect* on Saturday, Sunday, Monday and Tuesday evenings. Sponsorship will be acknowledged with your logo at the start of the session and in program promotion of *Virtual Connect*.

Contact Melanie Ryan, [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org) about available dates and times.



# Participant Communication Opportunities

While ATC continues to provide outreach on a yearly basis, we have provided opportunities below that get the largest open and click rate based off our previous data.

## Daily News Brief

*Banner Graphic - \$15,000 per email*  
*Video - \$25,000 per email*

A daily email will be sent to each registered attendee with a reminder of their log in credentials. This email will feature key programming highlights for each day and additional up-to-date information. **There are six emails available to support.**

## Post Event News Briefs

*Banner Graphic - \$7,500 per email*  
*Video - \$10,000 per email*

After the Live Broadcast event, ATC *Virtual Connect* platform will be available throughout the next year. ATC will promote highlighted content to the entire ATC distribution list throughout the year. That means those that didn't register and participate in the live broadcast can still register and get access throughout the year to all ATC Virtual Connect content. Additionally, ATC will encourage continual engagement for all participants. Add your company's electronic banner or video.

# Participant Communication Opportunities

## Attendee List Rental \$3,000

A mailing list of all pre-registered attendees can be purchased for a one-time usage to promote your product or sponsored activities taking place in relation to Virtual Connect. A one-time use agreement must be signed and sent back to the Exhibit Manager to receive the list. This gives you a unique opportunity to get in front of attendees before ATC Virtual Connect begins either to send an eblast.

# Digital Opportunities

**Digital Banners - \$20,000 each**

## **ATC Website - Rotating Digital Banner**

This digital banner is displayed on the homepage of the ATC website. All traffic for *Virtual Connect* is driven through the ATC website and your banner will be visible to all attendees and potential attendees! **There are only 5 slots available, reserve your spot today! Live until September 2021**

## **ATC *Virtual Connect* Platform - Digital Banner - \$20,000**

This digital banner will be displayed within the *Virtual Connect* platform. There will be various location options within the platform. Attendees will have access to view your banner throughout not only the live broadcast, but throughout the entire year.



# Digital Opportunities

## ATC Website Roadblocks - \$15,000

Your company branding will display as a “Pop-Up” on the ATC homepage when attendees visit the website. The roadblock will display for 2 weeks on the ATC website and will pop up a maximum of 2 times per week for those who visit the ATC site more than once in that time frame.

# Virtual Meeting Bag Opportunities

## **Virtual Bag Sponsorship - \$15,000 Exclusive Sponsorship**

The virtual meeting bag is a customized micro-site that brings sponsor-related messaging into one place. The site is web-based, so there is no additional app to download. It can be shared across many channels, including email, the Congress website, social media and more! The bag will be made available to registered attendees two weeks prior to and up to one month after ATC Virtual Connect. The bag sponsor will be able to brand the micro-site background and includes one insert is included. Reports will be provided on how many attendees clicks.

## **Virtual Bag Insert - \$3,000 each**

ATC virtual meeting bag inserts allow all attendees access to sponsor-related messaging two weeks prior to and up to one month after the Congress. Take advantage by promoting you company brand, encouraging attendees to visit your virtual sponsor lounge, promote products or provide save-the-date material on your satellite symposium. Don't miss out on this opportunity to get in front of ATC Virtual Connect attendees. Reports on how many attendees clicks on your insert will be provided once the bag is closed.

## Digital Giveaways

### Digital Giveaways - \$15,000

These opportunities will be limited to the pre-registration list. The sponsoring company will be responsible for the sponsorship fee, item costs and any other associated costs that accompany the distribution of the giveaway. There are multiple give away options, please contact Melanie Ryan, [mryan@atcmeeting.org](mailto:mryan@atcmeeting.org) for more details and regulations.



# Satellite Symposia - \$65,000

**Saturday, June 5 – Tuesday, June 8, 2021**

**1:30 PM – 2:30 PM**

A Satellite Symposia is great opportunity to reach the entire ATC Virtual Connect audience of medical professionals.

ATC Virtual Connect will offer Satellite Symposia programs to our partners. Time and available space may limit the number of symposia accepted. There is no guarantee any company will be given their first choice of date. Every effort will be made to accommodate on a first-request basis. Please note: ATC prohibits satellite symposia during scheduled scientific sessions. Symposia, or any portion of them, including question-and-answer sessions, may only be held during the designated hour.

Specific rules and regulations apply to satellite symposia. ATC does not guarantee attendance. Attendance is dependent upon date, time, topic, and the marketing efforts set forth by the sponsoring company.

## Satellite Symposia

### ***Benefits for Your Company:***

- Provide your company with a platform to reach the ATC audience as you would have in person by holding a Live Virtual Satellite Symposium.
- Your company will have the choice to pre-record with ATC Virtual Connect production assistance or own their own.
- After the live broadcast, the symposium recording will be housed for an entire year for attendees to view on demand (the posting will be available until next year's Congress).
- Specific details on the broadcast timeline, presentation logistics and approvals will be sent in the coming weeks.
- Companies will have the ability to promote their broadcast to pre-registered attendees via a one-time promotional use agreement.\*

*\*Communication must be approved by ATC prior to sending.*

# Sponsorship Application

Click the links below to complete the sponsorship application

[Application Here](#)



# Rules and Regulations

Click the links below to review ATC Virtual Connect  
Rules & Regulations

[Rules and Regulations Here](#)