



14TH NATIONAL CONFERENCE OF THE
ANTICOAGULATION FORUM

EXHIBIT &
COMMERCIAL
SPONSOR
PROSPECTUS



April 20-22, 2017 | JW Marriott Live Hotel | Los Angeles, CA

INVITATION TO EXHIBITORS

Dear Colleagues,

It is our pleasure to invite you to support the 14th National Conference on Anticoagulant Therapy as an exhibitor or a commercial sponsor. This year's conference will be held in Los Angeles, CA, from April 20-22, 2017 and provides a serious venue for open discussion/education on advances in anticoagulant therapy and in support of improved patient care. The 3-day meeting offers attendees the unique opportunity to meet with colleagues from around the world with wide-ranging anticoagulation research interests and expertise in the diagnosis and treatment of thrombotic disorders.

The program includes special lectures focusing on recent advances and important issues in anticoagulation therapy, meet the experts lectures, poster presentations of original research, and exhibitors. The conference is attended by anticoagulation clinic directors and associated health professionals. The majority of the attendees are pharmacists, physicians and nurses providing direct care in the field of anticoagulation. We anticipate over 900 attendees.

We hope that you can join us!

Sincerely,



Mark Crowther, MD, MSc, FRCPC
President, Anticoagulation Forum

ABOUT AC FORUM

Founded over 25 years ago, the Anticoagulation Forum is the largest organization of anticoagulant service providers in North America. Our membership includes more than 6,000 physicians, pharmacists, and nurses representing over 2,000 anticoagulation practices (clinics). Our members directly support over 750,000 patients annually.

As the premier provider of education and the authoritative voice on the changing landscape of anticoagulation therapy, the AC Forum offers insight and expertise to those on the front lines. The AC Forum's goal is to provide practical, evidence-based information to healthcare providers to improve the quality of patient care.

About the Conference

The AC Forum 14th National Conference affords an opportunity for physicians, pharmacists and nurses involved in direct patient care to come together with the leaders in this field. Participants and presenters share ideas and evidence based research on cutting edge treatment options available for management of thrombotic disorders. This event is unique in the depth of its educational scope. The last conference attracted more than 900 attendees who came seeking professional development and an opportunity to enhance the quality of care they deliver in the clinical setting.

Date & Location

The conference is being held April 20-22, 2017, at the JW Marriott Live Hotel which is located in the heart of the action in downtown Los Angeles just moments from the city's top attractions.

For a more in-depth look at the objectives of the conference, please visit: www.acforum2017.org



JW Marriott LA Live

EXHIBIT INFORMATION

The Venue

This year's meeting will be held at the JW Marriott Live hotel in Los Angeles, CA

Benefits of exhibiting

- Ability to engage with over 900 clinicians and allied health care professionals from across North America at one place and time
- Exhibits that bring you face to face with your audience
- Opportunity to offer industry satellite symposium or product theaters
- Support the leading anticoagulation organization
- Learn from thought leaders

Commercial booth pricing

Exhibit Booth

Standard 10' x 10' – \$5,000

Included with each booth

- Company listing on the Anticoagulation Forum website
- One full conference registration per 10' x 10' booth
- Two exhibit staff registrations per 10' x 10' booth
- A company name identification sign to hang from the draped back wall on the booth
- One 6' table, 2 chairs, wastebasket, & carpeting

Non-Profit table pricing

In registration foyer

Standard 6' tabletop – \$1,500

Included with each table

- Company listing on the Anticoagulation Forum website
- One full conference registration per table
- One exhibit staff registration per table
- One 6' table, 2 chairs, wastebasket, & carpeting

To reserve your booth

visit www.acforum2017.org

or contact:

Melissa Szkodzinska

sponsor@acforum2017.org

847-604-0626

SPONSORSHIP OPPORTUNITIES

Maximize your impact through sponsorship

The Anticoagulation Forum offers corporate sponsors an opportunity to reach clinicians on the latest anticoagulation techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

Platinum Level Sponsorship \$50,000 (Limit 1)

Platinum Level Sponsorship is limited to one corporate sponsor. Sponsor will receive the following in consideration for their support:

- 20' x 30' island exhibit
- 8 full conference registrations
- 10 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Platinum Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the Anticoagulation Forum website with a link to the sponsor's website

Gold Level Sponsorship \$30,000 (Limit 2)

Gold Level Sponsorship is limited to two corporate sponsors. Sponsors receive the following in consideration for their support:

- 20' x 20' island exhibit
- 5 full conference registrations
- 8 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Gold Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the Anticoagulation Forum website with a link to the sponsor's website

Silver Level Sponsorship \$20,000 (Limit 6)

Silver Level Sponsorship is limited to six corporate sponsors. Sponsors receive the following in consideration for their support:

- 10' x 20' island exhibit or corner placement
- 3 full conference registrations
- 4 exhibitor staff registrations
- Hotel door drop for exhibit promotion
- Acknowledgement of Silver Level Sponsorship in the meeting syllabus, signage in the registration area, and listing on the Anticoagulation Forum website with a link to the sponsor's website

Cancellation Deadline:

Please note that we cannot accept any cancellations after February 15, 2017.

To become a commercial sponsor

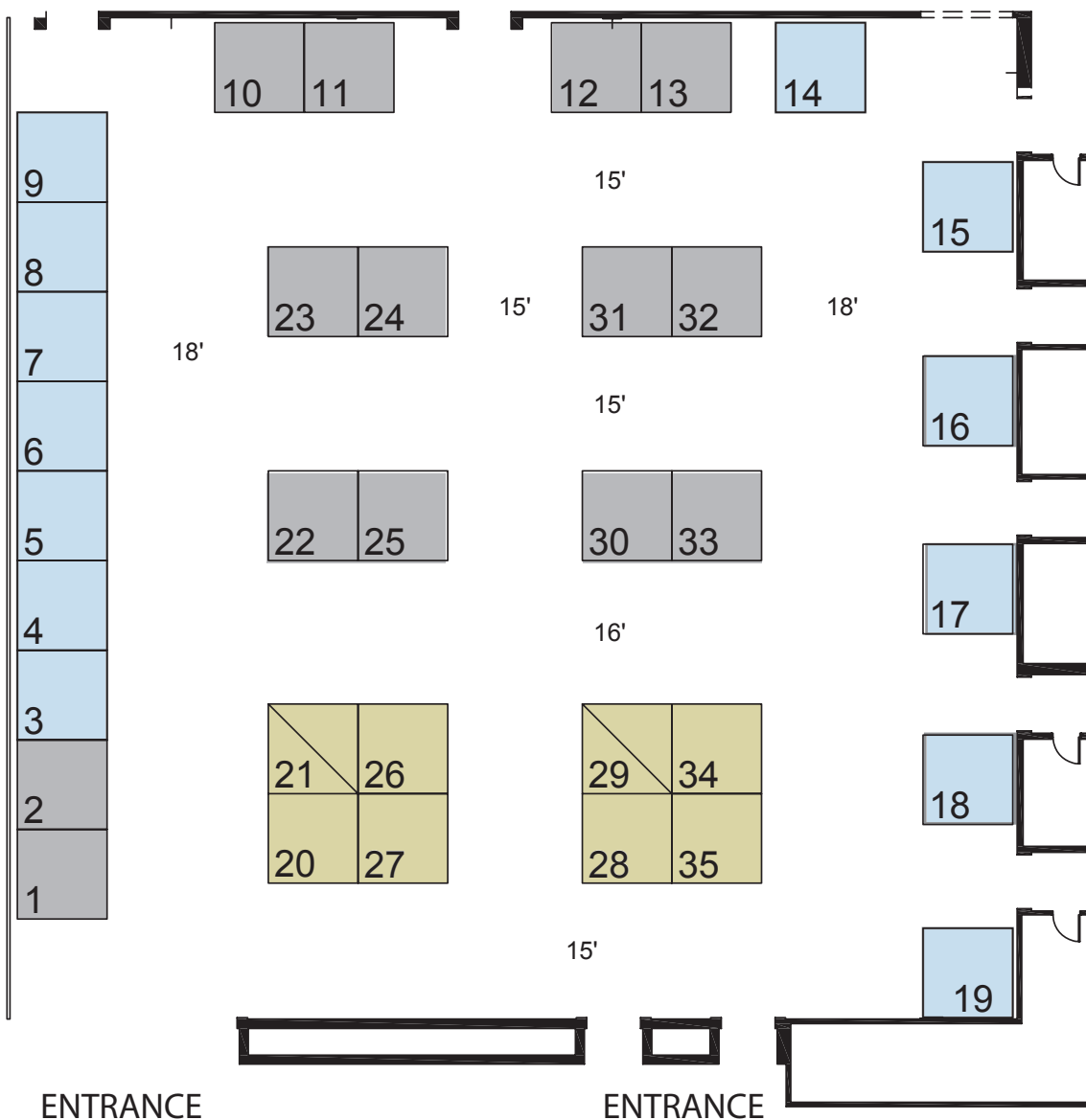
visit www.acforum2017.org

or contact:

Melissa Szkodzinska
sponsor@acforum2017.org
847-604-0626

FLOOR PLAN

JW MARRIOTT LOS ANGELES LIVE





 Gold Level Sponsorship
 Silver Level Sponsorship

 Exhibit Booth Standard

To reserve your booth
 visit www.acforum2017.org
 or contact:
 Melissa Szkodzinska
sponsor@acforum2017.org
 847-604-0626

EVENT OPPORTUNITIES

Welcome Reception

(Sole sponsor: \$45,000; Partial Sponsor: \$18,000)

The Welcome Reception is being held Thursday, April 20, 2017, at the end of the day's session. The reception is open to all attendees and will feature appetizers, beer, wine, and soft drinks.

Exhibit Area Lunch

(Sole Sponsor: \$35,000; Partial Sponsor: \$15,000)

Exhibit attendees enjoy the convenience of a tasty boxed lunch. Sponsors enjoy high visibility at this traffic-building function.

Exhibit Area Breakfast

(Sole Sponsor: \$25,000; Partial Sponsor: \$12,000)

Sponsor the popular continental breakfast and increase your visibility with all attendees.

Coffee Breaks

(\$7,500 per break – 3 available)

Sponsor a coffee break so that all attendees can enjoy a break from the educational sessions and visit the exhibit hall.

Conference App

(\$15,000)

Sponsor the official AC Forum Conference Mobile App. Your splash page will appear on the app. Content restrictions apply.

Program Book Advertisement

(Full-Page Ad: \$1,500; Half-Page Ad: \$750)

The Program Book is put into the hands of every attendee, exhibitor and members of the press who come to the show. Let your company stand out with a half page ad.

To further discuss a exhibit and sponsorship options, please contact Melissa Szkodzinska at sponsor@acforum2017.org.

Cancellation Deadline:

Please note that we cannot accept any cancellations after February 15, 2017.



SATELLITE SYMPOSIUM & PRODUCT THEATERS

The Anticoagulation Forum satellite symposium and product theater opportunities allow participating companies to maximize their visibility and impact at the Anticoagulation Forum. This three-day conference will be attended by health care professionals who work in the field of thrombosis.

Benefits of satellite symposium and product theaters:

- Prime access to attendees at key time slots
- Logistics and meals arranged by company
- Anticoagulation Forum will help promote event

What's included:

- Meeting room set in classroom or banquet style
- Standard A/V equipment including computer, LCD projector, podium microphone, and projection screen
- Four full meeting registrations
- Acknowledgement of sponsorship in conference syllabus and Anticoagulation Forum website
- Inclusion on Satellite Symposia signage in the meeting registration area
- Two email blast advertising your session sent by the conference organizers

Important notes:

- Sponsor is responsible for all catering costs
- All attendees must be badged Anticoagulation Forum registrants

Sponsorship time slots:

- Thursday Dinner (6:00 PM - 9:00 PM), April 20, 2017 – \$20,000
- Friday Lunch #1 (12:15 PM - 2:00 PM), April 21, 2017 – \$25,000
- Friday Lunch #2 (12:15 PM - 2:00 PM), April 21, 2017 – \$25,000
- Friday Dinner (6:00 - 9:00 PM), April 21, 2017 – \$20,000

All venues can seat up to 250 people in either classroom or banquet configuration.

Satellite Symposium & Product Theaters are non-cancellable/non-refundable.

To further discuss a satellite symposium or product theater event, please contact Melissa Szkodiznska at sponsor@acforum2017.org.



GET IN TOUCH WITH US

For exhibit and commercial sponsor information:

Melissa Szkodzinska
Exhibit/Sponsorship
sponsor@acforum2017.org
847-604-0626

Visit the online exhibit and commercial sponsor website
at www.acforum2017.org

For general conference information:

Kim High
khigh@acforum.org
617-454-1004

The Anticoagulation Forum
www.acforum.org

