



OutcomeDriven **TTS2018** | MADRID SPAIN June 30 - July 5 27th International Congress of The Transplantation Society www.tts2018.org

ON-SITE ADVERTISING PROSPECTUS

DISCOVER & CONNECT



The
Transplantation
Society



Enhance Your Visibility at TTS 2018 with On-Site Advertising and Branding Options

Your advertising investment amount
will be added to your overall
investment / level of sponsorship.

QUICK INFO



4000
participants



1500
online attendees



85
countries

WHY USE THE TTS 2018 ADVERTISING OPTIONS...



- drive traffic to your booth
- drive traffic to your sponsored session
- create awareness / highlight your marketing message
- increase your exposure and general visibility

27% North America

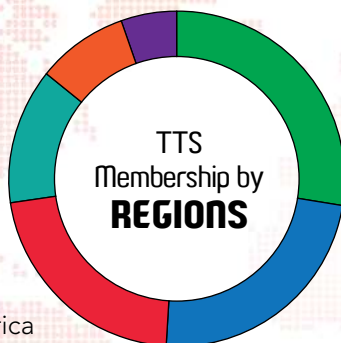
26% Asia

21% Europe

15% Latin America

7% Oceania

4% Middle East / Africa



**Expected
Attendance by
REGIONS**

50% Europe

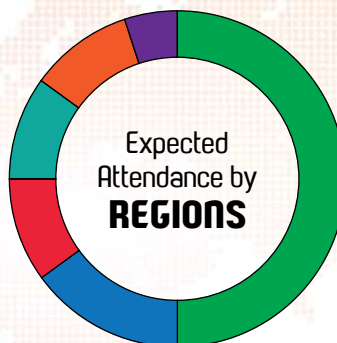
15% Asia

10% North America

10% Latin America

10% Middle East / Africa

5% Oceania



contactus

Contact our industry coordinator, Jennifer Patterson,
for more information or to purchase your advertising option.

Jennifer Patterson | 514-874-1717 x 261 | jennifer.patterson@tts.org

Advertising and Branding Options

Items with an asterisk indicate that the item is exclusive to one sponsor only.



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on-site print



"FUN STOPS" LEADING UP TO NORTH CONVENTION CENTRE MAIN ENTRANCE

\$ 5,000 USD per stop

The great majority of participants will access IFEMA through the doors of the South Convention Centre. There is an 800m long outdoor corridor leading from the South to the North Convention Centre. This walk is facilitated by mobile walkways and is easy to navigate. Our plan is to install several "stops" that say "xyz steps until the fun begins" and underneath we would have a "Did you know..." question and answer about some exciting facts in transplantation. It'll be something short and sweet that will only take a few seconds to read. We feel that this will add to the overall experience and will make the walk entertaining. Your company logo could be featured at one of these "fun stops".

ADVERTISING POLE BANNER IN FRONT OF HALL 10*

\$ 10,000 USD (1 opportunity)

All congress activities have been planned to take place either in the North Convention Centre (sessions/speaker ready room) or in Hall 10 (exhibit/plenary/posters/lounges/coffee and lunch breaks). Participants will therefore pass through this area at least 8 times per day.



ADVERTISING FLAG ON FLAG POLES AT MAIN ENTRANCE OF SOUTH BUILDING

\$ 2,500 USD

The entrance to the South Convention Centre is impressive as there is a large esplanade with artwork that is framed by flag poles. We are planning to display the flags of all participating countries. The flag poles closest to IFEMA are reserved for TTS and sponsored advertising. One flag per company. Flag size is 1m x 3.5m



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STAND-UP ADVERTISING BANNERS IN EXHIBIT HALL

\$ 5,000 USD

A 40ft-wide aisle runs from the entrance to the back of the exhibit hall, leading to the Plenary Hall at the rear. TTS is offering the opportunity to have large totems or stand-up banners along this aisle.



FLOOR SIGNAGE

\$ 5,000 USD**

There are many options for the display of your floor signage. These could be in the exhibit halls, in the North Convention Centre on the session level, in the registration area, or in front of the North Convention Centre.

Vinyl ground signage on asphalt



Forex ground signage



Carpet signage for aisles in exhibit hall

**All advertising opportunities include the printing and production of the signage. Print-ready artwork must be provided by the sponsor unless indicated otherwise.

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on-site digital



CHARGING STATIONS (exclusive)* OR ONE CHARGING STATION (one per sponsor)

\$ 50,000 USD* (ALL STATIONS)

\$ 10,000 USD (PER STATION)

- Self-service kiosks that charge mobile devices quickly and conveniently are available to congress delegates in high traffic and lounge areas.
- Sponsor logo to appear on the station(s).
- Acknowledgement in the on-site program pocket guide and WebApp.



ON-SITE CONGRESS E-NEWS*

\$ 40,000 USD

- The opportunity to sponsor the on-site Congress e-news to registered delegates.
(Content of the e-news is the responsibility of TTS.)
- Sponsor may provide a banner ad for the e-news.
- Sponsorship will be acknowledged in the WebApp.



DIGITAL SIGNAGE STATIONS*

\$ 50,000 USD

- TTS 2018 will feature 10 such stations in key traffic areas of the congress; overall dimensions 96.5cm x 216cm, with two display screens.
- The top screen will feature sponsor logos and general congress house-keeping notes. The bottom screen will feature paid sponsor advertising.
- 1 sponsor ad on every rotation of the set of ads is included for the exclusive sponsor of these stations.



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on-site digital



REGISTRATION DESK*

\$ 10,000 USD

- Inclusion of the sponsor's logo in the design of the registration area.
- Sponsorship will be acknowledged in the on-site program pocket guide and in the WebApp



VOLUNTEER APPAREL*

\$ 10,000 USD

- Sponsor logo placed on glowing arm bracelets. "Volunteer" will also be imprinted on the bracelet.
- Sponsorship will be acknowledged in the on-site program pocket guide and in the WebApp



ELECTRONIC ADVERTISING ON DIGITAL SIGNAGE (for duration of Congress or per day)

\$ 5,000 USD (DURATION OF CONGRESS)

\$ 1,500 USD (PER DAY)

- On 10 digital signage stations that are located in high traffic areas.



ADVERTISING ON THE CONGRESS WEBAPP

\$ 5,000 USD (PER DAY)

- Rotating banner, visible below the header of the app.
- 1000–3000 impressions per day; max 4 sponsor banners per day.

Advertising Contract

**PLEASE COMPLETE AND RETURN THIS FORM TO
JENNIFER PATTERSON AT JENNIFER.PATTERSON@TTS.ORG**



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1. IDENTIFICATION OF COMPANY

Company Name: _____

Contact Person: _____

Title/Position: _____

Address: _____

City: _____ State/Prov: _____ Postal Code: _____
IF APPLICABLE

Country: _____ URL: _____

Phone: _____ Email: _____
COUNTRY CODE - AREA CODE - NUMBER

Corporate VAT #: _____

2. ITEM SELECTION

	✓	ITEM	PRICE IN USD
on-site print	<input type="checkbox"/>	FUN STOP ADVERTISING	\$ 5,000 PER STOP
	<input type="checkbox"/>	ADVERTISING POLE BANNER*	\$ 10,000
	<input type="checkbox"/>	ADVERTISING FLAG ON FLAG POLE	\$ 2,500
	<input type="checkbox"/>	STAND UP ADVERTISING BANNER (TOTEM)	\$ 5,000
	<input type="checkbox"/>	FLOOR SIGNAGE	\$ 5,000
on-site digital	<input type="checkbox"/>	CHARGING STATIONS* <input type="checkbox"/>	\$ 50,000 ALL \$ 10,000 SINGULAR
	<input type="checkbox"/>	ONSITE CONGRESS E-NEWS*	\$ 40,000
	<input type="checkbox"/>	DIGITAL SIGNAGE STATIONS*	\$ 50,000
	<input type="checkbox"/>	REGISTRATION DESK*	\$ 10,000
	<input type="checkbox"/>	VOLUNTEER APPAREL*	\$ 10,000
	<input type="checkbox"/>	ELECTRONIC ADVERTISING ON DIGITAL SIGNAGE <input type="checkbox"/>	\$ 5,000 ALL \$ 1,500 PER DAY
	<input type="checkbox"/>	ROTATING BANNER ADVERTISING ON WEBAPP	\$ 5,000 PER DAY
	<input type="checkbox"/>	OTHER ADVERTISING SPECIFY: _____	AMOUNT \$ _____

TOTAL: \$ _____

3. IN ORDER TO VALIDATE THIS CONTRACT

We agree to provide payment including applicable VAT in USD as mentioned above within 30 days of receipt of invoice from The Transplantation Society.

AUTHORIZED SIGNATURE

PRINTED NAME

DATE OF SIGNATURE



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Jennifer Patterson

Industry Coordinator

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27th International Congress of The Transplantation Society

c/o The Transplantation Society

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