

# Prospectus

EXHIBITOR & CORPORATE  
SUPPORT OPPORTUNITIES

V I R T U A L



[www.acro.org/education/annualmeeting](http://www.acro.org/education/annualmeeting)

# ACRO 2021 will be a powerful digital experience for attendees and exhibitors/supporters.

## Access

Connect with more than 400 anticipated attendees! The 2021 ACRO Summit is expected to garner additional interest and participation because of its virtual aspect. Connect with attendees who wouldn't normally be able to attend in person. The 2021 Virtual ACRO Summit expects to deliver a diversified program with two distinct tracks: one designed for radiation oncologists to network with colleagues, mentor the next generation of doctors, and learn the latest information on a wide range of continuing medical education topics; and a second track for practice administrators dedicated to providing education on best practices in radiation oncology administration.

## Content

The 2021 ACRO Virtual Summit will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the meeting platform for 12 months after the meeting

## Engagement

The 2021 ACRO Virtual Summit will provide many opportunities to engage with attendees – video chat, meeting rooms, Q&A, polling and analytics. Present your custom message to attendees! Engage with attendees through the presentation of content-specific education that you develop.

## Analytics

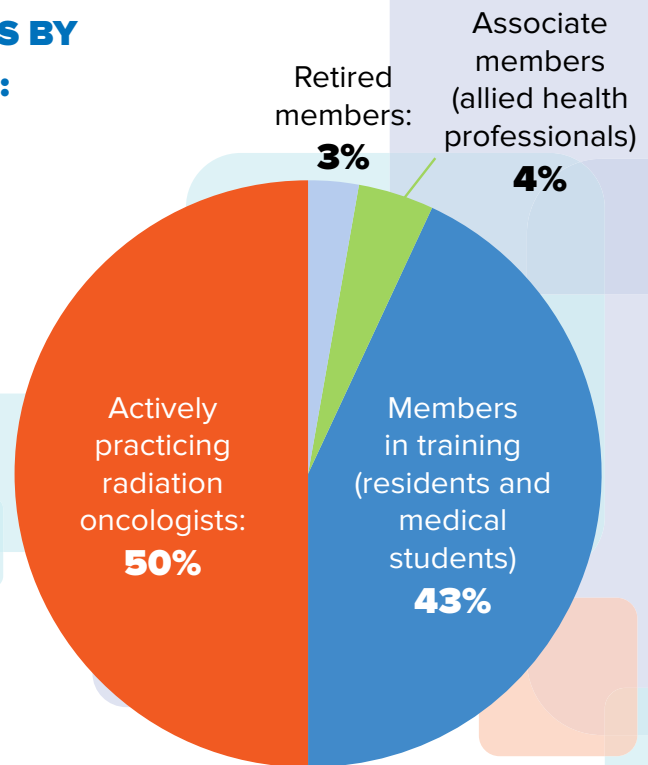
The 2021 ACRO Virtual Summit is complete with comprehensive analytics for exhibitors and session sponsors to gather those ever important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees who visit your booth or view your sponsored content. As an exhibitor you will have access to your own exhibitor portal where you can pull booth analytics. Your analytics will include the following:

- i. **Live Attendee Impression Tracking** (name, credentials, position, organization, biography, email, phone number, mailing address, social media, booth views, content views, info requests.).
- ii. **“Request information” button** so attendees can submit a request or comment and exhibitors can personally follow up.
- iii. **Easy exportable excel reports** for Attendee Impression tracking and Information Requests.

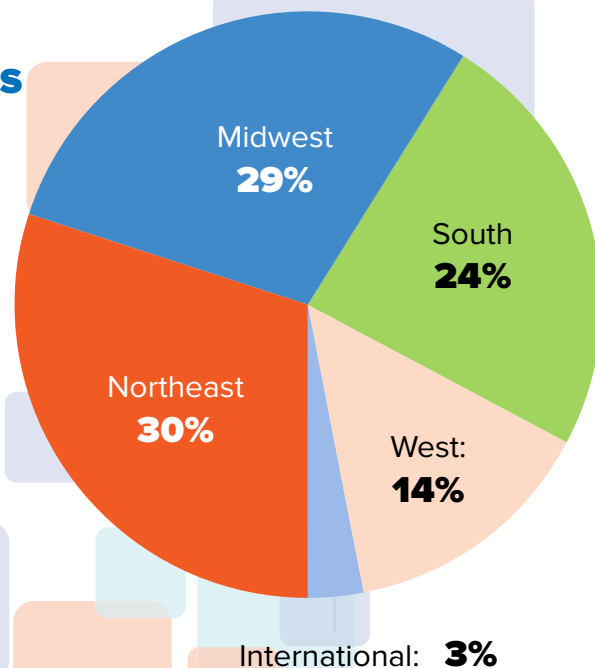
# Who Attends

Over **400 physician leaders** who are responsible for the day to day practice of radiation oncology attend ACRO's Annual Meeting.

## ACRO MEMBERS BY DEMOGRAPHIC:



## ATTENDEE DEMOGRAPHICS BY REGION:



# Levels of Support

The 2021 ACRO Virtual Summit will continue to recognize the multiple levels of support that your company has come to expect from prior ACRO meetings. This level of support will include your purchase of a virtual exhibit hall booth space.

All supporters are acknowledged on the ACRO website along with a marketing badge during the virtual conference.

## Platinum **\$15,000+**

- 6 Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2021 ACRO meeting web page
- Logo and link on conference platform
- One Premium Booth



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## Gold **\$10,000+**

- 4 Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2021 ACRO meeting web page
- Logo and link on conference platform
- One Standard Booth



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## Silver **\$7,500+**

- 2 Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2021 ACRO meeting web page
- Logo and link on conference platform
- One Standard Booth



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## Bronze **\$5,000+**

- 1 Full conference registration
- Acknowledgement of support on meeting platform
- Logo and link on 2021 ACRO meeting web page
- Logo and link on conference platform



# Supporter Opportunities

## Symposia

**\$15,000**

As a symposium sponsor, you will be able to present your content to attendees without competing with any other educational content scheduled at that time.

- You will have 45 minutes for presentation and 15 minutes for live Q&A. The content will be pre-recorded, and you will host a live Q&A afterwards with your speakers and moderators.
- Your recorded symposium will also be added to our on-demand sessions and be made available for viewing for 12 months after the meeting.
- There will be a link to your symposia within your exhibit booth for optimal promotion.

### MARKETING:

As a sponsor you will receive a pre-registration list of attendees (mailing address only). You will also receive analytics from your symposium, including who attended along with their contact information. Analytics will be provided following your symposium and for the 3 months following the event.

### AVAILABLE TIMES:

Wednesday, February 24	4:30 pm EST
Thursday, February 25	10 am EST
Thursday, February 25	4:30 pm EST
Friday, February 26	10 am EST
Friday, February 26	4:30 pm EST

## Shared Excellence Among Leaders (SEAL) Program

**\$12,000**

Support ACRO's SEAL program with daily sponsorship. The SEAL program is dedicated to educating attendees on best practices in the management in administration of radiation oncology practices. This pre-recorded 2-day program will have live discussions, linked out to individual zoom rooms.

### BENEFITS INCLUDE:

- You will receive analytics on the attendees who participate in this session.
- Logo placement on platform description listing.
- Logo acknowledgement all marketing materials
- Leadership book for all recipients
- 5 minute video ad during break
- 15 minute pre-recorded intro discussion on each day (30 minutes total)



# Supporter Opportunities cont.

## Locum Tenens

**\$5,000**

This networking session is specifically designed for conference attendees who are currently in locum tenens assignments or those who are exploring it as a career option. Your sponsorship includes acknowledgement on all marketing of this session, as well as the ability for a representative of your company to support the program with information about locum tenens and provide support during the Q&A portion of the program. This session is pre-recorded with live Q&A.

### **BENEFITS INCLUDE:**

- You will receive analytics on the attendees who view in this session
- Be a panelist during the Q&A panel discussion
- Logo placement on platform description listing.
- Logo acknowledgement all marketing materials

## Residents Programming

**\$5,000**

Connect with residents in all stages of their career. This presentation will include a career launch discussion, with topics including insurance, managing finances, investment opportunities and practice cases with experts in various fields. Your sponsorship of this informative session will include marketing acknowledgement, as well as the opportunity to provide a brief introduction and to be a part of the Q&A panel discussion. This session is pre-recorded with live Q&A

### **BENEFITS INCLUDE:**

- Brief pre-recorded introduction
- Be a panelist during the Q&A panel discussion
- You will receive analytics on the attendees who participate in this session
- Logo placement on platform description listing.
- Logo acknowledgement all marketing materials

## Residents MEET Program

**\$5,000**

This program connects residents and new practitioners to network with faculty members from a variety of academic training programs. Your sponsorship of this informative session will include marketing acknowledgement, the opportunity to present a fun interactive learning program, as well as the opportunity to provide a brief introduction and to be a part of the Q&A panel discussion. This session is pre-recorded with live Q&A.

### **BENEFITS INCLUDE:**

- Brief pre-recorded introduction
- Be a panelist during the Q&A panel discussion
- You will receive analytics on the attendees who participate in this session
- Logo placement on platform description listing.
- Logo acknowledgement all marketing materials

# Supporter Opportunities cont.

## Women's Forum

**\$5,000**

Support the Women's forum with this exclusive sponsorship. Your support includes acknowledgement on all marketing of this session as well as the opportunity to have a representative give a brief introduction before the virtual session begins. This session is pre-recorded with live Q&A

### **BENEFITS INCLUDE:**

- Brief pre-recorded introduction
- Be a panelist during the Q&A panel discussion
- You will receive analytics on the attendees who participate in this session
- Logo placement on platform description listing.
- Logo acknowledgement all marketing materials



## Exhibitor Theater

**\$4,500**

Submit your 30 minute pre-recorded exhibitor theater session to be made available to attendees. Direct attendees back to your booth for continued conversations. This content will be available on the platform for 12 months post-conference

### **EXCLUSIVE BENEFITS INCLUDE:**

- Ability to host a speaker and content of your choosing
- Speaker biography and description on website and mobile app
- Analytics of attendees that attended your exhibitor theater



## Abstract Achievement & Virtual Poster Gallery

**\$3,500**

Support the abstract posters and the valuable information they provide. A virtual poster gallery will showcase ACRO's poster authors valuable work while providing virtual education to all participants. Your logo placement on the virtual poster platform will be prominently displayed as recognition of your support.



## Trainee Awards for Residents and Medical Students

**\$2,500 per company**

ACRO encourages members-in-training to attend the annual meeting, which is a great opportunity for the residents and medical students to engage with colleagues, launch their careers, and participate in valuable CME and other educational programming. We would love to find two to three corporate sponsors to contribute to a fund to underwrite the registration costs of trainees who attend the conference, with the goal of providing a number of \$50 stipends. This is significantly lower per trainee due to the annual meeting's virtual platform. Your sponsorship includes acknowledgment in the program, onsite signage, website, and meeting app.



# Promotion/Advertising

## Eblast

**\$2,500**

Send your custom message out to all ACRO members with a custom eblast. ACRO will only schedule one per day in the immediate six weeks before the meeting.

## Daily Update Ad

**\$1,500**

**(3 available per day)**

ACRO will be sending out a daily update via email to all attendees each evening, recapping the day, and reminding attendees of the events taking place the following day. Include your custom graphic with a link out to your website.

## Navigation Ad

**\$7,500**

Place a custom ad on the homepage of the platform under the navigation buttons. This ad will follow attendees around the platform as they navigate their way around the meeting. This branded ad can link to your exhibit booth or to a webpage of your choosing. Your branded ad will be continually seen by everyone

## Banner Ad

**\$5,000**

Place a custom ad on the homepage of the platform. This ad will be seen by every attendee that logs onto the platform. It will be visible on the home page of the platform. This branded ad can link to your exhibit booth or to a webpage of your choosing.

## Gamification

**\$750**

**(10 Available)**

In our virtual exhibit hall, your booth space will contain a virtual QR code that attendees must click on and answer a question you provide about your company/service/product to receive points in the game for great prizes. This opportunity is sure to push attendees to visit your booth.

## Pre-Meeting Attendee List **\$500**

Purchase the pre-meeting attendee list (mailing addresses only) for a one-time use mailing.





# Virtual Exhibit Booth

## STANDARD EXHIBIT BOOTH PACKAGE

\$2,500

The exhibit booth package includes:

- Company description
- Exhibitor Portal access with access analytics/statistics
- Ability to upload three (3) website links
- Logo upload
- Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with the ability to share your screen
- Ability to upload three (3) documents (pdf) to exhibit booth
- Ability to upload three (3) images to exhibit booth
- 2 full conference registrations

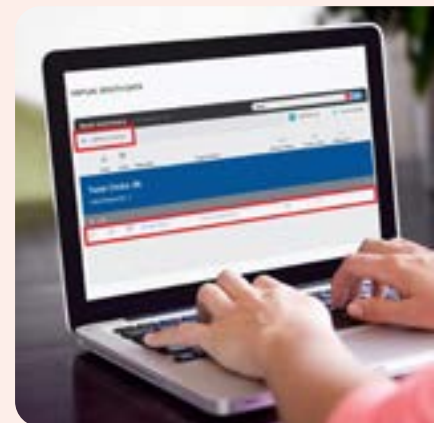


## PREMIUM EXHIBIT BOOTH PACKAGE

\$4,000

The exhibit booth package includes:

- Company description
- Exhibitor Portal access with access analytics/statistics
- Ability to upload up to six (6) website links
- Logo upload
- Custom Banner ad image with the ability to link out to a website of your choice
- Video upload of a custom video (up to 3 minutes) to your virtual exhibit booth
- Giveaway opportunity
- Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with the ability to share your screen
- Ability to upload up to six (6) documents (pdf) to exhibit booth
- Ability to upload six (6) images to exhibit booth
- 4 full conference registrations



## BOOTH ENHANCEMENT

\$1,000

The booth enhancement package includes:

### Additional Weblinks

Add additional weblinks (up to 6 total)

### Additional PDF

Add additional pdf documents (up to 6 total)

### Additional Images

Add additional images (up to 6 total)

### Giveaway Option

Add a giveaway option to your virtual booth. With this option you will provide an external linked page where you can collect attendee information for a drawing or raffle that you award.

# Contract



**MAIL TO:** ACRO 2021 Exhibits and Sponsorships, PO Box 600, White Marsh, MD 21162  
**QUESTIONS?** Phone: 301-658-2042 Email: [acro@sponsorshipboost.com](mailto:acro@sponsorshipboost.com)

## Contact Information

**CORPORATE SUPPORTER**

Please PRINT your company's name and contact information, as you would like them to appear in the Final Program. If your company is providing an unrestricted educational grant, please check the "Corporate Supporter" box above.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

## Exhibitor Rates & Preferences

**Standard Exhibit Booth Package @ \$2,500**      \$

**Premium Exhibit Booth Package @ \$4,000**      \$

**Booth Enhancement Package @ \$1,000**      \$

**TOTAL CHARGE** \$

### Cancellation

Full Refund can be received minus a \$200 administrative fee up until October 20, 2020. After that there is no refund given.

## Please Enroll Company as a:

- Platinum Supporter** \$15,000+     **Gold Supporter** \$10,000+     **Silver Supporter** \$7,500+     **Bronze Supporter** \$5,000+

## Corporate Support Selection:

**Support Item:** \_\_\_\_\_ Price \$

**Support Item:** \_\_\_\_\_ Price \$

**Support Item:** \_\_\_\_\_ Price \$

## Payment

- Check (Please make payable to ACRO)
- Credit Card (Please complete information below)     Visa     Mastercard     American Express

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_ CVV \_\_\_\_\_ Expiration Date (Mo/Yr) \_\_\_\_\_

Signature \_\_\_\_\_

All applications **MUST** include full payment (unless covered by committed support level). Applications are considered incomplete until full payment has been received, and a booth will not be assigned.

## Authorization

By signing this Agreement, I agree that I have read the above guidelines, and agree to abide by the terms and conditions set forth. A Corporate Support Application must be signed in order to confirm support of item.

Signature \_\_\_\_\_ Date \_\_\_\_\_