



*Exhibit Hall at 39th AAGL Global Congress – November 2010*

2011  
twenty-first annual  
**CORPORATE  
SPONSORSHIP  
PROGRAM**



# twenty-first annual CORPORATE SPONSORSHIP PROGRAM



## CORPORATE SPONSORSHIP PROGRAM NOTES

**Deadline** - The deadline for participation in the Corporate Sponsorship Program is February 15, 2011. Substitutions and make-goods are not permitted for registrations after this date.

**Participation** - Corporate Sponsorship Program benefits are available on a first-come, first-served basis based upon receipt of full payment.

**Cancellations** - Refunds will not be given for the Corporate Sponsorship Program whether in part or in whole for any reason after the deadline.

**Substitutions** - Substitutions of benefits are permitted as long as requested item(s) are equal to or lesser in value to the substituted item(s).

**Advertising Regulations** - Appearance of advertising in any AAGL publication does not constitute a guarantee or endorsements of the quality or value of such product(s) or of the claims made for by its manufacturer and/or advertising agency. All advertisements are subject to the AAGL's approval. The AAGL reserves the right to cancel any advertisement, insertion order, placement, or space reservation.

Program benefits and specifications are subject to change. Equivalent substitutions may be offered if available.

**40** years ago, when established in 1971, the AAGL was the very first organization in the world dedicated to gynecologic endoscopic surgery. We remain the largest, breaking ground by way of education, communication, and research. Through our CME courses, publications such as *The Journal of Minimally Invasive Gynecology*, and the Foundation of the AAGL, we strive to push the boundaries of the state-of-the-art minimally invasive care to create a healthier world for women.

The membership of the AAGL is the market you are trying to reach. Over 5,000 strong, the members are nearly, equally balanced between male and female and have almost equal representation in the age groups of 31-40, 41-50 and 51-60. Over 70% of the members practice in the United States with the international members practicing in 78 countries around the world. Membership in the AAGL demonstrates a physician's commitment and dedication to minimally invasive gynecology. Our members influence the procurement and use of innovative products to advance the practice of endoscopic surgery.



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Now in its twenty-first year, the Corporate Sponsorship Program continues to raise funds to assist the AAGL in its commitment to the Ob/Gyn medical and patient communities. For an annual contribution to the AAGL, sponsors are offered opportunities to market their products and services at AAGL meetings and through other media. Because of the AAGL's influence and reach, there is no more powerful way to connect with this market than through the AAGL. The benefits allotted at each of the contribution levels are described on the following pages. After studying them, let us know at which point you would like to support the AAGL as it continues to lead the world in minimally invasive health care.

# SPONSORSHIP LEVELS

## Platinum Sponsor – \$40,000 Platinum Sponsor Plus– \$75,000

### Annual Meeting

Priority Placement for 8 booth spaces (20 x 40 island)	\$20,000
Global Congress Spotlight 5 slides	\$3,500
Zmag Video Pop Ups in Programs	\$1,000
Syllabus Flash Drive Listing	\$2,500
Cyber Café	\$750
Pre-show list	\$575
Post-show list	\$450
Breakfast	\$4,500
Doctor's Briefcase insert	\$1,500
1 4C ad – Preliminary Program	\$3,710
1 4C ad – Final Program	\$3,710
Sponsorship ad with logo in Prelim. Program	\$3,565
Sponsorship ad with logo in Final Program	\$3,565

### JMIG

Sponsorship ad in one issue	\$3,565
1 year subscription	\$236

### NewsScope

Two 4-color ad space	\$8,020
Sponsorship ad in one issue	\$3,565

### Website Banner

	\$5,100
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Mailing List (Members & NonMembers)	\$1,275
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TOTAL VALUE \$71,086

Plus AAGL SurgeryU Diamond Sponsorship \$48,000

GRAND TOTAL VALUE \$119,086

## Gold Sponsor – \$30,000 Gold Sponsor Plus– \$50,000

### Annual Meeting

6 booth spaces (20 x 30 island)	\$15,300
Global Congress Spotlight 1 slide	\$1,500
Cyber Café	\$750
Pre-show list	\$575
Post-show list	\$450
Breakfast	\$4,500
Doctor's Briefcase insert	\$1,500
1 4C ad – Preliminary Program	\$3,710
1 4C ad – Final Program	\$3,710
Sponsorship ad with logo in Prelim. Program	\$3,565
Sponsorship ad with logo in Final Program	\$3,565

### JMIG

Sponsorship ad in one issue	\$3,565
1 year subscription	\$236

### NewsScope

One B&W ad space	\$2,620
Sponsorship ad in one issue	\$3,565

### Website Banner

	\$5,100
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Mailing List (Members & NonMembers)	\$1,275
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TOTAL VALUE \$55,486

Plus AAGL SurgeryU Sapphire Sponsorship \$36,000

GRAND TOTAL VALUE \$91,486

## Silver Sponsor – \$20,000 Silver Sponsor Plus– \$30,000

### Annual Meeting

4 booth spaces	\$10,600
Global Congress Spotlight 1 slide	\$1,500
Cyber Café	\$750
Pre-show list	\$575
Post-show list	\$450
Doctor's Briefcase insert	\$1,500
1 B&W ad – Preliminary Program	\$2,410
1 B&W ad – Final Program	\$2,410
Sponsorship ad in Preliminary Program	\$3,565
Sponsorship ad in Final Program	\$3,565

### JMIG

Sponsorship ad in one issue	\$3,565
1 year subscription	\$236

### NewsScope

Product listing	\$300
Sponsorship ad in one issue	\$3,565

### Website Banner

	\$5,100
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Mailing List (Members Only)	\$700
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TOTAL VALUE \$40,791

Plus AAGL SurgeryU Emerald Sponsorship \$24,000

GRAND TOTAL VALUE \$64,791

## Bronze Sponsor – \$15,000 Bronze Sponsor Plus– \$25,000

### Annual Meeting

2 booth spaces	\$4,700
Global Congress Spotlight 1 slide	\$1,500
Cyber Café	\$750
Pre-show list	\$575
1 B&W ad – Preliminary Program	\$2,410
1 B&W ad – Final Program	\$2,410
Sponsorship ad in Preliminary Program	\$3,565
Sponsorship ad in Final Program	\$3,565

### JMIG

Sponsorship ad in one issue	\$3,565
1 year subscription	\$236

### NewsScope

Product listing	\$300
Sponsorship ad in one issue	\$3,565

### Website Banner

	\$5,100
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Mailing List (Members Only)	\$700
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TOTAL VALUE \$32,941

Plus AAGL SurgeryU Ruby Sponsorship \$12,000

GRAND TOTAL VALUE \$44,941



# AAGL SurgeryU™

## Sponsorship Levels



	DIAMOND \$48,000	SAPPHIRE \$36,000	EMERALD \$24,000	RUBY \$12,000
Limited # of sponsors	5			
Landing Page—includes product listing, videos & company description	Yes			
Live surgery broadcast on SurgeryU	1 per year			
Logos on marketing materials	Yes	Yes		
Post press releases on New/Events	Yes	Yes		
Listing of videos using company's equipment	Yes	Yes	Yes	
Webcasts	1 per year	1 per year	1 per year	
Logos linking to company website on selected pages	Largest on Home Page Video Networking Portal Corporate Sponsor	Less Large Video Networking Portal Corporate Sponsor	Smaller Video Page	Smallest Corporate Sponsor
Product/Instructional Videos with links to company's site	24 12 to start +1/mo.	18 6 to start +1/mo.	12 1/mo.	6 1 every other month
Free SurgeryU subscriptions for company representatives	10	5	3	1
Click analysis	Included	Included	Included	Included
Logos on SurgeryU ads in NewsScope 4 times a year	Yes	Yes	Yes	Yes
Product listing	Unlimited	Unlimited	Unlimited	Unlimited

# DETAILS OF BENEFITS



*Site for 40th AAGL Global Congress in Westin Diplomat, Hollywood (near Miami) Florida.*

## ANNUAL MEETING

40th AAGL Global Congress of Minimally Invasive Gynecology  
November 6 – 10, 2011 • Westin Diplomat • Miami, Florida

The AAGL experienced record-breaking attendance at its 39th Annual Meeting with 1,850 physicians attending the Congress and presenting abstracts, videos and posters. We anticipate this trend to continue in 2011.

### Exhibit Space

**Value: \$4,750 – \$20,000**

Sponsors will be allotted 10' x 10' booth spaces at the 40th AAGL Global Congress of Minimally Invasive Gynecology. See Sponsorship Levels for amount of space given.

### Global Congress Spotlight

**Value: \$1,500 – \$3,500**

Your product or corporate PowerPoint slides or video will be shown throughout the halls of the Global Congress venue on five 42" monitors featuring news and photos of interest to the anticipated 1800 physicians attending.

### Zmag Video Pop-Ups

**Value: \$1,000**

The Zmag software converts flat, static documents into interactive experiences enabling you to show a video along with your ad. You have to see it to imagine what you can do with it so call us for a demonstration. Limited to Platinum sponsors.

### Syllabus Flash Drive Listing

**Value: \$2,500**

Your company will be acknowledged for supporting this very popular flash drive. Premiered at last year's Global Congress, the flash drive containing all the syllabus won a high approval rating from the attendees. Limited to Platinum sponsors.



### Cyber Café

**Value: \$750**

Each time a physician sits down to check emails or reference the Internet, your logo will be displayed. In the entrance to the room, a sign will thank the sponsors that made this most-requested service possible.

### Pre-show list

**Value: \$575**

All sponsors will receive one electronic list of all pre-registered congress attendees. The list will contain approximately 1,000 names.

### Post-show list

**Value: \$450**

Qualifying sponsors receive one electronic list of post-show registrants.

# DETAILS OF BENEFITS



Breakfast  
**Value \$4,500**

Platinum and Gold level sponsors may reserve a breakfast on the morning of your choice. This credit is applied towards room use only and does not include setup, catering, etc. Rooms will be assigned on a first-come, first-served basis.

Doctor's Briefcase Insert  
**Value: \$1,500**

You may submit a single-sheet (2 sided) insert that will be included in the Annual Meeting briefcase.

Annual Meeting  
Preliminary & Final  
Program Advertising  
**Value: \$4,850 – \$7,420**

You will be allocated a total of two, full-page ad spaces to place in the Annual Meeting Programs. The Preliminary Program will be distributed to over 15,000 physicians worldwide. The Final Program (2,500) is distributed at the meeting. Both programs are posted to the AAGL website.

Annual Meeting  
Preliminary & Final  
Program Recognition  
**Value: varies**

You will be highlighted as a sponsor of the AAGL and your name and logo will be listed on a page in both the Preliminary & Final Programs. The Preliminary Program is mailed to approximately 15,000 physicians and the Final Program is distributed at the Congress to approximately 2,500 attendees. Both programs are posted to the AAGL website.

**THE JOURNAL OF  
MINIMALLY INVASIVE  
GYNECOLOGY**  
**Value: \$3,500**

You will be highlighted as a sponsor of the AAGL and your name and logo will be listed on a page in all six issues of *The Journal of Minimally Invasive Gynecology* as well as the Annual Meeting Abstract Supplement.

One Year Subscription  
to JMIG  
**Value: \$236**

You will be provided with a one-year subscription to *The Journal of Minimally Invasive Gynecology* which includes a hard copy subscription as well as electronic access through our publisher's website, [www.jmig.org](http://www.jmig.org).

**NEWSCOPE  
Advertising**  
**Value: \$300 – \$8,020**

NewsScope is the AAGL's official newsletter to keep members informed of current events. You will receive either one or two full-page color ad (Platinum) or space for one listing in the New Products section. NewsScope is mailed to over 5,000 physicians quarterly.

Logo & Sponsorship  
Listing  
**Value: \$1,000**

You will be highlighted as a sponsor of the AAGL and your name and logo will be listed in the July-Sept 2011, pre-Congress issue.

**Web Site Banner**  
**Value \$5,100**

Each sponsor receives a 468 x 60 pixel banner space on the general AAGL web site for 2011. The web site is a resource on minimally invasive gynecology for physicians and other health care professionals, news media and patients.

**Mailing Labels**  
**Value: \$700 – \$1,275**

Each Platinum and Gold sponsor receives one complete set of AAGL member and non-member mailing labels from the mailing database (approximately 13,000 names). Silver and Bronze sponsors receive members only (approximately 5,000 names).

