TWENTY-SEVENTH ANNUAL

2017 CORPORATE Sponsorship Program
AAGL was the very first organization in the world dedicated to gynecologic endoscopic surgery when it was founded in 1971. We remain the largest group dedicated to minimally invasive gynecologic surgery (MIGS), breaking ground by way of education, communication, and research. From the beginning, our mission has been to provide a platform upon which the best and the brightest in our industry could share their research, educate their peers, and advocate surgical options that make the lives of women better.

By partnering with AAGL and supporting our efforts, sponsors are offered opportunities to advance their products and services at AAGL meetings, including our acclaimed Annual Global Congress, and through other media. There is no more powerful way to connect with this market than through the AAGL.

Benefits of Sponsoring the AAGL

- Access to more than 7,500 physicians with a specific interest in minimally invasive gynecology surgery (MIGS).
- Increased Awareness of your brand through our advertising opportunities.
- Exhibit your products and services at the AAGL Global Congress on MIGS - the largest clinical meeting dedicated to minimally invasive gynecologic surgery in the world.
- Networking with your target customers.

AAGL Membership Demographics

Global Membership

- Total Membership: 7,500+
- U.S. Members: 53%
- International Members: 47%

Membership by Type

- Practicing Physicians: 80%
- Residents in Training: 1000+

2016 AAGL Global Congress Attendance

1843

Dubbed the “can’t-miss event” of the year by our members
Corporate Sponsorship Program

Committed to Advancing MIGS
2016 Corporate Sponsors

PLATINUM

GOLD

SILVER

BRONZE
Will you join us?

The Exhibit Hall at the AAGL Global Congress is the ideal venue for demonstrating your products, technologies, and services, and also for networking with congress attendees. As access to hospitals and physicians in the OR continues to be challenging for vendors and sales professionals, your exhibit booth is the gateway to starting and building those important relationships with your target customers.

Secure your sponsorship level now at www.aagl.org/corporatesponsorship.

New this year!
The Video and Virtual Poster Pavilion will be housed in the Exhibit Hall. Dedicated viewing time will be built into the program, drawing more congress attendees into the Exhibit Hall.

Corporate Sponsorship Program Notes

DEADLINE – The deadline for participation in the Corporate Sponsorship Program is June 2, 2017. 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.

ADVERTISING REGULATIONS – See the 2017 AAGL Advertising Media Kit for all details at www.aagl.org/mediakit.

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

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## Corporate Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth space at the AAGL Global Congress* (includes applicable corners)</td>
<td>20x40 Island (Value $31,600)</td>
<td>20x30 Island (Value $24,200)</td>
<td>20x20 Island (Value $16,800)</td>
<td>20x10 Inline (Value $8,400)</td>
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<tr>
<td>Priority Booth Selection and Final Program ad placement</td>
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<tr>
<td>Priority selection of additional sponsorship opportunities (exclusive access for 7 days)</td>
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<tr>
<td>Complimentary room for industry sponsored breakfast (max 3 separate companies per day) at the AAGL Global Congress</td>
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<tr>
<td>Directional signage leading to your booth at the AAGL Global Congress Exhibit Hall (Aisle signs will contain your logo, name, and arrows)</td>
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<tr>
<td>Enhanced exhibitor listing in AAGL Global Congress Exhibit Hall (ad will be included in general rotation, see 2017 AAGL Advertising Media Kit for details)</td>
<td></td>
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<tr>
<td>Company logo displayed on towers near the main registration desk at the AAGL Global Congress</td>
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<tr>
<td>Recognition for sponsoring all post-show online presentations of the videos captured at the AAGL Global Congress (General Sessions, PG Courses, Plenaries, Panels, Surgical Tutorials)</td>
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<tr>
<td>Top banner and skyscraper ads on AAGL Global Congress web site (ad will be included in general rotation, see 2017 AAGL Advertising Media Kit for details)</td>
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<tr>
<td>Physician’s tote bag insert at the AAGL Global Congress (1 page)</td>
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<tr>
<td>Global Congress Spotlight video commercial (15 seconds)</td>
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<tr>
<td>Company logo and link on monthly AAGL E-Bulletin (delivered to mailing list of 20K+ contacts)</td>
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</tr>
<tr>
<td>Recognition for sponsoring the Open Communications and Video Sessions at the AAGL Global Congress and in the Final Program</td>
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<tr>
<td>Ad in the hard copy AAGL Global Congress Final Program</td>
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<tr>
<td>Recognition as sponsor in hard copy first announcement of the AAGL Global Congress (mailed to 20K+)</td>
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<tr>
<td>Discounts on all physical branding opportunities at the AAGL Global Congress (expires 9/8/17)</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Recognition for sponsoring the Virtual and Video Poster Pavilion at the AAGL Global Congress and in the Final Program</td>
<td></td>
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<tr>
<td>Company logo displayed on the exhibit hall entrance unit at the AAGL Global Congress</td>
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<tr>
<td>Pre-show registrant list (Name, City, State, Zip, Country)</td>
<td></td>
<td></td>
<td></td>
<td>+ $3000</td>
</tr>
<tr>
<td>Post-show registrant list (Name, City, State, Zip, Country)</td>
<td></td>
<td></td>
<td></td>
<td>+ $3000</td>
</tr>
<tr>
<td>Lead retrieval scanners at the AAGL Global Congress</td>
<td>5 machines</td>
<td>4 machines</td>
<td>3 machines</td>
<td>1 machine</td>
</tr>
<tr>
<td>Exhibitor listing in the AAGL Global Congress App (text only, by Sponsorship Level)</td>
<td></td>
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<tr>
<td>Certificate of recognition as an AAGL Global Congress Sponsor</td>
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<tr>
<td>Complimentary subscription to JMIG, the journal of the AAGL</td>
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<tr>
<td>NewsScope™ Ads and Product Listings (see 2017 AAGL Advertising Media Kit for details)</td>
<td>1 ea./yr. + free IFC or IBC placement</td>
<td>1 ea./yr.</td>
<td>1 product listing</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Exhibit Booth Space  All booth space fees are $37 per square foot, plus an additional $500 for each corner. An additional 10’ x 10’ of booth space will cost $3,700/100. One box lunch will be provided per 100 square feet of exhibit space.

Booth fees include:
- 8’ draped back wall and 3’ draped side walls (inline only)
- Company identification sign (inline only)
- 5 exhibitor badges per 100 sq. ft. of booth space
- Access to Plenary Sessions, Poster and Podium Sessions, PG Courses (ticket prices apply)
- Complete listing in the Final Program (subject to publication deadlines)
- Listing and link to company website on the AAGL website
- Company and booth number listing in the Final Program and the AAGL Global Congress App (subject to publication deadlines)
- 24-hour perimeter security service (private in-booth security excluded)
Additional Sponsorship Opportunities at the AAGL Global Congress*

Details on each opportunity and ordering will be done online through GES Activate starting May 18, 2017 (more information coming soon). Deadline to order is September 8, 2017 (additional charges may apply after this date).

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Cooler Stations</td>
<td>$450</td>
</tr>
<tr>
<td>Guestroom Voice Message Delivery</td>
<td>$500</td>
</tr>
<tr>
<td>Room Drops</td>
<td>$750</td>
</tr>
<tr>
<td>Ad on the back of daily AAGL Day-at-a-Glance</td>
<td>$2,500/day</td>
</tr>
<tr>
<td>Hotel Closed Circuit TV Channel</td>
<td>$1,500</td>
</tr>
<tr>
<td>Physician Tote Bag Inserts (price is per page)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Double-sided lightboxes</td>
<td>$2,000</td>
</tr>
<tr>
<td>Escalator Clings (1 set)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Exhibit Hall Signs (exterior)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Room Keys</td>
<td>$5,000</td>
</tr>
<tr>
<td>Photo Booth</td>
<td>$5,000</td>
</tr>
<tr>
<td>Charging Station</td>
<td>$5,000</td>
</tr>
<tr>
<td>Banners</td>
<td>$2500-$10,000</td>
</tr>
<tr>
<td>Global Congress App Sponsorship</td>
<td>$9,500</td>
</tr>
<tr>
<td>Wi-Fi Sponsorship</td>
<td>$9,500</td>
</tr>
<tr>
<td>Staircase Clings</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Key Opportunities

- Presidential Gala: $30,000 – Celebrate congress attendees, faculty, and sponsors by sponsoring the biggest and best party of the Congress week (limited to 5 sponsors). See page 7 for details.
- Industry Symposium: $25,000 – See section on page 7 for details.
- Industry Breakfast: $5,500 – See section on page 7 for details.
- Keynote Speaker Sponsorships: Varies – The AAGL Global Congress will feature 2 impactful Keynote Speakers, including the prestigious Jordan M. Phillips Keynote Address presented during the Opening Ceremony on Monday, November 13th. Your sponsorship will be recognized, during the Keynote Speaker’s address, in promotional materials (including marketing campaigns), as well as in the Final Program. Please contact sponsorships@aagl.org to inquire about this important opportunity.
- **Discussions With the Experts** Luncheon Roundtables: $10,000 – During the PG Course days of the congress, November 12-13, 2017, congress attendees can attend a plated luncheon featuring experts presenting on a variety of relevant topics in the field of MIGS. This intimate setting (tables are limited to 10 total) offers congress attendees access to these experts that many of them would not have otherwise (multiple opportunities available).

*Sponsorship fees are not inclusive of charges for creation, installation, electrical, or other hotel or vendor service charges (including delivery).
Corporate Sponsorship Program

Industry Sponsored Breakfast Symposium at the AAGL Global Congress - $5,500
Help Congress attendees start their day off on the right note by hosting a breakfast symposium. You’ll have the opportunity to present your products and services in a private format of your choosing (panel discussion, keynote speakers, product demonstrations, etc.) at an unopposed time of 6:00am – 7:45am (Congress activities do not begin until after 7:45am). Industry sponsored breakfasts are held on the mornings of Tuesday, November 14th and Wednesday, November 15th (PG course days are excluded) and are limited to a maximum of three (3) each day. Sponsors are provided the registration lists for their event for targeted marketing purposes. The cost of food, beverage, electrical, and audiovisual is the responsibility of the sponsor. For more information, please contact sponsorships@aagl.org.

Industry Sponsored Evening Symposium at the AAGL Global Congress - $25,000
Congress attendees enjoy ending their day with the opportunity to learn more about your products and services. These events begin after Congress activities conclude on the first and second evenings of the Congress, giving you up to two hours of time to deliver a custom-designed presentation. To promote exclusivity and help drive attendance, evening symposia are limited to a maximum of three (3) on Tuesday, November 14, 2017 and one (1) on Wednesday, November 15, 2017. Sponsors are provided the registration list for their event for targeted marketing purposes. The cost of food, beverage, electrical, and audiovisual is the responsibility of the sponsor. For more information, please contact sponsorships@aagl.org.

Presidential Gala - $20,000
The AAGL celebrates all its attendees, faculty, and sponsors by hosting an all-inclusive Gala on Wednesday, November 15th. Since opening this event up to everyone in 2015, we have enjoyed the company of over 800 attendees at each event, and we expect at least that many this year. Your sponsorship of this event will be heavily recognized in multiple formats, including but not limited to: recognition in promotional materials (including marketing campaigns); recognition in the AAGL Global Congress Final Program; your company logo on the ticket (required for entry); prominent display of your company logo throughout the venue; inclusion of your company logo on the keepsake commemorative photos taken at the photo booth; public acknowledgment of your support by the AAGL President; and 10 complimentary tickets to the event.

We truly hope you will embrace the inclusive environment that has been created at the Gala and join us in putting on a wonderful celebration that our attendees will be talking about all year. For more information, please contact sponsorships@aagl.org.

Pose Rooftop Lounge at the Gaylord National Harbor
Featuring breathtaking views of the harbor through the 18 foot windows, wraparound terrace, multiple elegant seating areas, a large dance floor, and bars on both the upper and lower levels.
Corporate Sponsorship Program

Established in 1993, the Foundation of the AAGL raises financial support for the development and application of emerging technologies that benefit women’s healthcare.

Funds raised by the Foundation are used to provide:
- Educational courses and workshops
- Scholarships
- Teaching grants
- Financial support to worthy research
- Awards for scientific accomplishments

Additionally, designated funds supporting the next generation of minimally invasive gynecologic surgeons are available, including the Fund for the Future which directly supports the Fellowship in Minimally Invasive Gynecologic Surgery™ (FMIGS) program, and the Resident’s Circle Fund which helps cover the expenses for residents interested in a FMIGS fellowship to attend the annual FMIGS Fellows and Residents Surgical Boot Camp.

New for 2017
The Foundation is pleased to announce that we will be holding several fundraising events prior to and during the Annual Global Congress, including:
- Pub Crawl of popular DC haunts
- Silent Auction (online and onsite)
- Sunrise Barre Class at the Gaylord

Look for announcements of these and other fundraising opportunities as plans continue to develop, or contact foundation@aagl.org for more information.

Should your organization wish to support the many worthwhile endeavors that are funded by the Foundation (details available in the Foundation Brochure at aagl.org/service.foundation), please review the contribution levels below then visit www.aagl.org and click Donate, or contact foundation@aagl.org.

Jordan M. Phillips Endowment
- Scholar ($50,000+)
- Advisor ($25,000+)
- Researcher ($15,000+)
- Mentor ($10,000+)
- Teacher ($5,000+)
- Colleague ($2,500+)
- Associate ($1,000+)
- Friend ($500+)
- Contributor ($250+)

Other Endowments and Funds
- The Jay M. Cooper Endowment
- The Jerome J. Hoffman Endowment
- The Jaroslav F. Hulka Endowment
- The Robert B. Hunt Endowment
- The Harrith M. Hasson Endowment
- The John F. Steege, M.D. Mentorship Award
- Fund for the Future
- The Resident’s Circle Fund
- The Foundation of the AAGL

The Foundation of the AAGL is a 501(c)(3) nonprofit organization. All donations are tax deductible to the full extent of the law.