



52ND GLOBAL CONGRESS ON MIGS
MUSIC CITY CENTER · NOVEMBER 5-8 · NASHVILLE, TN



BRANDING OPPORTUNITIES

aaglexhibits@spargoinc.com | 703-679-3942 | 800-564-4220

NEW OPPORTUNITIES



Attendee Engagement Wall

Provide support of the live graphic facilitation illustrating attendees' responses to a question. This opportunity will increase engagement and excitement in the Exhibit Hall as attendees will want to participate and see the progression of the drawing. Attendees will receive the question along with a post-it note and pen when entering the Exhibit Hall for the reception on Monday afternoon and place their post-it note with their answer on a white board. The live drawing will begin when the Exhibit Hall opens on Tuesday morning and continue through the close of the exhibits on Wednesday afternoon. Support will be recognized on the live drawing board, a half meter board, in mobile app push notifications, and in an attendee email. In addition, branded post-it notes and pens may be provided by the supporter.

\$12,500 - EXCLUSIVE

Charging Zone

Attendees will appreciate your support of the Charging Zone in the Exhibit Hall where they can take a break and recharge their mobile devices. Opportunity includes a 10'x30' area with two branded charging tables, four stools, two ottomans, and a branded 4'x6' carpet decal. In addition, a 55" interactive touch screen monitor will be in the zone where attendees will view the meeting schedule, a map of the Music City Center, the Exhibit Hall floor plan, and more. To add a bit of fun, the unit will also include the opportunity to take a selfie. Supporter will receive a digital ad and branding on the base of the display.

\$15,000 - EXCLUSIVE

Interactive Touch Screens

Attendees will use these touch screen displays to view the meeting schedule, a map of the Music City Center, the Exhibit Hall floor plan, and more. To add a bit of fun, each unit also includes the opportunity to take a selfie. Supporter will receive a digital ad and branding on the base of the displays. Opportunity includes two touch screens placed in high traffic areas of the Music City Center.

\$7,500 - EXCLUSIVE



Hydration Stations

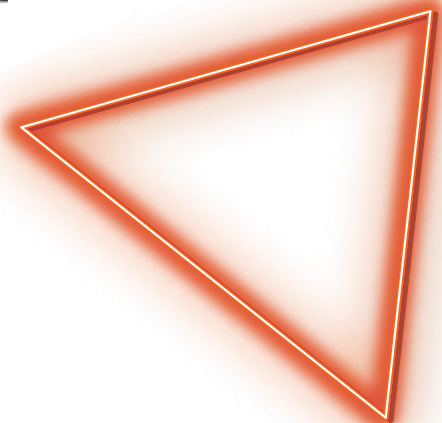
Help attendees stay hydrated by taking advantage of this opportunity to provide four Hydration Stations, each including a water bubbler, up to 10 refills, a 2' x 2' custom floor decal, and half meter board for your messaging. Two stations will be placed in the common areas and two will be placed in the Exhibit Hall.

\$6,000 - EXCLUSIVE

Highboy Table Clings

Your company will gain extra visibility while attendees gather around these highboy tables placed along the main center aisle of the Exhibit Hall. Opportunity includes three tables with your branded clings.

\$3,500 - EXCLUSIVE



SECURE YOUR OPPORTUNITY TODAY!

Email: aaglexhibits@spargoinc.com

Phone: 703-679-3942 | 800-564-4220

Stair Clings Package 1B and 1C



1B

LOCATION:

Level 1 (Attendee Entrance and Traffic from Labs and Symposium) to Level 2 (Registration, Escalator to Exhibit Hall, PG Courses and Breakout Rooms)

WIDTH: HEIGHT:

NOTES 5.5"

SIDED:

Single

DESCRIPTION:

Attendees from overflow hotels or those who attend Labs or Symposium will take these stairs to Level 2 (Registration, Courses, Escalator to Exhibit Hall). This is the left side of two sets of stairs.

NOTES:

NS Adhesive Vinyl

6 stairs

Left side flush.

A: 342"w	B: 330"w	C: 318"w
D: 306"w	E: 294"w	F: 283"w



1C

LOCATION:

Level 1 (Attendee Entrance and Traffic from Labs and Symposium) to Level 2 (Registration, Escalator to Exhibit Hall, PG Courses and Breakout Rooms)

WIDTH: HEIGHT:

NOTES 5.5"

SIDED:

Single

DESCRIPTION:

Attendees from overflow hotels or those who attend Labs or Symposium will take these stairs to Level 2 (Registration, Courses, Escalator to Exhibit Hall). This is the right side of two sets of stairs.

NOTES:

NS Adhesive Vinyl

6 stairs

Left side flush.

A: 197.5"w	B: 185.5"w	C: 173.5"w
D: 161.5"w	E: 150"w	F: 138"w

FEE:
\$10,000

1E

Door Cling Package 1E: Set of Four Door Clings

NOT AVAILABLE



LOCATION:

Level 1 Attendee Primary Entrance

WIDTH:

33.25"

HEIGHT:

37"

SIDED:

Single

DESCRIPTION:

Approximately 600 attendees staying at the Omni Hotel will enter through this high visibility door daily.

NOTES:

Static

Graphic must be installed on the lower 37" of the door.

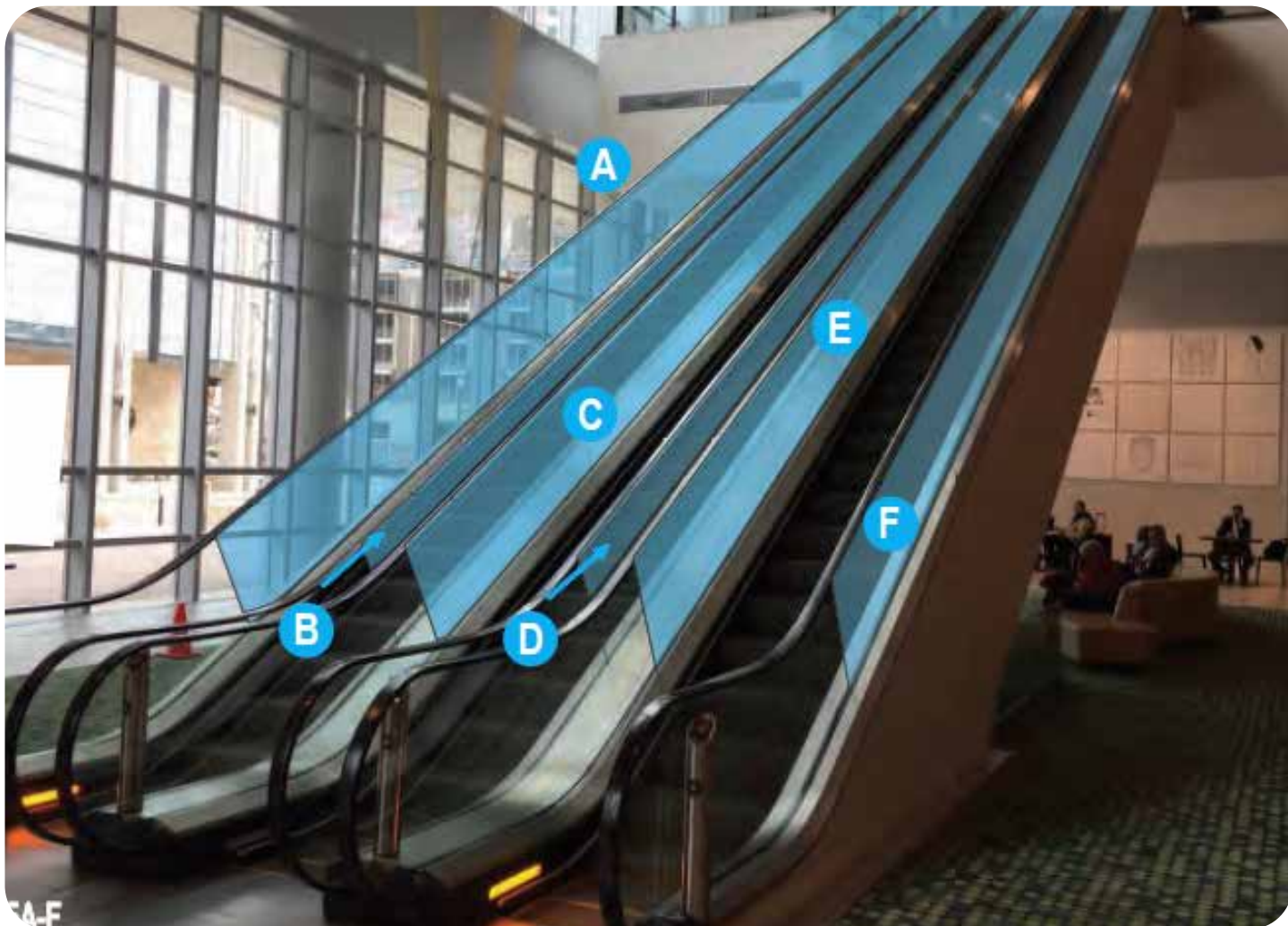
FEE:

\$8,000

1F

Escalator Package 1F: Escalator Clings

SOLD



HIGH VISIBILITY LOCATION:

Level 1 (Attendee Primary Entrance) to Level 2 (Registration, PG Courses, Breakout Sessions)

WIDTH:

601.5"

Width is comprised of 8 panels.

HEIGHT:

25.5"

SIDED:

Single

DESCRIPTION:

Directional signs will guide attendees from the primary hotel (Omni) up these escalators to Registration and PG Courses. In addition, attendees walk past these escalators going to Labs and Symposium on Level 1. These escalators also connect upper level escalators to reach the back end of the Exhibit Hall and General Sessions.

CLING NOTES:

Static

6 Clings

Top panels are 69.5"w

Second panels are 59"w

All others are 78.75"w

OPTION:

Cling A is open to the lobby and can be double sided for an additional \$1,500.

FEE:

\$15,000

1K

Column Wrap Package 1K: Single Column



LOCATION:

Level 1 Walk-Way Across from Labs and Symposium

NUMBER OF OPPORTUNITIES:

3

WIDTH:

Notes*

HEIGHT:

120"

SIDED:

Single

DESCRIPTION:

Lab and Symposium attendees will walk along the hallway that is lined with two rows of columns. These are three out of a row of four columns in the inner row.

NOTES:

Fabric

Width measurements are exact.

17: 88"w

18: 88"w

19: 88.75"w

FEE:

\$7,500 EACH

Package 2A: Escalator Clings



LOCATION:

Level 2 (Registration/PG Courses, Westin Hotel Attendee Entrance) to Level 3 (Exhibit Hall)

WIDTH:

541.5"

Width is comprised of 7 panels.

HEIGHT:

25.5"

NOTES:

Static

6 Clings

Top panels are 68.5"w

All others are 78.75"w

SIDED:

Single

DESCRIPTION:

Attendees coming from Level 2 Courses and Registration will take this high visibility escalator to the Exhibit Hall on Level 3 and on to General Sessions on Level 4.

FEE:

\$15,000

Escalator Package 2C: Escalator Clings



LOCATION:

Level 2 to Level 3, Back End of Exhibit Hall and General Sessions

WIDTH:

542"

Width is comprised of 7 panels.

HEIGHT:

25.5"

NOTES:

Static

6 Clings

Top panels are 68.5"w

All others are 78.75"w

SIDED:

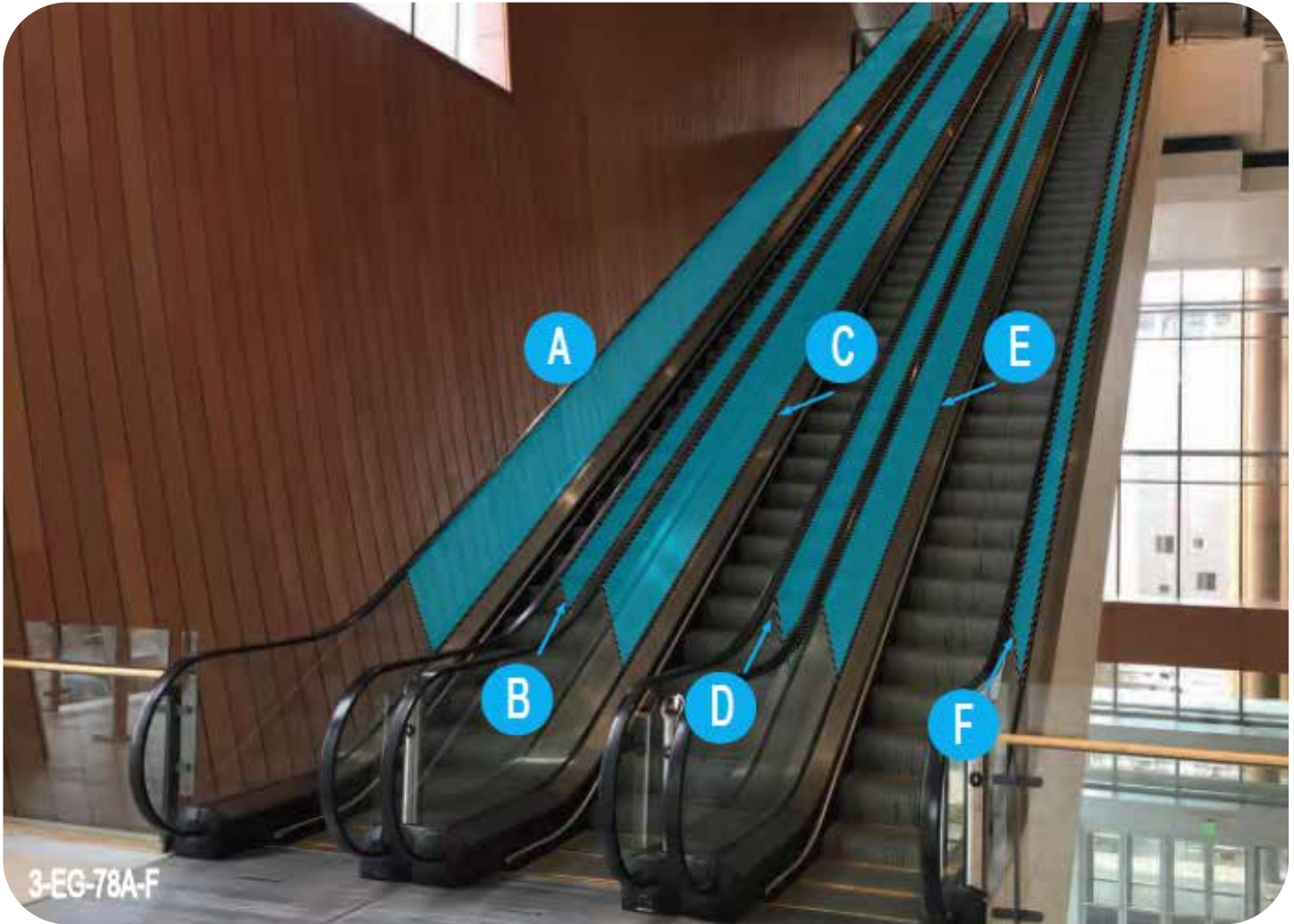
Single

DESCRIPTION:

Attendees arriving for Exhibit Hall or General Sessions may choose to skip Level 2 and take this escalator directly to the upper levels.

FEE:

\$12,000

**LOCATION:**

Level 3 (Exhibit Hall) to Level 3M (landing on route to General Sessions)

WIDTH:

721.5"

HEIGHT:

25.5"

Width is comprised of 9 panels.

SIDED:

Single

DESCRIPTION:

This is one of a two part, high visibility escalator that will take most attendees to the General Sessions on Level 4.

After breakfast and lunch in the Exhibit Hall, this escalator in the Grand Lobby will be utilized twice daily. Escalator 3A leads to a landing where attendees are funneled to Escalator 3M1. 3M1 then takes them to Level 4, General Sessions.

NOTES:

Static

6 Clings

Top panels are 91"w

All others are 78.75"w

OPTION:

Cling F is open to the lobby and can be double sided for an additional \$1,500.

FEE:

\$15,000

Escalator Package 3M1: Escalator Clings



HIGH VISIBILITY LOCATION:

Level 3M (Continuation of Exhibit Hall Escalator) to Level 4 (General Sessions)

WIDTH:

542"

Width is comprised of 4 panels.

HEIGHT:

25.5"

NOTES:

Static

6 Clings

Top panels are 65"w

All others are 78.75"w

SIDED:

Single

DESCRIPTION:

All attendees coming from the Exhibit Hall to General Sessions will use escalators 3A and then this one, 3M1, to reach General Sessions held on Level 4 twice daily.

FEE:

\$15,000

Banner Package 4A: Prime Banner Location

**LOCATION:**

Level 4 Lobby Outside General Session Entrance

OPPORTUNITIES:

4

WIDTH:

300"

HEIGHT:

240"

SIDED:

Single

DESCRIPTION:

Four Opportunities for High Brand Exposure. All attendees of the Global Congress will attend General Sessions twice daily on Level 4. These banners hang in the lobby directly in front of the entrance doors to the General Session Ballroom.

NOTES:

Fabric

4" Pole pockets at the top and bottom of the banner. Graphics and messaging should be avoided in these areas.

FEE:

\$9,500 each

EXPAND YOUR BRAND REACH

SCIENTIFIC PROGRAM

Advertising Print: Full Page Ad in the Scientific Program

The Final Scientific Program is the centerpiece of our printed materials for the AAGL Global Congress and is distributed in both print and digital formats. Full and half-page color ad space is available.

Premium Full-Page Placements:

INSIDE FRONT COVER: \$5,000

INSIDE MIDDLE: \$5,000

INSIDE BACK COVER: \$5,000

BACK COVER: \$5,000

Standard Full-Page Placements: \$3,000

Standard Half-Page Placement: \$1,500

Deadline: October 4



HOTEL & WI-FI

Hotel Door Drops

Promote your company's presence with your messaging on attendee's doors.

Two opportunities available:

November 6

November 7

Supporter is responsible for the cost to produce, ship, and distribute the door drops.

\$4,500

CONTACT AAGLEXHIBITS@SPARGOINC.COM

Hotel Key Cards

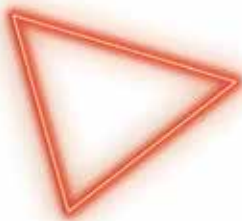
Your customized key cards will be distributed to meeting attendees upon check in. Supporter is responsible for the distribution charges and the cost to produce and ship the key cards.

\$7,500 - EXCLUSIVE

Wi-Fi

Wi-Fi Branding Opportunity includes signage displaying your branding along with the Wi-Fi password and your logo on the prominent sponsor's banner in Grand Lobby outside Exhibit Hall.

\$10,000 - EXCLUSIVE



MAXIMIZE YOUR BRANDING POTENTIAL



INDUSTRY SYMPOSIUM

Industry Hosted Symposia - Morning

Congress attendees will enjoy starting their day with breakfast and the opportunity to learn more about your products and services. These events begin before Congress activities on the first and second morning of the Congress, giving you up to one and a half hours of prime time to deliver a custom-designed presentation. Breakfast, AV, and room set up included. Changes/additions to AV or room set-up will incur additional charges. 200 max attendees.

\$35,000 - 6 AVAILABLE

Industry Hosted Symposia - Evening

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 evening of the Congress, giving you up to two hours of prime time to deliver a custom-designed presentation. Room rental, basic AV, and room configuration included. Changes/additions to AV or room set-up will incur additional charges. Catering not included. Unlimited attendees.

\$30,000 - 3 AVAILABLE

Industry Hosted Product Theaters **SOLD**

Congress attendees will be eager to attend your live demonstrations during their breakfast and lunch in the Exhibit Hall. You will have forty-five minutes to deliver a custom-designed presentation. Catering not included.

\$12,500 - 8 AVAILABLE

HIGH-TECH BRANDING OPPORTUNITIES

Spotlight Videos

Run a 15-second ad, played on a loop, on multiple strategically placed screens throughout the Music City Center.

\$1,500

Headshot Station/Photo Booth

Support a state-of-the-art professional headshot station and/or photo booth. Sponsorship includes branding on-site signage, and on AAGL marketing materials.

HEADSHOT STATION: \$7,000

PHOTO BOOTH: \$3,300

HEADSHOT AND PHOTO BOOTH: \$9,000



FOR MORE INFORMATION PLEASE CONTACT:

Craig Baker, Director of Sales

SPARGO, Inc.

Email: aaglexhibits@spargoinc.com

Phone: 703-679-3942 | 800-564-4220

MEETING & LAB SPACE

Business Meeting Rooms in the Music City Center

We have a variety of meeting rooms available for private meetings off the Exhibit Hall floor.

\$1,500 PER HALF DAY & \$3,000 PER FULL DAY

Exhibit Hall Meeting Rooms/Lab Space

Create your own private meeting or lab space on the Exhibit Hall floor to demonstrate and collaborate just steps from your booth. Starting at 10'x10' space.

\$3,200 PER 100 SQ. FT.

NEW! Exclusive Pre-Congress Lab Space

Conduct a three-and-a-half-hour lab prior to the Congress in a Music City Center private room. Limited spots are available and restrictions apply. 30 attendees max. Cost for room rental only. November 5, 1:30 – 5:00 pm

\$30,000

FLAGSHIP SPONSORSHIP OPPORTUNITY

The Keynote Address Sponsorship

We invite you to exclusively sponsor this year's Keynote Speaker. This presentation takes place in our General Session in front of all Global Congress delegates. Contact us for more information.

\$20,000 - EXCLUSIVE



YEAR-ROUND SPONSORSHIP OPPORTUNITIES

We have numerous ways for you to increase brand awareness for your products and services throughout the year, please contact us for more information.

HAVE ANOTHER IDEA THAT'S NOT LISTED?

CONTACT OUR SALES TEAM:

Craig Baker, *Director of Sales*

SPARGO, Inc.

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*Secure Your
Opportunity Today!*