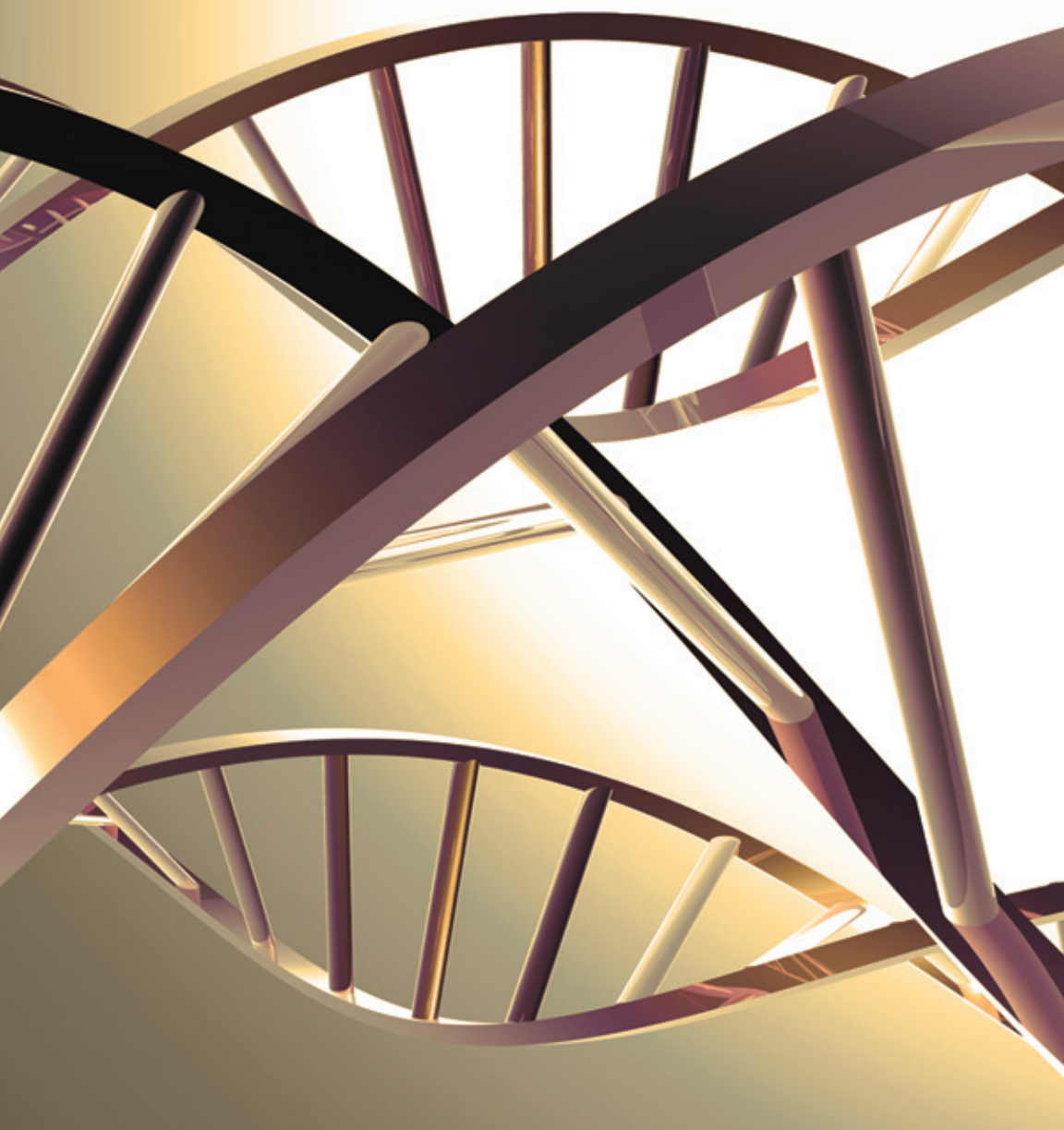


2011

SPONSORSHIP &
SUPPORT OPPORTUNITIES

www.ashi-hla.org



Who We Are

The American Society for Histocompatibility & Immunogenetics (ASHI) is a not-for-profit association of clinical and research professionals including immunologists, geneticists, molecular biologists, physicians, pathologists, and technologists. ASHI serves as the interface for sharing ideas, translating research findings into practice and setting priorities for the future.

Over the years, ASHI has been advancing practice to improve outcomes for transplant recipients by advocating the highest standards of laboratory testing in the interest of superior patient care.

We welcome and value all professionals involved in histocompatibility and immunogenetics.

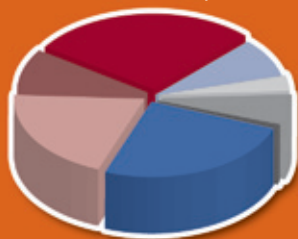
Our Mission

ASHI is an international society of professionals dedicated to advancing the science, education and application of immunogenetics and transplant immunology.

Our Vision

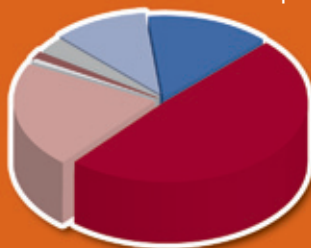
ASHI is the foremost authority and leading educational resource in immunogenetics and histocompatibility. Our vision is to improve the quality of human life and health through the translation and implementation of scientific innovations to clinical practice.

ASHI's Membership is Diverse!



- Director: 28%
- Technologist: 25%
- Supervisor: 20%
- Manager: 8.5%
- Research: 6%
- Product Development/Sales: 3.5%
- Student: 0.6%
- Other: 8.4%

Your Target Audience is within ASHI's Membership



- Solid Organ Transplantation: 49%
- HSC/Bone Marrow Transplantation: 21%
- Immunogenetics: 11%
- Blood Banking: 3%
- Population Genetics: 1.5%
- Paternity Testing: 0.5%
- Other: 14%

Acknowledgement/Exposure

All supporters receive the following recognition:

- Your company logo in the *ASHI Quarterly*, on meeting signs & walk-in slideshows, on the ASHI website and on the ASHI-University website.
- Invitation to conduct an Innovative Technology Talk at Regional Education Workshops
- Literature table at each Regional Education Workshop
- One complimentary registration at each Regional Education Workshop

2011 Support Packages

Total combined support received for all initiatives from an individual company will be used to determine level of support.

NEW for 2011!! All sponsors at the Diamond, Platinum, Gold and Silver levels will be eligible to participate in the new ASHI e-newsletter which will be published quarterly in between issues of ASHI Quarterly. Each e-newsletter will feature one sponsor only.

Levels

Diamond

\$30,000 and above

- Two (2) complimentary booth expansions
- One (1) full page 4-color advertisement in *ASHI Quarterly*
- Complimentary meeting room for UserGroup Luncheon at Annual Meeting (One day/2 hour maximum)
- Choice of one (1) item on the annual meeting support opportunities list (not to exceed value of support level)
- At the regional workshops, a preferred location for literature display table and a preferred assignment for innovative technology session (based on first-come, first-served receipt of commitment)
- An additional complimentary registration at a Regional Education Workshop
- Your company's logo on ASHI web site with link to your web site
- Eligibility to sponsor new ASHI e-newsletter

Platinum

\$25,000 - \$29,999

- One (1) complimentary booth expansion
- One (1) half page 4-color advertisement in *ASHI Quarterly*
- Complimentary meeting room for UserGroup Luncheon at Annual Meeting (One day/2 hour maximum)
- Choice of one (1) item on the annual meeting support opportunities list (not to exceed value of support level)

Platinum *(continued)*

- At the regional workshops, a preferred location for literature display table and a preferred assignment for innovative technology session (based on first-come, first-served receipt of commitment)
- An additional complimentary registration at a Regional Education Workshop
- Your company's logo on ASHI web site with link to your web site
- Eligibility to sponsor new ASHI e-newsletter

Gold

\$18,000 - \$24,999

- Discount on booth space
- One (1) quarter page 4-color advertisement in *ASHI Quarterly*
- Discount on meeting room for UserGroup Luncheon at Annual Meeting (One day/2 hour maximum)
- Choice of one (1) item on the annual meeting support opportunities list (not to exceed value of support level)
- Your company's logo on ASHI web site with link to your web site
- Eligibility to sponsor new ASHI e-newsletter

Silver

\$10,000 - \$17,999

- Discount on booth space
- Choice of one (1) item on the annual meeting support opportunities list (not to exceed value of support level)
- Eligibility to sponsor new ASHI e-newsletter

Bronze

\$5,000 - \$9,999

- Choice of one (1) item on the annual meeting support opportunities list (not to exceed value of support level)

Contact Kathy Miranda at ASHI Headquarters at (856) 793-0907 or kmiranda@ahint.com for details regarding support opportunities.

2011 Annual Meeting Support Opportunities

(previous years supporter has first right of renewal)

Registration Bags - \$30,000

Every attendee receives a bag imprinted with your company logo.

Internet Café - \$25,000

Provide attendees with access to computers and complimentary Internet access. The counters of the café will be branded with your company name and logo.

Final Program - \$25,000

This program book is given to all attendees. It contains the meeting program, abstract listings and general meeting information. The sponsor will be recognized on the back cover of the program.

Posters on CD - \$20,000

Support the collection, conversion and standardization of posters presented during the Annual Meeting into PDF files saved on CD-ROM. Your company name and logo will appear on the CD.

Promotional Insert in Registration Bags - \$15,000

One piece of your printed company literature (provided by you) will be inserted into each registration bag.

NEW! iPosters - \$10,000

Support interactive online access to all meeting posters. Your company name and logo will appear on the website landing page.

Notebooks - \$10,000

Every attendee receives a notebook with your company logo imprinted.

ASHI Scholar Awards - \$5,000 *(maximum number of sponsors – 3)*

The recipients of awards are determined based on abstract scores. Your company name will be printed on the plaque given to the recipient.

ASHI International Scholar Award - \$5,000 *(maximum number of sponsors – 1)*

The recipient of this award is determined based on abstract scores. Your company name will be printed on the plaque given to the recipient.

Pens - \$3,000

Every attendee receives a pen with your company logo.

2011 Regional Education Workshop Support Opportunities

Lunch Workshops - \$2,500

(Maximum 1 per day, Friday & Saturday only)

Gain access to meeting attendees by sponsoring a lunch program. Opportunity includes use of meeting room plus screen and LCD projector. Catering is an additional expense that will be billed directly to you.

Final Program - \$2,000

This program book is given to all attendees. It contains the workshop program and general information. The sponsor will be recognized on the back cover.



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856.638.0428
fax: 856.439.0525

2011 Meetings

37TH ANNUAL MEETING

Monday, October 17 - Friday, October 21, 2011
Sheraton New Orleans • New Orleans, Louisiana

REGIONAL EDUCATION WORKSHOPS

Workshop 1: Chicago, Illinois
Thursday, March 31 - Saturday, April 2, 2011
Millennium Knickerbocker Hotel • Chicago

Workshop 2: Seattle, Washington
Sheraton Seattle Hotel
Thursday, June 16 - Saturday, June 18, 2011

