



# The American Head & Neck Society

## Research Workshop

### Educational Support Opportunities



The **AHNS Fall Research Workshop** is held every four years. In 2010, the meeting will occur on October 28-30 in Washington DC. This three-day event will focus on the Biology, Prevention and Treatment of Head and Neck Cancer. Co-Chaired by Carol Bradford, MD, and Jennifer R. Grandis, MD, the program will include panel sessions, lectures, posters, and an exhibit hall.

#### **Platinum Level Support: \$10,000**

- Acknowledged as Platinum Level Sponsor in Final Program
- Acknowledged as Platinum Level Sponsor on AHNS website with logo hyperlink
- Acknowledged in AHNS journal, *Archives of Otolaryngology*, as Platinum Level Supporter
- Company logo displayed outside the meeting room as Platinum Level Supporter
- Company logo on attendee bags
- Pre- and Post-meeting registration lists
- Acknowledged as supporter of the Welcome Reception
- Acknowledged as supporter of all refreshment breaks
- Acknowledged as supporter of one Panel session of your choosing
- Support acknowledged with sign for Exhibit Booth (booth not included)

#### **Gold Level Support: \$8,000**

- Acknowledged as Gold Level Sponsor in Final Program
- Acknowledged on AHNS Website as Gold Level Supporter with company name and logo
- Acknowledged in AHNS journal, *Archives of Otolaryngology*, as Gold Level Supporter
- Company logo displayed outside the meeting room as Gold Level Supporter
- Pre- and Post-meeting registration lists
- Acknowledged as supporter of the Welcome Reception
- Company logo on attendee bags for the Fall Research Workshop
- Acknowledged as supporter of the poster viewing sessions
- Support acknowledged with sign for Exhibit Booth (booth not included)

#### **Silver Level Support: \$6,000**

- Acknowledged as Silver Level Sponsor in Final Program
- Acknowledged on AHNS Website as Silver Level Supporter
- Acknowledged in AHNS journal, *Archives of Otolaryngology*, as Silver Level Supporter
- Acknowledged as supporter of Best Resident Clinical Paper
- Company name on attendee bags
- Support acknowledged with sign for Exhibit Booth (booth not included)

#### **Bronze Level Support: \$4,000**

- Acknowledged as Bronze Level Sponsor in Final Program
- Acknowledged on AHNS Website as Bronze Level Supporter
- Acknowledged in AHNS journal, *Archives of Otolaryngology*, as Bronze Level Supporter
- Acknowledged as supporter of Best Medical Student Paper
- Support acknowledged with sign for Exhibit Booth (booth not included)

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# Additional Educational Support

Educational grants provided for the following opportunities will be recognized at the meeting on signage and in the Final Program.

<b>Keynote Lecture: Realizing the Potential of Personalized Medicine in Solid Tumors</b>	<b>\$2,500</b>
William Pao, PhD, Associate Professor of Medicine; Ingram Associate Professor of Cancer Research; Assistant Director, Personalized Cancer Medicine, Vanderbilt University, Nashville, TN	
<b>Keynote Lecture: Sequencing the Cancer Genome</b>	<b>\$2,500</b>
Matthew L. Meyerson, MD, PhD, Associate Professor of Pathology, Harvard Medical School, Dana-Farber Cancer Institute, Boston, MA	
<b>Panel: Molecular Pathogenesis/Markers of Tumor Progression</b>	<b>\$2,000</b>
Co-Chairs: Wayne Koch, MD and Nisha D'Silva, BDS, MSD, PhD	
<b>Panel: Genetics/Epigenetics</b>	<b>\$2,000</b>
Co-Chairs: Paul Brennan, MD and Maria Worsham, PhD	
<b>Panel: Carcinogenesis/Prevention</b>	<b>\$2,000</b>
Co-Chairs: Dong Moon Shin, MD and Frank Ondrey, MD, PhD	
<b>Panel: Imaging Techniques (PET/MRI/Ultrasound) and Their Role in the Diagnosis and Assessment of Response to Therapy in Head and Neck Cancer</b>	<b>\$2,000</b>
Co-Chairs: David Schwartz, MD and Suresh Mukherji, MD	

## Marketing Opportunities

The following opportunities were created for marketing purposes and offer enhanced visibility and impact with meeting attendees.

### **Exhibits - \$1,800 per booth**

An exhibit hall will coincide with the meeting in order to showcase industry products and tools our attendees may use. Please reference the enclosed Exhibitor Prospectus for more details.

### **Final Program Advertising – prices vary**

Attendees retain meeting programs for several years after the conference. Keep your company visible as they reference the program onsite and years afterwards. A variety of sizes are available. Please check the AHNS website for a Final Program Advertising Form, or you may contact Kelly at [kelly@ahns.info](mailto:kelly@ahns.info).

### **Bag Inserts - \$1,500**

Reach out to every attendee by placing your product literature or booth advertisement in the attendee registration bag. Show management must approve of insert prior to production.

### **Lanyards - \$5,000 (+ production) \*Exclusive opportunity\***

Get everyone's attention by sponsoring the lanyards for the Research Workshop. Literally, have your company name draped around every attendee's neck! You are responsible for creating and shipping the lanyards. They will be available at the registration counter for attendees to take.

### **Keycards - \$5,000 (+ production) \*Exclusive opportunity\***

Be the last impression on the attendees mind as they leave the meeting behind them and enter their hotel room for the night. With your company name and logo on the hotel room key cards, you'll be at their fingertips several times a day!

### **Internet Café - \$7,500 \*Exclusive opportunity\***

Attendees will visit the complimentary Internet kiosks multiple times a day. Make sure they walk away with your company name and logo fresh in their mind! Provide logo emblazoned mouse pads, note pads and pens to be placed at each station. Signage at the café will announce your company's sponsorship.



The American Head & Neck Society  
**2010 Research Workshop**  
 SUPPORT CONFIRMATION FORM



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

Primary Contact: \_\_\_\_\_

Phone and Email: \_\_\_\_\_

**I wish to support the AHNS 2010 Research Workshop as follows:**

**Sponsorship**

Please write your initials next to your desired support level.

<b>Platinum</b>	<b>\$10,000</b>	
<b>Gold</b>	<b>\$ 8,000</b>	
<b>Silver</b>	<b>\$ 6,000</b>	
<b>Bronze</b>	<b>\$ 4,000</b>	

**Additional Support and Marketing Opportunities**

Please write in any additional support or marketing opportunities on the table below. If purchasing an exhibit, please use the application provided on the back page of the Exhibitor Prospectus.

<b>Name of Support or Marketing Opportunity</b>	<b>Amount</b>	<b>Initials</b>

**TOTAL AMOUNT PLEDGED:** \_\_\_\_\_

**CONFIRMATION SIGNATURE:** \_\_\_\_\_

Please return this form to Kelly Honecker, Development Coordinator  
 American Head & Neck Society  
 11300 W. Olympic Blvd., Suite 600  
 Los Angeles, CA 90064  
 Phone: 310-437-0559 ext. 117 Fax: 310-437-0585 E-mail: kelly@ahns.info