



Polycystic Ovarian Syndrome Association

A National Nonprofit Organization Operated by Women with Polycystic Ovary Syndrome

P.O. Box 3403 Englewood CO 80111 USA info@pcosupport.org 877-775-PCOS

7th Annual PCOSA International Conference "Life Stages of PCOS" October 7-10, 2004 Hilton Rye Town Rye Brook, New York

Sponsorship & Exhibit Opportunities

Overview

What is the single event that gathers hundreds of women with PCOS, their loved ones and the most knowledgeable doctors and organizations from around the world for four days of learning, fun and movement? If you guessed The PCOSA 2004 Conference "Life Stages of PCOS", you are correct and if you are not participating as a sponsor, advertiser or exhibitor, you could be missing out!

We would like to extend an invitation for you to participate as a sponsor, exhibitor and/or advertiser for our upcoming conference "Life Stages of PCOS" at the Hilton Rye Town in New York, October 7-10, 2004. We are finalizing all of our applications for participation in this year's event and do not want you to miss out on this amazing opportunity. Discounted rates are available for non-profit organizations.

Registration must be made no later than July 15, 2004!

Up to 15 million women and girls worldwide have Polycystic Ovary Syndrome (PCOS), a complex hormonal disorder for which there is no cure. Not only does PCOS cause devastating short term effects such as infertility, obesity, acne, male patterned baldness and hair loss, PCOS has a substantial negative impact on quality of life. In fact, women with PCOS have seven times the risk of other women for developing adult-onset diabetes, which in turn greatly increases their chance of having cardiovascular disease, hypertension, stroke and kidney problems. In addition, because obesity and type 2 diabetes have now reached epidemic proportions in the United States, and cardiovascular disease remains the leading cause of death in women, PCOS plays a key role in the foremost causes of death and disability in American women. For many this conference will be a first step to getting the resources and tools necessary to live healthier lives with Polycystic Ovary Syndrome. Therefore, this conference will incorporate information and lectures on medications, medical treatments, lifestyle changes, diet, exercise and mental health.

Our list of participants keeps growing, make sure you are not left out! **Request your FULL exhibitor and/or advertiser packet TODAY** by sending an email to: Ashley Tabelaing, Conference Director PCOSA2004@yahoo.com or 877-591-1281

Why participate as a Sponsor?

As an organization or company offering products and/or services directly affecting women with PCOS, you will not want to miss this unique opportunity to partner with us and promote your company and products or services to many potential clients and customers.

Audience Profile

Last year's conferences had approximately 400 attendees consisting of:

- ✓ Members of PCOSA
- ✓ Medical professionals
- ✓ Women with PCOS and their family/supporters
- ✓ Health practitioners
- ✓ Media
- ✓ Students

Sponsorship, Advertising & Exhibit Opportunities

Sponsorship Levels:

Teal Sponsor - \$30,000
 Platinum Sponsor - \$20,000
 Gold Sponsor - \$15,000
 Silver Sponsor - \$10,000
 Bronze Sponsor - \$ 5,000
 Supporter - \$2,500
 Contributor - \$1,500

Spots Available

1
 3
 3
 5
 16
 16
 16

Contact:

Ashley Tabeling
Conference Director
PCOSA2004@yahoo.com
877-591-1281

Sponsorship Benefits Overview							
	Teal	Platinum	Gold	Silver	Bronze	Supporter	Contributor
Conference Co-Presenter	*						
Reception Sponsor	*						
General Session Sponsor	*						
List of conference attendees	*						
Speaking Opportunity	*	*					
Logo Branded on Conference signs	*	*					
Lunch Sponsor		*					
Breakfast Sponsor			*				
Refreshment Break Sponsor				*			
Logo on Stamp card	*	*	*				
Marketing Giveaways	*	*	*	*			
Publicity and promotion	*	*	*	*	*		
Exhibit Space	*	*	*	*	*	*	*
Hotlink to your web site	*	*	*	*	*	*	*
Conference Binder Ad.	Full with Color	Full B/W	1/2 Page	1/4 Page	1/8 Page	One line	Name recognition
Conference Passes	12	10	7	5	3	2	1
Branded attendee Scholarships	5	4	3	2	1		

Welcome Cocktail Reception Sponsor - \$8,000.00

Be the first to make an impression! Meet and greet attendees, speakers and exhibitors at this premier reception that features hors d'oeuvres, drinks, and an exceptional networking atmosphere. Sponsoring this poolside reception is an excellent opportunity to promote your organization's products and services to conference attendees.

Symposium Sponsorship - \$ 7,000.00

Get targeted exposure to your audience by securing a Symposium Sponsorship.

Symposia Tracks

Thursday October 7, 12:30PM – 2:00 PM

Hair Removal Options – Discussion of various types of hair removal options for the PCOS patient

Thursday October 7, 2:30PM – 4:00PM

Weight Loss and Nutrition Options - An overview of weight loss and nutrition for the PCOS patient

Thursday October 7, 4:30PM – 6:00PM

Dermatological Issues – How to deal with cosmetic issues associated with PCOS (skin discoloration, acne, skin tags, etc)

Speakers Dinner Sponsor - \$6,500.00

Market to key medical professionals! As a sponsor of the speaker dinner you can meet and greet leading medical professionals at this premier reception that features dinner, drinks, entertainment and an exceptional networking atmosphere. Sponsoring this dinner is an excellent opportunity to promote your company's products and services directly to attending medical professionals

Official PCOSA 2004 Conference T-shirt Sponsor- \$6,000

Promote your product/service on this high quality shirt distributed to conference and press attendees. A favorite keepsake of conference attendees, these shirts will keep working for you long after the show is over.

Hotel Key Card Sponsor - \$5,500.00

The hotel key cards are given to all conference attendees as they check into their hotels and are used throughout the conference, giving you unprecedented visibility throughout the conference.

Internet Center Sponsor - \$5,000.00

The Intranet/Internet message center allows attendees and medical professionals to interact with their colleagues at the conference, all at the touch of a button. Attendees will also be able to locate specific information, products and/or exhibits. Support of the Internet center will provide your company with the opportunity to be recognized as the supporter of this service every time an attendee uses this center.

Tote Bag Sponsorship - \$4,000.00

Showcase your company name and logo where it will be seen the most! By sponsoring these bags, you gain maximum exposure for your company name and logo from Conference attendees. Every Full-Conference attendee will be given a tote bag, loaded with conference information.

Attendee Notepads (exclusive sponsorship) - \$3,500.00

Showcase your company name and logo where it will be highly visible! By sponsoring these notepads, you gain maximum exposure for your company name and logo from Conference attendees. Every Full-Conference attendee will be given a notepad in the conference tote bag.

Conference Binder Sponsor (exclusive sponsorship) - \$3,000.00

Leave a long lasting impression with our attendees as the "exclusive" binder sponsor. The Conference Binder is an attendee's lifeline throughout the Conference. This handy reference guide lists the complete schedule of events, sponsors, general information, sessions, exhibitor listings and more. Sponsoring our conference binder is a wonderful opportunity for your company to show support of our conference and our attendees.

Attendee Pens (exclusive sponsorship) - \$3,000.00

Leave a long lasting impression with our attendees as the "exclusive" pen sponsor. By sponsoring these pens, you gain maximum exposure for your company name and logo from Conference attendees. Every Full-Conference attendee will be given a pen in the conference tote bag.

Badge Wallet Sponsorship - \$3,000.00

Conference Badge Wallets are a premier marketing opportunity. Every attendee will wear your name while walking The 2004 Conference. The front features a clear credential (badge) pocket plus space above for your imprint. The back has a full size pouch for pens, and a zipper pocket that fits credit cards or cash.

General Session Sponsor - \$3,000

Informed speakers and A/V presentation is key to the success of all educational sessions. Sponsoring a general session is an excellent way to show your company's commitment to and for the education of PCOS. It is also a great opportunity to show all conference attendees, medical professionals and practioners you support their work.

Breakout Session Sponsor - \$1,500

Informed speakers and A/V presentation is key to the success of all educational sessions. Sponsoring a session is an excellent way to show your company's commitment to and for the education of PCOS. It is also a great opportunity to show medical professionals and practioners you support their work.

E-mail Blast Sponsorship - Pre-Registered Attendees - \$1,200.00 (1 sponsor per e-mail)

This exclusive sponsorship includes a twenty-five (25) word blurb with a hyperlink in an e-mail message sent to all pre-registered attendees. This is your chance to attract potential customers and promote your booth before attendees get to the exhibit hall. (Limited units. Subject to availability)

Conference Bag Inserts - \$800.00

Each attendee will be given a conference bag in which to carry their conference binder, items they pick-up in the exhibit hall, etc. For a small fee, you can include your company branded items, product samples, literature, etc. in all of the conference bags.

Company Logo – \$100.00

Place your company logo in the PCOSA Conference Binder and get one more opportunity to increase your corporate awareness and build brand loyalty. All you need to do is submit a camera-ready logo by August 20, 2004 to have your logo included.

Take One Table - \$100 per item

Your flyer, brochure, or promotional item will be placed on a table in a prominent location at the conference along with the materials of other organizations and companies that choose to market in this manner. The table will be in a central location in the exhibit hall to draw participants to the table.

Exhibit

The tradeshow will include refreshment breaks and lively networking opportunities, which will enable conference sponsors and exhibitors to display their products and speak one-on-one with attendees. All four (2x/day) snack breaks will take place in the exhibit area therefore; your area will receive ongoing traffic.

Exhibitor Space - \$1000.00

Exhibit space is 8x10' and includes an 6' standard skirted tabletop and two chairs, to display your marketing literature, product samples, etc. and one (1) full-conference pass for company representative. Pass affords one individual access to all meals, educational sessions and special events.

Additional Exhibit Space - \$ 800.00

If your company requires additional exhibit space you may add on an adjacent booth area at a discounted rate. Exhibit space is 8x10' and includes an 6' standard skirted tabletop and two chairs, to display your marketing literature, product samples, etc. and one (1) full-conference pass for company representative. Pass affords one individual access to all meals, educational sessions and special events.

Non-Profit Exhibit Space - \$600.00

Organizations that hold 501c3 Status may qualify for a special non-profit rate. Exhibit space is 8x10' and includes an 6' standard skirted tabletop and two chairs, to display your marketing literature, product samples, etc. and one (1) full-conference pass for company representative. Pass affords one individual access to all meals, educational sessions and special events.

Additional Exhibit table - \$100

Although each sponsor and exhibit package includes a 6' tabletop display area, you can purchase an additional 6' table. To place within your

Advertise

Advertising in the PCOSA Conference binder, which is distributed to each attendee at the conference and sends a clear message of support and leaves an imprint on them long after the conference that your organization is ready and willing to assist them. Advertising in the conference binder is simply an excellent marketing tool to reach hundreds of potential clients directly in one day!

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|---------------------------|---------|
| • Back Cover | \$2,500 |
| • Inside front cover | \$2,000 |
| • Inside back cover | \$1,600 |
| • Full Page Advertisement | \$1,200 |
| • ½ Page Advertisement | \$600 |
| • ¼ Page Advertisement | \$300 |
| • 1/8 Page Advertisement | \$150 |
| • Contributor Recognition | \$50 |

**PCOSA 2004 Conference
October 7-10, 2004
Sponsor, Exhibitor and Advertiser Registration Form**

Please Complete This Information			
Your Name:	Phone:	Fax:	E-mail:
Company/Organization:			
Contact Person:		Exhibit Manager:	
Address:			
City:		State:	Zip:
Sponsorship Levels (Please refer to the sponsorship opportunities for full benefits)			
Teal (1)	\$30,000	Exclusive Sponsorship Conference Co-presenter	
Platinum (3)	\$20,000	Lunch Sponsor	
Gold (3)	\$15,000	Breakfast Sponsor	
Silver (5)	\$10,000	_We would like to sponsor an AM break _We would like to sponsor a PM break	
Bronze (16)	\$5,000	Exhibit Space, Publicity Hotlink to your website	
Supporter (16)	\$2,500	Exhibit Space Hotlink to your website	
Contributor (16)	\$1,500	Exhibit Space Hotlink to your website	
Cocktail Reception	\$8,000	Exclusive Sponsorship	
Symposium Sponsor (3)	\$7,000	Please indicate symposium to sponsor:	
Speaker's Dinner	\$6,500	Exclusive Sponsorship	
T-shirt Sponsor	\$6,000	Exclusive Sponsorship	
Hotel Key Card Sponsor	\$5,500	Exclusive Sponsorship	
Internet Sponsor	\$5,000	Exclusive Sponsorship	
Tote bag Sponsor	\$4,000	Exclusive Sponsorship	
Note Pad Sponsor	\$3,500	Exclusive Sponsorship	
Binder Sponsor	\$3,000	Exclusive Sponsorship	
Attendee pen Sponsor	\$3,000	Exclusive Sponsorship	
Badge Wallet Sponsor	\$3,000	Exclusive Sponsorship	
Plenary Sponsor	\$3,000	Exclusive Sponsorship	
Breakout Sponsor	\$1,500	Exclusive Sponsorship	
E-mail Blast	\$1,200	1 sponsor per e-mail	

Bag Insert	\$800	Bag given to every conference attendee				
Company Logo	\$100	Get noticed in the conference binder				
Take one table	\$100 (per item)	Your literature in the exhibit hall				
Exhibiting						
One booth (8x10)	\$1,000	Includes skirted 6 ft table with chairs				
Additional Booth	\$800	Adjacent space to booth one				
Non-Profit Booth	\$600	Includes skirted 6 ft table with chairs				
Additional table	\$100	Extra table in 8x10 space				
Advertising						
Back Cover 7.5x 10	\$2,500	B/W	Spot of color *Additional costs apply			
Inside Front Cover	\$2,000	B/W	Spot of color *Additional costs apply			
Inside Back Cover	\$1,600	B/W	Spot of color *Additional costs apply			
Full Page 7.5 x 10	\$1,200	B/W	Spot of color *Additional costs apply			
1/2 Page 7.5 x 4.75 Horizontal	\$600	B/W	Spot of color *Additional costs apply			
1/2 Page 3.5 x 10 Vertical	\$600	B/W	Spot of color *Additional costs apply			
1/4 Page 3.5 x 4.75	\$300	B/W	Spot of color *Additional costs apply			
1/8 Page 3.5 x 2	\$150	B/W	Spot of color *Additional costs apply			
Contributor Recognition	\$50	B/W				
Ad copy / media enclosed	Advertising Contact:					
please add color to my ad	Please check specifications for submitted media					
Payment Options: Please make checks payable to PCOSA						
Total Payment \$_____	Payment Method	Check	Visa	Master card	Amex	Discover
If Paying with a credit card please complete the following						
Credit Card # _____		Date of Expiration _____				
Cardholder Signature _____		Print Name/Title _____				
Registration can be completed via mail, e-mail or fax						
Mail: Ashley Tabeling PCOSA 2004 Conference 300 S. Cummings Ave. Glassboro, NJ 08028		e-mail: PCOSA2004@yahoo.com fax: 509-357-4107				
Federal Tax ID# 34-1860110						

Additional Information
Please use the following url for my hotlink on your website (Sponsors only): http://
I have enclosed a graphic for use on your website, in advertising and/or promotion <i>* Graphics are not available to all sponsors, please review opportunities</i>
Please attach company description (no more than 50 words)

Exhibitors' Registration Form

Please submit simultaneously with registration

Exhibiting Company _____
(As it should appear on the badges)

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Please print or type names and locations

Please see below for number of passes allowed

Teal – 12 full passes – 4 exhibitor passes / Platinum – 10 full passes – 3 exhibitor passes
Gold – 7 full passes – 3 exhibitor passes / Silver – 5 full passes – 3 exhibitor passes
Bronze – 3 full passes – 2 exhibitor pass / Contributor – 2 full passes – 2 exhibitor pass
Supporters and Exhibitors – 1 full pass – 1 exhibitor pass

<u>Registered Employees/ Representatives</u>	<u>Location (City and State)</u>
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Please attach any additional names

For office use only: Booth # _____ Badge Count _____

