

SPONSORSHIP AND ADVERTISING OPPORTUNITIES AT SLEEP 2010

Below is a listing of SLEEP 2010 sponsorship opportunities available to exhibiting companies. In addition to the name recognition mentioned in each description, sponsors will also receive acknowledgement in the SLEEP 2010 Final Program, provided that the commitment to the sponsorship is received prior to March 26, 2010. To ensure adequate recognition and appreciation for your contribution, various sponsorships have deadlines imposed. Please contact Mark McGowan, National Sales Account Executive, to inquire about these dates.

Tote Bags

One of the most popular items among attendees! Each attendee receives a tote bag stuffed with pertinent meeting materials. This is a useful item that lives on long after the meeting has ended! Each tote bag displays the meeting logo and your corporate name/logo. Tote bag design and imprint colors are at the discretion of the APSS.

Sponsorship: \$30,000

Pocket Program

This pocket-sized program offers attendees a quick and easy reference to the scientific programming of the meeting. Your company will have the opportunity to place advertisements in the front inside cover, back outside cover, and a 2-page spread in the middle of the 16-page program. A city map accompanied by city information will also be included in the program for attendees' reference.

Sponsorship: \$25,000

Electronic Messaging System and Cyber Cafe

The electronic messaging system allows attendees to communicate with one another before, during and after SLEEP 2010. This opportunity will provide great visibility for your company, as every message sent through the system can have a tag line at the bottom with information regarding your company. At SLEEP 2010, there will be a cyber café for attendees to both browse the internet and send messages to other attendees. Each of the stations in the cyber café as well as signage will display your company's logo. The cyber café is open from Saturday, June 5 – Wednesday, June 9, 2010. Help attendees stay connected with each other by sponsoring the electronic messaging system and cyber café.

Sponsorship: \$25,000

Hotel Keys

The majority of meeting attendees stay at one of the SLEEP 2010 hotels. Provide meeting attendees who have chosen to stay at the contracted hotels a customized room key. Your corporate name/logo will appear on the front of the key alongside the SLEEP 2010 logo. Artwork will be coordinated between the sponsor and the APSS. Key and printing costs will be coordinated between the sponsor and the hotel (not included in the sponsorship amount).

Sponsorship: \$25,000

Abstract CD ROM

NEW! The *SLEEP* abstract supplement, which contains all abstracts accepted for the SLEEP 2010 annual meeting, will be sent to all AASM and SRS members and *SLEEP* subscribers on a CD-ROM – this is a group of more than 10,000 people. Don't miss this opportunity to advertise your company with this special issue of *SLEEP*. Your company will be advertised on the back of the CD-ROM case, as well as in a pop-up ad.

The company that chooses this opportunity can also have copies of the *SLEEP* abstract supplement CD-ROM available to distribute from their exhibit booth at the SLEEP 2010 annual meeting. This opportunity will definitely increase your foot traffic!

Sponsorship: Call for Pricing

Hotel TV Channel

Get your message to everyone staying at the SLEEP 2010 headquarter hotel. While attendees are in their rooms, your commercial will be playing continuously (pending approval) on your own dedicated TV channel. Reach attendees before they set foot on the show floor!

Sponsorship: \$15,000

Notepads

Have attendees take "note" of your company. Each meeting attendee receives an 8 1/2" x 11" notepad as part of their registration materials. The notepad design includes the SLEEP 2010 logo and your corporate name and logo. Imprint colors and notepad selection are at the discretion of the APSS.

Sponsorship: \$10,000

Pens

Ensure that each meeting attendee has a writing utensil at SLEEP 2010. Each meeting attendee receives a pen as part of their registration materials. The imprint colors and pen selection are at the discretion of the APSS.

Sponsorship: \$10,000

SPONSOR BOTH THE NOTEPADS AND PENS FOR \$15,000.

General Session Refreshment Breaks

Reach thousands of attendees first thing in the morning by offering them complimentary coffee. Win them over with cool beverages during the hot afternoons! Meeting attendees appreciate refreshments within the exhibit hall, which is complete with the sponsor's corporate name and logo displayed on signage near the break area. This sponsorship opportunity is available Sunday, June 6 through Wednesday, June 9, 2010.

*Sponsorship: \$6,500 per day or \$20,000 for all 4 days**

*The break on Sunday, June 6 will not be in the exhibit hall. The APSS will make every effort to place the break area near a company's booth if they sponsor the refreshment breaks for all four days.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES CONT.

Registration Fill-in Counter

Advertise to attendees outside of the exhibit hall by sponsoring the Registration Fill-in Counter. This counter has a visible presence in the registration area, as it provides meeting attendees with an area to complete on-site registration forms. The kiosk will be placed in the registration area from the afternoon of Friday, June 4 through the afternoon of Wednesday, June 9, 2010. The sponsor can put advertisements on the four panels of the kiosk; each panel measures approximately 1 meter.

Sponsorship: \$12,000

Mobile Device Charging Station

NEW! Offer attendees a chance to charge their cell phones, laptops and other gadgets at a station complete with your company's name and logo.

Sponsorship: \$12,000

Housing Web Site

Highlight your company by placing your company's logo on one of four revolving digital images on the home page of the SLEEP 2010 Housing Bureau Web site. In 2009, over 60% of attendees utilized the Housing Bureau Web site between January and May. This year, the housing Web site will open in January. This opportunity is available on a monthly basis for up to five months and is limited to three companies.

Sponsorship: \$5,000 for 5 months or \$1,500 per month

Lanyards

Lanyards are an easy way for meeting attendees to wear their name badges and not worry about misplacing them. Each attendee receives a name badge accompanied by a lanyard decorated with your corporate name and logo, alongside the SLEEP 2010 logo. Lanyard selection and imprint color are at the discretion of the APSS.

Sponsorship: \$10,000

Aisle Signs

The APSS displays hanging aisle signs to direct attendees to exhibit booths. Include your company name, logo and booth number on the bottom of both sides of the sign as a reminder of your location. There are 10 opportunities for aisle sign advertising. Size is approximately 8' x 8' per sign (6' x 8' for your company and 2' x 8' for the meeting logo).

Sponsorship: \$2,500 per sign

Escalator Banners

NEW! Capture the undivided attention of escalator passengers as they enter the exhibit hall. These banner advertisements are placed in wells between the "up" and "down" escalators that take attendees in to and out of the SLEEP 2010 exhibit hall.

Sponsorship: \$3,000 each; \$7,500 for all three escalators

Registration Kick Panels

Upon arrival, attendees pick up their materials at the registration counters prior to admittance into the meeting and exhibit hall. Our attractive registration area will include your company name and logo on the front kick panels, where it is sure to be noticed by nearly 6,000 sleep medicine professionals. There are eight panels available for display (approx. 77" x 28" each).

Sponsorship: \$3,000 per panel

Speaker Ready Room

Put your brand in front of the people who know sleep medicine. Speakers at the meeting take advantage of this room designated for them to upload and prepare for their presentation. Sponsorship includes a company name/logo screensaver on each of the ten computer monitors in the room. Signage outside the room is also included.

Sponsorship: \$2,500

New Product Showcase Entry

NEW! Put your product in the spotlight. Attendees are eager to see the future of sleep medicine, and they will be sure to stop by the new product showcase to see the latest designs and prototypes! Each entry in the showcase comes with a small identification sign with your company's name and booth number which will direct attendee traffic to your booth for further information. A company representative will need to deliver the product in person to APSS staff on Sunday, June 6.

Sponsorship: \$150 each entry (max 2 entries per company)

Hotel Door Drops

Door drops are an excellent way to communicate company news or product lines to attendees without other distractions interfering with your message. Distribute your information insert or promotional item to SLEEP 2010 attendees staying at the Grand Hyatt (headquarter hotel), Hilton Palacio del Rio or Hyatt Regency. Sponsors of the hotel door drops will be permitted to distribute a 1-page, double-sided ad, no larger than 8 1/2" x 11" or a novelty item. All ads/giveaways must be submitted in advance for approval from APSS management by Friday, April 2. Distribution will be coordinated between the sponsor and the hotel. All costs including printing and distribution are the responsibility of the sponsor. This opportunity is limited to three companies per night and is available Saturday through Tuesday.

Sponsorship: \$500 per hotel for Saturday night; \$1,000 per hotel for Sunday, Monday or Tuesday night

SPONSORSHIP AND ADVERTISING OPPORTUNITIES CONT.

Industry Supported Event

Provide meeting attendees with an informative, two to three hour evening satellite symposium, coordinated by your company.

Morning Symposia will be permitted Monday, June 7 through Wednesday, June 9 from 6:15am – 7:45am. Evening symposia will be permitted Saturday, June 5 and Monday, June 7 through Wednesday, June 9 from 5:30pm – 9:15pm. To participate, an Industry Supported Event proposal must be submitted for acceptance. For additional information, please refer to the details on pages 17-18. The date of the symposium will be determined in cooperation with the APSS Program Committee. Available space for symposia is limited and submitted requests will be reviewed on a first-come, first-served basis. Additional expenses, such as catering, room rental, audio visual, etc., are the responsibility of the sponsor.

Sponsorship: \$12,000 for morning satellite symposium

\$20,000 for evening satellite symposium

\$30,000 for one (1) morning and one (1) evening satellite symposia

Industry Product Theater

NEW! Provide information regarding your product or service to attendees during a one-hour presentation from 12:30pm – 1:30pm on Monday, June 7 through Wednesday, June 9 in an industry product theater located on the SLEEP 2010 exhibit hall floor. The theater will be set classroom-style for 150 attendees with a podium at the front of the room. Additional expenses such as audiovisual and food and beverage will be the responsibility of the sponsor. Any audiovisual must be ordered through Freeman AV; any food and beverage must be ordered through the RK Group. Because these events will be held over the lunch hour, sponsors are encouraged to provide lunch, which is not included in the sponsorship fee. The APSS does not permit CME to be offered by any organization for events held in the Industry Product Theater. To participate, you must review the additional information on page 19. This opportunity has limited availability; applications will be reviewed on a first-come, first-served basis.

Sponsorship: \$10,000 per day

DATABLITZ

NEW! Support the science of sleep. At SLEEP 2010, the APSS is looking to host a Datablitz. During this two-hour, fast-paced session, up to 60 researchers will present their latest investigative science as two-minute oral presentations. The Datablitz sponsorship will cover the expenses related to the event, such as audiovisual equipment and beverages for attendees. The APSS will be responsible for all content and logistical planning for the event. As a supporter of the Datablitz, the sponsoring company will receive recognition in the final program, verbally during the event and through signage displayed outside of the event. Be the first to sponsor this event and bring the sleep community together in a stimulating, new experience.

Sponsorship: \$15,000

Customized Sponsorship Opportunities

Are you interested in customizing a particular sponsorship or developing a sponsorship package tailored to your market? The APSS is interested in working with you to maximize your return on investment at SLEEP 2010. The sponsorship opportunities listed within this prospectus are not meant to be an exhaustive list. We are open to all sponsorship ideas. Does your company have a sponsorship opportunity that you use at other meetings or conventions? Perhaps it will work for SLEEP 2010! Please contact Mark McGowan, National Sales Account Executive, at sponsorships@aasmnet.org for more information.

Advertising Opportunities

PRELIMINARY PROGRAM

The Preliminary Program details all the events that will take place at SLEEP 2010. Over 14,000 members and prospective attendees receive this program as a tool in planning their participation at the upcoming SLEEP meeting. Whether you are marketing current products or unveiling something new, separate from the competition and announce it first to all prospective attendees of SLEEP 2010. Advertising space is reserved only for exhibitors of the meeting, providing premier exposure to the sleep medicine and sleep research field. ½ page advertisements are stacked in the back of the program.

Premium Positions:

Inside Front Cover	\$3,570
Inside Back Cover	\$3,250
Outside Back Cover	\$3,837

Run-of-Book:

Full-Page	\$2,042
½ Page	\$1,200

Ad Space Closing: January 14, 2010 **Ad Materials Due:** January 21, 2010
Issued: March 2010

FINAL PROGRAM

The Final Program details the entire program agenda for SLEEP 2010 and is distributed on-site to all meeting attendees. Advertising is reserved only for exhibitors of the meeting, thereby providing exclusive opportunity to have the sleep industry at your disposal. Place your advertisements in the hands of thousands of attendees at SLEEP 2010, the largest gathering of sleep specialists in the nation! ½ page advertisements are stacked in the back of the program.

Premium Positions:

Inside Front Cover	\$3,360
Inside Back Cover	\$2,877
Outside Back Cover	\$3,780

Run-of-Book:

Full-Page	\$2,000
½ Page	\$1,150

Ad Space Closing: April 9, 2010 **Ad Materials Due:** April 16, 2010
Issued: Upon registration at SLEEP 2010, June 5-9.

Exhibitors at SLEEP 2010 can also take advantage of exclusive advertising opportunities in *SLEEP*. Contact Mark McGowan, National Sales Account Executive, via e-mail at advertising@aasmnet.org for further information.