

Pacific Coast Reproductive Society

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www.pcrsonline.org

58th Annual Meeting

Optimizing Patient Care in Reproductive
Medicine: Contemporary Approaches to
Ongoing Medical, Laboratory, Ethical and
Legal Challenges

Invitation to Exhibitors & Corporate Sponsors

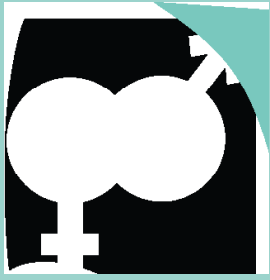


PCRS 2010

58th Annual Meeting

April 14 - 18, 2010

Renaissance Esmeralda Resort and Spa



“Where cutting edge information blends with intimate collegiality.”

The Pacific Coast Reproductive Society (PCRS) is a nonprofit medical specialty society providing avenues of Continuing Medical Education that enhance physician performance and the well being of patients. PCRS offers the highest quality CME, designed and presented by the top names in our field.

The PCRS annual scientific meeting allows personal access to these thought leaders and creates a community where members share and exchange information to advance the ideologies of our profession and build long-term working and personal relationships. We learn best through discussion and debate in a collegial, intimate setting unique to PCRS.

The Society operates exclusively for medical, educational and charitable purposes.

Sponsorship Levels for

Diamond Sponsor	Ruby Sponsor	Emerald Sponsor
\$65,000 to \$100,000 in contributions	\$35,000 to \$64,999 in contributions	\$25,000 to \$34,999 in contributions
Six tickets to the Saturday Night Awards Dinner	Four tickets to the Saturday Night Awards Dinner	Two tickets to the Saturday Night Awards Dinner
** Opportunity to sponsor Faculty Dinner or Past Presidents' Dinner or Board of Directors' Dinner		
** Electronic Access to PCRS Meeting Participant List	** Electronic Access to PCRS Meeting Participant List	
** Complimentary Meeting Room (does not include food/beverage, etc.)		
** Complimentary Delegate Bag insert	** Complimentary Delegate Bag insert	** Complimentary Delegate Bag insert
** Prominent Signage	** Prominent Signage	** Prominent Signage
** Recognition in Preliminary Program	** Recognition in Preliminary Program	** Recognition in Preliminary Program
** Recognition in Final Program	** Recognition in Final Program	** Recognition in Final Program
** Recognition on PCRS website	** Recognition on PCRS website	** Recognition on PCRS website
** Complimentary Virtual Exhibit	** Complimentary Virtual Exhibit	** Complimentary Virtual Exhibit

Sponsoring PCRS at one of the above levels ensures high exposure at the Annual Scientific Meeting with special ribbons and signage, priority preference of booth space, exclusive opportunities to host special functions, and additional benefits (dependent upon sponsorship level).

Exhibitors & Corporate Sponsors

Sapphire Sponsor	Topaz Sponsor	Supporting Sponsor	Sponsor
\$15,000 to \$24,999 in contributions	\$10,000 to \$14,999 in contributions	\$5,000 to \$9,999 in contributions	\$2,000 to \$ 4,999 in contributions
** Signage	** Signage	** Signage	** Signage
** Recognition in Final Program			
** Recognition on PCRS website	** Recognition on PCRS website	** Recognition on PCRS website	** Recognition on PCRS website
** Complimentary Virtual Exhibit	** Complimentary Virtual Exhibit	** Complimentary Virtual Exhibit	** Complimentary Virtual Exhibit

Outstanding Visibility and a Wealth of Networking Opportunities are Available During the PCRS Annual Meeting.

Advertising/Sponsorship Opportunities

PCRS offers multiple opportunities for sponsorship for you to create visibility and brand recognition. Following are some of the many sponsorships offered at the PCRS Annual Meeting.

Opportunities	Cost - Each	Quantity Available
Educational Grants	Unlimited	Unlimited
Awards Dinner (Diamond Sponsor level required)	\$40,000	1
Abstract Book (Diamond Sponsor level required)	\$30,000	1
Welcome Reception (Diamond Sponsor level required)	\$18,000	1
Faculty Dinner (Diamond Sponsor level required)	\$13,000	1
Round Table Session (Exclusive Sponsorship Available)	\$12,500	1
Poster Reception (Exclusive Sponsorship Available)	\$11,000	1
Board of Directors Dinner (Diamond Sponsor level required)	\$10,000	1
Industry Sponsored Symposia	\$10,000	2
President's Reception (Exclusive Sponsorship Available)	\$8,500	1
Past Presidents' Dinner (Diamond Sponsor level required)	\$8,500	1
Rest & Relaxation Station Poolside (with licensed professional massage therapists)	\$6,500	1
Preliminary Program* (Exclusive Sponsorship Available)	\$6,500	1
Continental Breakfasts (Multiple Sponsorship Available Each Breakfast)	\$6,250	3
Refreshment Breaks (Multiple Sponsorship Available)	\$5,000	6
Delegate Bags *	\$4,500	1
Call for Papers	\$3,500	1
Save The Date Postcards (Exclusive Sponsorship Available)	\$3,500	1
Scholarships (Physicians in Training) (Multiple Sponsorships Available) 20 separate scholarships available	\$3,000	20
Keycards	\$2,500	1
Badge Holders	\$2,000	1
Pens with PCRS logo on pen (inside delegate bags) *	\$1,250	1
Lanyards with PCRS logo *	\$1,500	1
Water Stations	\$1,000	4
"Green" Water Bottles with PCRS logo *	\$3,200	1
Virtual Exhibit	\$500	unlimited
Preliminary Program Advertisements	\$300 and up	unlimited
Final Program Advertisements	\$300 and up	unlimited
Delegate Bag Inserts	\$275	unlimited

* PhRMA code prohibits the distribution of Non-Educational and Practice-Related Items (such as pens, note pads, mugs and similar "reminder" items with company or product logos). Recognition for sponsoring such items listed above will be acknowledged through signage, the printed program, on the PCRS website, and in post meeting acknowledgments to all attendees.

2010 Exhibition Schedule*

The following hours and dates have been reserved for meeting attendees to visit exhibits. These hours do not compete with any educational activity or social function. (Subject to change to accommodate CME program schedule.)

Date	Time	Activity
Wednesday, April 14	4:00 to 7:00 pm	Set up
Thursday, April 15	7:30 to 9:30 am	Set up
	Overall Hours - 10 am to 4 pm	AM Break, Lunch Break, Afternoon Break
Friday, April 16	Overall Hours - 10 am to 2:30 pm	AM Break, Lunch Break, Afternoon Break
	6 pm to 7:30 pm	Poster Session
Saturday, April 17	Overall Hours - 10 am to Noon	Break
	After 12 Noon	Teardown

*Schedule subject to change

Special Activities scheduled in the Exhibit Hall include: Refreshment breaks, lunch breaks, and the Poster Session (Friday evening).

Exhibit Booth

The \$1,675 exhibit fee includes:

- One skirted six-foot table, two padded side chairs, and wastebasket
- Space will accommodate one hospital sized, table top display only (6 ft wide by 4 ft high as it sits upon the table). Due to fire regulations, only booths fitting the above guidelines will be allowed on the exhibit floor. Booths not meeting the size requirements will not be permitted under any circumstances.
- Booth personnel are limited to an appropriate number of representatives at any given time
- PCRS will be responsible for identification signs and booth numbering
- General overhead lighting
- Security after exhibit hours

Additional Costs

- Electrical outlet upon request
- Phone line/internet access upon request
- Saturday evening awards dinner \$110
- Before any exhibit is removed from the building, exhibitors must make arrangements satisfactory to PCRS and the hotel for payment of any additional charges incurred in connection with exhibiting.

For an additional \$700 fee, your organization may purchase an oversized space against a sidewall or in a corner of the exhibit hall. A limited number of oversized exhibit spaces are available on a first come, first served basis.

Booths are assigned on a first come first served basis. However, each exhibitor's first three selections are given careful consideration.

All official booth spaces will be located in the exhibit hall and assigned by the PCRS. Assigned spaces may be rearranged by the PCRS staff to avoid congestion, avoid confusion in company names, and resolve competitive conditions or for similar reasons.

General exhibit space will accommodate one hospital sized, tabletop display only (6 ft wide by 4 ft high as it sits on the tabletop). Exhibits should not project beyond the allotted space nor obstruct the view of or interfere with traffic to other exhibits.

Information

Online Registration

Register online at: www.pcrsonline.org/exhibits.htm

Participant Demographics

25% of the IVF cycles in the US are attributable to PCRS members.

- PCRS participants at the 2008 annual scientific meeting numbered between 200 to 245 individuals from 48 states and six countries
- Specialties represented include: Infertility, Reproductive Endocrinology, Gynecology, Embryology, Andrology, Urology, Pre Genetic Diagnosis, High Complexity Labs, Stem Cell Research, Alternative Medicine, Nursing, and Mental Health
- Annual clinical meeting attendance by category:
 - Doctors (MD, PhD) 66%
 - Nurses (RN, ANP, RNC) 6%
 - Embryology, Lab Techs (MAS, MS, BS, TS, etc) 15%
 - Other Allied Health Care Professionals 13%

Reasons to Exhibit

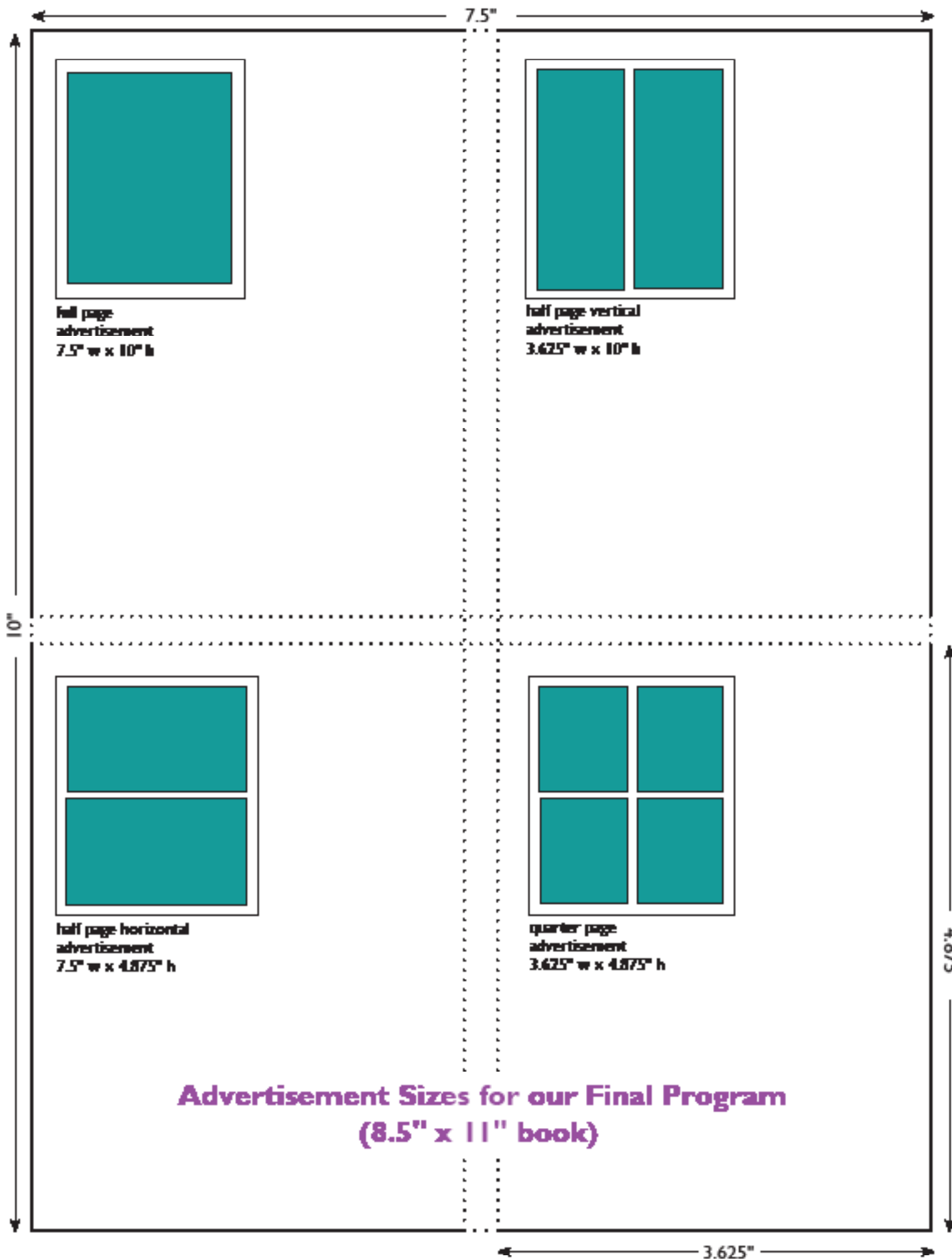
- Present your products or services to an elite group of private practitioners and academics in the field of Reproductive Medicine
- Discuss your message face-to-face with recognized experts in a casual, collegial setting
- Get direct feedback about your products and services
- Get multimedia recognition
- Broaden your contacts within the community of Reproductive Medicine specialists
- See what your competitors are doing
- Enjoy our unique and friendly exhibit program where you work directly with PCRS without the hassle and expense of costly intermediaries

PCRS Print & Advertising Opportunities

Size	Black & White	Color
Quarter page = 3.625" wide x 4.875" high	\$300	\$500
Half page horizontal = 7.5" wide x 4.875" high	\$500	\$750
Half page vertical = 3.625" wide x 10" high	\$500	\$750
Full Page = 7.5" wide x 10" high	\$700	\$1000

Ad Submission Guidelines:

See www.pcrsonline.org/PrintAdGuidelines.htm



full page
advertisement
7.5" w x 10" h

half page vertical
advertisement
3.625" w x 10" h

half page horizontal
advertisement
7.5" w x 4.875" h

quarter page
advertisement
3.625" w x 4.875" h

**Advertisement Sizes for our Final Program
(8.5" x 11" book)**



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The 2010 Annual Meeting

“Reproductive Medicine: Innovations, Regulations, and Clinical Applications”

Dates to Remember

- February 1, 2010 Regular Registration – basic fee \$1,675
- December 31, 2009 Cancellation Fee \$250
- January 1, 2010 to February 15, 2010 Cancellation Fee \$500
- After February 1, 2010 Late Registration – basic fee \$1,875
- February 15, 2010 Last Day for Descriptive Paragraphs for printed materials
- March 1, 2010 Last day for Final Program advertising submission
- March 10, 2010 Last Day for Exhibit Badge List
- March 15, 2010 AV/Electrical/Communications form due

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are available during the PCRS Annual Meeting.*

Sign-up Now!

Online Registration and In-Depth Information
www.pcrsonline.org/meetings_exhibits.htm