



Virginia Academy of Sleep Medicine

# 14TH ANNUAL CONFERENCE

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November 3 & 4, 2022

Hilton Richmond Hotel & Spa  
at Short Pump

## EXHIBITOR PROSPECTUS

Your company is extremely important to the profession and we would like to cordially invite you to showcase your products and services. This year's meeting offers you an excellent opportunity to make sales, widen your exposure and stimulate repeat business to almost **200** participants!

Take this opportunity to build and maintain customer relations, enhance your image, and test new products and services. We encourage you to review the exhibit packages described and to make the decision today to participate in the 14th Annual Conference.

[www.VASleepMedicine.com](http://www.VASleepMedicine.com)

## LEVELS OF SUPPORT

### GOLD LEVEL

\$1,500.00

- One 6 ft table and 2 chairs for Thursday and Friday to connect directly with attendees
- Complimentary registrations for 2 to all meeting sessions
- Two tickets to the Welcome Reception at the Hilton
- Company information inclusion in Virtual Exhibit Hall indicating Gold Level Support ~ (Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to Zoom link/video/survey/ website with option for attendees to request more information)
- Recognition as Gold Contributor in all meeting material including program agenda, signage, looping meeting slides and more
- Participation in "Play to Win" raffle
- Digital access to Attendee list
- One Facebook post, Tweet or LinkedIn post about company's attendance at the meeting

### DIAMOND LEVEL

\$2,500.00

- **All Gold Level benefits** listed above, but with four tickets to Welcome Reception
- **TWO** exhibit tables for maximum exposure
- First choice of placement in exhibit hall
- Recognition as Diamond Contributor in all meeting material
- Specific signage indicating Diamond Level Support
- Podium announcement of support by VASM President
- Four Facebook or LinkedIn posts recognizing company's support
- Exclusive top placement on Virtual Exhibit Hall
- Banner ad on VASM website announcing event

### NON-CME EVENT / PRODUCT THEATRE

\$5,000.00

- **All Diamond Level benefits listed above**, but with 5 tickets to Welcome Reception
- Host a Non-CME Product Theater for attendees. Speaker can be in person or virtual.
- Includes basic AV, room rental, and email blast to attendees advertising the event. The event would be included on the agenda noting the speaker, topic, and your company name/product logo (if preferred). Company to provide the speaker and cover speaker fees.
- Opportunities include: Dinner on Thursday night, Coffee Chat on Friday morning or Lunch & Learn on Friday afternoon.
- Half-page ad in the printed program agenda
- Five registrations to all sessions
- Ability to submit 2 articles for inclusion in e-newsletters (must be used within 6 months)
- Digital access to meeting attendee list
- Assistance with program coordination and execution
- Banner ad on VASM website announcing event

## ABOUT THE VASM

We are an active, energetic organization that endeavors to educate health professionals of the Commonwealth in the discipline of sleep medicine and seeks to improve the quality of life and health of Virginians through educational and advocacy efforts.



## MEETING LOCATION

The meeting will be held at the Richmond Hilton Hotel & Spa at Short Pump | 12042 W Broad St, Richmond, VA 23233. To reserve a room at our discounted rate of \$142.00, call (804) 364-3600 or reserve your room online on our website, [www.VASleepMedicine.com](http://www.VASleepMedicine.com). Rooms block will expire **October 13, 2022**, but rooms may sell out before then.

## EXHIBIT HOURS

### Thursday, November 3

- Exhibit Set-up | 2:00 p.m. - 4:30 p.m.
- Exhibits Open | 4:30 - 8:00 p.m.
- Welcome Reception | 6:30 - 7:30 p.m.

### Friday November 4

- Exhibit Set-up | 6:00 - 7:00 a.m.
- Exhibits Open | 7:00 a.m. - 5:00 p.m.

Continental breakfast and all breaks served in vendor area.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **LUNCH SPONSORSHIP**

**\$3,000.00**

- Recognition as Boxed Lunch sponsor in all meeting material, both printed and online
- Have your company sign greet attendees when they break during sessions
- Podium announcement of company support by VASM President

## **REFRESHMENT BREAK SPONSORSHIP**

**\$2,500.00**

- Recognition as Refreshment Break sponsor in all meeting material, both printed and online
- Have your company sign greet attendees when they break during sessions
- Podium announcement of company support by VASM President

## **POSTER SESSION SPONSORSHIP**

**\$2,000.00**

- Recognition as Poster Session sponsor in all meeting material, both printed and online
- Have your company sign greet attendees during the Poster Session
- Podium announcement of company support by VASM President

## **ATTENDEE BAG SPONSORSHIP**

**\$1,500.00**

- Have your company name/logo on each attendee's reusable bag
- Recognition as reusable bag sponsor in all meeting material, both printed and online
- Podium announcement of company support by VASM President

## **MARKETING SPONSORSHIP**

**\$750.00**

- Company advertisement in three meeting marketing emails, VASM website, and on social media channels
- Podium announcement of company support by VASM President

*Not included with exhibit: Electric, phone line or internet access.  
Table assignments will be made two weeks prior to the meeting.  
Exhibit application must be completed and payment received before booth  
is assigned.*

Questions? Contact Society Manager, Susan McConnell,  
at 804.622.8139 or [smcconnell@ramdocs.org](mailto:smcconnell@ramdocs.org).

Thank you for your support!

If you would like to exhibit at the *14th Annual Conference* of the Virginia Academy of Sleep Medicine on November 3 & 4, 2022, please complete the following application and submit it no later than **October 21, 2022**. The exhibitor fee should be included, or a statement that it is forthcoming..

The tax ID # is: 26-3739565.

**Please submit registration form and payment to:**

VASM | 2821 Emerywood Parkway, Suite 200 | Richmond, Virginia 23294

You may also register and pay online at [www.VASleepMedicine.com](http://www.VASleepMedicine.com).

**CONTACT INFORMATION**

COMPANY NAME:

CONTACT NAME:

CONTACT ADDRESS:

CITY / STATE / ZIP:

CONTACT PHONE:

CONTACT EMAIL:

**NAME BADGES:**

*Please refer to exhibit levels to see how many representatives your sponsorship includes. Include name and email address below. **Include names and email addresses below.***

MAIN ONSITE CONTACT:

BADGE 2:

ADDITIONAL REPS:

DO NOT PLACE NEXT TO:

**PLEASE RESERVE THE FOLLOWING (CHOOSE ALL THAT APPLY):**

**LEVELS OF SUPPORT**

- GOLD LEVEL ..... \$1,500.00
- DIAMOND LEVEL .... \$2,500.00
- PRODUCT THEATER ..... \$5,000.00

**ADD-ONS**

- LUNCH SPONSOR .... \$3,000.00
- BREAK SPONSOR .... \$2,500.00
- POSTER SPONSOR ..... \$2,000.00

- ATTENDEE BAG SPONSOR ..... \$1,500.00
- MARKETING SPONSOR ..... \$750.00

I WILL PARTICIPATE IN THE VENDOR GIFT CARD RAFFLE (ADD \$25 PER GIFT CARD DONATED)  
COMPANIES WILL BE RECOGNIZED FOR THEIR GIFT CARD WHICH WILL BE RAFFLED OFF THROUGHOUT THE CONFERENCE.

FOR INCLUSION IN THE EXHIBITOR DIRECTORY, PLEASE SEND TO SUSAN AT [SMCCONNELL@RAMDOCS.ORG](mailto:SMCCONNELL@RAMDOCS.ORG):

- HIGH-RES COMPANY LOGO (JPEG OR PNG)
- A SHORT COMPANY DESCRIPTION (30-40 WORDS MAX)
- CONTACT INFORMATION FOR REPS
- WEBSITE LINK AND/OR LINKS TO SOCIAL MEDIA PLATFORMS
- LINKS TO PRODUCTS/SERVICE INFO / VIDEOS (OPTIONAL)

Cancellation Policy: An exhibitor may cancel or withdraw from the meeting subject to the following conditions: 1) the exhibitor shall immediately file a written notice of intention to cancel or withdraw; 2) if written notice is received 30 days or more prior, the VDS shall retain a sum of equal to fifty percent (50%) of the total cost of the reserved exhibit space; and 3) no refunds shall be made on cancellations received less than 30 days in advance of the meeting. Cancellations must be received in writing to [smcconnell@ramdocs.org](mailto:smcconnell@ramdocs.org) to be official.