2015 SAWC Fall: Marketing & Sponsorship Opportunities

September 26th-28th, 2015

The Most Respected Name in Wound Care Education

Caesars Palace
Las Vegas, Nevada

The Symposium on Advanced Wound Care
Print Advertising

**OWM September** - reach over 23,000 Advanced Practice Nurses.

**WOUNDS September** - reach over 20,000 Physicians, Dermatologist, Podiatrists and Surgeons working in wound care.

**TWC September** - reach 2,750 professionals working in outpatient & hospital-affiliated wound centers.

**Podiatry Today October** - reach 13,000 podiatrists, residents & students.

Great opportunity to include your booth number for the upcoming conference & other information to drive our readers to your booth or gain awareness for your products and services.
E-Blast Programs

SAWC Fall Pre-Show E-Blast Program: $3,500
SAWC Fall Pre & Post-Show E-Blast Programs: $7,000

Utilize e-blast programs for pre-show, during & post-show marketing!
Cyber Cafe

The sponsoring company’s logo will be displayed on computer screens within the cyber café and integrated in the cyber café structure. The sponsor also will be recognized in the syllabus book.

Cost for Sponsorship $20,000.00 - SOLD

Hotel Key Cards

Put your company’s message right in attendees’ hands. Have your company’s message included on guest room key cards at Caesar’s Palace in Las Vegas, NV. This puts your company at the top of attendees’ minds throughout the conference.

Cost for Sponsorship $15,000.00 - SOLD
Abstract Book
The Abstract Book includes abstracts and author information for all posters on display at the SAWC Fall 2015.

Attendees use the book to review abstracts and decide which posters they would like to visit. The sponsoring company will receive a full page, four-color ad in the syllabus book and will be able to highlight up to 10 posters of its choice during the evening.

Cost for Sponsorship $15,000.00- SOLD

Attendee Room Mirror Cling
This sponsorship opportunity puts your brand on a cling that will adhere to the bathroom mirror in all attendee hotel rooms at Caesar’s Palace.

This sponsorship guarantees your company’s logo is one of the first and last things attendees see each day they attend the SAWC. Your company will be responsible for providing ad copy for the clings.

Cost for Sponsorship $15,000.00
Aisle Signs

The sponsoring company will have its logo on each of the aisle signs that hang in the exhibit hall. The sponsor also will receive recognition in the syllabus book.

Cost for Sponsorship $10,000.00

Registration Counters

The sponsoring company’s logo will be prominently displayed on the registration counters. Every attendee will see the logo when checking in and picking up conference materials.

Cost includes production of marketing message for registration counters.

Cost for Sponsorship $10,000.00- SOLD
Badge Holders/Lanyards

Hang your company name and logo on all 2015 SAWC Fall attendees. Badge holders are distributed at registration and are an extremely visible sponsorship opportunity. Attendees must wear badge holders at all times to be admitted to conference sessions and the exhibit hall.

Cost for Sponsorship $10,000.00- SOLD

Schedule-at-a-Glance

A schedule at a glance with the company logo will be inserted in the 2015 SAWC Fall attendee bags. Attendees will use this schedule at a glance to find session names and locations throughout the conference. The participating company will be recognized on the printed schedule at a glance as well as on schedule at a glance signage situated throughout the convention center.

Cost for Sponsorship $15,000.00
Branding Boxes

Art materials from the sponsoring company will cover the lighted boxes in the Exhibit Hall or Branding Cube boxes outside the hall. The graphics will be seen by attendees each time they walk to and from the sessions or in the exhibit hall at the main Food & Beverage stations.

Sponsorship includes printing & display of boxes.

Cost for Sponsorship:

3 Light Boxes Exhibit Hall
$12,000.00

Branding Boxes outside hall
$9,000.00
Cell Phone Charging Units

The **SAWC Cell Phone Charging Units** give attendees a convenient and quick option for charging their cell phones while onsite at the conference. These units can be branded with your company advertisement on the front and a video (includes audio/video up to 5 minutes long) which will loop throughout the 3 conference days. With 18 charging cables available, the Go Charge Units offer a fast charge for all types of cell phones and allows attendees to see your advertisement/video to visit your booth in the exhibit hall.

Cost includes production of marketing message and set-up of video on 2 units. Placement in two high traffic areas.

**Cost for Sponsorship** $10,000.00
SAWC Mobile App

SAWC Fall’s Conference Mobile App will allow attendees to have mobile access to conference activities by a simple touch of their smartphone. As a sponsor, your company will be promoted on the front splash page as well as on the top in the tool/search bar. You will receive an active first button (company logo) linking to your website, 2 scheduled push notifications during the show, and promo pop-ups highlighting your company and promoting your website/booth number on the home screen.

Cost for Sponsorship: $10,000.00- SOLD
Meter Boards

A series of 6 vertical signs, each standing 2 meters tall, will display your marketing message while leading attendees to the conference sessions. Placed in high traffic areas in the convention center, the signs will be viewed by all attendees as they walk to and from educational sessions.

Cost for Sponsorship  $8,000.00- SOLD

Floor Ads/Footprints

A trail of printed floor ads will lead attendees through Caesar’s Palace. The floor ads are designed to spread the sponsoring company’s marketing message and bring clinicians one step closer to using your products and services. Cost includes production of 10-15 floor ads and placement.

Cost for Sponsorship  $10,000.00- SOLD
Banners in Convention Center

Hang your banner in a prime location to ensure your company’s brand is seen as attendees walk to conference sessions and network in the convention center halls.

*Cost includes printing, labor to install and dismantle banners.

Several Locations Available throughout the Convention Center area!

Cost for Sponsorship   $8,000 & up- SOLD
Table Stickers

Art materials from the sponsoring company will cover the tables that line the hallway leading to the educational sessions. The graphics will be seen by attendees each time they walk to and from the sessions and while sitting at the tables during breaks.

**Cost for Sponsorship**  $6,000.00- SOLD

Gobos

A custom gobo will project a lighted image of the sponsoring company’s logo in highly visible locations at the hotels and convention center. Attendees will see the design every time they walk through the hotel on their ways to the convention center.

**Cost for Sponsorship**  $5,000.00
SAWC Fall Woundopoly

Each sponsoring company will have their own game piece on the WOUNDAPOLY Board featuring the company’s name and logo. Game boards will be inserted in each attendee bag at the conference. During exhibit hours, attendees will have to visit each sponsoring company and write down 2 facts about the company’s product and/or services. Attendees will have a chance to submit their completed game boards for a prize drawing at the end of the SAWC.

Cost for Sponsorship $5,000.00 SOLD
Exhibitor Guide Advertisement

The SAWC Fall 2015 Exhibition Guide lets you reinforce visibility at the show. More than 1,000 attendees will use the official directory to exhibitors when deciding which companies to visit and determining where they can be found. It includes valuable information such as floor plans, company descriptions, and contact information. Advertising in the exhibition guide will ensure your company is not overlooked.

Cost for Sponsorship  $1,500.00

Includes 1 Full Page, Color Advertisement.

Bag Insert

The SAWC Fall Bag Insert allows a limited number of promotional flyers and items to be included in each conference registration bag, given free to every attendee. Attendees value the contents of their bags, which include the syllabus book, exhibition guide, and much more. Make sure your company is among these key conference materials.

Cost for Sponsorship $4,000.00

SAWC Pre-Show Mailer

You company will have the option to decide when you would like to receive our pre-show mailing labels (one-time use ONLY!) to do a pre-show mailing for the SAWC Fall conference. The labels can be ordered up to two weeks before the conference.

Cost for Sponsorship $1,000.00
Thank You!