

46th Annual Meeting
August 4-5, 2021

Virtual Event

Exhibitor Prospectus

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Presenting Exhibitors New and Innovative Ideas for a Virtual Meeting Experience!

Why Become a Sponsor/Exhibitor at NATCO?

- Gain exposure for your business by networking with the front-line users of your products, OPO and Transplant Center Professionals.
- Front-line users have the greatest impact on what products are best used in their practice. This is the audience that will have the greatest influence on leadership.
- Use this opportunity to educate donation and transplant professionals about your products or services.

Membership Demographics:

- ▶ Transplant = 49%
- ▶ Procurement = 48%
- ▶ Other = 3%



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Exhibitor Information:

- | Virtual Exhibit Booth using Zoom platform
- | Full meeting registration for all booth representatives (includes CE credit)
- | 50-word company description printed in Mobile Meeting App
- | ***Each Exhibitor will receive a \$100.00 Target Gift Card to drive attendance to your virtual booth***
- | One-time use post-meeting electronic attendee email list

Exhibitor Booth Fee:

- | Exhibitor Virtual Booth Fee \$1,000 (on or before May 30th)
- | Exhibitor Virtual Booth Fee \$1,200 (on or after May 31st)

Tentative Virtual Exhibit Hall Schedule:

Wednesday, August 4th

- 9:00-10:00am
 - 9:00-9:30am – Sponsor breakfast with 30-minute presentation session
 - 9:30-10:00am – Exhibit Hall open
- 12:00-12:30pm -Break
 - 12:00pm -12:15 – open break with all Exhibitors
 - 12:15-12:30pm – dedicated exhibitor 15-minute presentation
- 2:45-3:15pm-Break with Exhibitors
 - 2:45pm-3:00pm – open break with all Exhibitors
 - 3:00-3:15 – dedicated Exhibitor 15-minute presentation

Thursday, August 5th

- 9:00-10:00am
 - 9:00-9:30am – Sponsor breakfast with 30-minute presentation session
 - 9:30-10:00am – Exhibit Hall open
- 12:15-12:45pm
 - 12:15-12:30 open break with all Exhibitors
 - 12:30-12:45 dedicated Exhibitor 15-minute presentation
- 2:45-3:15pm
 - 2:45-3:00 open break with all Exhibitors
 - 3:00-3:15 dedicated Exhibitor 15-minute presentation

**Please notes times are subject to change. Final exhibit hours will be sent closer to conference date. Based on Eastern Time.*

Important Dates:

- | Deadline for Exhibitors and Sponsors May 31st
- | Deadline to cancel Exhibitor Virtual Booth July 3rd
- | Online Training with Meetings Tomorrow – Details to follow

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Additional Exhibitor Virtual Opportunities



Free Marketing Opportunity!

Each Exhibitor will receive a **\$100.00 Target Gift Card** to be raffled off based on your virtual booth activity. Attendees who engage with you during your Exhibitor Virtual Booth will be eligible to enter their name in a drawing for a \$100.00 Target Gift Card sponsored by our partners at W.L. Butler. Winners will receive their gift card within two weeks following the meeting. This is designed to drive more traffic to your booth.

Meeting Mailing Lists

Start marketing your company TODAY!

You can reach the NATCO attendees before the meeting by purchasing the attendee list in advance.

The special virtual show rate is \$125.

- | You can order this mailing list on your registration form prior to **May 29**, and it will be emailed to you on **July 19**.
- | A post-meeting registration mailing list is provided to all exhibitors. You will receive it no later than **August 12**.

July 19, 2021

- | **One-time use pre-meeting mailing list available** (if purchased)
- | NATCO will provide the meeting sponsors and those who have purchased the list with a complete pre-meeting mailing list. This list will be provided via email in an Excel spreadsheet to your designated recipient.

August 12, 2021

- | **One-time use post-meeting electronic mailing list available**
- | NATCO will provide all exhibitors with a complete post-meeting mailing list. This list will be provided via email in an Excel spreadsheet to your designated recipient.

Exhibitor Application







Please [Click Here](#) to submit your application

Virtual Sponsorship Opportunities

Sponsorship Benefits

- Complimentary meeting registration for all booth representatives
- One complimentary pre-meeting registration mailing list (emailed approximately July 20)
- Logo on event landing page

All sponsorship items include corresponding sponsorship level benefits. All sponsors will receive recognition through the mobile app.

-  **1. Virtual Platform – \$3,000 – Multiple Opportunities Available** (Get visibility with company logo on the meeting landing page throughout the meeting.)
- 2. Meeting App – \$7,500** (Get visibility with your logo on the NATCO App splash page.) For more details contact Karen Libs at karenl@natco1.org
-  **3. Breakfast with Sponsor - \$4,000- 2 Opportunities Available** (Sponsors have the opportunity to choose 50 attendees based on the attendee list to invite them to a private breakfast with a 30-minute presentation. Each attendee will receive a eGrubhub Gift Card via email with your company logo and message to order breakfast prior to the breakfast session. **This provides a great way to personally identify specific attendees to build or enhance relationships and partnerships.**)
-  **4. Virtual Meeting Care Kit - \$3,000 – 4 Opportunities Available** (Each NATCO meeting attendee will receive a NATCO Virtual Meeting Care Kit in the mail prior to the meeting featuring your company information and one company promotional product)
-  **5. Exhibitor Coffee Break Sponsor - \$2,000– 4 Opportunities Available** (All NATCO attendees who **register on or before June 1st** will receive an eStarbucks Gift Card via email with your company logo and message to stop and pick up coffee before the meeting begins)
-  **6. Donate Life Float Rose Dedication Sponsor - \$1,500** (Sponsor will have the opportunity to choose up to 50 attendees on the attendee list to receive a dedicated rose on the Donate Life Rose Parade Float. **This provides a great way to personally identify specific attendees to build or enhance relationships and partnerships.**)
-  **7. Exhibitor 15-minute Presentation - \$500- 4 Opportunities Available** (Exhibitor will have the opportunity to host a onetime 15-minute dedicated session during the Exhibitor break in the meeting. The Exhibitor will have the opportunity to invite attendees based on the attendee list to the session as well as all participants. **This provides a great way to personally identify specific attendees to build or enhance relationships and partnerships.) Only 1 left!**

Partial sponsorships available. Contact Karen Libs at karenl@natco1.org or 901-603-9295

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We are excited to introduce you to our Event Platform Team, **Meeting Tomorrow**, who will guide you through setting up a successful Exhibitor Virtual Session! *“Meeting Tomorrow connects people. We produce virtual events and supply the equipment that allows people to work and learn from home.”* Here are a few of the benefits of working with their team to ensure your experience gives you a great return on your investment of time!

- ▮ One on one training sessions for all Exhibitors
- ▮ Zoom reports for all attendees who entered Exhibitor booth online
- ▮ Presenter Kit including laptop, lighting, audio etc. (\$510.00 cost)
- ▮ Direct contact with Meeting Tomorrow Team before and during event

Tips & Tricks for Presenting Online

If you're used to presenting for an in-person audience, we know jumping into the world of online events can feel daunting. Don't fear! Over the years, we've prepped hundreds of presenters and event planners like you on how to keep their virtual presentations engaging, professional, and seamless. Here are a few of our top tips.

Preparing for Your Presentation

- **Think about your content in the virtual world.** Your slides are likely going to be a key point of focus. High resolution images, a handful of bullet points and clean transitions coupled with polling, dynamic Q&A, and chat feeds will all encourage engagement online.
- **Design your presentation with shorter attention spans in mind.** If you're planning for a 60-minute meeting, dedicate no more than 30 to 40 minutes as presentation time, with the remaining time dedicated to interactive features such as polling and a robust Q&A.
- **Prepare!** Be ready to kick-off at a minimum of 15 minutes before the start of your event to test your audio and camera and presentation slide control. If there are multiple remote presenters, practice giving and taking slide control in advance.



Exhibitor Policies & Procedures

- 1. By applying for virtual exhibit space, your company agrees to comply with all rules and regulations outlined below and further agrees to abide by the decision of NATCO exhibit management with respect to interpretation of these rules. Please be sure that the company representatives attending the virtual meeting are aware of and adhere to these rules.**
- 2. Exhibit Representatives.** Provided with each booth: one full meeting registration (includes CE credit). Any exhibitor wishing to register for and attend the educational sessions will register through the normal registration process used by meeting participants. Exhibitors paying meeting registration fees will be awarded contact hours for educational sessions attended.
- 3. Payment.** Full payment of exhibit fees or sponsorship is required with this contract. Please make checks payable to: NATCO, P.O. Box 711233, Oak Hill, VA 20191, USA. All telephone inquiries: 703-483-9820; FAX 703-879-7544. International funds must be submitted on a U.S. bank in U.S. equivalents.
- 4. Refund for Cancellation.** Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent, will be refunded. **No refunds will be made after July 3, 2021.**
- 5. Eligible Exhibits.** Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.
- 6. Use of Exhibit Space.** Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business. No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.
- 7. Exhibitor Representative.** Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible.
- 8. Exhibitor Activities.** Exhibitor agrees not to schedule or conduct any outside activity, including, but not limited to, receptions, seminars, symposium and Zoom meetings that conflict with the official program of NATCO.
- 9. Responsibility.** If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
- 10. Management.** Exhibit management reserves the right to interpret, amend and enforce these regulations as it deems appropriate to ensure the success of the exhibition.