STRENGTH in DIVERSITY

Ready to exhibit or advertise? Complete our new online application at womensurgeons.org.
For more information, contact Bree Angelo at bree.angelo@mci-group.com, or 312.265.2996.

Association of Women Surgeons Annual Conference
OCTOBER 3-6, 2020 • CHICAGO, IL

CORPORATE SUPPORT & EXHIBIT OPPORTUNITIES
The Association of Women Surgeons (AWS), founded in 1981, is an international not-for-profit professional organization whose mission is to inspire, encourage and enable women surgeons to realize their professional and personal goals.

**AWS Accomplishments:**

**Advocacy**
- Significant Social Media Presence in Surgery
- Statements on Pay Parity, Sexual Harassment, Parental Leave
- Gender Equity Toolkit Available on AWS Website
- Best Practice for OR Attire

**Representation**
- Governor for the American College of Surgeons
- Representative on the ACS General Surgery Advisory Council
- Representatives in most ACS State Chapters

**Opportunity**
- Dedicated annual AWS issue of the American Journal of Surgery
- Research Scholarships
- Visiting Professor Programs
- Coaching Project to Support Women Trainees and Reduce Burnout
- Networking, Mentorship and Leadership

Does your organization strive to be women friendly in this day and age? Show it through your support of AWS.

Half of all US medical students and nearly 40% of surgical residents are women, and AWS has this audience captured. Join us at the 2020 Conference to reach them! With over 3,000 members representing 21 countries, 51 organizational members and 52 Medical Student Chapters, AWS is the largest organization dedicated to women surgeons across all surgical subspecialties. AWS provides mentoring opportunities and leadership development by fostering the interaction among and exchange of information between women surgeons.

The 2020 Annual Conference embraces the theme, Strength in Diversity, and features a variety of scientific and inspirational leaders in surgery.

**Brand Footprint**

- AWS Members: 3,000+
- Website UVs per month: 128,000
- eConnections newsletter open rate: 34%
- Facebook followers: 11,000
- Twitter followers: 28,000
- Instagram followers: 27,000

**Publications**

Our partnerships have resulted in AWS branded products such as The Pocket Mentor and The AWS Guide to Success: Navigating Your Surgical Career.

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SATURDAY, OCTOBER 3, 2020
Exhibits open in the Surgeons’ Lounge all day on Saturday. See www.womensurgeons.org for more program details.

7:00 – 8:00am Continual Breakfast Available in the Surgeons’ Lounge
8:00 – 8:30am Introduction and Welcome
8:30 – 10:30am Educational Sessions
10:30 – 11:00am Networking Break in the Surgeons’ Lounge
11:00am – 12:15pm Educational Sessions
12:15 – 1:15pm Lunch with Networking, Business Meeting and Presidential Speech
1:15 – 2:00pm Keynote Speaker
2:00 – 3:30pm Educational Sessions
3:30 – 3:45pm Networking Break in the Surgeons’ Lounge
3:45 – 6:00pm Educational Sessions
6:00 – 7:30pm Welcome Reception in the Surgeons’ Lounge

SUNDAY, OCTOBER 4, 2020
8:30 – 9:00am Continental Breakfast Available in the Surgeons’ Lounge
9:00 – 9:45am Keynote Speaker
9:45am – 12:30pm Educational Sessions

MONDAY, OCTOBER 5, 2020
7:30 – 10:00pm AWS Foundation Awards Dinner

TUESDAY, OCTOBER 6, 2020
7:00 – 9:00am AWS Networking Breakfast

ABOUT THE SURGEONS’ LOUNGE
The conference agenda provides 3.5 hours of unopposed time over breakfast, breaks and the evening reception, for maximum networking opportunities. The Surgeons’ Lounge is the optimal place for sponsors and exhibitors to connect with the AWS Membership. We’ll set the stage for you to enhance your relationships with attendees, while providing an original and memorable experience.
SUPPORT BENEFITS

Do you want to ENGAGE, EMPOWER, or EXCEL Women Surgeons?

Review the benefits and select the special audience activation that best supports your company’s objective.

EXHIBITOR TABLE PACKAGE IN THE SURGEONS’ LOUNGE:
Table tent with sponsor’s name, 6-foot draped table, 2 chairs.

FULL CONFERENCE REGISTRATIONS
(25% discount on all additional registrations)

SIGNAGE RECOGNITION AT THE EVENT
NAME ONLY

LOGO ON CONFERENCE WEBPAGE AND MOBILE APP
NAME ONLY

ACKNOWLEDGMENT IN AWS ECONNECTIONS
(bi-monthly e-publication)

SOCIAL MEDIA ACKNOWLEDGEMENT ON AWS FACEBOOK AND TWITTER

BANNER AD ON AWS WEBSITE, FROM SIGN-UP THROUGH END OF 2020

E-BLAST SENT FROM AWS
(company provided HTML content)

ONE HOUR OF ONE-ON-ONE TIME WITH SELECT OFFICERS/COUNCIL MEMBERS

MAXIMIZE YOUR REACH
ALL ACTIVATIONS ARE FIRST-COME, FIRST-SERVED

ENGAGE OPPORTUNITIES $5,000

EMPOWER OPPORTUNITIES $10,000

EXCEL OPPORTUNITIES $20,000

Mobile App
Last year’s app had an over 90% adoption rate, meaning your logo and company info could have been in the palm of almost every attendee! Includes logo placement in promotions about the app, within the app, and (1) Push Notification to app users.

Work Zone
Your support will brand a designated area for attendees to sit down, charge up, respond to emails, and more!

E-Posters
Support the digitization of the medical student and resident poster competition. Logo featured prominently on site and in enduring e-gallery.

Selfie Wall
Your logo will be incorporated into our step and repeat banner where attendees take countless photos. Don’t miss the opportunity to increase your brand recognition.

Specialty Coffee Break
We will work with you to create a special break experience that showcases your product or logo. Two opportunities available.

Restroom Re-vamp
Your support will allow us to rebrand the restrooms into a spa-like atmosphere. Upgraded products, music, and aromatherapy will complete the transformation. Your logo will be featured prominently.

AWS Networking Breakfast
Let us work with you to create a custom event that leaves a lasting impression on the AWS audience.

Relaxation Lounge
Sponsor a private room near to the conference action featuring chair massages, calming music, and refreshments. This is the perfect chance to expose attendees to your product or brand in a calming way.

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EDUCATIONAL GRANTS & OTHER OPPORTUNITIES

The Association of Women Surgeons also gratefully accepts Educational Grants for the 2020 Annual Conference, as well as other educational endeavors throughout the year. Educational Grants are acknowledged in any printed program as well as at the specific event, if applicable.

The grants can include support for the below expenses. Additionally, “in kind” grants may be needed at times, including disposable instruments or equipment on loan.

- Printing
- Meals & Social Event
- Miscellaneous Meeting Expenses
  (speaker expenses, lanyards, WiFi service, etc.)

AJS BEST PAPER CONTEST SPONSORSHIP $2,500

Sponsor the AJS Best Paper Contest and your logo will be featured on the AWS website, in the mobile app, and conference on signage. Plus, a representative from your company will present the award in front of the AWS audience during the session.