

## Sponsorship, Advertising, and Exhibiting Opportunities

We invite you to participate as a sponsor, exhibitor, or advertiser at our 35th Annual Meeting, in San Juan, Puerto Rico, August 19-22, 2009. This year the meeting is being held at the Conrad San Juan Condado Plaza Hotel & Casino. This Sponsor, Exhibitor, and Advertiser Prospectus provides useful details about becoming a sponsor of this truly important event. It describes a variety of ways to meet your organization's visibility needs:

- Become a meeting sponsor or exhibitor
- Sponsor a reception or other meeting event
- Advertise in the meeting program book
- Co-brand giveaway items, such as pens and lanyards

For additional information please contact Tess Conrad at [Tess@RDlent.com](mailto:Tess@RDlent.com) or 916-443-0218.

## About IASR

The International Academy of Sex Research (IASR) was founded on 1 August 1973. The board of the journal *Archives of Sexual Behavior*, which became the official publication of the IASR, nominated the 53 founding charter members.

The first annual IASR meeting was held at the State University of New York at Stony Brook in September 1975, hosted by IASR founding president, Richard Green. IASR is a scientific society for researchers in sexology. According to John Bancroft, retired director of the Kinsey Institute, IASR "can claim...most of the field's leading researchers." IASR is unique among sexology organizations in that individuals must be elected to membership, which requires demonstration of substantial contribution to sexology, including the authorship of ten or more professional publications. Notable members have included Drs. Ray Blanchard, Milton Diamond, Kurt Freund, Richard Green, and Ken Zucker. The official journal of IASR is the *Archives of Sexual Behavior*.

## IASR Annual Meeting

The International Academy of Sex Research is a scientific society whose objectives are the promotion of high standards of research and scholarship in the field of sexual behavior by fostering communication among scholars engaged in such research. IASR promotes the dissemination of research through its annual meeting and publication of the journal *Archives of Sexual Behavior*.

By attending the 35<sup>th</sup> Annual Meeting, you'll get up to date on the trends and opportunities that are shaping the way Sex Research is delivered to people and reach a committed, enthusiastic, and influential audience which includes the world's leading Sexology health experts and practitioners.

This Prospectus provides information about a variety of ways to participate, including sponsorship, exhibiting, advertising, and branding opportunities.

Exhibit space is limited, please complete the attached Commitment Form today to make sure that your organization will be featured among recognized Sexual Behavior industry leaders.

To learn more, contact Alex Carballo-Diéguez at [ac72@columbia.edu](mailto:ac72@columbia.edu) or Tess Conrad, IASR Meeting Planner from RDL enterprises at 916-443-0218 or [Tess@rdlent.com](mailto:Tess@rdlent.com).

For more Information about the Conrad San Juan Condado Plaza Hotel & Casino please visit, [www.condadoplaza.com](http://www.condadoplaza.com), telephone, 866-317-8934.





## Sponsorship Opportunities

Sponsoring IASR's Annual Meeting provides maximum visibility and is the best way to achieve your marketing goals. It also demonstrates powerfully your commitment to Sexual Behavior in the general community and within your organization.

### Olympic Sponsorship Levels

#### **GOLD – \$10,000 (Limited to one sponsor)**

- Top billing as lead meeting sponsor
- Premium advertising and exhibit placement
- Premium signage featuring your logo prominently displayed during the Meeting
- Gold Level acknowledgment in meeting materials, on website, and in *IASR website Report*
- Four complimentary Meeting registrations
- Four Banquet Dinner tickets

#### **SILVER LEVEL – \$5,000**

- Silver Level acknowledgment in meeting materials, on website and in *IASR website Report*
- Premium signage featuring your logo prominently displayed during the Meeting
- Three complimentary Meeting registrations
- Three Banquet Dinner tickets

#### **BRONZE LEVEL – \$2,500**

- Bronze Level acknowledgment in meeting materials, on website and in *IASR website Report*
- Premium signage featuring your logo prominently displayed during the Meeting
- Two complimentary Meeting registrations
- Two Banquet Dinner tickets

#### **GENERAL CONFERENCE SUPPORTER – \$500**

- Acknowledgment in meeting materials, on website and in *IASR Website Report*
- Mention in Opening reception, Thank you announcements

## Additional Opportunities

General Meeting Supporters may take advantage of the mentioned opportunities to gain additional visibility by presenting the following Meeting events. Event sponsors are recognized in printed materials, on event signage, and in promotional handouts.

## Exhibiting

Exhibit at the IASR meeting and build brand awareness, showcase new products and services, and establish and strengthen relationships.

#### **CORPORATE – \$1,000**

- 6' table
- One complimentary Conference registration

#### **GOVERNMENT, NONPROFITS, AND SMALL BUSINESSES – \$500**

- 6' table
- One complimentary Meeting registration

## Advertising

### **MEETING PROGRAM ADVERTISEMENT**

A limited number of ad space is available in the final meeting program. All ads will be printed in black and white. Rates for conference program advertisement are as follows:

Size	Dimensions (Width x height, in inches)	Regular Price	Discounted Price (for government, nonprofits, and small businesses)
Quarter Page	3.75 x 5	\$ 350	\$ 175
Half Page	7.5 x 5	\$ 500	\$ 250
Full Page	7.5 x 10	\$ 1000	\$ 500
Two Pages		\$ 2,000	\$ 1,000

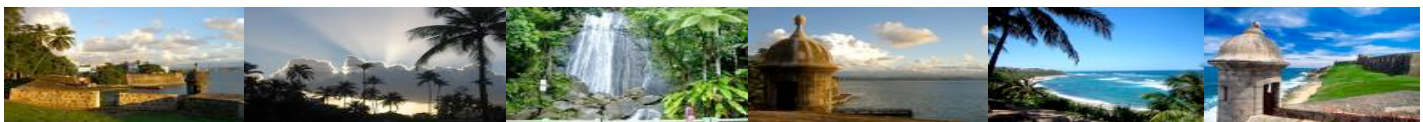
### Advertisement Specifications

Preferred fonts are Arial and Times New Roman; advertisers are free to choose other fonts as well. All fonts should be turned to outlines (rasterized). Resolution should be set at 300 dpi. You may use any of the following file formats:

- TIFF or EPS with transparency
- Illustrator 10 or earlier
- Acrobat PDF files are acceptable if all fonts used are embedded (PC fonts only)

Please send artwork for the Meeting Program to [Tess@rdlent.com](mailto:Tess@rdlent.com).

**All contributions must be paid in full before, August 15, 2009.**





# 2009 IASR Annual Meeting Sponsor/Exhibitor/Advertiser Commitment Form

### Contact Information:

Organization \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Title \_\_\_\_\_ Division/Department \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Email \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

I agree to abide by the rules and conditions set forth in the 2009 Sponsor, Advertiser, and Exhibitor Prospectus. I further agree that any financial support or payments are unrelated to the educational content presented at the conference. IASR has the sole responsibility for and control over the content and conduct of the Annual Meeting, free from external influence of any kind.

Authorized Signature \_\_\_\_\_

### Level and Type of Participation:

- Meeting Sponsorship ..... \$ \_\_\_\_\_
    - Gold \$ 10,000 and  I will be exhibiting (no additional charge)
    - Silver \$ 5,000 and  I will be exhibiting (no additional charge)
    - Bronze \$ 2,500 and  I will be exhibiting (no additional charge)
    - Supporter \$ 500
  - Exhibitor ..... \$ \_\_\_\_\_
  - Advertisement in Meeting Program – Ad size: \_\_\_\_\_ \$ \_\_\_\_\_
  - Additional Opportunity - Please specify: \_\_\_\_\_ \$ \_\_\_\_\_
- Total: \$ \_\_\_\_\_**

### Payment Method:

- I will pay by check – Send payment to: **IASR | RDL enterprises, 2300 N Street, Suite 3, Sacramento, CA 95816**
- Please charge my credit card  Visa  Master Card  American Express  Discover Card
 

Name as it appears on card \_\_\_\_\_  
 Card number \_\_\_\_\_ Expiration date \_\_\_\_\_ Security code \_\_\_\_\_  
 Signature \_\_\_\_\_
- Please send me an invoice
 

Attention \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

**PLEASE NOTE: Credit card charge will appear as "RDL Enterprises"**

**OR EMAIL THIS FORM TO TESS@RDLENT.COM OR FAX TO 916-443-2037  
 OR MAIL WITH PAYMENT TO:  
 IASR | RDL enterprises, 2300 N STREET, SUITE 3, SACRAMENTO, CA 95816**