

16th Annual

Abdominal Wall Reconstruction 2025

MedStar Georgetown University Hospital

June 13 to 14, 2025

The Ritz-Carlton, Tysons Corner | McLean, VA



EXHIBITOR PROSPECTUS AND SPONSORSHIP GUIDE

Abdominal Wall Reconstruction 2025

MedStar Georgetown University Hospital is proud to host the **16th Annual Abdominal Wall Reconstruction (AWR) 2025** conference taking place on **June 13 to 14, 2025** at the The Ritz-Carlton, Tysons Corner in McLean, VA.



You are invited to exhibit at the highly sought-after AWR 2025 conference. This event offers a unique opportunity to connect with surgeons and wound care specialists while promoting the highest standards of patient care. Now in its 16th year, AWR continues to include the latest research in all aspects of abdominal wall reconstruction including hernia repair, reinforcement material, component separation, laparoscopic and robotic techniques, and plastic surgery.

The conference hosts over 200 participants who specialize in abdominal wall reconstruction including:

- General Surgery
- Trauma Surgery
- Plastic Surgery
- Wound Care
- Stoma Nurses

As a key partner to the 2025 meeting, you will have the unique opportunity to reach your target market and decision makers under one roof. In addition to having ample networking time with decision makers, you will have the time to showcase your products and company through face to face demonstrations with senior members of leadership who drive the purchases for hospitals and healthcare facilities.

Don't miss this important opportunity! Apply now and make AWR 2025 a key component of your marketing plan. To secure your participation or obtain additional information regarding packages, please contact Elizabeth Romano by email at elizabeth.s.romano@medstar.net

I thank you for your continued support year over year! Myself, faculty, and attendees look forward to seeing you at AWR 2025.

For additional program details visit www.awrconference.com

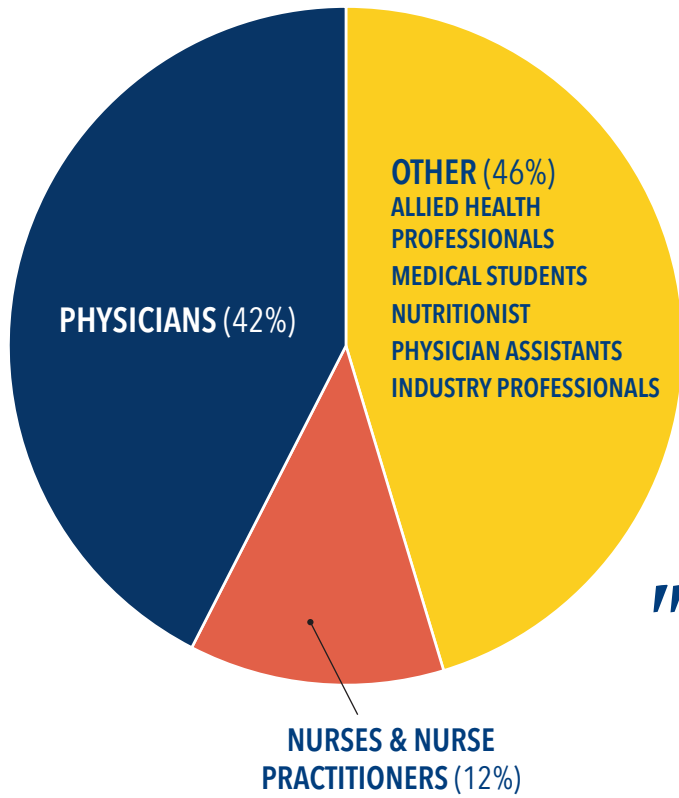
Sincerely,

Parag Bhanot, MD

MedStar Georgetown University Hospital
Washington, D.C.



ATTENDEE DEMOGRAPHICS



Our attendees have traveled from:

- | | |
|-------------|----------------|
| AUSTRALIA | SAUDI ARABIA |
| CANADA | SOUTH AFRICA |
| CHINA | SOUTH KOREA |
| CROATIA | SPAIN |
| FINLAND | MEXICO |
| FRANCE | PORTUGAL |
| GERMANY | SPAIN |
| INDIA | UNITED KINGDOM |
| ITALY | UNITED STATES |
| NEW ZEALAND | |

“...This meeting was a great success, with the sessions, customer engagements and they were especially happy about the success from the Bioskills Lab.”

– 2024 Exhibitor



Abdominal Wall Reconstruction 2025

REASONS TO EXHIBIT

THERE IS SOMETHING FOR EVERYONE!

BRAND VISIBILITY



- Participate in 15+ hours of exhibit show time to generate new sales
- Make a declaration as a leader in the field by building brand awareness

PRODUCT DEMONSTRATIONS



- Showcase your products and services directly to potential buyers
- Increase your own education in the field by attending the lectures and panel discussions

NETWORKING



- Build new contacts and strengthen relationships with existing clients
- Reach preeminent decision makers with face-to-face interactions and demonstrations

PAST AWR SUPPORTERS AND EXHIBITORS

3M+KCI
Acelity
ACell, Inc.
Allergan
Americas Hernia Society
Atlantic Medical Books
Bariatric Times
BD
ConvaTec
Cook Medical
CooperSurgical
Davol, Inc., a BD Company
Deep Blue Medical Advances
DePuy Synthes

DGMR, Inc
Elsevier
Ethicon US, LLC
General Surgery News
Getinge Group
Gore & Associates
Integra LifeSciences
Intuitive Surgical
Johnson & Johnson
KCI, An Acelity Company
Legally Mine
Medtronic
Mesh Suture
Miromatrix Medical

MTF Biologics
NOVADAQ
Pacira Pharmaceuticals, Inc.
RTI Surgical
Shire
Solventum
Southmedic Inc.
Synovis
Takeda
TELA Bio
THD America, Inc.
Ultra Wound Care
W.L. Gore & Associates

SUPPORT OPPORTUNITIES



DIAMOND (1 AVAILABLE): \$65,000

- 12' space
- 2 tables with four chairs
- 1 Cadaver Lab Sponsorship*
- (10) Complimentary Registrations
- (4) 50% Discounted Registrations
- (1) Complimentary Speaker Registration
- Choice of table location in exhibit hall – first come, first served
- One social media post on Facebook/Twitter
- Pre-registration list to be provided one week before conference
- Final attendee list at the end of the conference
- Daily acknowledgment in opening remarks
- Acknowledgment in final program

PLATINUM (3 AVAILABLE): \$40,000

- 12' space
- 2 tables with four chairs
- 1 lunch or breakfast symposium (one available per company)
- (8) Complimentary Registrations
- (4) 50% Discounted Registrations
- (1) Complimentary Speaker Registration
- Choice of table location in exhibit hall – first come, first served
- One social media post on Facebook/Twitter
- Pre-registration list to be provided one week before conference
- Final attendee list at the end of the conference
- Daily acknowledgment in opening remarks
- Acknowledgment in final program

GOLD: \$15,000

- 6' space
- 1 table with two chairs
- (3) complimentary registrations
- Pre-registration list to be provided one week before conference
- Final attendee list at the end of the conference
- Daily acknowledgment in opening remarks
- Acknowledgment in final program

Non-profit rate is \$7,500 | Non-profit eligibility will be verified upon receipt of application

SPONSORSHIP NOTES

- Cadaver Lab sponsorship will include close planning with our meeting planning team.
- Proofs and drafts must be received by AWR conference planning team by May 9, 2025.
- All drafts and sponsorship items must be approved by AWR conference planning team to ensure they adhere to ACCME standards.
- Speaker honorarium and expenses not included in symposiums.
- Social Media inclusions to be provided by sponsors on designated date, one company per day. Sponsors must provide content and images to be preapproved by AWR planning team.
- Selections must be made at time of exhibit confirmation of which symposium sponsors are requesting.
- Any items not confirmed by May 14 will be forfeit.
- For more information, please contact Elizabeth Romano at elizabeth.s.romano@medstar.net

SPONSORSHIP ADD-ONS



TECHNOLOGY TOOLS

Included in this sponsorship: Company name, sponsorship recognition with slides in general session room during breaks, and included in final program distributed to all attendees.

- **WiFi Internet (Exclusive): \$15,000**
Build a more connected conference by offering internet access provided to all conference attendees by using your company name as the password for access. Day assignments of internet are first come, first served.
- **Branded Charging Station (Two available): \$5,000**
Have your company name and logo, along with the AWR conference logo, on the charging table located in the foyer area outside general session or exhibit hall as attendees power back up during the conference. Company is responsible for supplying items and/or set up of supplies.



ENRICHMENTS

Included in this sponsorship: Company name, sponsorship recognition with slides in general session room during breaks, and included in final program distributed to all attendees. Company is responsible for supplying items and/or set up of additional supplies such as furniture, photographer, etc. These opportunities are available to exhibitors only.

- **Sustainability Water Station: \$5,000**
Keep the conference green by supplying durable, reusable water containers. Bottle/travel mugs should be BPA free.



ATTENDEE CARE

Included in this sponsorship: Company name, sponsorship recognition with slides in general session room during breaks, and included in final program distributed to all attendees. Company is responsible for supplying items and/or set up of additional supplies such as furniture, photographer, etc. This opportunity is available to exhibitors only.

- **Convention Notepads (Exclusive): \$4,000**
Provide a place for every attendee to take notes. Your branded notebook will be available for attendees to add to their conference bag. Sponsor is responsible for the purchase, production and shipping of notepads.
- **Convention Pens: \$2,500**
Place your branded pen in the hand of every attendee. Your branded pen will be available for attendees to add to their conference bag. Sponsor is responsible for the purchase, production and shipping of pens.



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SPONSORSHIP ADD-ONS

SIP & BITE

Included in this sponsorship: Sponsorship recognition with company name in PPT slides during breaks, and included in final program distributed to all attendees. Company is responsible for supplying items and/or set up of additional supplies. These opportunities are available to exhibitors only.

- **Lunch (June 13 or June 14): \$20,000**
Branded napkins to be displayed and distributed throughout the meal function area. Specific meal station can contain additional branding such as signage.
- **Breakfast (June 13 or June 14): \$10,000**
Branded napkins to be displayed and distributed throughout the meal function area. Specific meal station can contain additional branding such as signage.
- **Refreshment Break (June 13): \$6,000**
Create focus for the attendees throughout the day by supplying branded coffee sleeves you will boost traffic at your booth while attendees enjoy their break.
- **Welcome Reception Station (June 13): \$4,000**
Keep conversation flowing through the welcome reception by providing branded cocktail napkins for the hors d'oeuvres station or bar package which will enhance your presence during the reception. Branded napkins will be displayed at station or bar.

TRAFFIC BOOSTERS

Company is responsible for supplying items and/or set up of additional supplies. Design and art must be approved by AWR planning team by ship date.

- **Hotel Key Card: \$5,000**
Make a first impression when attendees arrive at AWR. Exclusive custom room key cards provide your message to every AWR attendee staying at the Grand Hyatt Washington.
- **Reservation Check In "Drops": \$6,000**
Provide attendees with a welcome at the hotel registration desk when they check in for their room reservation. This can be customized to fit your branding needs.
- **Final Program Ad**
Boost your traction at the conference by having your logo or ad in the final attendee program.
Full Page: \$2,500
Half Page: \$1,400
- **Conference Bag: \$5,000**
Increase brand awareness at the conference by including your logo on conference bag distributed to attendees. Bag will include AWR conference logo and company. Inside materials may consist of any hand outs or supplies pertaining to the conference, to be compiled by AWR planning team.

REQUIREMENTS

Promotional items must be sent to hotel by June 11, 2025.

All produced promotional materials must be approved by MedStar AWR planning team before being printed.

For more information and to receive shipping details, please contact Elizabeth Romano at elizabeth.s.romano@medstar.net

EXHIBITOR OVERVIEW

EXHIBIT DATES AND TIMES

Exhibit Set Up

Friday, June 13 | 7:00 a.m.

Exhibit Start

Friday, June 13 | 8:00 a.m.

Exhibit Break Down

Saturday, June 14 | 2:00 p.m.

Note: Exhibit hours are subject to change. To ensure the safety of all attendees, assembling and dismantling of exhibits are permitted ONLY during the designated times listed above and will be strictly enforced.

SPACE ASSIGNMENT

Exhibit space is limited and assigned on a first-come, first-served basis. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments at the end of May. MedStar Health reserves the right to reassign space if it is deemed necessary. Set up must stay within booth or table dimensions.

BADGE POLICY

All company representatives must be registered for the conference. You will receive a link to register company representatives after the Exhibitor Application is received. A badge is required at all times during AWR for admission in the Exhibit Space and educational ballrooms.

STAFFING REQUIREMENTS

IMPORTANT: Booths must be staffed during opening, exclusive hours, featured events, and must be removed by end of conference.

THE RITZ-CARLTON, TYSONS CORNER

1700 TYSONS BLVD | MCLEAN, VA | 22102

RESERVATION LINE: (703) 506-4300

ROOM BLOCK RATE: \$239 + applicable tax

Be sure to mention "Abdominal Wall Reconstruction" when making your room reservations.

Hotel Room Block Cutoff Date: May 12, 2025

Hotel arrangements can be made online at:
www.awrconference.com/hotel-travel

Benefits to staying onsite:

- Reduce commute time with easy access to conference
- Network with fellow attendees during off conference hours
- Cost savings with group room rate
- Visit local attractions and restaurants in surrounding area



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EXHIBITOR & SPONSOR APPLICATION

Company Name _____

Name for Booth Sign _____

Website _____

Company Address _____

City _____ State _____ Zip _____

Company Contact, Name _____

Email _____

Phone _____ Cell Phone _____

Authorized Signature _____

By signing above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract. Insert digital signature or print and email.

Name Of Correspondence And Billing Contact (If Other Than Signer) _____

Street Address Of Correspondence And Billing Contact (If Other Than Signer) _____

City _____ State _____ Zip _____

Product to be Displayed _____

We prefer NOT to be next to or across the aisle from _____

Fee to exhibit includes the number of complimentary badges included in my tier. I understand that badge sharing/swapping is NOT permitted as each badge is registered under the individual's name. It may NOT be given or transferred to another individual. Additional badges may be purchased separately.

Main Onsite Contact

Name of Lead Rep. _____

Email _____

Cell Phone _____

Company Description:

Support Level	Fee
<input type="checkbox"/> Diamond	\$65,000
<input type="checkbox"/> Platinum	\$40,000
<input type="checkbox"/> Gold	\$15,000

Additional Sponsorship	
<input type="checkbox"/> WiFi Internet \$15,000	<input type="checkbox"/> Branded Charging Station \$5,000
<input type="checkbox"/> Sustainability Water Station \$5,000	
<input type="checkbox"/> Convention Notepads \$4,000	<input type="checkbox"/> Convention Pens \$2,500
<input type="checkbox"/> Lunch \$20,000	<input type="checkbox"/> Breakfast \$10,000
<input type="checkbox"/> Refreshment Break \$6,000	<input type="checkbox"/> Welcome Reception Station \$4,000
<input type="checkbox"/> Hotel Key Card \$5,000	<input type="checkbox"/> Reservation Check In "Drops" \$6,000
<input type="checkbox"/> Conference Bag \$5,000	
Final Program Ad: <input type="checkbox"/> Full Page: \$2,500	<input type="checkbox"/> Half-Page: \$1,400
TOTAL AMOUNT: \$	

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PAYMENT INFORMATION FORM

- I understand that badge sharing/swapping is NOT permitted as each badge is registered under the individual's name. It may NOT be given or transferred to another individual. Additional badges may be purchased separately.
- I understand that table/booth backdrop may not exceed the length of my space. Pop-up banners may not exceed 81" in height.

Payment Option:

- Credit Card
- Check (payable to: *MedStar Health*; contact **Elizabeth Romano** at elizabeth.s.romano@medstar.net for address)
- ACH Transfer (Contact **Elizabeth Romano** at elizabeth.s.romano@medstar.net for banking info)

Submit Application Via Email

Please complete the Exhibitor & Sponsor Application and the payment form and submit via email to: Elizabeth.S.Romano@medstar.net

Terms and Conditions of Payment

Application will not be deemed complete until full payment is received. Applications submitted without full payment will not be processed.

We hereby apply for exhibit space for our use at the conference identified. We understand that this application becomes a contract when signed by us and accepted by MedStar Health, Inc.

Cancellation Policy

In the event that an exhibitor cancels all or part of the contracted exhibit space, the exhibitor must do so in writing and will be obligated to pay MedStar Health fees based on the following schedule: Before April 19, 2025, 50% of exhibit fee refunded. No refunds will be given after April 19, 2025.

I AGREE. By submitting this application we hereby agree to the terms and conditions.

Signature: _____ Date: _____

Questions? Please email Elizabeth.S.Romano@medstar.net

MedStar Health, Inc. reserves the right to change, amend, modify, suspend, or terminate any part or all of the agreement either in an individual case or in general. MedStar Health will provide notice of this change in advance of the program.



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AWRConference.com