



Virtual Sponsorship and Promotional Opportunities

The Plastic Surgery Research Council is the pre-eminent research organization in plastic surgery and its Annual Meeting, held each spring, is the must-attend event of the year for young plastic surgery researchers! Its 2020 Annual Meeting, organized by Drs. Gregory Borschel, Brian Gastman, and Arin Greene, will not take place as planned in Toronto due to COVID-19. However, the Research Council is still providing educational opportunities to the plastic surgery research community this spring and summer through virtual platforms and plans to keep its audience engaged throughout the remainder of the year. Please see the promotional opportunities below. Support of these programs will provide high quality exposure for your company among this engaged community of young plastic surgeons.



Support a Combined PSRC/PSF Mini-Meeting! \$7,500

PSRC and PSF will present a number of practical and timely webinars over the spring and summer to the Research Council and ASPS communities, and record them for replay at a later date. These webinars will have a focus in educating and updating residents and junior faculty in navigating changes to their practices and labs and other lessons of interest to young surgeon-scientists.

Sponsorship includes:

- Ad to be displayed at the start and end of webinar acknowledging company support
- Recognition of sponsor in promotional emails (including logo) and PSRC and PSF social media accounts (Instagram, Facebook, Twitter)
- Recognition of sponsor in registration confirmation emails
- Logo on webinar welcome slide (including in recording)
- Hyperlinked logo on PSRC and PSF websites as sponsor of webinar
- Recognition in PSRC newsletter as webinar sponsor with link to recording for replay
- Two registrations for webinar for company employees

Sponsor PSRC's COVID-19 Video Updates! \$7,500 per video

A number of PSRC members have been deployed to help on the front lines of combatting COVID-19. Others have turned their labs into centers developing tools to combat the virus, studying effectiveness of PPE, and researching other ways to battle the pandemic. The Research Council is assembling a video series to showcase how PSRC members are utilizing their expertise in research to help overcome COVID-19. There are many industry partners who are doing the same – dedicating their resources to helping communities manage this crisis. Sponsorship of the PSRC COVID-19 Video Updates will provide an opportunity for your company to showcase its efforts aligned with that of PSRC members in addressing impacts of COVID-19. Sponsorship includes:

- Your company's video advertisement focused on its efforts to combat COVID-19 shown at the start and end of the PSRC Video Update
- Recognition in promotional emails and on PSRC social media accounts (Instagram, Facebook, Twitter)
- Inclusion of a hashtag of your choice (company or product based) with PSRC social media post
- Hyperlinked logo on PSRC website as sponsor of COVID-19 Video Update
- Recognition in PSRC newsletter as COVID-19 Video Update sponsor



Support the PSRC 2020 Virtual Abstract Program! \$10,000

Authors of all 230 papers scheduled for presentation from the podium in Toronto have been invited to present a virtual abstract to the Research Council audience! Authors will present either a virtual abstract or a 1-minute video of their work. These presentations will be posted to the PSRC website and social media accounts. Support of this program will provide exposure for your company through the PSRC website, email promotions, and social media!

Sponsorship includes:

- Recognition of sponsor in promotional emails and on PSRC social media accounts (Instagram, Facebook, Twitter). Abstracts will be posted to social media daily beginning at the end of May 2020 until all presentations have been showcased.
- Inclusion of a hashtag of your choice (company or product based) with each PSRC social media post
- Hyperlinked logo on PSRC website as sponsor of Virtual Abstract Program
- Recognition in PSRC newsletter as Virtual Abstract Program Sponsor

Host a Virtual Symposium! \$15,000

The live symposia held during the PSRC Annual Meeting have been extremely successful. The Research Council would like to offer its industry partners the opportunity to host a virtual symposium to provide in depth education to the PSRC community, including medical students, residents, and fellows, on products and services that may interest plastic surgeons and plastic surgery researchers. Sponsorship includes:

- Facilitation of your Virtual Symposium by PSRC staff (does not include identification and invitation of speaker(s) and content creation)
- A registration list of symposium registrants
- Two (2) dedicated promotional emails to PSRC database by PSRC staff

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- One (1) dedicated promotional social media post by PSRC (Instagram, Facebook and Twitter)
- Recording of symposium on PSRC website
- Recognition of sponsor in registration confirmation emails
- Recognition in PSRC newsletter with link to recording for replay

Participate in PSRC's Dedicated Industry Email Spotlight \$1,500 group email, \$2400 exclusive email.

In lieu of the PSRC's Annual Meeting exhibition program this year, the Research Council will facilitate an industry spotlight email program to showcase companies and their products and information. Inclusion in this program will provide your company with the opportunity to inform the PSRC community about what your company does and why they may be interested in learning more from you. This opportunity includes:

- Inclusion in two (2) email blasts with all other sponsors at this level to the PSRC community dedicated to the Research Council's industry partners. **\$1500**
- Two (2) email blasts exclusively from your company to the PSRC community dedicated to the Research Council's industry partners. **\$2400**
- Hyperlinked logo on PSRC website as a PSRC industry partner (for both levels)

Here are some statistics that you may be interested in as you consider these opportunities:

PSRC Members: 750 members

Non-member individuals of the PSRC community who will receive promotional emails: 1,000

PSRC Social media followers: 1,766 Instagram followers, 1,400 Facebook followers, 831 Twitter followers

Please contact Yvonne Grunebaum to discuss how your company can partner with PSRC.

Yvonne Grunebaum

Director of Industry Relations

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VIRTUAL ANNUAL MEETING SUPPORT AGREEMENT FORM

Company _____ Contact Name _____
Email _____ Title _____
Address _____ City/State/Zip/Country _____
Telephone/Fax _____ Company Website _____

Please select your support activities and send **completed form by email, fax or mail:**
industry@ps-rc.org | PSRC, 500 Cummings Center, Suite 4400, Beverly MA 01915 | Fax 978-524-0461

- PSRC COVID-19 Video Updates\$7,500
PSRC Virtual Abstract Program\$10,000
Combined PSRC/PSF Mini-Meeting\$7,500
Virtual Symposium\$15,000
Dedicated Industry Email Spotlight\$1,500 \$2400

PAYMENT METHOD
Check Amount Enclosed: \$
Credit Card PLEASE PROVIDE PHONE NUMBER TO CALL FOR CREDIT CARD INFORMATION.
American Express MasterCard Visa Amount to be charged: \$
Phone Number to attain CC# (3-4 #s on back of card) Expiration Date: Sec Code:
Name as it appears on the card Cardholder's Signature
Please check if credit card billing address is same as contact information at the top of the form.
If billing address is not the same please enter below.
Street Address City/State/Postal Code /Country
ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.
AUTHORIZED SIGNATURE PRINT NAME TITLE

