

2027 ANNUAL MEETING

Conference: February 24-27, 2027

Exhibits: February 24-26, 2027

Colorado Convention Center - Denver, CO

creog/apgo

Amplify your presence
by participating in
advertising and
sponsorship
opportunities!

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

American College of Obstetricians and
Gynecologists (ACOG)

Council on Resident Education in
Obstetrics and Gynecology (CREOG)

Association of Professors of Gynecology
and Obstetrics (APGO)



Promote your key takeaway messages through sponsorships and advertising. Increase your booth traffic, generate more leads, create a buzz, separate yourself from the crowd and position your company as an industry leader. Keep your company in your buyer's mind long after the conference comes to a close!

IMPORTANT RESTRICTIONS

Use of the names American College of Obstetricians and Gynecologists (ACOG), the Council on Resident Education in Obstetrics and Gynecology (CREOG), Association of Professors of Gynecology and Obstetrics (APGO), or the ACOG Foundation Insignia, Logos or Acronyms, or the convention show logo is expressly prohibited from being used by exhibitors in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during and/or after the meeting. ACOG, CREOG, APGO and ACOG Foundation insignias, logos and acronyms are properties of those respective organizations and may not be used without prior written permission. Booth activities and educational/symposia events or receptions cannot be promoted together on the same promotional literature.

CREOG and APGO can only be used in a sentence following the company name and booth number. CREOG and APGO should never be used on any promotional piece without written approval in advance. All literature must be submitted to Shirley Harris at shirley.harris@spargoinc.com for approval per the guidelines set forth below. The only exceptions are the statements similar to the following that can be used on booth promotional mailing pieces:

"Visit XYZ Industries at booth #450 at the 2027 CREOG & APGO Annual Meeting in Denver, CO."

"Stop by and let Raven Medical Company at booth #1330 show you how to fly at the 2027 CREOG & APGO Annual Meeting!"

"Visit Hunter & Fisher at booth #824 at the 2027 CREOG & APGO Annual Meeting, February 24-27 in Denver."

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. At no time is distribution of promotional material permitted by an exhibitor anywhere within the convention hotel (other than in exhibit space), hotel lobbies, shuttle buses, restrooms, or other common areas. Companies that distribute information outside of ACOG and APGO's approved marketing opportunities will have their materials removed and destroyed.

**Contact Mary-Margaret Harmon
at apgoexhibits@spargoinc.com
for more information on
any of the advertising
opportunities below.**

ADVERTISING OPPORTUNITIES

ATTENDEE EMAIL BLASTS

Pre-Show eBlast - \$1,500 | 3 Opportunities Available

Post-Show eBlast - \$1,750 | 3 Opportunities Available

Promote your booth, product, or service to meeting attendees before or after the meeting with a dedicated email blast. Email content must promote a product or service related to obstetrics and gynecology health care education. Attendee email addresses will not be released or sold. Only one email blast will be distributed per designated send date. Email blast dates will be scheduled upon receipt of full payment and assigned on a first-come, first-served basis. Final email content is subject to approval by ACOG and APGO.

Available eBlast Dates

- Pre-Show will be: February 16, 17, 18
- Post-Show will be: March 2, 3, 4

MEETING WI-FI

\$5,000 | Multiple Opportunities

Your support provides attendees with complimentary wireless internet access throughout the meeting. Sponsor recognition will be featured on on-site signage and the Wi-Fi login page for this highly valued attendee service.

MOBILE APP PUSH NOTIFICATIONS

\$1,000 each | 1 per Exhibiting Company, up to 3 Messages per Day

Exhibitors may purchase push notifications in the CREOG & APGO Annual Meeting (CAAM) app. Push notifications will be sent out in the order that content is approved from February 24-27. Content must be approved by ACOG and APGO.

- Title of Alert: 40 characters max, including spaces
- Description: 200 characters max, including spaces

Failure to meet content due dates and submit it in the required format may result in a forfeiture of any opportunity or a late fee of 20% of the cost of the opportunity. Advertising and sponsorship opportunities are non-refundable.



EXHIBIT BOOTH FOOD & BEVERAGE TRAFFIC ACCELERATORS

The Colorado Convention Center has a host of exhibitor booth food and beverage traffic accelerators. Exhibiting companies will work directly with the convention center to order. Menus and order forms can be found in the Exhibitor Service Manual. Pricing varies.

*Advertiser/sponsor must provide **high-resolution logo files and/or camera-ready artwork by the January 6, 2027**. Send all files to Shirley Harris at shirley.harris@spargoinc.com.

MEETING LANYARDS

\$7,000 Rights Only | Exclusive

Showcase your company name and logo on the official conference lanyard worn by every attendee. Sponsor must also purchase the ribbon lanyards. Sponsor agrees to comply with all specifications, logistics, and deadlines. Final lanyard design is subject to approval by ACOG and APGO. Lanyard sponsorships may be held by the same company for a maximum of two consecutive years.

Offerings and pricing are subject to change.

ENHANCE YOUR PRESENCE.

**Secure your advertising or sponsorship opportunity today.
703-631-6200 | 800-564-4220 | apgoexhibits@spargoinc.com**

NEW ADVERTISING OPPORTUNITIES

REGISTRATION BAG INSERTS

\$1,500

Place your company's information directly in the hands of attendees as they begin their CAAM experience in Denver, CO. A Registration Bag Insert is a powerful way to showcase a new product or service, promote a Industry Workshop, or highlight your booth with high visibility from the very start.

KNOW BEFORE YOU GO EMAIL BANNER AD

\$1,250 | Exclusive

Give your brand a front-row seat before attendees even arrive. The Know Before You Go email banner puts you directly in front of engaged registrants as they plan their 2027 CAAM experience—driving awareness, clicks, and anticipation at a moment when it matters most. It's timely, targeted, and impossible to miss.

REGISTRATION AND HOUSING CONFIRMATION EMAIL BANNER ADS

\$1,250 | Exclusive

Maximize your visibility at key moments throughout the attendee journey with this high-impact advertising opportunity. Your banner ad will appear on all registration and housing confirmation emails sent to attendees as they register for the 2027 CAAM. Your logo will also be prominently featured, keeping your brand top of mind throughout the planning process.

SCAVENGER HUNT

\$500

Boost booth traffic and engagement by joining the Scavenger Hunt. Participating exhibitors display a QR code for attendees to scan as they explore the exhibit hall. Each scan earns points on the leaderboard, with one prize awarded to the participant with the most points as of 3:45pm on Thursday.



SPONSORSHIP OPPORTUNITIES

Affirm and publicize your company's commitment to ob-gyn education, spotlight your company's message and reach prospective clients by participating in one or more CAAM sponsorship opportunities. ACOG and APGO will work with sponsors to follow all current regulatory agencies' guidelines and codes of ethics.

All corporate sponsors will be recognized by:

- Listing as a sponsor in the meeting app
- Logo on conference signage
- Logo on APGO website under meeting sponsors

Customized sponsorship packages, as well as packages for breaks and meals, are also available upon request.

WELCOME RECEPTION

\$20,000 | Exclusive

Sponsor recognition will be featured on signage throughout the Exhibit Hall during the event. Sponsor may also display pre-approved flyers and branded beverage napkins at mutually agreed-upon locations during the reception. All flyer content and beverage napkin proofs must be submitted for approval in advance. Sponsor is responsible for producing and delivering all flyer copies and beverage napkins to the conference.

MORNING OR AFTERNOON BREAKS IN THE EXHIBIT HALL

\$3,000 per break | Each Exclusive

Four meeting break sponsorship opportunities are available. Sponsor recognition will be featured on signage throughout the Exhibit Hall during the event. Sponsors may also display pre-approved flyers at mutually agreed-upon locations in the Exhibit Hall during the breaks. All flyer content must be submitted for approval in advance. Sponsors are responsible for producing and delivering all flyer copies to the conference.

TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$1,500 per Set of 5 | 2 Opportunities Available

Place your branding on tables used by attendees during breaks, receptions, and networking throughout the meeting. Branded tables will be placed in high-traffic aisles throughout the Exhibit Hall, providing valuable visibility and attendee engagement opportunities.



ADVERTISING METER BOARDS

\$1,200 | 6 Opportunities Available

Your branding and messaging will be displayed prominently on these double-sided boards located in the Lobby area.

HOTEL KEY CARDS

\$5,500 Rights Only | Exclusive

Make a lasting impression as attendees arrive in Denver. Customized hotel key cards featuring your branded design will be distributed to meeting attendees upon check-in at the official hotel. Sponsor is responsible for all design, production, and distribution costs associated with the key cards.

Failure to meet content due dates and submit it in the required format may result in a forfeiture of any opportunity or a late fee of 20% of the cost of the opportunity. Advertising and sponsorship opportunities are non-refundable.

Sponsor must provide high-resolution logo files and/or camera-ready artwork for meeting signage, email blasts and print advertisements by January 6, 2027.

**MORE
CONVENTION
CENTER AND
EXHIBIT HALL
OPPORTUNITIES
TO COME!**

NEW SPONSORSHIP OPPORTUNITIES

CARPET DECALS

\$1,200 | 3 Opportunities Available

Capture attention with your company's branding and messaging on a 4' x 4' carpet decal, strategically placed in the Exhibit Hall. As attendees explore the space, your message will stand out right at their feet, creating high-impact visibility.

BATHROOM MIRROR CLINGS

\$1,000 | Exclusive

Put your message where it's sure to be seen! Sponsors can brand 12"x12" mirror clings, providing high-visibility impressions in a space with a truly captive audience. A creative way to keep your company top of mind throughout the event.

INTERACTIVE TOUCH SCREENS

\$17,500 | Exclusive

Showcase your brand on high-traffic touchscreen displays used by attendees for schedules, maps, and floor plans. Your branding will be prominently featured on the monitor base, providing high-visibility exposure throughout the meeting.

MORNING MIMOSA PACKAGE

\$2,250 | 5 Opportunities Available

Bring the sparkle to the show floor! The Mimosa Package adds a bright, bubbly touch to the attendee experience—offering a refreshing way to sip, socialize, and start conversations in style. A perfect pairing of energy and elegance right inside the exhibit hall.

DIRTY SODA BAR

\$17,500 | Exclusive

Add a splash of flavor to the exhibit hall! The Dirty Soda Bar at 2027 CAAM will serve up fun, customizable soda creations, giving attendees a lively spot to mix, sip, and recharge while connecting on the show floor. Includes signage. Final proof of cups and beverage napkins must be submitted for approval. Sponsor is responsible for providing cups and napkins to the conference.

BACKLITE METER BOARDS

\$4,500 | Exclusive

Make a bold statement with our eye-catching backlit meter boards. Strategically placed in high traffic areas throughout the convention center, these illuminated displays ensure your messaging stands out and grabs attention as attendees make their way through the event.

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SPONSORSHIPS

	Platinum \$35,000	Gold \$27,500	Silver \$20,000	Bronze \$12,000
Exhibit Space	10' x 20'	10' x 20'	10' x 10'	10' x 10'
Signage Recognition as Sponsor	Name and Logo	Name and Logo	Name	Name
Push Message in the Meeting App	2	1	1	1
Dedicated eBlast	Pre- and Post-Show	Pre-Show	Post-Show	Post-Show
Priority Points	4	3	2	1
Full Conference Registrations	2	1		

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Offerings and pricing are subject to change.

Build your brand in 2027! Contact Mary-Margaret Harmon, Sales Account Manager, to secure your opportunities today! 703-631-6200 | 800-564-4220 | apgoexhibits@spargoinc.com