



ASAM
ANNUAL CONFERENCE
Innovations in Addiction Medicine and Science
April 8 – 11, 2027 | Minneapolis, MN

EXHIBITOR & SPONSOR *Prospectus*

MINNEAPOLIS, MN



APRIL 8-11, 2027

WHY EXHIBIT WITH ASAM?

The ASAM Annual Conference is the defining event in addiction medicine, bringing together 3,000 professionals to connect, learn, and inspire. For 58 years, ASAM has been convening the addiction treatment community to showcase best practices and the latest science, research, and innovations in the field.

ASAM Annual Conference Exhibitors have an opportunity to:

- Connect with a targeted audience in addiction medicine including physicians, psychologists, researchers, nurses, counselors and other healthcare professionals.
- Expand brand awareness, establish your organization as a thought leader and educate attendees through face-to-face interactions.
- Recruit top talent in the addiction medicine field through your booth and engage directly with attendees.

More Reasons to Exhibit...

- The Exhibit Hall is the hub for all attendee networking, fun and refreshment activities, including the welcome reception, breakfast, lunch, and breaks.
- There will be 15.5 hours of exhibit time for attendees to browse and engage with organizations.
- The Career Corner is the destination for attendees looking to advance their career in addiction medicine and for organizations looking to engage with potential new hires.



ASAM is a distinguished medical society that encompasses more than 8,000 physicians, clinicians, and related professionals who specialize in addiction medicine. Our mission is to be the physician-led professional community for those who prevent, treat, and promote remission and recovery from the disease of addiction, and to provide resources for continuing innovation, advancement, and implementation of addiction science and care.

WHO SHOULD EXHIBIT?

Organizations that provide the following products or services, or wish to showcase new products, technologies, or expertise, are encouraged to exhibit at the ASAM 58th Annual Conference:

Associations
Book Publishers
Consulting
Electronic Health Records
Government Agencies
Health Systems
Higher Education
Hospitals
Laboratories
Medical Devices/Products
Non-Profit Organizations
Payers/Insurance
Pharmaceutical
Research Organizations
Software/Mobile App/Technology
Telehealth
Treatment – Inpatient
Treatment – Outpatient



2026 ATTENDEE & EXHIBIT DEMOGRAPHICS

The ASAM Annual Conference attracts healthcare professionals, from across the nation, dedicated to increasing access and improving the quality of addiction care.

A variety of industries exhibit at the ASAM Annual Conference, showcasing their products and services to this targeted audience.

3030+

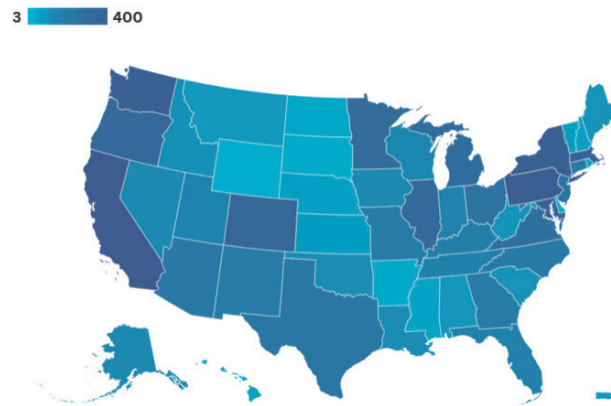
**TOTAL
ATTENDANCE**

ASAM's largest event to date!

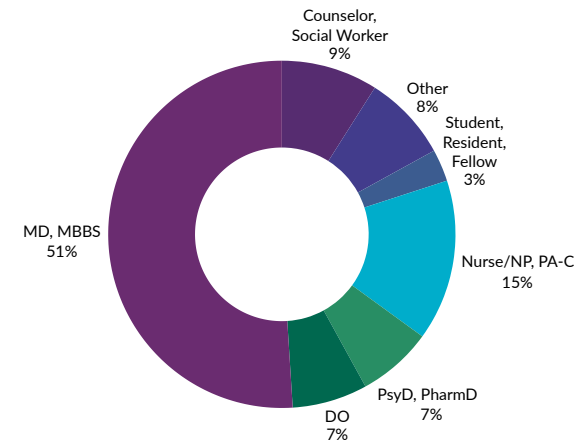
15.5

**NUMBER OF
EXHIBITOR HOURS**

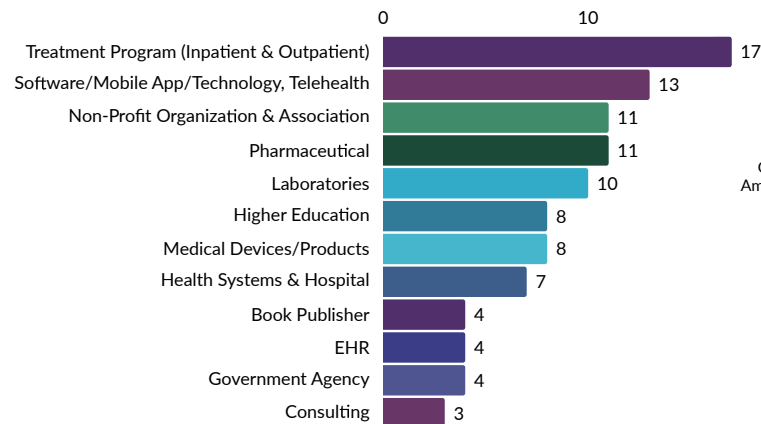
STATE ATTENDANCE



ATTENDEE PRIMARY DEGREE



EXHIBITOR TYPE



ATTENDEE PRACTICE SETTING

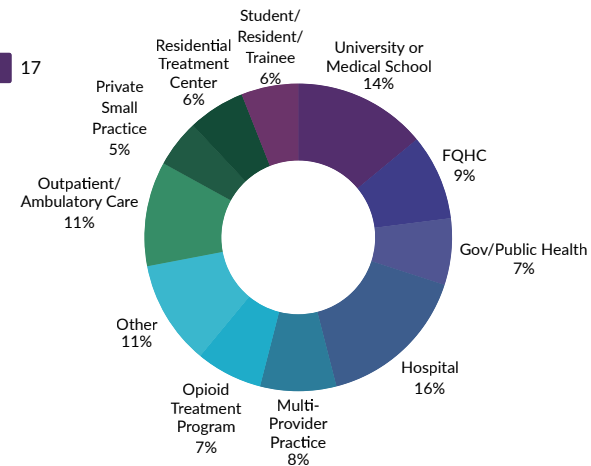


EXHIBIT BOOTH PRICING

Exhibit Booth Size	Exhibit Price
10' x 10' Inline Exhibit Booth	\$1,850
10' x 10' Corner Exhibit Booth	\$1,950
10' x 20' Inline Exhibit Booth	\$3,700
10' x 20' Corner Exhibit Booth	\$3,800
20' x 20' Exhibit Booth	\$8,500

Exhibit Booths Include:

- Two (2) exhibitor registrations to the ASAM 58th Annual Conference per 100 sq ft of exhibit space
- Standard drapery and one (1) identification sign
- Online profile on the conference website and in the conference app with exhibitor name, description, website and social media links
- Inclusion on the interactive Exhibit Hall floorplan on conference website and conference app
- Alphabetical listing and description in the printed, on-site Exhibitor & Sponsor Guide
- Up to three (3) selectable industry category types that are searchable by attendees on conference website and app
- Special advertisement discounts in the Journal of Addiction Medicine (JAM)

Exhibit Booths DO NOT include:

- Furnishings (Tables, Chairs, etc.)
- Carpet (Exhibitors must order carpet)
- Electricity or Electrical Services
- Freight Handling Labor
- Installation & Dismantle Labor
- Booth Cleaning

These services can be coordinated and purchased via the Freeman Exhibitor Service Kit.

Non-Profit Tabletop Exhibit Pricing

Non-Profit Tabletop	\$1250*
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**Limited tabletops are available exclusively to non-profit organizations on a first-come, first-served basis.*

Tabletops include:

- Two (2) exhibitor registrations to the ASAM 58th Annual Conference
- One (1) 6' draped table, two (2) chairs and one (1) wastebasket
- One (1) Identification sign
- Online profile on the conference website and in the conference app with exhibitor name, description, website and social media links
- Alphabetical listing and description in the on-site Exhibitor & Sponsor Guide
- Up to three (3) selectable industry category types that are searchable by attendees on conference website and app
- Inclusion on the interactive Exhibit Hall floorplan on conference website and conference app
- Special advertisement discounts in the Journal of Addiction Medicine (JAM)

Tabletops DO NOT include:

- Electricity or Electrical Services
- Freight Handling Labor
- Installation & Dismantle Labor
- Booth Cleaning

These services can be coordinated and purchased via the Freeman Exhibitor Service Kit.

Is your organization hiring?

Reserve a booth in the Career Corner and get exclusive recruiting perks:

- Featured listing on the recruiter webpage
- Special "Hiring" badge in the online and printed exhibitor guide
- 20% off an online posting in ASAM's Career Center

The Career Corner in the Exhibit Hall is exclusively for organizations that will be recruiting during the event. You will be required to submit documentation/proof of recruitment efforts during the booth selection process.

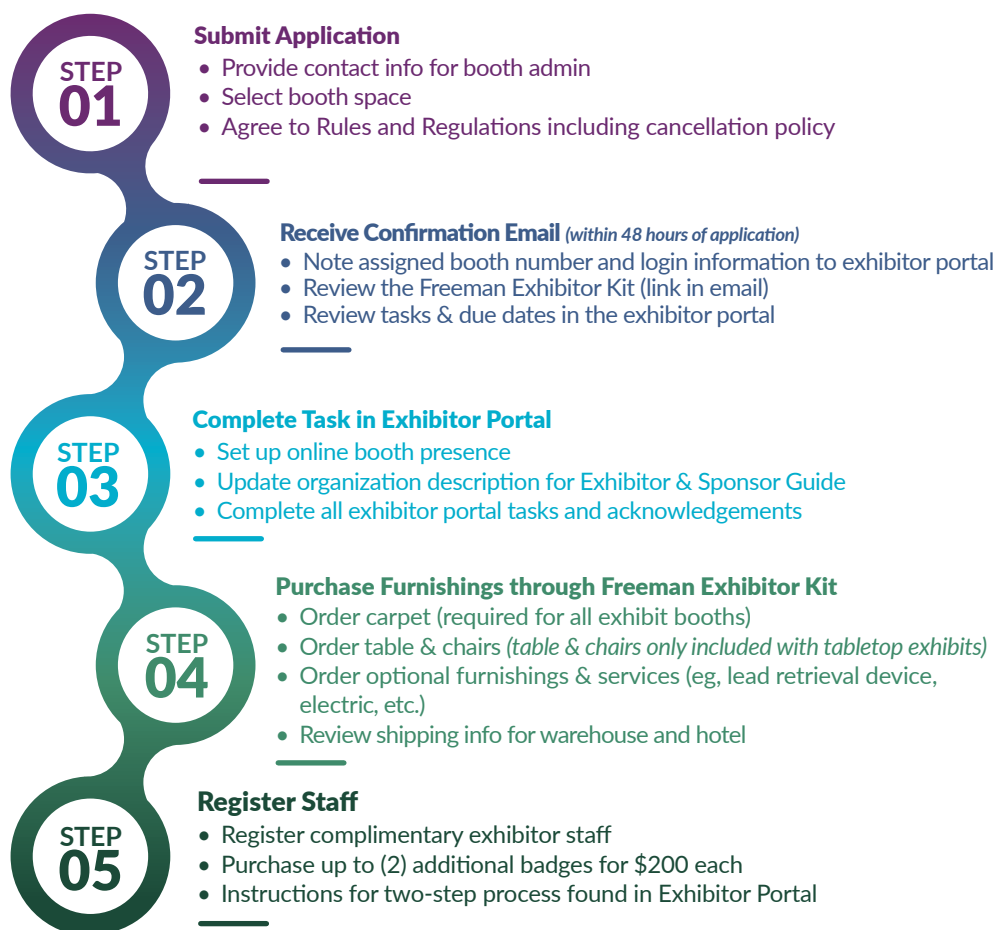


Important Exhibit Deadlines:

March 5, 2027	Deadline to update information for inclusion in the printed Exhibitor & Sponsor Guide
March 11, 2027	Deadline to receive additional discount on Freeman Exhibitor Service Kit
March 15, 2027	*Deadline to make reservations in one of the ASAM discounted hotel room blocks Hotel & Travel Information
April 1, 2027	Deadline for shipments to arrive at the Freeman Advanced Warehouse (Receiving Begins March 9, 2027)

*Reservations based on availability

HOW TO EXHIBIT



Booth Representatives & Additional Registrations

Each standard 10'x10' booth and tabletop exhibit is provided two (2) exhibitor registrations which includes full conference access. The fee for additional registrations is \$200 per badge, with a limit of two (2) additional badges per booth. Those registered as exhibitors are not eligible to claim CME.

Payment Deadlines

Exhibit booth and/or sponsorships must be paid in full within 30 days of accepted application and payment must be received prior to the start of the conference. The ASAM Meetings Department will provide an invoice with a link for credit card payment. If paying via check please mail to: ASAM Meetings Department, 11400 Rockville Pike, Suite 200, Rockville, MD, 20852

Cancellation Policy

A 10% cancellation fee will apply to all cancellations received through January 5, 2027. A 50% cancellation fee will apply to all cancellations received between January 6, 2027, and February 15, 2027. There will be no refunds on cancellations received after February 15, 2027. All cancellation requests must be made in writing and emailed to: ASAMsupporters@ASAM.org.

Attendee List Email Scam Warning

ASAM does not sell its exhibitor or attendee lists and no third party is authorized to distribute or sell any lists related to our events. Statements claiming to offer our attendee lists are fraudulent. If you receive emails that propose to sell ASAM conference attendee lists, do not engage with the sender and delete the message.

ASAM Rules and Regulations & Exhibitor Support Online Application

Please read the [Rules & Regulations](#) carefully!

By submitting the online application, the exhibiting organization is acknowledging they will abide by the ASAM Rules & Regulations and are in full agreement.

Exhibitor Application

Rules and Regulations

EXHIBIT HALL SCHEDULE

The Exhibit Hall will be open throughout the conference with dedicated Exhibit Hall times Thursday, April 8 through Saturday, April 10, 2027.

Thursday, April 8, 2027

8:00 am - 4:30 pm Registration & Exhibitor Set-Up

5:00 pm - 7:00 pm *Exhibit Hall Open*

5:00 pm - 7:00 pm Welcome Reception

Friday, April 9, 2027

7:30 am - 3:00 pm *Exhibit Hall Open*

7:30 am - 8:30 am Continental Breakfast

9:45 am - 10:45 am Refreshment Break

12:00 pm - 1:15 pm Lunch Break

2:30 pm - 3:00 pm Networking Break

Saturday, April 10, 2027

7:30 am - 1:15 pm *Exhibit Hall Open*

7:30 am - 8:30 am Continental Breakfast

9:45 am - 10:45 am Refreshment Break

12:00 pm - 1:15 pm Lunch Break

1:15 pm - 5:00 pm Exhibit Teardown

EXHIBIT HALL MAP



Any (2) inline booths in the same aisle can be combined to create a 10x20 booth.

The Career Corner in the Exhibit Hall is exclusively for organizations that will be recruiting during the event.

Exhibitor Application

Photography & Videotaping

Exhibit booths may not be photographed or videotaped without prior permission from the exhibitor and ASAM's press office. Exhibitors must receive prior permission from ASAM's press office (press@asam.org) to bring a videographer or photographer. These personnel may not register as media. Exhibitors who receive permission to film/photograph are only permitted to capture content of their own booth. Exhibitors are not permitted to take photos and/or videos of other exhibit booths or attendees without their consent. Approved photography and videotaping should take place during Exhibit Hall open hours unless otherwise approved by ASAM's press office. For details, see [Rules & Regulations](#)

CONFERENCE SPONSORSHIP

Level of Support

Support Benefits	Other	Bronze	Silver	Gold	Platinum
Total Support Investment	\$2,500+	\$5,000+	\$10,000+	\$20,000+	\$50,000+
Complimentary Exhibitor Badges	-	-	2	4	6
Recognition on the Sponsor Webpage, Sponsor Flyer & On-Site Signage	Yes	Yes	Yes	Yes	Yes
Prominent Sponsorship Level Badge on Conference Website & Mobile App		Yes	Yes	Yes	Yes
Complimentary Tote Bag Insert			Yes	Yes	Yes
* Post-Event Conference Attendee Email List (One-Time Use, Coordinated with InFocus)			Yes	Yes	Yes
* Pre-Event Conference Attendee Email List (One-Time Use, Coordinated with InFocus)				Yes	Yes
Exhibitor Guide Advertisement			½ Page Ad	Full Page Ad	Inside Front or Back Cover

*Attendees must opt-in to receive emails

Customize your company's support package by choosing from the listed Sponsorship Opportunities to make the most impact with your investment.

Have a creative,
unique sponsorship
idea?

Prefer to customize your
sponsorship package?

contact
Alice Lynn O'Steen at
asamsupporters@asam.org



SPONSORSHIP OPPORTUNITIES

All sponsorships include name recognition on signage in the Exhibit Hall, as well as name recognition in the on-site Exhibitor & Sponsor Guide, on the conference website, and in the mobile app. Additional benefits are based on the total investment as indicated by the Level of Support Chart.

FACILITIES OPPORTUNITIES

*Complimentary Attendee Wireless Internet

\$20,000 - One Sponsorship Available

Keep attendees connected throughout the conference as the exclusive Wi-Fi Sponsor. Your support powers seamless communication, learning, and engagement, ensuring participants can access the resources, people, and information they need at every turn. Like Minneapolis' renowned Skyway System, this sponsorship helps connect attendees across the conference experience. Personalized flyers recognizing your support will be inserted into the ASAM Attendee Tote Bag and signage displayed in the registration area will ensure the sponsor is seen as attendees arrive and check-in.

Signage: Eligible organizations receive branding, ineligible companies receive name recognition

Souvenir Water Bottle Station

\$17,500 - One Sponsorship Available

Make a splash with a water station and reusable water bottles! Like Minnesota's lakes, this attendee favorite will keep people coming back throughout the conference for a refreshing break. Located in the Exhibit Hall, the water stations are sure to be a popular gathering spot. Sponsor name and logo will be featured prominently on water station display signage and in promotional materials. Water bottles will be ASAM branded.



Two stations at front of the 2026 Exhibit Hall

Networking Area

\$12,500 - One Sponsorship Available

Located in the heart of the Exhibit Hall, this casual meetup space invites attendees to pause for coffee, conversation, and connection. Featuring an eye-catching photo opportunity, it's a natural gathering place throughout the day where attendees can connect, collaborate, and build new relationships. The sponsor will receive logo on area signage, directional signs, and custom-branded table clings, offering consistent brand visibility in one of the most active and social spaces on the Exhibit Hall floor.



*Ribbon Wall

\$7,500 - One Sponsorship Available (located in registration area)

Enhance the attendee experience by sponsoring the popular Ribbon Wall, located near the registration and badge pick-up area. A conference favorite, attendees enjoy personalizing their badges with ribbons highlighting membership status, exhibitor role, speaker participation, and fun distinctions that spark conversation and encourage networking. The Ribbon Wall will feature recognition of the sponsor, providing visibility in a high-traffic area throughout the event.

Signage: Eligible organizations receive branding, ineligible companies receive name recognition

**Branding and logos on signage in educational content areas are allowed only for eligible organizations. Ineligible organizations receive name recognition for opportunities located in areas with education content.*

Eligible organizations are those whose mission and function are: (1) providing clinical services directly to patients; or (2) the education of healthcare professionals; or (3) serving as fiduciary to patients, the public, or population health; and other organizations that are not otherwise ineligible.

Ineligible companies are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. [ACCME Rule Eligibility](#). All matters and questions are subject to the decision of ASAM management.

Recharge Stations

\$5,000 - Three Sponsorships Available

(located inside the Exhibit Hall)

\$7,500 - Two Sponsorships Available

(located near Visitor Information Center)

Don't let a low battery stand in the way of a valuable connection! Charging stations will be conveniently located throughout the Exhibit Hall, giving attendees an easy way to power up their devices while exploring exhibits and networking with colleagues. Additional stations located near the Visitor Information Center. Place your brand along a key attendee pathway, offering visibility as participants travel between the hotel, educational sessions and the Exhibit Hall.



Inside 2026 Exhibit Hall



2026 Ribbon Wall

SPONSORSHIP OPPORTUNITIES

REFRESHMENT OPPORTUNITIES

Welcome Reception

\$5,000 - Multiple Sponsorships Available

\$15,000 - Exclusive Sponsorship

Welcome attendees back and set the tone for a successful conference. Reflecting the warm hospitality and welcoming spirit the region is known for, this signature event is the first opportunity for attendees to reconnect, explore the Exhibit Hall, and engage with exhibitors showcasing the latest products, services, and resources in addiction medicine. Sponsors receive branding on event signage at food stations and on napkins and recognition on signage at the Exhibit Hall entrance, providing visibility during one of the conference's most attended networking events.



2026 West Coast
Welcome Reception



2026
Lunch

Lunch in the Exhibit Hall

\$7,500 per day - Multiple Sponsorships Available

Offered both Friday and Saturday, this buffet-style lunch draws attendees into the Exhibit Hall for a midday break filled with conversation, networking, and discovery. As attendees connect with colleagues and visit exhibitors, sponsors enjoy prominent visibility in a high-traffic environment. Sponsors receive branding on signage at food stations and recognition at the Exhibit Hall entrance.

Sunday Breakfast

\$5,000 - Multiple Sponsorships Available

\$15,000 - Exclusive Sponsorship

Sunday Breakfast offers a valuable opportunity to connect with attendees before they head home. Served just outside the morning's first session, this buffet-style breakfast provides a comfortable setting for attendees to enjoy coffee, reconnect with colleagues, and reflect on key takeaways from the conference. Sponsors receive meaningful visibility as attendees prepare to bring new ideas, insights, and connections back to their organizations. Sponsor recognition includes branding on event signage.

SPONSORSHIP OPPORTUNITIES

Attendee Party

\$7,500 – Multiple Sponsorships Available

\$25,000 – Exclusive Sponsorship

An iconic evening awaits as attendees come together for the conference's premier social event. Inspired by the city that gave rise to legendary music and unforgettable performances, this themed attendee party features a live band, delicious cuisine, and interactive entertainment. It's a chance for attendees to relax, connect with colleagues, and celebrate in a vibrant atmosphere that captures the creative spirit of Minneapolis. Sponsors receive name recognition on all attendee party promotions, branding on signage near food, entertainment and swag stations, and a sponsor acknowledgment from the band throughout the evening.



*Surf's Up Social
Attendee Party 2026*



ADVERTISING OPPORTUNITIES

Exhibitor & Sponsor Guide

A printed copy of the Exhibitor & Sponsor Guide is included in the attendee tote bags distributed at registration. The Guide includes a complete listing and description of each exhibitor and sponsor, including a map of the Exhibit Hall and the location of each sponsored activity. Copies of the Guide will also be available at the Exhibit Hall entrance.

Full Page Ad - Front Inside Cover:
\$2,500 — 1 Available

Full Page Ad - Back Inside Cover:
\$2,000 — 1 Available

Full Page Ad:
\$1,500 — 3 Available

Half Page Ad:
\$750 — 6 Available



Tote Bag Inserts

\$1,500 - Multiple Inserts Available

Why wait until attendees visit the Exhibit Hall to share what's new? Position your message at the headwaters of the conference experience. Tote bag inserts provide an opportunity to highlight your latest products, services, resources, or announcements as attendees receive their conference materials upon arrival. Sponsor is responsible for designing, printing, and shipping their inserts to the advance warehouse. All inserts must be approved by ASAM and must be 8.5" x 11" sheets with no more than two pages stapled together.



2026 Registration Area
and Tote Bags



We Welcome New & Innovative Partnerships!

If a desired item or opportunity is not listed, please contact
Alice Lynn O'Steen at asamsupporters@asam.org.

BRANDING OPPORTUNITIES

Branding opportunities are separate from sponsorships and do not contribute to the total investment of sponsorship levels.

Exhibit Hall B Video Wall

Four Opportunities Available

Displayed during the hours of the ASAM Booth

\$10,000 – Thursday One Opportunity Available

\$15,000 – Friday One Opportunity Available

\$15,000 – Saturday One Opportunity Available

\$10,000 – Sunday One Opportunity Available

Put your name and message in the spotlight on the large-format video wall above the entrance to the Exhibit Hall. This premium digital placement provides exceptional visibility and repeated exposure as attendees enter and exit the Exhibit Hall throughout the conference.

Available only to eligible organizations.



Exhibit Hall B Video Wall: 50 ft. wide x 5 ft. high



Overhead Monitor: 12.5 ft. wide x 2 ft. high

Overhead Rotating Monitors

\$7,500 - Five Rotating Opportunities Available

Displayed all 4 days of the conference during the hours of the ASAM Booth

These 3 high-visibility digital displays capture attendee attention as they travel between the hotel skyways and past the Visitor Information Center to attend sessions or visit the Exhibit Hall throughout the day. Your brand and messaging will be featured on rotation alongside attendee directional messaging on a double-sided, triple-screen monitor configuration, ensuring repeated exposure in one or more of the conference's high traffic areas. This is a perfect opportunity for a meal or reception sponsor to help direct attendees to the fun!

ASAM Booth Open

Thursday, April 8, 2027	4:00 pm – 7:00 pm
Friday, April 9, 2027	7:30 am – 6:30 pm
Saturday, April 10, 2027	7:30 am – 6:30 pm
Sunday, April 11, 2027	7:30 am – 11:30 am

Rotating Kiosk Monitors

\$7,500 – Five Rotating Opportunities Available

Displayed all 4 days of the conference during the hours of the ASAM Booth

Make a bold statement with messaging on the 2 kiosk monitors located on each side of the escalator in the Exhibit Hall foyer. These dual portrait-format displays provide a prominent canvas for your custom graphics in a highly visible area of the Minneapolis Convention Center.

Available to eligible organizations only.



Kiosk Monitor: 24 in. wide x 53 in. high



Escalator Clings – Double Sided

Two opportunities available; one escalator and 4 sides

\$15,000 – Two opportunities available; one escalator and 4 sides

\$25,000 – One opportunity available; two escalators and 8 sides

Put your message in motion. Centrally located near registration, the Exhibit Hall and sessions, these high-impact graphics elevate a heavily traveled attendee area into a dynamic visual experience, helping your message stand out and leave a lasting impression.

Available to eligible organizations only.

LED Lighting (Three Opportunities Available)

Thursday Welcome Reception – One Opportunity Available

Friday Lunch – One Opportunity Available

Saturday Lunch – One Opportunity Available

\$7,500 – One Color

\$10,000 – Two Color

Multi-Color – Call for Pricing

Transform the Exhibit Hall with customized LED lighting during the Welcome Reception or Lunch. Showcasing your brand colors throughout the space, this exclusive opportunity creates a distinctive ambiance and lasting impression on attendees. Opportunity includes signage with company branding in the Exhibit Hall. Maximize your exposure by pairing this activation with a reception or lunch sponsorship!

Exhibit Hall dome houses 96 state-of-the-art LED light fixtures set on a 3-channel RGB color system, allowing customization of virtually any color of the rainbow.



DESTINATION MINNEAPOLIS

The Minneapolis Convention Center, located in the heart of downtown Minneapolis, is one of the premier meeting and event venues in the Midwest. Connected by the city's renowned skyway system, attendees can conveniently access three official conference hotels, shopping centers, entertainment and dining options, all without stepping outside. Just minutes from Minneapolis-Saint Paul International Airport (MSP), the city offers a vibrant blend of urban energy, scenic lakes, the iconic Mississippi River, and a legendary music and arts scene. This strategic location streamlines logistics for exhibitors and sponsors, enabling your organization to maximize its marketing investment while enhancing visibility, networking opportunities, and attendee engagement throughout the conference.

