



CooperSurgical®

ASRM 2024

Staff Information Pack

Denver

20-23. October 2024



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ASRM 2024 schedule

Monday, October 21st

Time	Programme
07:30 AM – 08:00 AM	ASRM team huddle! <i>At Hilton Garden Inn, Zirconium/Titanium meeting room</i>
08:30 AM	All staff on stand for team photo
09 AM – 04:30 PM	Exhibition Open
10 AM – 10:45 AM	Live demonstration on-stand: How to Quickly and Effectively Prepare Sperm with the ZyMöt Sperm Separation Device <i>Presented by Nick Champion</i>
02:45 PM – 03:30 PM	Live demonstration on-stand: Towards a Better PGT-M: Delivering Results and Saving Time with Fast-Track PGT-M Testing <i>Presented by Kristine McWilliams MD, PhD</i>
02 PM – 04 PM	CooperSurgical Genomics Educational session (only for invited CooperSurgical staff)
05 PM – 09 PM	Fertility Executive Roundtable Dinner (only for invited CooperSurgical leaders)

Tuesday, October 22nd

Time	Programme
09 AM – 04:30 PM	Exhibition Open
10 AM – 10:45 AM	Live demonstration on-stand: Biopsy and Tube Loading Tips to Reduce Your “No-Results” Rate <i>Presented by Clinical Application Scientists: Lisa M. Wagner, PhD, Bess Hetzler, BS, and Leonard LaPetina, MS</i>
02:45 PM – 03:30 PM	Live demonstration on-stand: Oocyte Vitrification Troubleshooting to Optimize Your Outcomes <i>Presented by Danielle Sheehan, MD</i>
12:20 PM – 01:20 PM	CooperSurgical Symposium

Wednesday, October 23rd

Time	Programme
09 AM – 02 PM	Exhibition Open
10 AM – 10:45 AM	Live demonstration on-stand: ET Media and Techniques for ET Success <i>Presented by Steve Levett, PhD</i>

Your To Do List - Quick Reminder

- You must attend the ASRM Team Huddle at Hilton Garden Inn on **Monday, October 21st at 07:30 AM.** The meeting takes place in Zirconium/Titanium meeting room.
- If you have purchased an ASRM scientific badge you are responsible for printing out your receipt and collecting from ASRM.
- Check that you have received your exhibitor badge confirmation by email, and print out the email with the barcode
- You must be on the stand at **08:30** on Monday ready for a final orientation and group photo.
- You have packed your **business cards.**
- You have comfortable shoes!

ASRM Overview

Website

[ASRM 2024 Scientific Congress | American Society for Reproductive Medicine | ASRM](#)

Venue

Colorado Convention Center
700 14th St, Denver, CO 80202

ASRM 2024 Scientific Program

The ASRM 2024 main program can be found at:

[Program – ASRM Scientific Congress & Expo \(asrmcongress.org\)](#)



Exhibition Dates and Hours

The exhibition hall will be open to visitors on the following dates/time:

Date	Opening Times	Morning Break	Lunch	Afternoon Break
Monday 21 October	9:00 am - 4:30 pm	10:00am - 10:45 am	12:20pm - 1:20 pm	2:45pm - 3:30pm
Tuesday 22 October	9:00 am - 4:30 pm	10:00am - 10:45 am	12:20pm - 1:20 pm	2:45pm - 3:30pm
Wednesday 23 October	9:00 am - 2:00 pm	10:00am - 10:45 am	12:20pm - 1:20 pm	

ASRM 2024 Exhibitor Badges

You have all received an email from ASRM, with your registration confirmation – including the barcode you need to retrieve your badge on site. Please write Freja at: freja.friggartby@coopersurgical.com, if you have any questions regarding your registration, or if you didn't receive the email.

Please note, if you do require a scientific badge you will need to register for one yourself. Please do this by visiting [Register – ASRM Scientific Congress & Expo \(asrmcongress.org\)](#)

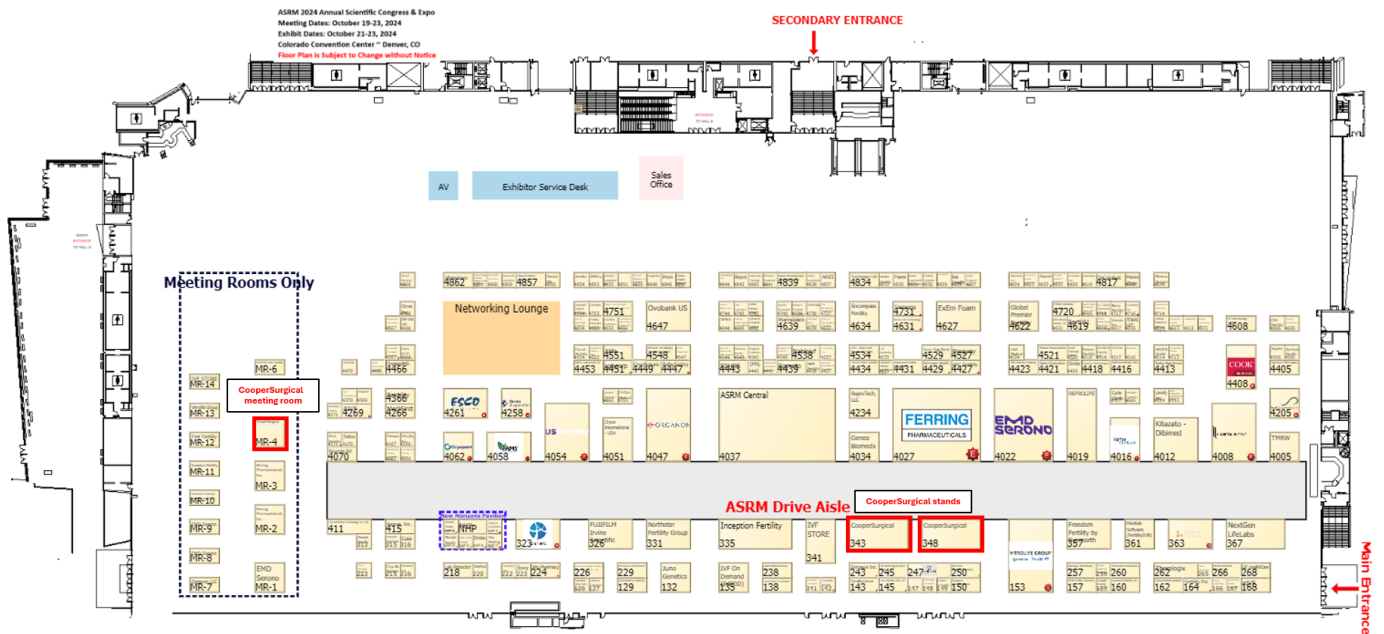
At the Team Huddle (Monday morning, 7.30 AM at Hilton Garden Inn) we will provide you with a CooperSurgical lanyard which you will need to swap with the usual ASRM lanyard you will be given with your badge. You will also be given a name badge, which you need to wear on stand.

Some may want to retain the ASRM lanyard if you do not want to be spotted as being part of CooperSurgical on competitor stands.

CooperSurgical ASRM 2024 Presence and Activities

ASRM Stand Location

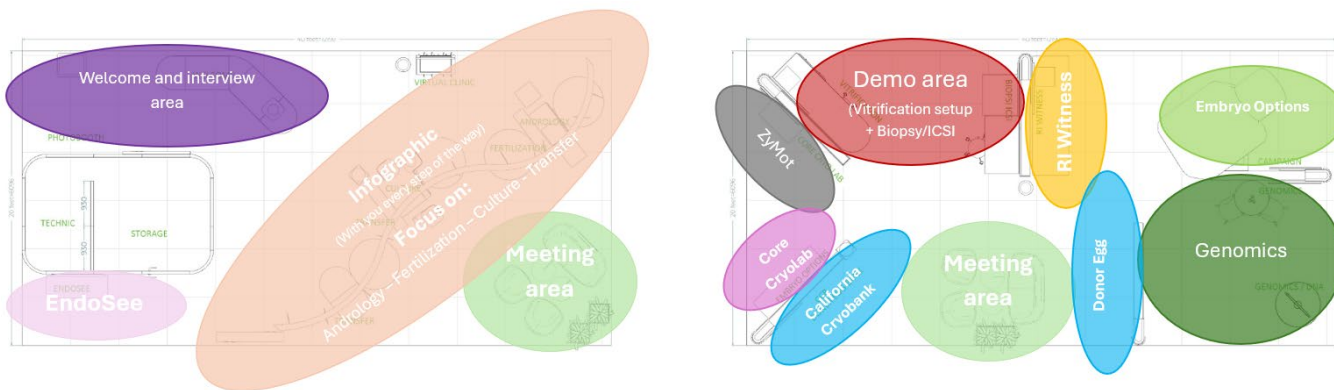
This year we will have two stands at ASRM, number 343 and 348. They do, however, appear as one. They are located on the main aisle, so everyone will pass us when entering the exhibition hall. We expect to have a busy stand with lots of traffic in this location.



Please find a detailed map and exhibitor list here: <https://www.asrm.org/globalassets/asrm/news-events/asrm-scientific-congress/ASRM2024/2024-expo-guide.pdf>



Our Stand Space



This Year's Stand Focus

The overall focus for this year's ASRM is **innovation**. The product focus at our stand this year is the following:

- Genomics
- RI Witness
- Embryo Options
- Integra & Saturn
- ZyMöt
- Gametes (Sperm & Egg)

We will also have representatives and areas for the other product areas in our business, but these areas will be presented at the stand in a "Full Solution" section, visualized by our Infographic "snake".

On-stand demonstrations and expert sessions

We will have a series of demo sessions on our stand to highlight our scientific credentials. Make sure that you are fully aware of the timings and subject areas and actively promote each session to your customers.

Prior to the commencement of a demo, please endeavor to direct as many customers as possible to the stand. It is your responsibility to drum up attendance.

Title	Date/Time	Speaker	Description
How to quickly and effectively prepare sperm with the ZyMöt® Sperm Separation Device	Monday October 21, 2024 10:00 – 10:45am (MDT)	Nick Champion, MS	Follow a live demonstration with our latest acquisition, the ZyMöt Sperm Separation Device, and discover how to simplify sperm preparation for use in IUI, IVF and ICSI procedures.
Towards a Better PGT-M: Delivering Results and Saving Time with Fast-Track PGT-M SM Testing	Monday October 21, 2024 2:45 – 3:30pm (MDT)	Kristine McWilliams, MD, PhD	This presentation will share original CooperSurgical data on the performance and success of Fast-Track PGT-M testing, with a focus on the time-saving clinical improvements this innovation is helping to deliver.
Biopsy and Tube Loading Tips to Reduce Your "No-Results" Rate	Tuesday October 22, 2024 10:00 – 10:45am (MDT)	Lisa M. Wagner, PhD Bess Hetzler, BS Lenny LaPetina, MS	Follow a live demonstration to optimize tubing in your laboratory.
Oocyte Vitrification Troubleshooting to Optimize Your Outcomes	Tuesday October 22, 2024 2:45 – 3:30pm (MDT)	Danielle Sheehan, MS	Learn from our Donor Egg Bank (DEB) experts how to optimize your oocyte vitrification.
ET Media and Techniques for ET Success	Wednesday October 23, 2024 10:00 – 10:45am (MDT)	Steve Levett, PhD	Learn how embryo transfer media and techniques may influence your ET success.

Drop-in sessions

Drop-in sessions with our experts are available most of the day, with time for breaks during live sessions and preparation. We are offering the following sessions:

- Try a mouse TE biopsy on our RI Integra 3™ micromanipulator
- Try an embryo transfer using beads and our Wallace® Sure-Pro® catheter on our simulator
- Work with our experts on the setup and use of SpermSlow™ medium to select sperm for ICSI
- Try the RI Witness® system for every step of your laboratory protocols
- Talk to Embryo Options® experts about cryo management, cryo billing, and reducing your abandoned embryos, all with a new user interface!
- Try loading beads onto a Vitriguard® carrier

Meeting rooms

We have three meeting rooms booked at ASRM for internal and external meetings. Each room have a purpose, and you can book meeting slots in the sheets linked below.

Please request access to the sheets you need, and we will grant it for you.

User	Room name	Location	Available dates	Booking link
ELT & Key Accounts	Momentum	Hilton Garden Inn	Saturday - Wednesday (19 – 23 October)	Momentum
ELT & Key Accounts	Platinum	Hilton Garden Inn	Monday – Wednesday (21 – 23 October)	Platinum
Sales/ Channel Partners	MR-4	Exhibition hall	Monday – Wednesday (21 – 23 October)	MR-4

Interviews and Filming

We have a busy film schedule planned to capture and promote the activity happening at this congress, as well as for use in current or future campaigns.

We have the opportunity to capture customer testimonials – **if you have a customer happy to assist and be filmed, please liaise with Kristian Andrews.**

Some of the filming will take place on the stand. Please make sure you vacate the area if it is needed for filming.

Giveaways on the Exhibition Stand

Bags

Our tote bags will be made available on the stand. There are 1500 bags to hand out, so we will be busy replenishing the bag rack and handing them out.

Scrub caps

We will also be handing out our branded scrub caps. Please bring your customers by the welcome desk to collect one!

“Stress embryologists”

We will bring a limited number of our stress balls shaped as embryologists. They have a QR code on their back, linking to our ASRM webpage. Here your customers can find all relevant information about CooperSurgical’s presence at ASRM.

CooperSurgical Symposium

This year, we are sponsoring a lunch symposium at ASRM.

It is held on Tuesday, October 22nd, at 12:20 – 01:20 PM. It is in the Mile High Ballroom 2c and 3c (Lower Level).

Christopher Weier, PhD
Senior Research Scientist,
CooperSurgical, Inc.

Mili Thakur,* MD, FCOG, FACMG
Founder & CEO,
Genome Ally

Tony Gordon, PhD
Senior Director of Clinical
Strategy, Genomics,
CooperSurgical, Inc.

Kenneth K. Moghadam,* MD
Medical Director &
Founder, Austin
Fertility Institute

ASRM
scientific
congress
expo

CooperSurgical®

Lunch Symposium

Shaping Tomorrow's PGT:

How pioneering innovations of today may
shape the clinical practices of tomorrow

October 22 12:20pm (local time)

Colorado Convention Center | Mile High Ballroom, 2c

* Paid consultants of CooperSurgical, Inc.

Important Staffing Information

Online Staff Briefing/Sales Training

All Sales staff are required to attend the online meeting on Teams. It is held on Wednesday, October 16th 11.00am – 12.30 PM ET. The Staff Briefing will be conducted first for ASRM attendees, followed by product training. If you are not manning booth, feel free to drop after the Staff Briefing. ESMs can drop off after equipment portion of training.

We have an **ASRM Team Huddle** meeting on Monday morning 07:30 – 08:00 AM. It takes place in the Zirconium/Titanium room at Hilton Garden Inn.

After this, everyone needs to go to the congress to meet at our stand for a final briefing and team photo.

If you are on the stand duty plan, please remember to wear your branded shirt.

Team Photo

ASRM opens on Monday morning, at 09 AM. We will all meet at 08:30 AM for the team photo.

Dress code

The dress code is black trousers/skirt and branded white shirt (only for stand staff). All stand staff have ordered these shirts themselves. This remains the dress code for the stand staff during the congress.

Please remember to wear your CooperSurgical lanyard and name badge.

Remember to bring an extra shirt etc. to the stand if you have a meeting where you are uncomfortable wearing the branded shirt.

Stand Responsibilities and Rota

As ASRM is always a busy and tiring congress we have split the staff duties into morning and afternoon shifts. This will allow you to organize customer meetings during times when you are not required on the stand. Please note, there will be no excuse for leaving the stand (apart from if you need to use the bathrooms) during your shift. The detailed rota have been distributed, but can also be found on our internal ASRM website: [Resources – CooperSurgical Events Portal](#).

Lead Retrieval Systems

Like last year, we are using the lead capturing system, iCapture. In this app you can collect all lead information and submit it. The lead will go directly into Microsoft Dynamics, if the lead you are collecting is for one of our markets, who are using the CRM system.

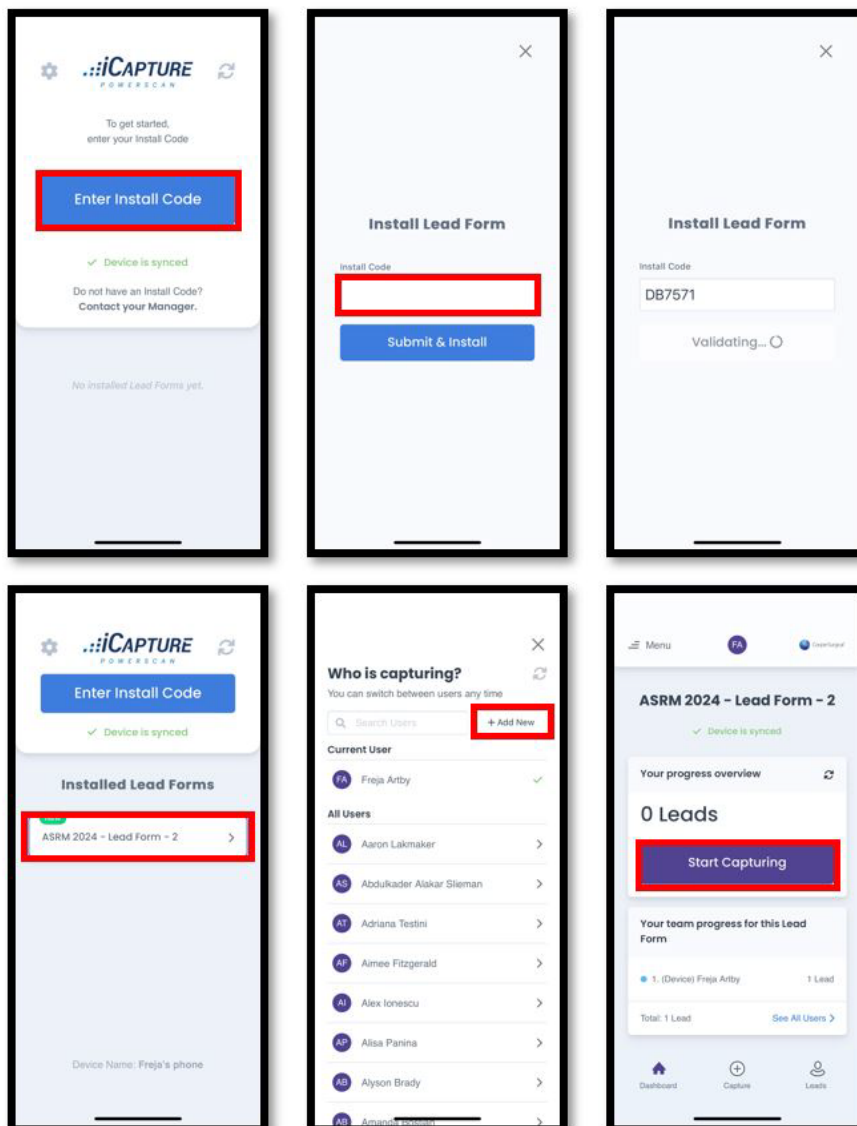
After the congress, we will allocate the leads in Microsoft Dynamics and send out all other leads to Country Managers manually.

Please do these things before the congress:

1. Read the instructions attached to the email.
2. Download the “iCapture Powerscan” app (available in all app stores)
3. Enter the install code: **DB7571**
4. Create your account in the app.
5. Start capturing!

Please remember to be thorough when entering the lead information. You can enter your lead’s contact information by scanning their badge, by taking a picture of their business card, or by entering the contact information manually. Please make sure you have all the required information, as this will help Sales when they follow up.

Please find a quick setup guide below:



Business Cards

Please do not forget to bring your business cards.

Refreshments and food on the stand

We will offer snacks and drinks to our stand staff at the stand. Lunch will **not** be provided by ASRM, so make sure to get your own.

Luggage on stand

Absolutely NO luggage should be stored on the stand. Luggage should be placed in the Congress Centre's checked luggage room.

Competitor & Customer - information you need to collect

We invest a lot of time and money into ASRM, and it is essential that we get as big a return as possible.

Following the event, we will ask you to complete an online survey and provide information such as:

- Competitor or distributor information
- Customer news/information e.g., buyouts
- Who is unhappy with other suppliers, etc.
- Sector trends, new scientific data
- Relevant facts/information from talks you have attended.
- Interesting posters (please take a photo which can be sent separately to Marketing), etc.

Compliance considerations

Please be aware of the value of the hospitality you offer/have offered to your customers during ASRM. Make sure that it does not exceed the recommended amount. Any doubts please check.

Accommodation Information

We have rooms at two different hotels, Hilton Garden Inn and Embassy Suites.

The majority of CooperSurgical's attendees will stay at the Hilton Garden Inn – but luckily, the hotels are located close to each other.

Hilton Garden Inn

- **Address:** 1400 Welton St, Denver, CO 80202, USA
- **Check-in:** 3 PM
- **Check-out:** 2 PM
- **Distance from the congress centre:** 3 minutes walking (0,1 mile)
- **Distance from the airport:** 30 minutes by car (25 miles)
- **Website:** [Hilton Garden Inn Denver Downtown](#)

Embassy Suites by Hilton Denver Downtown Convention Center

- **Address:** 1420 Stout St, Denver, CO 80202, USA
- **Check-in:** 4 PM
- **Check-out:** 11 AM
- **Distance from the congress centre:** 1 minute (280 feet)
- **Distance from the airport:** 30 minutes by car (25 miles)
- **Website:** [Embassy Suites Denver Downtown Convention Center Hotel \(hilton.com\)](#)

Hilton Garden Inn



Embassy Suites

