



RESEARCH
EDUCATION
TREATMENT
ADVOCACY

APS PREMEETING ADVERTISING OPPORTUNITY APPLICATION

Premeeting marketing is a key factor to your success at a trade show.

Make an early impact on the leaders in the study and treatment of pain by marketing your presence at the meeting while they are in the process of making their plans to attend the APS Scientific Summit. This is the key time to set your company apart from your competition.

WEBSITE ADVERTISING (\$5,000)

Place a tile ad on the highly viewed Scientific Summit website.

- Reach attendees before and after the meeting.
- Promote your company with a link to your website.
- Ensure your success at the Scientific Summit.

Tile dimensions are 200 x 200 pixels. Tile ads should be sent in a .gif or .jpg format in proper dimensions. Preapproval of your advertisement and payment are required.

PRODUCT FEATURE E-MAIL (\$2,500)

This opportunity allows your company to showcase your products and services to attendees 1 week prior to the meeting and to get your messaging to this audience after the meeting concludes. This e-mail will feature your product/service and is distributed to 2018 attendees.

- This offer is exclusive to exhibitors.
- The Product Feature E-mail is a shared opportunity available to a maximum of 10 companies.

WEBINAR (\$2,500)

Host a 60-minute live and on-demand webcast or podcast with Q&A.

Only one webinar slot available for purchase. Topic must be approved by APS by January 31, 2018.

DIRECT MAIL (\$500)

- Promote your presence before attendees decide which companies to visit in the exhibit hall.
- Begin your sales process early and enhance your return on investment.
- Reach preregistered attendees with a list provided 30 days before the meeting.

The deadline for ordering member mailing labels is January 31, 2018. All orders are for a single use prior to the annual meeting and must be preapproved. The list will be sent in a Microsoft Excel file in order of ZIP code and does not include e-mail addresses or phone numbers, per APS policy.

Questions? Contact BJ Enright at 678.772.4982 or bjenright@tradeshowlogic.com.

Contact Information

Name _____ Title _____

Company _____

Address _____

City/State/ZIP _____ Submitted by _____

E-mail _____ Phone (____) _____ **PP1**

Payment Information

**Credit card payments of \$5,000 or more will be assessed a 3% processing fee.*

MasterCard Visa American Express Discover Check # _____ Amount \$ _____

Credit cardholder name _____

Account number _____ Expiration date _____

Signature _____

Return with payment to

American Pain Society 8735 W. Higgins Road, Suite 300, Chicago, IL 60631 • 847.375.4715 • fax 888.375.6479