

APS ONSITE ADVERTISING OPPORTUNITY APPLICATION

Enhance your visibility and drive attendees to your booth or event at the American Pain Society (APS) Scientific Summit. Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful meeting by inviting APS attendees to your booth through these advertising opportunities.

ROOM DROP (\$3,500)

A room drop allows you to promote your event or your products and services to APS attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to increase traffic to your event or booth.

Preapproval of your promotional piece and payment are required. APS reserves the right to deny or suggest changes to all materials if deemed inappropriate for distribution at the conference. A "final" sample of the printed material must be sent to cgiznik@americanpainsociety.org for review and approval before printing. The size should be no larger than 8½" x 11" and no thicker than 1/16". Room drops are for symposia, product, and service flyers only. Upon approval of your piece, please send 1,000 copies to APS Headquarters by **February 5, 2018**. Send to APS Room Drop, Attn: Caryn Giznik; 8735 W. Higgins Road, Suite 300; Chicago, IL 60631.

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

We plan to advertise Product Symposia Showcase Other (Fill in) _____

PROGRAM BOOK ADVERTISING

Program books are provided to all attendees at registration and include the conference schedule and a complete list of educational sessions and descriptions, poster presentations, and exhibitors. Attendees refer to the guide often, not only onsite, but also throughout the year, giving you repeated exposure.

Space (width x height)	Exhibitor Rate	Covers (includes 4-color)	Cost
Full page (6" x 9" full bleed, 5" x 8¼" nonbleed)	\$1,400	Inside front cover	\$2,600
Half page (5" x 4", horizontal only)	\$1,050	Inside back cover	\$2,475
4-color	add \$725	Back cover	\$2,825
Premium placement.	add \$500		
Tabs (includes 4-color).	\$2,250		

Cover size is 6" x 9"; allow 1/8" per side for bleeds.
Nonexhibitors are charged an additional 10%.

Note: No cancellations will be permitted after January 20, 2018. Rates are net. No agency discounts will be given. Right of refusal deadline is December 31, 2017.

Space reservation deadline: December 31, 2017 Artwork deadline: January 20, 2018

Exhibitor Nonexhibitor 4-color Black and white Vertical Horizontal Size of ad _____ Cover position _____

I will participate in program book advertising and agree to be charged according to my selection above. Total \$ _____

BILLBOARD ADVERTISING (\$3,000)

This opportunity is available to companies exhibiting or presenting a Town Hall Talk or corporate satellite symposium. Maximize your impact and reach 1,200 attendees with your billboard advertisement. The billboards will be located at the entrance of the Experience Exchange. This exclusive opportunity is available to only five companies. Reserve your space today, provide your digital ad specifications, and we'll do the rest.

- Enhance your visibility.
- Drive traffic to your booth or event.
- Build brand awareness.
- Take advantage of the prime location at the entrance of the exhibit hall.
- Gain clutter-free exposure.

39" x 84" 4-color meter board, standard foamcore with a visual area of 39" x 78". Acceptable file formats include Adobe Illustrator (AI/EPS), InDesign, Photoshop, and Acrobat. Files must be high-resolution (100-300 dpi), vector-based artwork with fonts converted to outline.

Send materials to Caryn Giznik at cgiznik@americanpainsociety.org by February 5, 2018.

LANYARDS (\$5,000)

Maximize your company's brand among APS attendees with an exclusive lanyard sponsorship.

I will participate in the exclusive lanyard sponsorship. The deadline to participate is January 2, 2018, and logo artwork must be sent to APS by January 12, 2018.

TOTE BAGS (\$5,000)

Promote your event, product, or services to all attendees when they check in to the Annual Meeting.

The deadline to participate is February 5, 2018. Preapproval of your promotional piece and payment are required. Submissions should be no larger than 8 1/2" x 11" and no thicker than 1/16". Upon approval of your piece, please send 1,000 copies to APS Headquarters by February 5, 2018. Send to APS Bag Insert, Attn: Caryn Giznik; 8735 W. Higgins Road, Suite 300, Chicago IL 60631

We have ordered a registration handout and agree to the prerequisites

Product Symposia Showcase

Other (Fill in) _____

MEETING APP ADVERTISING (\$3,000)

Reach attendees through their mobile device. The meeting app includes the full meeting schedule, descriptions, attendee list, and floor plan.

Artwork Specifications (width x height)

All artwork must be received in each of the following sizes to accommodate various devices:

490 x 90 px	1440 x 160 px	2560 x 200 px
640 x 100 px	1536 x 132 px	2560 x 250 px
800 x 120 px	1600 x 200 px	
1080 x 160 px	2048 x 132 px	

No agency discounts will be given. Space must be reserved by February 5, 2018, and artwork provided by February 16, 2018. Send materials to Caryn Giznik at cgiznik@americanpainsociety.org



RESEARCH
EDUCATION
TREATMENT
ADVOCACY

APS ONSITE ADVERTISING OPPORTUNITY APPLICATION

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