



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 36th Annual Scientific Meeting. 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 Annual Scientific Meeting website.

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

Tile dimensions are 120 x 60 pixels. Tile ads should be sent in a .gif or .jpg format in proper dimensions.

### ☐ 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 2017 APS Annual Scientific Meeting attendees.

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

### ☐ 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 April 20, 2017. 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 Joey Maginot at 847.375.4873 or [jmaginot@americanpainsociety.org](mailto:jmaginot@americanpainsociety.org).

## 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

**APS Professional Relations Department**, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631 • 847.375.4873 • fax 888.374.7259