

APS Onsite Advertising Opportunities Application

Enhance your visibility and drive attendees to your booth or event at the American Pain Society (APS) 36th Annual Scientific Meeting.

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

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.

The fee to participate is **\$3,500**.

*Preapproval of your promotional piece and payment are required. 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. Call for pricing for other drop material options. Upon approval of your piece, please send 1,000 copies to APS Headquarters by **April 28, 2017**. Send to APS Room Drop, Attn: Joey Maginot; 8735 W. Higgins Road, Suite 300; Chicago, IL 60631.*

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 8½" nonbleed)	\$1,400	Inside front cover Inside back cover Back cover	\$2,600 \$2,475 \$2,825
Half page (5" x 4", horizontal only)	\$1,050		
4-color	add \$725		
Premium placement.	add \$500		
Tabs (includes 4-color).	\$2,250		

Note: The APS 2016 Program Book will be spiral bound. Ads that do not follow these guidelines may lose content during the hole-punching process. No cancellations will be permitted after March 17, 2017. Rates are net. No agency discounts will be given. Right of refusal deadline is January 13, 2017.

Space reservation deadline: February 17, 2017 Artwork deadline: March 17, 2017

☐ Exhibitor ☐ Nonexhibitor Size of ad _____ Cover position _____
☐ 4-color ☐ Black and white ☐ Vertical ☐ Horizontal Total \$ _____
☐ I will participate in program book advertising and agree to be billed according to my selection above.

BILLBOARD ADVERTISING

This opportunity is available to companies exhibiting or presenting a Town Hall Talk or corporate satellite symposium. Maximize your impact and reach 1,000 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.

The fee is **\$3,000**.

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 Joey Maginot at jmaginot@americanpainsociety.org by April 28, 2017.

Contact Information

Name _____ Title _____
 Company _____
 Address _____
 City/State/ZIP _____ Submitted by _____
 E-mail address _____ 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