

# 2020 ASPHO Conference

## Mobile App Advertising Opportunities

**Enhance your visibility and drive attendees to your booth at the 2020 ASPHO Conference.**

Advertising in the mobile app for The American Society of Pediatric Hematology/Oncology (ASPHO) 2020 Conference offers you concentrated exposure to more than 1,100 specialized physicians and fellows trained in the research and treatment of children with cancer and blood diseases. The mobile app includes a complete listing of educational sessions, presenters, meeting events, and exhibit activities. The majority of attendees will use the app constantly throughout the conference and this is a great place to gain visibility with a banner ad, push notification, or other exhibitor enhancements.

**Banner Ad** ..... **\$1,500**

Place a banner ad in the mobile app that rotates every 5-8 seconds at the top of the home screen. This ad can be used as a call to action that directs users to a designated URL or secondary ad page.  
Your ad will:

- Draw attention to your brand or message
- Link to a secondary static landing page for greater detail
- Provide valuable information on your company's display location.

A limited quantity of banner ads are available for maximum exposure. The deadline to submit artwork is **April 1, 2020**.

**Multimedia Video Message** ..... **\$250**

Add a multimedia streaming video to your ad for an additional charge.

**Banner Ad and Landing Page Specifications**

**Rotating Banner Ad**  
640 x 110 pixels (required)  
.jpg or .png format  
300 dpi  
*All banners click through to landing page or URL.*

**Accompanying Full-Screen App Landing Page**  
320 x 418 (required)  
640 x 1008 pixels (required)  
1536 x 1920 (required)  
1408 x 1408 (required)  
1080 x 1920 or 2160 x 3840 (required)  
.jpg or .png format  
300 dpi

**Push Message Alerts** ..... **\$1,500**

Purchasing a push notification allows your company to send a personalized message to all attendees at a specific time, driving traffic toward your booth. In order to purchase a push notification, **you must also purchase a mobile app banner ad**. There are a total of two commercial push notifications available per day. The deadline to purchase a push notification is **April 1, 2020**.

**Push Message Alert Specifications**

**Subject Line:** Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.

**Body:** The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

**Please Provide:**

1. Date/Time Alert will be scheduled to send
2. Alert Subject Line
3. Body of Alert Message

*Note: The 3 most recent alerts will appear at the top of the Dashboard page, and all the alerts are saved under the "Alerts" messages. The user simply taps the message to open the app and is directed to the full message.*

**Exhibitor Row Highlighting** ..... **\$250**

Draw attention to your company by highlighting your name in the exhibitor Directory with a noticeable background color.

**Green Package** ..... **\$150**

Upload download able PDFs and logos to your exhibitor listing page.

**Cancellation Policy:** In the event that the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to April 1, 2020, a full refund of monies received, minus a \$250 administrative fee will be made. Payment in full is required before ad will be placed.

*Reserve your opportunity by completing this form, or visit [www.aspho.org](http://www.aspho.org) for more information.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Submitted by \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

**Payment**       MasterCard     Visa     American Express     Discover    Amount \$ \_\_\_\_\_

Account number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_