

Enhance your visibility and drive attendees to your booth at the 2018 ASPHO Conference.

Advertising in the mobile app for The American Society of Pediatric Hematology/Oncology (ASPHO) 2018 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 **\$1,000**

Place a banner ad in the mobile app that rotates every 5-8 seconds at the top of attendees screens. This ad can be used as a call to action that directs users to a designated URL.

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, 2018**.

Multimedia Video Message **\$250**

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

Push Message Alerts **\$1,000**

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 push notifications available per day. The deadline to purchase a push notification is **April 1, 2018**.

Exhibitor Row Highlighting **\$250**

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

Green Package **\$150**

Upload downloadable PDFs and logos to your exhibitor listing page.

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 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 Title
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.

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, 2018, 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 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 _____

Submit your application to Rob Frey, Director, Professional Relations

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