

Bag Insert, Program Guide Advertising, Exhibit Hall Passport Program, and Billboard Advertising

Enhance your visibility and drive attendees to your booth at the ASPHO Annual 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 ASPHO attendees to your booth through the use of a bag insert, the passport program, or advertisement in the annual meeting program guide—or all three. The program guide is provided to all 1,000 attendees at registration and includes the meeting schedule and a complete list of the educational sessions and descriptions, the poster presentations, and the exhibitors. ASPHO attendees refer to the program guide often, not only on site at the meeting but throughout the year, which gives your ad repeated exposure.

Bag Insert **\$3,000**

A bag insert allows you to promote your products and services to ASPHO attendees. Your promotional piece is given to attendees when they check in at the registration desk. Participation in this program allows you to

- begin your sales process in advance of the conference
- increase traffic to your booth
- ensure success at ASPHO's annual meeting.

Preapproval of your promotional piece and payment are required. The size 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 ASPHO Headquarters (8735 W. Higgins Road, Suite 300, Chicago, IL 60631) by **March 4, 2017**.

I have ordered a room drop for my company and agree to all prerequisites of the program.

Virtual Bag **\$5,000/\$3,000**

\$5,000 Premium Level – Top two rows, Symposium and Education Theater promotion

\$3,000 Exhibitor Level – Row three and below. Placed on a first-come, first-serve basis.

Create and control the content you share with attendees. Draw attendees to events at your booth, promote your booth giveaways, or post an advertisement for a new product. Use the Virtual Bag to reach your targeted audience. Track every visit, view, and engagement using detailed reports for measurable ROI. Order your space today! A link to the bag will be posted on the ASPHO website and will be promoted in the Annual Meeting updates.

Program Guide Advertising

Space	Exhibitor Rate	Covers (include 4-color)	Cost
1 page (6" x 9")\$995	Inside Front Cover\$2,375
1/2 page H (6" x 4 1/2")\$750	Inside Back Cover\$2,150
4-color rates add\$895	Back Cover\$2,495

Cover size is 6" x 9"; allow 1/8" for bleeds.
Nonexhibitors are charged an additional 20%.

Ad materials: Digital composite ads are acceptable in the following formats: EPS or PDF with all images and fonts embedded; TIFF or JPEG at 1,200 dpi with no compression applied.

Total \$ _____

No cancellations will be permitted after March 11, 2017. Rates are net. No agency discounts will be given.

Space reservation deadline: **January 27, 2017**; artwork deadline: **February 21, 2017**

Exhibitor Nonexhibitor Size of ad _____ Cover position _____

4-color Black and white Vertical Horizontal

I will participate in program guide advertising and agree to be billed according to my selection above.

Exhibit Hall Passport Program **\$500**

Participate in a program that directs attendees to your booth in the exhibit hall! Attendees will be given a list of exhibitors and asked to get their passport stamped by participating exhibitors to be eligible for special prize drawings in the exhibit hall. Limited participation; sign up today.

Sign me up for the Passport Program for the fee of \$500.

I would like to donate a prize!

Value of item: \$ _____

For more information, contact **Mary Paulson** at **847.375.4803**.

Billboard Advertising **\$1,500**

This opportunity is available to companies exhibiting or presenting a corporate showcase or non-CE symposia. Maximize your impact and reach 1,000 attendees with your billboard advertisement located at the exhibit hall entrance. The fee is \$1,500.

Materials are due by March 4, 2017.

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 _____