



# Bag Insert, Pocket Guide and Mobile App Advertising, Exhibit Hall Passport Program, and Billboard Advertising

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

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting conference attendees to your booth through the use of a bag insert, the passport program, or advertisement in the conference pocket guide and mobile app—or all four. The pocket guide and mobile app are provided to all 1,100 attendees at registration and include the meeting schedule and a complete list of the educational sessions and descriptions, the poster presentations, and the exhibitors. ASPHO conference attendees refer to the pocket guide and mobile app often, not only onsite at the conference but also 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 conference 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 conference.

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 16, 2018**.

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

**Hotel Room Drop** ..... **\$6,000**

To participate in the 2018 ASPHO Conference room drop, complete this form and send it with payment by **February 9, 2018**. Advertiser is responsible for the cost of creating and printing the literature you want delivered to attendees. The size of the piece may not exceed 8 1/2" x 11" and 1/16" thickness. Room drop materials must be approved by ASPHO in advance.

ASPHO reserves the right to deny or suggest changes to all materials if deemed inappropriate for distribution at the conference. A "final" sample of the printed material must be sent to [rpfrey@aspho.org](mailto:rpfrey@aspho.org) for review and approval before printing.

**Pocket Guide Advertising**

**Exclusive-Fold Back Cover**..... **\$6,000**

**Ad materials:** Digital composite ad is 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. Artwork is 4-color.

Total \$ \_\_\_\_\_

*No cancellations will be permitted after February 2, 2018. Rates are net. No agency discounts will be given.*

Space reservation deadline: **January 22, 2018**; artwork deadline: **February 9, 2018**

I will participate in pocket 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.

Sign me up for the **NEW** Premier Passport Program.  
Enhanced acknowledgment and your specific question added to the passport.

I would like to donate a prize!  
Value of item: \$ \_\_\_\_\_

For more information, contact **Rob Frey** at **847.375.6470**.

**Billboard Advertising** ..... **\$1,500**

This is a perfect opportunity to maximize your impact and reach 1,100 attendees for your special event or to drive traffic to your booth with a free standing double-sided billboard located in a high-traffic area.

**Materials are due by March 16, 2018.**

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 \_\_\_\_\_