

Bag Insert, Pocket Guide Advertising, Exhibit Hall Passport Program, and Billboard Advertising, Hotel Room Drop

Enhance your visibility and drive attendees to your booth at the 2022 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. The mobile app advertising form is found separately.

Bag Insert \$6,000

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.

Pre-approval 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 1,200 copies to ASPHO Headquarters by **February 25, 2022**.

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 2022 ASPHO Conference room drop, complete this form and send it with payment by February 25, 2022. 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 for review and approval before printing. Final printed pieces to be DELIVERED to ASPHO headquarters no later than March 25, 2022. Quantity TBD.

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 March 11, 2022. Rates are net. No agency discounts will be given.

Space reservation deadline: **February 25, 2022**; artwork deadline: **March 11, 2022**

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

Exhibit Hall Passport Program \$750

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 \$750

Sign me up for the Premier Passport Program for \$1,000 with enhanced acknowledgment and your specific question added to the Passport to spark conversation.

I would like to donate a prize!

Value of item: \$ _____

For more information, contact Michele Gallas at 847.375.4853.

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 (approximately 39"W x 84"H) located in a high-traffic area.

Materials are due by February 25, 2022

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 4, 2022, 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/support/annual-meeting-exhibits-advertising 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 _____