



Enhance your Visibility and Drive Attendees to Your Booth at the APHON 36th Annual Meeting

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting APHON attendees to your booth at the annual meeting.... Conference Program Guide, Room Drop, Exhibit Hall Passport Program, Pre-show Mailing – or all four!

Conference Program Guide Advertising

The Conference Program Guide is distributed to 900+ attendees onsite and includes conference schedule, hotel/exhibit layouts, poster presentation and descriptions of exhibiting companies – referred to often onsite at meeting and afterward giving your company ongoing visibility.

SPACE	EXHIBITOR RATE	NON-EXHIBITOR RATE	COVERS (include 4-color)
Full page (7.25" x 10.25") <i>bleed</i>	\$825	\$950	Inside Front \$1,565
Full page (6.25" x 9.25") <i>non bleed</i>	\$825	\$950	Inside Back \$1,495
1/2 page - H (6.25" x 4.625")	\$600	\$700	Back Cover \$1,635
1/2 page - V (3.124" x 9.25")	\$600	\$700	

COLOR RATES (extra charge per page) 4-color rates \$550

Space Close: July 16, 2012
Material Close: August 3, 2012

No cancellation after space close date, inserts available on request, Rates are agency commissionable.

I will participate in the program book ad and agree to be billed according to my circled selection above.

Room Drop Program

Participate in the APHON attendee hotel room drop program. Reach your audience with a special delivery right to their hotel room! A room drop is a great way to connect with attendees, brand your product and drive foot traffic to your exhibit.

Type of Delivery: Under Door (\$2,000) In-Room (\$3,000)

Please submit quantity of 550 pieces to APHON Headquarters (address below) no later than August 1st. Payment must be received prior to the meeting to assure literature will be included in room drop.

I will participate in the Room Drop Program according to my circled selection above.

Exhibit Hall Passport Program

Back by popular demand! Drive attendees to **your** specific booth! Attendees are given a list of participating exhibitors to visit and receive a stamp on their passport card. Attendees that fill up their passport card with stamps will be eligible for special prize drawings during select exhibit hall sessions. Reach your audience with this special and fun program.

I will participate in the Passport Program for a total of \$500.

Pre-Registered Attendee List

Plan a direct mail to attendees inviting them to your booth. To receive the list of pre-registered attendees (approximately 30 days prior to conference), Submit a sample of the promotional piece you will be mailing. Mailing pieces must be approved by APHON in advance. Submit your sample piece no later than August 27th

Yes, I would like to receive a spreadsheet of the attendee list

(Please print or type)

Name of Organization _____ Contact _____

Address _____ City/State/Zip _____

Date _____ Phone _____ Fax _____ E-Mail _____

Return to: APHON - Terri Berkowitz, 4700 W. Lake Avenue, Glenview, IL 60025-1485 tberkowitz@connect2amc.com