

Onsite Advertising Opportunities

Advertise with APS! The APS Annual Scientific Meeting is a great way to make your name recognizable to all attendees. Below are the many different advertising opportunities available at the meeting.

<p>Cyber Central E-mail/Internet stations located adjacent to registration where attendees find annual meeting information, print handouts, and complete online evaluations to receive CME. Your organization will be recognized on all computer screens, as well as on the kiosks that house the computers.</p>	\$15,000	<p>Lanyards The sponsoring organization will receive their company name or logo on the official APS badge holder/lanyard. Lanyards provide excellent visibility throughout the meeting.</p>	\$5,000
<p>Portfolios Distributed at registration to all meeting attendees, your logo featured on each piece will provide excellent visibility and help position your company as an industry leader.</p>	\$15,000	<p>Hotel Voicemail Message Voicemail is great for driving traffic to your booth or event because it is an exclusive, once-per-day message sent to all meeting attendees. Choose your date, and we will help you coordinate your message.</p>	\$5,000
<p>Totebags As attendees register, they receive the tote bag filled with conference information, the Program Book, poster abstracts, etc. Attendees carry these tote bags throughout the meeting, providing a "walking billboard" with your company's name and logo.</p>	\$15,000	<p>Corporate Showcase This allows you to present your company's products, services, or programs to APS attendees. Showcase sessions take place during exhibit hours and are limited to 30 minutes and 50 attendees. There are only five showcase time slots, and they will be assigned on a first-come, first-served basis. See page 12 for form.</p>	\$5,000
<p>City Minimaps A pocket-sized map of the local area features key attractions on one side and an opportunity for you to run a full-page, four-color ad of your products and services on the other side. All attendees receive this map at registration.</p>	\$12,500	<p>Room Drop Delivered directly to attendee hotel rooms, room drops provide an excellent opportunity to introduce a new product or service, invite attendees to your booth or event, educate attendees on the uses of your products, and help position your company as an industry leader. See page 11 for form.</p>	\$3,500
<p>Hosted Wireless Internet Access One of the most requested amenities by meeting attendees! You can support the wireless access area at the APS meeting to receive excellent visibility and recognition, including signage in the wireless area.</p>	\$10,000	<p>APS Webpage Tile Ad Available on the APS website on the annual meeting page, banner advertising is great way to reach to get your message to APS meeting attendees and APS members.</p>	\$2,000
<p>Hotel Room Key All attendees registering at the headquarter hotel will receive a room key with your company logo or message. This offers great visibility and branding each time they access their hotel room.</p>	\$10,000	<p>Program Book Advertising Reach APS attendees on site at the meeting and throughout the year, providing repeated exposure to your ad. Program Book advertising is also an excellent way to introduce a new product or service and to drive traffic to your booth or event. See page 11 for form.</p>	Varies
<p>Massage Center A very popular attraction! The Massage Center allows attendees to take a break and enjoy an invigorating massage while reading your company's materials. The Massage Center is located inside the exhibit hall.</p>	\$10,000	<p>Contact Patrick Filippelli to secure your advertising opportunity. Call 847.375.4754 or e-mail pfilippelli@connect2amc.com.</p>	

Pre-Meeting Advertising Opportunities

Make an early impact on the leaders in the study and treatment of pain by marketing your presence while they are in the process of making their plans to attend the APS 31st Annual Scientific Meeting. This is the key time to set your company apart from your competition.

Website Advertising

Place a tile ad on the highly visible APS Annual Scientific Meeting webpage.

- Reach the attendees before and after the meeting.
- Post your tile ad for up to 6 months.
- Promote your company with a link to your website.
- Ensure your success at the Annual Scientific Meeting.
- Tile dimensions are 120 x 60 pixels.
- The fee is \$5,000.

Contact Patrick Filippelli at 847.375.4754 or pfilippelli@connect2amc.com to reserve your ad.

Tile ads should be sent in a .gif or .jpg format in proper dimensions to rnowak@connect2amc.com.

Call today to reserve your tile ad on the APS website.

**Preshow marketing
is a key factor to your success
at a tradeshow.**

Direct Mail

Reach 2,500 APS members before the Annual Scientific Meeting by sending direct mail.

- Promote your presence before attendees decide which companies to visit in the exhibit hall.
- Begin your sales process early and enhance your return on investment.
- The fee is \$500.

The deadline for ordering member mailing labels is May 2, 2012. All orders are for a single use prior to the annual meeting and must be preapproved. The list will be sent in a Microsoft Excel file in order of ZIP code.

Place your order by completing this form or going online to www.ampainsoc.org for a fillable form and submit the form, along with your payment.

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/ZIP _____

Submitted by _____ E-mail Address _____

Phone (____) _____

Return to: Rose Nowak, Sales Department

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