

Onsite Marketing Opportunities

Enhance your visibility and drive attendees to your booth or event at the APS 31st Annual Scientific 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 APS attendees to your booth through the use of a room drop, voicemail message, or advertisement in the Annual Scientific Meeting Program Book—or all three. The program book is given to all attendees at registration and includes the conference schedule and a complete list of educational sessions and descriptions, poster presentations, and exhibitors. APS attendees refer to the guide often, not only on site at the meeting but also throughout the year, giving you repeated exposure.

Room Drop

A room drop allows you to promote your event or your products and services to APS attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- begin your sales process in advance of the meeting
- increase traffic to your event or booth
- ensure success at the APS Annual Scientific Meeting.

The fee to participate is **\$3,500**. Preapproval of your promotional piece and payment are required. The size should be no larger than 8½" x 11" and no thicker than 1/16". Upon approval of your piece, please send 1,000 copies to APS Headquarters by **April 23, 2012**.

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

We plan to advertise Product Symposia _____
 Showcase Other (Fill in) _____

Program Book Advertising

Space	Exhibitor Rate	Covers (include 4-color)	Cost
1 page (7" x 10")	\$1,400	Inside Front Cover	\$2,600
2/3 page (4 ⁵ / ₈ " x 10")	\$1,250	Inside Back Cover	\$2,475
1/2 page H (7" x 4 ⁷ / ₈ ")	\$1,050	Back Cover	\$2,825
1/2 page V (3 ³ / ₈ " x 10")	\$1,050	Cover size is 8½" x 11"; allow 1/8" for bleeds.	
1/3 page (2 ¹ / ₈ " x 10")	\$780	Nonexhibitors are charged an additional 10%.	
1/4 page (3 ³ / ₈ " x 4 ⁷ / ₈ ")	\$615		
4-color rates add	\$725		

No cancellations will be permitted after February 29, 2012. Rates are net. No agency discounts will be given. First right-of-refusal deadline is January 20, 2012.

Space reservation deadline: February 29, 2012; Artwork deadline: March 14, 2012

Exhibitor Nonexhibitor Size of ad _____ Cover position _____
 4-color Black and white Vertical Horizontal

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

Submit this form to reserve your marketing opportunity today. A fillable form is available at www.ampainsoc.org.

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/ZIP _____

Submitted by _____ E-mail Address _____

Phone (____) _____

Return to: Rose Nowak, Sales Department

APS, 4700 W. Lake Avenue, Glenview, IL 60025-1485 • 847.375.4856 • e-mail rnowak@connect2amc.com • fax 847.375.6465

Hotel Voicemail Marketing

Reach more than 1,200 leading physicians practicing the specialty of pain at the APS Annual Scientific Meeting by having a voicemail message delivered directly to each attendee's hotel room at the headquarter hotel. This is an exclusive, once-per-day opportunity sent to all meeting attendees.

Hotel voicemail messages are a cost-effective way to

- invite attendees to your booth, event, or symposium
- introduce a new product or service
- educate the physicians specializing in pain medicine about the uses and benefits of your products and services
- show your commitment to the leaders in pain and position your company as an industry leader.

Hotel voicemail messages are available for **\$5,000**. Choose your date, and we will help you coordinate your message. Contact **Patrick Filippelli** to confirm availability at **847.375.4754**.

Yes, I would like to participate. Please call me to confirm.