

# MARKETING OPPORTUNITIES



## Official meeting publications

connect you with 19,000+ cardiovascular professionals before AND during the event!



# ACC.17™

66<sup>th</sup> Annual Scientific Session & Expo

WASHINGTON, DC

**FRI • SAT • SUN**

MARCH 17 – 19, 2017

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# MARKETING OPPORTUNITIES

Give your message a head start!

## PRE-MEETING MAILER

Be the early bird when you reach thousands of attendees before they even set foot in the Expo.

### Audience and distribution

Mailed to 10,000 pre-registered attendees, ACC members and select physicians in the Northeast region of the U.S.

### Content

Industry event and booth presentation invitations, promotional materials and other corporate and product announcements.

|              |   |
|--------------|---|
| MAIL DATE    | Mid-February 2017   |
| RATE         | \$6,965 per insert  |
| QUANTITY     | 10,000  |
| INSERT SIZES | Maximum insertion size: 8-1/2" x 11"<br>Maximum weight: 1 oz. |

Opportunity limited to 15 advertisers. ACC approval required on all inserts prior to printing.



### Deadlines

Space reservation/payment due: Jan. 4, 2017  
Materials due: Jan. 11, 2017

Exclusive sponsorship!



### Deadlines

Space reservation/payment due:  
Jan. 19, 2017  
Materials due: Jan. 26, 2017

Be part of the welcoming committee!

## QUICK START GUIDE

Your message welcomes attendees as they check in to their hotel rooms.

### Audience and distribution

Distributed to conference attendees during hotel check-in, the guide welcomes and acclimates attendees to the meeting. You will receive the back panel ad and front cover logo recognition.

### Content

Shuttle bus schedule, registration information and other key details attendees need to start their conference experience on the right foot.

|          |          |
|----------|----------|
| RATE     | \$25,000 |
| QUANTITY | 10,000   |



ACC.17

66th Annual Scientific Session & Expo

ACC.17 Logo & Language Usage Guidelines – Refer to the Advertising Policies and Materials Submission Procedures page. All rates are net. Cancellations are nonrefundable. These products are in compliance with PhRMA standards and ACCME guidelines.

Be part of their morning routine!

## DOCTOR'S BAG

Make sure attendees start their day with your message in mind.

### Audience and distribution

Your insert in the ACC.17 Doctor's Bag reaches an expanded audience through a combination of hotel-room distribution and onsite handout.

### Content

Literature designed to enhance your presence at ACC.17, including:

- Booth announcements
- Promotional materials
- Product samples
- Industry event presentation invitations, including Industry-Expert Theater, Innovation Stage, Interactive Learning Lab

| DISTRIBUTION   | Full distribution                                   | Limited distribution        |
|----------------|---|-----------------------------|
| DELIVERY DATES | March 16, 17 and 18, 2017                           | March 17, 2017              |
| RATE           | \$13,230 per insert, per day                        | \$6,615 per insert, per day |
| QUANTITY       | 7,500 per day                                       | 3,000                       |
| INSERT SIZES   | Maximum size: 8-1/2" x 11"<br>Maximum weight: 2 oz. |                             |

*Circulation based on projected attendance and room blocks at the time the rate card is printed.*

Make a direct delivery!

## INDIVIDUAL DOOR DROP

Put your message directly in attendees' hands.

### Audience and distribution

Distributed to 5,500 select hotel rooms on March 16, 17 and 18, 2017.

### Content

Catalogs, magazines, product samples and newspapers. Subject to ACC approval.

| RATE     | \$26,101 per item, per day |
|----------|----------------------------|
| QUANTITY | 5,500                      |

### DOUBLE YOUR CUSTOMER ENGAGEMENT!

Doctor's Bags are delivered to attendees' hotel rooms overnight on the evenings of March 16, 17 and 18, 2017, the bags will also be handed to attendees at the convention center on the mornings of March 17, 18 and 19, 2017.



### Deadlines

Space reservation/payment due: Jan. 26, 2017

Prototype due: Jan. 26, 2017

Materials due: Feb. 2, 2017



## BAG PREMIUM

Maximize your brand impact by advertising on the outside of the Doctor's Bag! We'll place your logo and message in a clear pocket on one side. \$30,000 per day

### Deadlines

Space reservation/payment due: Feb. 8, 2017

Prototype due: Feb. 8, 2017

Materials due: Feb. 15, 2017



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# Ascend Integrated Media ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC  
All advertising subject to ACC approval.

## ACC's 66<sup>th</sup> Annual Scientific Session & Expo

To be invoiced please complete the following information. To pay by credit card, please contact your sales representative.

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_

Billing Information: ☐ Agency ☐ Advertiser

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Pre-Meeting Mailer

Insert \_\_\_\_\_ \$6,965 per insert

### Quick Start Guide

Exclusive Sponsorship \_\_\_\_\_ \$25,000

### Doctor's Bag

#### Regular Distribution

March 16, 2017 insert for March 17 conference day (p.m. delivery) \_\_\_\_\_ \$13,230 per insert

March 17, 2017 insert for March 18 conference day (p.m. delivery) \_\_\_\_\_ \$13,230 per insert

March 18, 2017 insert for March 19 conference day (p.m. delivery) \_\_\_\_\_ \$13,230 per insert

#### Limited Distribution

March 17, 2017 insert for March 18 conference day (p.m. delivery) \_\_\_\_\_ \$6,615 per insert

#### Premium

March 16, 2017 premium (p.m. delivery) \_\_\_\_\_ \$30,000

March 17, 2017 premium (p.m. delivery) \_\_\_\_\_ \$30,000

March 18, 2017 premium (p.m. delivery) \_\_\_\_\_ \$30,000

### Individual Door Drop

March 16, 2017 for March 17 conference day (p.m. delivery) \_\_\_\_\_ \$26,010 per item

March 17, 2017 for March 18 conference day (p.m. delivery) \_\_\_\_\_ \$26,010 per item

March 18, 2017 for March 19 conference day (p.m. delivery) \_\_\_\_\_ \$26,010 per item

Please write your initials next to selected opportunities. Total Amount \$ \_\_\_\_\_

### Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

**TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail.**

**Credit card payment is quick, easy and secure.**

**I have read and agree to the terms as set forth on this document.**

\_\_\_\_\_  
Authorized Advertiser/Agency Signature & Title

\_\_\_\_\_  
PO# (if necessary)

Ascend Integrated Media LLC • 6710 W 121<sup>st</sup> St., Suite 100 • Overland Park, KS 66209



# ACC.17™

66<sup>th</sup> Annual Scientific Session & Expo  
Friday, March 17 – Sunday, March 19, 2017

#### Deadlines

Pre-Meeting Mailer

Space reservation/payment due: Jan. 4

Prototype due: Jan. 4, 2017

Materials due: Jan. 11, 2017

Quick Start Guide

Space reservation/payment due: Jan. 19

Materials due: Jan. 26, 2017

Individual Door Drop

Space reservation/payment due: Feb. 8

Prototype due: Feb. 8, 2017

Materials due: Feb. 15, 2017

Doctor's Bag

Space reservation/payment due: Jan. 26

Prototype due: Jan. 26, 2017

Materials due: Feb. 2, 2017

Remit payments to:

Ascend Integrated Media LLC

P.O. Box 870939

Kansas City, MO 664187-0939

#### Account Managers

Bridget Blaney

Company names A-D and Q-R

773-259-2825

[bblaney@ascendintegratedmedia.com](mailto:bblaney@ascendintegratedmedia.com)

Cathleen Gorby

Company names E-L and S-Tt

913-780-6923

[cgorby@ascendintegratedmedia.com](mailto:cgorby@ascendintegratedmedia.com)

Maureen Mauer

Company names M-P and Tu-Z

913-780-6633

[mmauer@ascendintegratedmedia.com](mailto:mmauer@ascendintegratedmedia.com)

Send insertion orders and/or  
agreements to:

Ascend Integrated Media LLC

ATTN: Cathleen Gorby

6710 W 121<sup>st</sup> St., Suite 100

Overland Park, KS 66209

913-780-6923

Fax: 913-780-4344

[cgorby@ascendintegratedmedia.com](mailto:cgorby@ascendintegratedmedia.com)

[www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com)





## ACC.17 Meeting Advertising Policies and Materials Submission Procedures

All ads, inserts and promotional items require approval by ACC. Please allow five business days for approval. Advertisers must not print materials, send emails or go live with Web sites, before approval is received. ACC is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the Subject line of the email. Email Valerie Workman: [vworkman@ascendintegratedmedia.com](mailto:vworkman@ascendintegratedmedia.com).

| Item                 | Prototype Due | Ad materials/Promotional or Insert Materials Due | Maximum Weight | Maximum Dimensions |
|----------------------|---------------|--|----------------|--------------------|
| Pre-Meeting Mailer   | Jan. 4, 2017  | Jan. 11, 2017                                    | 1 oz.          | 8.5" x 11"         |
| Quick Start Guide    |               | Jan. 26, 2017                                    | N/A            | 3-5/8" x 8-1/2"    |
| Individual Room Drop | Feb. 8, 2017  | Feb. 15, 2017                                    | N/A            | N/A                |
| Doctor's Bag         | Jan. 26, 2017 | Feb. 2, 2017                                     | 2 oz.          | 8.5" x 11"         |

Inserts are considered to be one 8-1/2" x 11" printed piece, with a maximum weight of 2 oz. for the Doctor's Bag and a maximum weight of 1 oz. for the Pre-Meeting Mailer. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

A \$500 late fee will be charged for materials received after the deadline.

For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. ACC will review bulk items on a case-by-case basis.

Send to: Valerie Workman | Ascend Integrated Media, 6710 West 121st Street, Suite 100 | Overland Park, KS 66209 | 913-344-1307

\*Please include the following information with the insert/promotional item for approval:

Name of Advertiser/Exhibiting Company: \_\_\_\_\_

Insert/Promotional Item Title: \_\_\_\_\_

Planned Insertion Date: \_\_\_\_\_

After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box shipped. Please do not ship the full quantity to Ascend Integrated Media, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctor's/Educator's Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Please make note of these important advertising policies:

- Only exhibitors and companies/organizations holding approved industry events and/or approved CME/CNE/CE-certified activities may advertise.
- All signed agreements are firm. Cancellations are not accepted for cancelled booth space or events.
  - Advertiser/exhibitor is responsible for confirming venue information (e.g., room names and/or numbers, address, phone number, website) with the venue (or with ACC for convention center functions).
- All materials promoting industry events must include the following statement:
  - This event is not part of ACC.17, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.
- All materials promoting Independent Certified Sessions must include the following statement:
  - This educational activity is not part of ACC.17; however, the content was reviewed and approved by the ACC.17 Program Committee.
- The term "Scientific Session" may not be used in reference to an industry event or an Independent Certified Session.
- The ACC and ACCF logos, names, insignia and other identifying marks may not be used on any exhibitor or advertiser marketing, promotional or booth materials, either inside or outside the exhibit area.
- ACC will grant a limited, non-exclusive, non-transferable license to ACC.17 exhibitors and advertisers to use the ACC.17 logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.17. The exhibitor shall utilize the ACC logo consistent with the ACC.17 Logo and Language Usage Guidelines, available at [www.expo.acc.org](http://www.expo.acc.org).
- For additional guidance, please see the ACC.17 Rules, Regulations, Terms & Conditions; the ACC.17 Independent Certified Sessions Guidelines; the ACC.17 Prime Time Event Guidelines; the ACC.17 Ancillary Event Guidelines; the ACC.17 Industry-Expert Theater Guidelines; the ACC.17 Innovation Stage Guidelines; and/or the ACC.17 Interactive Learning Lab Guidelines.