

A d v e r t i s i n g O p p o r t u n i t i e s



ACC.14

TCT@ACC-12 | innovation in intervention

63rd Annual Scientific Session & Expo
March 29 – 31, 2014 • Washington, DC

Beyond your booth

Promote your company's presence *beyond your booth* to more than 13,000 cardiology professionals through these official ACC.14 marketing opportunities.

March 29 – 31, 2014
WASHINGTON, DC





Dear exhibitors,

ACC.14, the American College of Cardiology's (ACC's) 63rd Annual Scientific Session & Expo, will be held March 29 – 31, 2014. More than 13,000 cardiovascular professionals will converge in Washington D.C. to benefit from comprehensive education; to interact with their cardiovascular colleagues; and to explore the Expo, looking for the latest advances and solutions in cardiovascular science and care.

With more than 300 exhibitors in the Expo, what will your company do to stand out? How will you promote your presence *beyond your booth*?

The three high-visibility opportunities offered here — the Pre-Meeting Mailer, Doctor's Bag, and Individual Door Drop — will increase your company's visibility and impact at ACC.14.

The Pre-Meeting Mailer is an ACC.14-branded envelope that contains announcements, invitations and other promotional materials from ACC.14 exhibitors. The envelope is sent to 10,000 registered attendees and ACC members at a lower cost and in a manner more effective than traditional direct mail. The Pre-Meeting Mailer generates awareness of your company *before* the meeting and increases traffic to your booth and programs *during* the meeting.

The Doctor's Bag and Individual Door Drop are the official hotel room door drop services and your only options for a door drop within the ACC housing block. They offer a proven method for promoting your products, services and events to thousands of attendees.

Don't miss out on these opportunities to promote your presence beyond your booth. For more information, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com. We look forward to seeing you in Washington, DC.

Pre-meeting **mailer**

American College of Cardiology
2400 N St., NW
Washington, DC 20037



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LEARN MORE

Information about Learning Destinations™, exhibitor products and services, and ancillary events enclosed.

**Space reservation/
payment due:**
Jan. 8, 2014

Prototype due:
Jan. 15, 2014

Materials due:
Jan. 29, 2014

Audience and Distribution

Mailed to 10,000 ACC.14 registered attendees, ACC members and select physicians in the eastern region of the U.S. in advance of ACC.14.

Content

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

Insert Information

MAIL DATE	Late February 2014
RATE	\$6,500 per insert
QUANTITY	10,000
INSERT SIZES	Maximum size is 8-1/2" x 11" Maximum weight is 1 oz.

Restrictions:

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

Doctor's bag

Space reservation/
payment due:
Feb. 4, 2014

Prototype due:
Feb. 11, 2014

Materials due:
Feb. 25, 2014

Audience and Distribution

Your insert in the ACC.14 Doctor's Bag reaches an expanded audience through a combination of hotel-room distribution and on-site hand-out. Delivered to attendees' hotel rooms on the evenings of March 28, 29 and 30, the bags will also be handed to attendees at the Walter E. Washington Convention Center on the mornings of March 29, 30 and 31, giving you two opportunities to be added to attendees' schedules.

Content

Booth announcements; promotional materials; product samples; industry event, Innovation Stage, Industry-Expert Theater and Interactive Learning Lab presentation invitations; and general literature designed to enhance your presence at ACC.14.

Insert Information

DISTRIBUTION	Full distribution	Limited distribution
DELIVERY DATES	March 28, 29 and 30, 2014	March 29, 2014
RATE	\$12,350 per insert, per day	\$6,175 per insert, per day
QUANTITY	7,500* per day	3,000*
INSERT SIZES	Maximum size is 8-1/2" x 11" • Maximum weight is 2 oz.	

Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag but may be delivered in the Individual Door Drop (see below). Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your Ascend Integrated Media account manager for more information. A minimum of four inserts from any combination of advertisers

must be reserved for the Doctor's Bag to be delivered on a particular day. Ad materials subject to ACC approval prior to printing. See mechanical specifications for more information.

Insert approval: Inserts must be approved by ACC prior to printing. Early submission is to your benefit. Contact your Ascend Integrated Media account manager for your upload instructions and unique login and password. Inserts must be sent for

Bag premium

Advertise on the outside of the bag—your logo and message are inserted into a clear pocket on one side of the bag.
\$28,500 bag premium/per day

review/approval by Feb. 11, 2014. Please allow a minimum of five business days from the date of insert submission for approval. If your insert has already been approved by ACC for other purposes, submit ACC's approval letter with your insert prototype.

*Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Individual door drop

Audience and Distribution

Delivered to 5,500 select hotel rooms on March 28, 29 and 30, 2014.

Content

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

Insert Information

DELIVERY DATES	March 28, 29, and 30, 2014
RATE	\$25,000 per item, per day
QUANTITY	5,500

For more information about these marketing opportunities, please contact Cathleen Gorby, Account Manager, Medical Media, at 913-780-6923 or cgorby@ascendintegratedmedia.com.

Space reservation/
payment due:
March 14, 2014

Prototype due:
March 21, 2014



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Advertising representative:
ASCEND INTEGRATED MEDIA
7015 College Blvd., Suite 600
Overland Park, KS 66211

For more information about these
marketing opportunities, please contact:

Cathleen Gorby
Account Manager, Medical Media
913-780-6923 • Fax: 913-780-4344
cgorby@ascendintegratedmedia.com



Deliver your message

to leading cardiology professionals

Connect with more than 13,000 cardiology professionals and increase your visibility —before and during ACC.14 — with these marketing opportunities.

Ascend Integrated Media ADVERTISING AGREEMENT

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

ACC.14 Pre-Meeting Mailer, Doctor's Bag and Individual Door Drop

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 _____ \$6,500 per insert

Doctor's Bag

Regular Distribution

March 28, 2014, insert for March 29 conference day (p.m. delivery) _____ \$12,350 per insert

March 29, 2014, insert for March 30 conference day (p.m. delivery) _____ \$12,350 per insert

March 30, 2014, insert for March 31 conference day (p.m. delivery) _____ \$12,350 per insert

Limited Distribution

March 29, 2014, insert for March 30 conference day (p.m. delivery) _____ \$6,175 per insert

Premium

March 28, 2014, premium (p.m. delivery) _____ \$28,500

March 29, 2014, premium (p.m. delivery) _____ \$28,500

March 30, 2014, premium (p.m. delivery) _____ \$28,500

Individual Door Drop

March 28, 2014, for March 29 conference day (p.m. delivery) _____ \$25,000 per item

March 29, 2014, for March 30 conference day (p.m. delivery) _____ \$25,000 per item

March 30, 2014 for March 31 conference day (p.m. delivery) _____ \$25,000 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 • 7015 College Blvd., Suite 600 • Overland Park, KS 66211



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Deadlines

Pre-Meeting Mailer insert

Space reservation/payment due:

Jan. 8, 2014

Prototype due: Jan. 15, 2014

Materials due: Jan. 28, 2014

Doctor's Bag

Space reservation/payment due:

Feb. 4, 2014

Prototype due: Feb. 11, 2014

Materials due: Feb. 25, 2014

Individual Door Drop

Space reservation/payment due:

March 14, 2014

Prototype due: March 21, 2014

Account Manager

Cathleen Gorby

913-780-6923

Fax: 913-780-4344

cgorby@ascendintegratedmedia.com

Send insertion orders and/or agreements to:

Ascend Integrated Media LLC

ATTN: Cathleen Gorby

7015 College Blvd., Suite 600

Overland Park, KS 66211

913-780-6923

Fax: 913-780-4344

cgorby@ascendintegratedmedia.com

www.ascendintegratedmedia.com

Remit payments to:

Ascend Integrated Media LLC

P.O. Box 870939

Kansas City, MO 664187-0939

Sign and return to:

Cathleen Gorby

Ascend Integrated Media LLC

7015 College Blvd., Suite 600

Overland Park, KS 66211

Fax: 913-780-4344

cgorby@ascendintegratedmedia.com





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MATERIALS SPECIFICATIONS

How to Participate in the Pre-Meeting Mailer, Doctor's Bag and Door Drop

1. Reserve space for these advertising opportunities on or before the space deadline.
2. Inserts must be approved by ACC prior to printing. Early submission is to your benefit. Send a PDF of your prototype for approval via e-mail to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media, LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211. Contact your Ascend Integrated Media account manager for your upload instructions and unique login and password. Pre-Meeting Mailer inserts must be sent for review/approval by Jan. 15, 2014. Doctor's Bag inserts must be sent for review/approval by Feb. 11, 2014. Individual Door Drop prototypes must be sent for review/approval by March 21, 2014.
3. Please allow a minimum of five business days from the date of insert submission for approval. If your insert has already been approved by ACC for other purposes, submit ACC's approval letter with your insert to your Ascend Integrated Media account manager. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval. **No inserts should be printed until final approval is given.**
4. Ship inserts to be received by the materials deadline. 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 that is shipped. Please do not ship the full quantity to Ascend Integrated Media offices, 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 the Doctor's Bag and Individual Door Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Important Information

- Only exhibitors and companies/organizations holding approved industry events and/or approved CME/CNE/CE-certified activities may advertise.
- All advertising is subject to the approval of ACC.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No inserts should be printed until final approval is given by ACC and Ascend Integrated Media.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bags and Pre-Meeting Mailer prices are based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered to be one 8-1/2" x 11" printed piece, maximum weight of 2 oz. for the Doctor's Bag. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 2 oz. This includes, but is not limited to, items such as: all types of 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. "Bulk item" is defined at the discretion of the publisher.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.
- No agency commission or cash discounts accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Official ACC.14 Pre-Meeting Mailer, Doctor's Bag and Individual Door Drop

For more information, please
contact account manager:

Cathleen Gorby
913-780-6923
Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

Send prototypes to:
Ascend Integrated Media LLC
ATTN: ACC.14 Prototype
7015 College Blvd., Suite 600
Overland Park, KS 66211
913-469-1410

