



# Room-Drop Program, Mailing to Attendees, Program Guide Advertising, and Billboard Advertising

Enhance your visibility and drive attendees to your booth at NANN's Annual Educational Conference.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting NANN attendees to your booth through use of the Room-Drop Program, a promotional mailing to the list of preregistered attendees, an advertisement in the conference program guide, placing a billboard advertisement, an insert into tote bags—or all five.

## Room-Drop Program

The Room-Drop Program allows you to promote your products and services to NANN 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 conference
- increase traffic to your booth
- ensure success at NANN's conference.

Preapproval of your promotional piece and payment are required.

Upon approval of your piece, please send 700 copies to NANN

Headquarters by **September 4, 2017**.

The fee to participate is \$3,000.

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

## Mailing to Attendees

The list of preregistered attendees is available to all exhibitors at no charge. The mailing list is for **one-time use** only and allows the exhibitor to send a promotional piece or mailer to registered attendees in advance of the meeting. The list includes attendees' mailing addresses only. No phone numbers or e-mail addresses will be provided.

*Preapproval of your promotional piece is required.* You must include a copy of the promotional piece that you want to distribute when you submit your request. No list will be supplied until a copy of your promotional piece is approved by NANN.

The list of preregistered attendees will be distributed approximately 1 month before the conference.

Deadline to submit request: **September 4, 2017**

- Yes, I would like to receive a copy of the attendee list at the e-mail address below, and I agree to all of the prerequisites.

## Billboard Advertising

- Yes, I would like to place a billboard ad (rate: \$2,100).

E-mail artwork to [bfitzgerald@connect2amc.com](mailto:bfitzgerald@connect2amc.com) by **September 4, 2017**.

Size: 39" x 84" (Live area: 39" x 78")      Format: EPS file

## Program Guide Advertising

The program guide 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. Attendees refer to the guide often, not only at the conference, but also throughout the year, which gives your ad repeated exposure.

Space	Exhibitor	Nonexhibitor
Full page (6" x 9")	\$ 1,135	\$ 1,650
½ page horizontal (5.5" x 4.25")	\$ 875	\$ 1,010
½ page vertical (3" x 9")	\$ 875	\$ 1,010

Program guide trim size: 7" x 10" (Live area: 6" x 9")

Bleed: 7.25" x 10.25"

Color ads: \$675 additional per page

Acceptable formats: JPG, EPS, and PDF files

### Covers (Four-color)

Inside front	\$2,165
Inside back	\$2,010
Back	\$2,265

*No cancellations will be permitted after **July 18, 2017**. Rates are net. No agency discounts will be given.*

Space reservation deadline: **July 11, 2017**

Artwork deadline: **August 14, 2017**

First right-of-refusal deadline for ad positions: **May 8, 2017**

- Exhibitor       Nonexhibitor

Size of ad \_\_\_\_\_ Cover position \_\_\_\_\_

- Four-color       Black and white       Vertical       Horizontal

**Total Cost** \_\_\_\_\_

- I have ordered a program guide ad for my company and agree to be billed according to my selection above.

## Bag Insert

- Yes, I would like to place a promotional piece in the tote bags given to the attendees.

Materials due by **September 4, 2017** Rate: \$2,000

*Please print or type.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Submitted by \_\_\_\_\_

E-mail \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

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