

APHON Advertising Opportunities

Enhance your visibility and drive attendees to your booth at the APHON 42nd Annual Conference and Exhibit.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting APHON attendees to your booth at the annual conference through promotional materials in the conference program guide, the Room Drop Program, the Exhibit Hall Passport Program, or all three!

2018 APHON Conference Program Guide Advertising

Advertising in the conference program guide offers you concentrated exposure to more than 900 professionals dedicated to promoting optimal nursing care for children, adolescents, and young adults with cancer and blood disorders and their families.

The conference program guide is distributed to all attendees at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, poster presentations, and exhibitors. APHON attendees refer to this guide often onsite at the conference and throughout the year, giving your ad repeated exposure.

Closing Deadline for Space

June 7, 2018

(No refunds will be made after the space-closing date.)

Closing Date for Ad Materials

July 9, 2018

Size	Dimensions	Exhibitor Rate*	Nonexhibitor Rate*
Full page (w/ bleed)	8.5" x 11" (1/8" bleed)	\$1,010	\$1,150
Full page (w/o bleed)	7.5" x 10"	\$1,010	\$1,150
1/2 page (horizontal)	7.5" x 5"	\$725	\$850
1/2 page (vertical)	3.5" x 10"	\$725	\$850

All rates are for black-and-white ads; add \$600 for four-color process. Inserts are available on request. *Rates are agency commissionable for accounts paid within 30 days. Advertising rates are subject to change.

Cover Rates (include four-color)

Back cover	\$2,000
Inside front cover	\$1,900
Inside back cover	\$1,800

Cover Specifications

Live area	7.5" x 10"
Trim size	8.5" x 11"
Bleed size	8.75" x 11.25"

Ad Materials

Ads are accepted in EPS or PDF formats, with all images and fonts embedded; TIFF and JPG formats should be 300 dpi with no compression applied.

To Submit Ad Materials

E-mail artwork files to Terri Berkowitz at tberkowitz@aphon.org.

I will submit a conference program guide ad and agree to be billed according to my specifications below.

Ad Size _____

Color _____

Total Cost _____

Room Drop Program

Connect with attendees, brand your product, and drive foot traffic to your exhibit with a room drop to each attendee guest room. Submit 550 pieces to APHON Headquarters (address below) by August 24, 2018.

I will participate in the Room Drop Program at a total fee of \$3,500.

Exhibit Hall Passport Program

Direct attendees to your specific booth by participating in this program in the Exhibit Hall! Attendees will be given a list of exhibitors and asked to get their passport stamped to be eligible for special prize drawings in the Exhibit Hall.

I will participate in the Passport Program at a total fee of \$700.

Show Bag Insert

Include a 1 piece (max 8-1/2"x11") in show bags distributed to each attendee. Piece must be approved by APHON staff and 950 printed pieces must arrive at APHON Headquarters by August 24, 2018.

I will participate with a Show Bag Insert at a total fee of \$2,500.

Billboard Ad

Increase your onsite presence with a meterboard size (38 1/4" x 92 7/8") ad placed in a high visibility location onsite. Artwork due by August 24, 2018.

I will participate with a Billboard Ad at a total fee of \$2,000.

(Please print or type)

Name of Organization _____

Address _____

City/State/ZIP _____

Submitted By _____ Title _____

Date _____ Phone _____ Fax _____ E-mail _____

Payment Information

CC # _____ Exp _____ \$ _____

Check # _____ \$ _____ Date _____



Return to:

APHON, Terri Berkowitz, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738
tberkowitz@aphon.org