



# Leading PEOPLE Through CHANGE



## 2012 Conference Advertising Rate Card

### Onsite Program Book

Type of Ad	Price	Status
<b>Premier Placement Ads</b>		
Bellyband - Ad wraps on program book	\$4,500	<b>SOLD</b>
Full Page - Outside back cover	\$4,000	
Full Page - Inside front cover	\$3,500	<b>SOLD</b>
Full Page - Inside back cover	\$3,350	
Full Page - Adjacent to conference map	\$1,750	<b>SOLD</b>
Full Page - Adjacent to conference schedule	\$1,750	
<b>Standard Ads</b>		
Full Page (6 available)	\$1,500	<b>2 SOLD</b>
Half Page (4 available)	\$1,200	<b>1 SOLD</b>
Quarter Page (4 available)	\$ 750	
<b>Reservation Deadline: Aug. 1, 2012   Material Deadline: Aug. 17, 2012</b>		

### Specialty Advertising

Type of Ad	Ad Description	Price
<b>Passbook to Prizes (PTP)</b> Reservation Deadline: Aug. 1, 2012	Take this opportunity to draw attendees to your booth by participating in the PTP. You can submit a question on something you want attendees to know about your company. They have to come to your booth to get the answer. This helps you foster dialog before stamping each passbook. The question, company name, and booth number will be printed in the passbook that is issued to each attendee when they register. During exhibit hall hours, attendees must visit each booth that participates in the PTP to get their passbook stamped. Completed passbooks will be entered into a drawing for a chance to win fabulous prizes.	<b>\$500 ea</b> <i>(includes company name, question (limited to 150 CHARACTERS of text), and booth # in the passport and PTP signage within the exhibit hall)</i>
<b>Exhibitor Prize Board</b> Reservation Deadline: Aug 1, 2012  To confirm your Prize Board participation, send the attached agreement form to Sharon Allen at <a href="mailto:sallen@aha.org">sallen@aha.org</a> .	Exhibitors will hold a raffle drawing in their booth and invite attendees to participate. <b>Participant/Exhibitor Rules:</b> 1) Each prize must have a value of \$50 or more. 2) Each exhibitor is responsible for distribution and collection of their own entry forms. 3) The exhibitor will draw a winning name and notify the Show Manager's desk and then the winner's name will get posted on the Prize Drawing Board. 4) Prizes must be claimed at the exhibitor's booth. If the prize is unclaimed, the exhibitor will be responsible for the delivery of prize(s). Participant's company name, booth number, and prize will be posted on the Prize Drawing Board located in a prominent area in the exhibit hall. No Prize Board entries will be accepted at show site.	<b>Prizes should be valued at \$50 or greater</b> and must be approved by ASHHRA.
<b>Web Links</b> Reservation Deadline: Aug. 1, 2012 Logo Submission Deadline: Aug. 31, 2012	Your company logo will be placed on the ASHHRA Conference website immediately after booking the reservation and will remain until the conclusion of the conference. Upon member click, your logo will be directed to a URL that you specify. This is a great way to connect ASHHRA members to your brand and product offerings.	<b>\$250</b>

### Book Your Ad Option Today!

Complete the attached agreement form and fax it to 312-422.4577. Questions, call 312-422-3722.



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## 2012 Advertising Agreement Form

To confirm your advertisements, complete and return the form to the address below.

It is requested that invoices be paid within 30 days after receipt of agreement form.

Advertising specifications will be issued once reservation is made.

Advertising Selection(s): \_\_\_\_\_

**For Prize Board Only, Indicate  
name of prize** \_\_\_\_\_

**Amount of Advertisement (if  
more than one, please itemize):** \_\_\_\_\_

**Booth # (if known):** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Company Contact:** \_\_\_\_\_

**Title of Contact:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Alternate Contact:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Authorized By:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

### METHOD OF PAYMENT

Check order payable to: ASHHRA  
(If mailing a check, also fax form to 312-422-4577)

Visa

MasterCard

AMEX

Check Enclosed

Bill Me

Credit Card #: For security reasons, please call us  
and provide your number at 312-422-3720

Amount of order: \$ \_\_\_\_\_

### HOW TO SUBMIT AGREEMENT

By Mail:

ASHHRA of the AHA  
Attn: Sharon Allen, Marketing Manager  
P.O. Box 75315  
Chicago, IL 60675-5315

By Fax:

312-422-4577