



2014 CONFERENCE ADVERTISING RATE CARD

Onsite Program Book

Type of Ad	Price	Status
Premier Placement Ads		
Bellyband – Ad strip wraps around program book	\$5,000	SOLD
Full Page - Outside back cover	\$4,500	SOLD
Full Page - Inside front cover	\$4,000	SOLD
Full Page - Inside back cover	\$3,750	SOLD
Full Page - Adjacent to hotel map	\$2,000	SOLD
Full Page - Adjacent to exhibitor map	\$2,000	SOLD
Full Page - Adjacent to conference schedule	\$2,000	SOLD
Standard Ads		
Full Page (6 available)	\$1,750	SOLD
Half Page (4 available)	\$1,400	SOLD
Reservation Deadline: Aug. 1, 2014 Material Deadline: Aug. 15, 2014		

Conference Attendee List

In an effort to go green, ASHHRA is offering advertising in the conference attendee list that will be emailed to all conference attendees. This list includes the name, company, city and state of every conference attendee.

Type of Ad	Price	Status
Standard Ads		
Full Page (6 available) (Embedded link included)	\$1,000	SOLD
Half Page (4 available) (Embedded link not included)	\$500	SOLD
Reservation Deadline: Aug. 1, 2014 Material Deadline: Aug. 15, 2014		

Specialty Advertising

Type of Ad	Ad Description	Price
Passbook to Prizes (PTP) Reservation Deadline: Aug. 15, 2014	Draw attendees to your booth by participating in the PTP. Submit a question and the attendee must come to your booth to get the answer. This helps you foster dialog before stamping each passbook. The passbook 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.	\$500 ea <i>(includes company name, question (limited to 150 CHARACTERS of text), and booth # in the passport and PTP signage within the exhibit hall)</i> SOLD OUT
Web Links Reservation Deadline: Aug. 15, 2014 Logo Submission Deadline: Sept. 10, 2014	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 products.	\$250



Mobile App Sponsorship

Conference Mobile App

Sponsorship opportunities are now available for the ASHHRA Conference Mobile Application (App). This is a great attention- grabbing tool! You can display your logo and message on attendees' smart phones and tablets. The App will be available to attendees the week of Sept. 22nd and accessible after the conference through December 31, 2014.

2013 Statistics

- ✓ 53% of attendees downloaded the App
- ✓ 25% unique users accessed the web App
- ✓ 85% of attendees believed the App was a valuable resource

App Features

- Attendee, exhibitor, and sponsor search
- Banner ads on each screen
- Messaging capability
- Social media alerts via Facebook and Twitter
- Technical support

"Helping you make your smart phone smarter."

SPLASH SCREEN

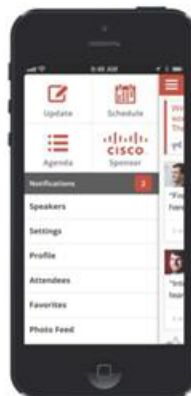
Make a splash with members, this the first screen they see when launching the app.
(Exclusive Ad)



Investment:
\$5,000

SPONSORED ADS

Showcase your logo here and get exposure from every attendee. Link to your company's website.
(Four ads available)



Investment:
\$1,500 each

PROMOTED POSTS

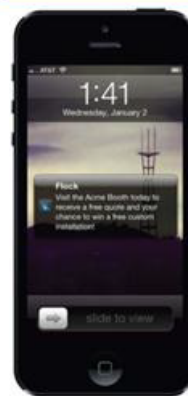
Pinned to the top of the activity feed, like Twitter, send a message to attendees, schedule in advance
(Premium features available)



Investment:
\$300/message
+ \$100/add on

PUSH NOTIFICATIONS

Similar to text but sent in the App, send a message to attendees, 140 characters of text
(Premium features available)



Investment:
\$200/message
+ \$100/add on



Mobile App Sponsorship Options

	Type of Sponsorship	Cost of Sponsorship	Status
A la Carte Selection			
	Splash Screen (exclusive)	\$5,000	SOLD
	Sponsored Ad (4 ads available)	\$1,500	1 AVAIL
	Promoted Posted*	\$300	2 AVAIL
	Push Notifications*	\$200	3 AVAIL
	Stream Twitter feeds on a monitor in common area of conference	Complimentary	
	Utilize Search Screen (No action required)	Complimentary	
	Get Listed on Sponsors Screen (No action required)	Complimentary	
	Technical Support (No action required)	Complimentary	

* Add images and web links for an additional \$100 each.

Additional Information:

1. Custom Mobile App Sponsorship Packages are also available. Please contact Jada L. Peterson at 312-422-3714 or at jpeterston@aha.org for details
2. **How to Order:** Complete the Advertisement Agreement Form and fax or email it to the location indicated on the form.
3. A web version of the mobile App will be available to non-smartphone users.
4. The web version of the App will be available during the conference; plus, all ASHHRA members and other health care HR professionals can access the App via the ASHHRA website through the end of the year.





2014 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):		Total Advertising Spend:
Company Name: (Exactly as you want it to appear in print, please do not abbreviate)		
Email:	Phone:	
Company Contact:		
Title of Contact:		
Mailing Address:		
City:	State:	Zip:
Website:		
Authorized By:		
Signature:	Date:	

Terms and Conditions

1. All advertisements should be paid no later than 30 days after signing the agreement form.
2. The client is responsible for providing updated artwork for website and to notify ASHHRA when the logo is revised.
3. No refunds on ads will be given after payment has been received.

4. Methods of Payment:

By Check:

Please make check payable to ASHHRA of the AHA and mail to:

ASHHRA of the AHA, Attn: Jada Peterson, P.O. Box 75315, Chicago, IL 60675-5315

By Credit Card:

For your security, please fax this form to

312-422-3609, then call 312-422-2765 with your credit card information. Please do not email or fax your credit card information.

5. How to submit this form:

By Mail: ASHHRA of the AHA, Attn: Jada L Peterson, Senior Business Development Associate, P.O. Box 75315, Chicago, IL 60675-5315 | By Fax: 312-278-0492 | By Email: jpeterson@aha.org.