



2015 CONFERENCE ADVERTISING RATE CARD

Onsite Program Book

Type of Ad	Price	Status
Premier Placement Ads		
Bellyband – Ad strip wraps around program book	\$5,000	
Full Page - Outside back cover	\$4,500	SOLD
Full Page - Inside front cover	\$4,000	SOLD
Full Page - Inside back cover	\$3,750	
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 total available)	\$1,750	SOLD
Half Page (4 total available)	\$1,400	SOLD
Quarter Page (4 available)	\$1,000	SOLD
Reservation Deadline: July 24, 2015 Artwork Deadline: Aug. 7, 2015		

Specialty Advertising

Type of Ad	Ad Description	Price
Passbook to Prizes (PTP) Reservation Deadline: Aug. 7, 2015 SOLD OUT	Draw attendees to your booth by participating in the Passbook to Prizes (PTP). 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. The attendee must ask the question you submit before you stamp their passbook. This helps you foster dialog before stamping each passbook. Completed passbooks will be entered into a drawing for a chance to win fabulous prizes. There are only a few spots left on the PTP! Check out the list on the right to see if your company is participating. <i>NOTE: Spots are held based on receipt of signed advertising agreement. Agreement forms received after all spots are sold out will be added to a waiting list.</i>	\$500 ea <i>(includes company name, question (limited to 150 CHARACTERS of text, including spaces), and booth # in the Passbook and PTP signage within the exhibit hall)</i>
Web Links Reservation Deadline: Aug. 7, 2015 Logo Submission Deadline: Sept. 6, 2015	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 ASHRA 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 prior to the conference and accessible after the conference through September 30, 2016. A web version of the mobile App will be available to non-smartphone users.

2014 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 attendees! This is the first screen they see each time they open the app! <i>(Exclusive Ad)</i>	SPONSORED ADS Showcase your logo here and get exposure from app users. Link to your company's website. <i>(Four ads available)</i>	PROMOTED POSTS Pinned to the top of the activity feed for 30 minutes, like Twitter, send a message to attendees, scheduled in advance	PUSH NOTIFICATIONS Similar to text but sent in the app, send a message to attendees (140 characters of text)
\$8,000 SOLD	\$1,500 each SOLD	\$300/message +100/add on SOLD	\$200/message +\$100 add on SOLD





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	SOLD
Promoted Post*	\$300	SOLD
Push Notifications*	\$200	SOLD
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.

How to Order

1. Complete the Advertisement Agreement Form and fax or email it to location indicated on the form.
2. Once ASHHRA receives your Advertising Agreement Form, an invoice will be sent to you.
3. Payment must be made within 30 days after receipt of invoice.



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2015 ADVERTISING AGREEMENT FORM

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

Invoices must 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: <i>Exactly as you want it to appear in print.</i>		Booth#
Email:	Phone:	
Company Contact:		
Title of Contact:		
Mailing Address:		
City:	State:	Zip:
Website:		
Authorized By:		
Signature:		Date:

How to submit this form:

Mail: ASHHRA of the AHA, Attn: Ferdinand Libunao, P.O. Box 75315, Chicago, IL 60675-5315

Email: flibunao@aha.org

Fax: (312) 422-4577

Methods of Payment:

By Check:

Please make check payable to ASHHRA of the AHA and mail with a copy of the invoice to:
ASHHRA of the AHA, Attn: Ferdinand Libunao, P.O. Box 75315, Chicago, IL 60675-5315

By Credit Card:

For your security, please return this form to Ferdinand Libunao by fax or email. ASHHRA will then call you for your credit card number. *NOTE: Please do not email or fax your credit card information.*

Terms and Conditions

1. All sponsorships should be paid no later than 30 days after receiving invoice from ASHHRA. After August 10, 2015, all payments must be received by September 10, 2015.
2. The advertiser is responsible for providing ASHHRA with an updated logo and to notify ASHHRA if the logo is revised.
3. No refunds will be given after payment has been received.