

# Advertising / Sponsorship / Presentation Contract<sup>1</sup>

AAMI 2012 Conference & Expo, June 2–4, 2012, Charlotte, NC

## Onsite Conference Program Book Ads<sup>2</sup>

	<i>Exhibitor</i>	<i>Non-Exhibitor</i>
<input type="checkbox"/> Back Cover, 4-color	(SOLD)	(SOLD)
<input type="checkbox"/> Inside Back Cover, 4-color	(SOLD)	(SOLD)
<input type="checkbox"/> Full Page, 2-color.....	\$1,200	\$1,700
<input type="checkbox"/> Full Page, B&W.....	\$1,000	\$1,500
<input type="checkbox"/> Half Page, 2-color.....	\$810	\$1,135
<input type="checkbox"/> Half Page, B&W.....	\$675	\$1,000
<input type="checkbox"/> Quarter Page, 2-color.....	\$420	\$570
<input type="checkbox"/> Quarter Page, B&W.....	\$350	\$500

## New Product Listings<sup>3</sup>

\_\_\_\_\_ listing(s) @ \$150 each ..... \$ \_\_\_\_\_

## E-Blast Ads<sup>4</sup>

\_\_\_\_\_ E-blast Ad(s) @ \$500 each ..... \$ \_\_\_\_\_

Indicate preferred E-blast date(s):

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_  
 3<sup>rd</sup> choice \_\_\_\_\_ 4<sup>th</sup> choice \_\_\_\_\_

## Presentation Opportunities

Product Showcases<sup>5</sup> (limit of 3) \_\_\_ @ \$450 each = \$ \_\_\_\_\_

Indicate preferred day and time (e.g. "Sun, 5pm"):

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_  
 3<sup>rd</sup> choice \_\_\_\_\_ 4<sup>th</sup> choice \_\_\_\_\_

Breakfast Symposium<sup>6</sup> — Sunday ..... (SOLD)

Breakfast Symposium<sup>6</sup> — Monday ..... \$2,500

## Sponsorships<sup>7</sup>

- Keynote Session ..... \$15,000
- Onsite Conference Program Book ..... \$8,500
- Happy Hour ..... (SOLD)
- Conference Tote Bag ..... (SOLD)
- Hotel Room Key Cards ..... \$5,500
- Hotel Room Drop — Saturday ..... (SOLD)
- Hotel Room Drop — Sunday ..... \$5,000 or \$5,500
- Conference Mobile App<sup>8</sup> ..... \$5,000
- Badge Holders ..... (SOLD)
- Notepads ..... (SOLD)
- Conference CD-ROM ..... \$4,500
- Wi-Fi Networking Area ..... \$4,000
- Water Coolers ..... \$2,500
- Pens ..... \$2,000
- Highlighters ..... \$2,000
- Education Track ..... \$2,000
- Grand Opening Reception (co-sponsorship) ..... \$1,500
- Education Grant ..... \$ \_\_\_\_\_

## Billboards<sup>9</sup>

\_\_\_\_\_ billboard(s) (limit of 2) @ \$1,750 each ..... \$ \_\_\_\_\_

**Total Amount Due** ..... \$ \_\_\_\_\_

## Contact Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Country (if other than USA) \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

## Payment Method

VISA    MasterCard    AMEX    Check Enclosed

Total Amount Due<sup>10</sup> \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

By signing above, you agree to pay the total amount due and to abide by all terms and conditions on both sides of this contract.

**See important notes on back. →**

## Send this contract to:

Vicki Cummins  
 AAMI 2012 Exhibit Management  
 4301 North Fairfax Drive, Suite 301, Arlington, VA 22203  
 Phone: 1-888-777-6956; Fax: +1-856-494-1660  
 E-mail: vcummins@aami.org

Fax this form to +1-856-494-1660  
 Questions? Contact Vicki Cummins  
 1-888-777-6956; vcummins@aami.org

### AAMI Use Only

Accepted by \_\_\_\_\_ Date \_\_\_\_\_

## Important Notes

- 1) Sponsorship of any item is for the right to receive recognition and exposure for that sponsorship. Money received from sponsors is not used directly to purchase products or services. All purchases for sponsorship fulfillment are done by and for the association. All promotional opportunities, advertising artwork, and presentation descriptions are subject to approval by AAMI, and (with the exception of *Onsite Conference Program Book* advertising) are limited to AAMI 2012 exhibitors only. Exhibitors who purchased promotional opportunities for the AAMI 2011 conference have "right of first renewal" on those same opportunities for AAMI 2012, with the exception of regular (non-cover) advertising, E-blast ads, and product showcases.
- 2) For *Onsite Conference Program Book* ads, send art files (300 dots per inch) by April 13, 2012.
- 3) For new product listings, send B&W product photo (300 dots per inch at 2" wide), product title, and description (35 words max) by April 13, 2012.
- 4) For E-blast ads, send JPG file, 150 pixels wide by 225 pixels high (no animation), no later than one week prior to mailing.
- 5) For product showcases, send title (10 words max) by April 13, 2012.
- 6) For symposia, send title & description (50 word max) by April 13, 2012. You must purchase breakfast from Convention Center for at least 150 attendees.
- 7) For sponsorships, send company logo (vector EPS) immediately.
- 8) For conference mobile app, send image file in PNG format at 640 pixels wide by 160 pixels high by April 18, 2012. (Text must be readable at a 320w x 80h resolution; image background color must be in web hex code, e.g. 5c5cef).
- 9) For billboards, send 4-color art (vector EPS or AI preferred; at least 150 dots per inch at full size) or send logo art with tag line (15-word max) by April 13, 2012.
- 10) Payment in full must accompany this contract. Any cancellations must be received in writing by March 2, 2012, and are subject to a 30% cancellation fee. Cancellations received after March 2, 2012, are not refundable.

## Where to Send Artwork

Via Mail or E-mail  
AAMI 2012 Exhibit Management  
4301 North Fairfax Drive, Suite 301, Arlington, VA 22203  
E-mail: [mkutner@aami.org](mailto:mkutner@aami.org)

Via FTP  
Host: <ftp.aami.org>  
User: AAMI-FTP  
Password (case sensitive): instrumentation\*8  
Folder: AAMI Conference & Expo  
(Please e-mail [mkutner@aami.org](mailto:mkutner@aami.org) after uploading.)

## Act now!

Reserve your advertising, sponsorship,  
or presentation opportunities  
at AAMI 2012.

To reserve your 2012 opportunity, or if you have questions,  
contact Vicki Cummins at 1-888-777-6956 or [vcummins@aami.org](mailto:vcummins@aami.org)