

**Enhance your visibility and drive attendees to your booth or event at the AAPM 28th Annual Meeting.**

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful meeting by inviting AAPM attendees to your booth through the use of a room drop, voicemail message, or advertisement in the Annual Meeting Program Guide—or all three. The program guide is given to all attendees at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, the poster presentations, and the exhibitors. AAPM attendees refer to the guide often, not only on site at the meeting but also throughout the year, giving you repeated exposure.

**ROOM DROP**

A room drop allows you to promote your event or your products and services to AAPM attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- begin your sales process in advance of the meeting
- increase traffic to your event or booth
- ensure success at the AAPM Annual Meeting.

The fee to participate is **\$4,000**. Preapproval of your promotional piece and payment are required. The size should be no larger than 8½" x 11" and no thicker than 1/16". Upon approval of your piece, please send 700 copies to the AAPM Headquarters **by February 1, 2012**.

I have ordered a room drop for my company and agree to all prerequisites of the program. We plan to advertise  Product  Symposia  Showcase  Other (Fill in) \_\_\_\_\_

**PROGRAM GUIDE ADVERTISING**

Space	Exhibitor Rate	Covers (include 4-color)	Cost
1 page (7" x 10").....	\$1,400	Inside Front Cover.....	\$2,600
2/3 page (4 <sup>5</sup> / <sub>8</sub> " x 10").....	\$1,250	Inside Back Cover.....	\$2,475
1/2 page H (7" x 4 <sup>7</sup> / <sub>8</sub> " ).....	\$1,050	Back Cover.....	\$2,825
1/2 page V (3 <sup>3</sup> / <sub>8</sub> " x 10").....	\$1,050	Cover size is 8½" x 11"; allow 1/8" for bleeds.	
1/3 page (2 <sup>1</sup> / <sub>8</sub> " x 10").....	\$780	Nonexhibitors are charged an additional	
1/4 page (3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " ).....	\$615	10%.	
<b>4-color rates add</b> .....	<b>\$725</b>		

No cancellations will be permitted after **December 20, 2011**. Rates are net. No agency discounts will be given. First right-of-refusal deadline is October 17, 2011.

Space reservation deadline: **December 12, 2011**; Artwork deadline: **January 12, 2012**

Exhibitor  Nonexhibitor Size of ad \_\_\_\_\_ Cover position \_\_\_\_\_  
 4-color  Black and white  Vertical  Horizontal

I will participate in program guide advertising and agree to be billed according to my selection above.

**HOTEL VOICEMAIL MARKETING**

Reach more than 900 leading physicians practicing the specialty of pain medicine at the AAPM Annual Meeting by having a voicemail message delivered directly to each attendee's hotel room at the headquarters hotel. This is an exclusive, once per-day opportunity sent to all meeting attendees.

Hotel voicemail messages are a cost-effective way to

- invite attendees to your booth, event, or symposium
- introduce a new product or service
- educate the physicians specializing in pain medicine about the uses and benefits of your products and services
- show your commitment to the leaders in pain medicine and position your company as an industry leader.

Hotel voicemail messages are available for **\$5,000**. Choose your date, and we will help you coordinate your message. Contact **Patrick Filippelli** to confirm availability at **847.375.4754**.

Yes, I would like to participate. Please call me to confirm.

Submit this form to reserve your marketing opportunity today. A fillable form is available at [www.painmed.org](http://www.painmed.org).

Please print or type.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Submitted by \_\_\_\_\_ E-mail Address \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

**Return to:** Rose Nowak, Sales Department

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