# ADVERTISING OPPORTUNITIES

## CLINICAL CONGRESS 2022
**October 16–20 | San Diego, CA**

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ACSCCNews.org

Surgical professionals from around the globe are engaging with ACSCCNews.org to stay up-to-date in the field. Don’t miss the opportunity to place your message alongside this year’s Clinical Congress coverage!

2021 Website Metrics

- 25,200+ users
- 50,000+ pageviews
- 34,700+ sessions

2021 Ad Metrics

- 161,700+ ad impressions
- 1% average CTR (Industry Benchmark 0.3%)

Campaign Period

Ads will be posted September 12, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.

Deadlines

- August 19: Ad space/payment
- August 26: Ad materials due

Targeted Traffic Acquisition

- Association-delivered emails
- ACS and Clinical Congress website call-outs
- Promotion in the ACS Brief newsletter
- Social media posts
- Virtual Meeting Platform
- Select print and digital publications
Multiple touchpoints for **7+ months!** *(September-April)*

### Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit (Inventory)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docked Bottom Banner (1)</td>
<td>$11,700</td>
</tr>
<tr>
<td>Sponsored Content (1)* Video &amp; Image Gallery Upgrade</td>
<td>$9,700 $4,500</td>
</tr>
<tr>
<td>Banner Ad (15)</td>
<td>$6,900 per ad</td>
</tr>
<tr>
<td>Top Half-page (3)</td>
<td>$6,500 per ad</td>
</tr>
<tr>
<td>Bottom Half-page (3)</td>
<td>$5,800 per ad</td>
</tr>
<tr>
<td>Top Medium Rectangle (3)</td>
<td>$4,800 per ad</td>
</tr>
<tr>
<td>Bottom Medium Rectangle (3)</td>
<td>$4,800 per ad</td>
</tr>
</tbody>
</table>

*Sponsored Content will rotate positions with the Sponsored Content Package with equal SOV.

### Special Notes

- Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.
- See page 28 for information regarding TriStar’s policy on third-party ad tag requirements.
Email Opportunities

As the #1 traffic driver to the meeting news website, Clinical Congress email promotions are designed to provide broad and continuous exposure to the targeted ACS audience.

2021 Website Metrics

30.8%
AVERAGE OPEN RATE
Industry Benchmark 23.7%

2.3%
AVERAGE CTR

66%
OF NEWS TRAFFIC DRIVEN BY EMAIL

Deadlines
Clinical Congress News Emails
- August 19: Ad space/payment
- August 26: Ad materials due

Industry Promotional Emails
- September 9: Ad space/payment
- September 16: Ad materials due

Audience
54,000+ members, attendees, and surgical professionals

Special Notes
- Ad creatives or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.
- Distribution dates are approximate and subject to change. Advertisers will be notified should a change occur.
- Distribution audience is approximate and includes both international and domestic recipients.

For more information, contact Melanie Holt, Senior Media Strategist, at mholt@tristarpub.com or 913-491-4200.
# CLINICAL CONGRESS NEWS EMAILS

## PACKAGE OF 9 EMAILS

<table>
<thead>
<tr>
<th>Pre-Meeting</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 15</td>
<td>Banner A: $12,800</td>
</tr>
<tr>
<td>October 6</td>
<td>Banner B: $11,800</td>
</tr>
<tr>
<td><strong>Meeting</strong></td>
<td>Banner C: $10,800</td>
</tr>
<tr>
<td>October 16</td>
<td>Banner D: $9,800</td>
</tr>
<tr>
<td>October 17</td>
<td>Banner E: $8,800</td>
</tr>
<tr>
<td>October 18</td>
<td></td>
</tr>
<tr>
<td>October 19</td>
<td></td>
</tr>
<tr>
<td>October 20</td>
<td></td>
</tr>
<tr>
<td><strong>Post-Meeting</strong></td>
<td></td>
</tr>
<tr>
<td>November 3</td>
<td></td>
</tr>
<tr>
<td>November 10</td>
<td></td>
</tr>
</tbody>
</table>

# INDUSTRY PROMOTIONAL EMAILS

## PACKAGE OF 2 EMAILS

<table>
<thead>
<tr>
<th>Pre-Meeting</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 4</td>
<td>Banner A: $6,000</td>
</tr>
<tr>
<td>October 15</td>
<td>Banner B: $5,500</td>
</tr>
<tr>
<td></td>
<td>Banner C: $5,000</td>
</tr>
</tbody>
</table>

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For illustrative purposes only.

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For illustrative purposes only.
Sponsored Content Package

Receive broad exposure for your supporter-provided content with this exclusive opportunity to promote your product or brand on the Clinical Congress’ #1 digital news platform and in 9 Clinical Congress News Emails.

Opportunity Includes:

**Clinical Congress News Emails**
- Sponsored Content post featured in 9 emails

**ACSCCNews.org Homepage**
- Sponsored Content post including a thumbnail image, headline, and brief excerpt

**Sponsored Content Detail Page**
- Exclusive page for custom content, including a featured image and copy
- Exclusive top half-page ad, with 100% SOV

**Deadlines**
Submit all ad materials by August 19 to guarantee maximum exposure.

Campaign Period
Ads will be posted approximately September 12, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.

Support Fee
- $22,500 for exclusive support
- $4,500 for video and image gallery upgrade

Special Notes
- See page 5 for Clinical Congress News Email deployment dates.
- Sponsored Content Package will rotate positions with the Sponsored Content Ad ACSCCNews.org with equal SOV.
- Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.

2021 Website Metrics

- **25,200+ Website Users**
- **30.8% Average Email Open Rate**
  - Industry Benchmark 23.7%
- **1:30 AVG. TIME SPENT ON DETAIL PAGE**
- **66% OF NEWS TRAFFIC DRIVEN BY EMAIL**
Featured Event Listing

Spotlight your Industry Event on a platform dedicated to promoting your event content and delivering important program event details to the ACS audience. Designed with events in mind, this opportunity provides measurable ROI for your event engagement and campaign performance.

Opportunity Includes:

**Featured Event Landing Page**
- Featured listing on the events landing page
- Rotating half-page and banner ad, with equal SOV

**Event Schedule Page(s)**
- Highlighted listing on the Innovation Theater or Symposia schedules
- Rotating half-page and banner ad, with equal SOV

**Exclusive Detail Page(s)**
- Dedicated detail page for your featured content and event details
- Exclusive half-page and banner ad, with 100% SOV
- Add to My Calendar feature

Deadlines
Submit all ad materials by **September 9** to guarantee maximum exposure.

Campaign Period
Ads will be posted approximately October 4, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.

Advertising Rate
**$3,500** per listing

Targeted Traffic Acquisition

- Association-delivered emails
- Links in the primary navigation of ACSCCNews.org
- Social media posts
Clinical Congress 2022 Advertising Opportunities
For more information, contact Melanie Holt, Senior Media Strategist, at mholt@tristarpub.com or 913-491-4200.

Special Notes
Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.
Featured Exhibitor Listing

Stand out with a featured listing on the Featured Exhibitors landing page of ACSCCNews.org. This opportunity ensures measurable ROI while allowing you to share your exhibitor information, PDF attachments, video, images, and more with the ACS audience.

Opportunity Includes:

Featured Exhibitor’s Page
- Alphabetical listing on the Featured Exhibitors landing page
- Rotating banner ad on the Featured Exhibitors landing page, with equal SOV

Exclusive Detail Page
- Exclusive detail page for your custom exhibitor content, including copy, PDF attachments, video, and up to 9 images
- Exclusive top banner ad, with 100% SOV

Deadlines
Submit all ad materials by September 9 to guarantee maximum exposure.

Campaign Period
Ads will be posted approximately October 4, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.

Advertising Rates
$3,800 per listing

Targeted Traffic Acquisition

- Association-delivered emails
- Links in the primary navigation of ACSCCNews.org
- Social media posts
Clinical Congress 2022 Advertising Opportunities

For more information, contact Melanie Holt, Senior Media Strategist, at mholt@tristarpub.com or 913-491-4200

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Special Note

Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.

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Clinical Congress Leaderboard Premium

Boldly declare your support of Clinical Congress 2022 with prominent visibility on the official Clinical Congress News website and the virtual meeting platform. This digital bundle offers unparalleled ad exposure to thousands of ACS members and annual meeting participants.

Opportunity Includes

<table>
<thead>
<tr>
<th>Ad Units (Inventory)*</th>
<th>Ad Placements</th>
<th>Ad Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACSCCNews.org Leaderboard (3)</td>
<td>Served with equal SOV at the top of ACSCCNews.org**</td>
<td>Call for specs</td>
</tr>
<tr>
<td>Virtual Lobby Leaderboard (3)</td>
<td>Timed ad rotation at the top of the virtual lobby page</td>
<td>Call for specs</td>
</tr>
</tbody>
</table>

*() indicates available inventory  **Certain page exclusions apply

Deadlines

Submit ad materials by **August 26** to guarantee maximum exposure.

Advertising Rate

$18,000 per opportunity (3 available)

Special Notes

- Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.

Campaign Periods

- Ads on ACSCCNews.org will be posted September 15, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.
- Campaign period for the virtual meeting platform may vary based on ACS’s on-demand schedule.
DOMINATE CLINICAL CONGRESS 2022 WITH THIS PREMIUM DIGITAL BUNDLE

ACSCCNews.org Leaderboard

LEADERBOARD ON ACSCCNEWS.ORG

CLINICAL CONGRESS 2022
October 16-20 | San Diego, CA
AMERICAN COLLEGE OF SURGEONS

Virtual Lobby Leaderboard

LEADERBOARD ON VIRTUAL LOBBY

Welcome to ACS Clinical Congress 2022

For illustrative purposes only.
Ad Retargeting

Ad retargeting is a vital component of any digital marketing strategy! This powerful tool for conversion optimization allows you to reach, target, and influence your desired audience anytime, anywhere.

User leaves ACSCCNews.org or the Clinical Congress 2022 virtual meeting platform and a “cookie” is placed on their browser.

User visits ACSCCNews.org or the Clinical Congress 2022 virtual meeting platform and a “cookie” is placed on their browser.

User browses other websites where your brand or product’s ad is served.

User recognizes your brand and can click on the ad, directing them to your desired web properties.

A comScore study found that retargeting leads to a 1046% increase in branded searches.
Quantifiable ROI

Track your campaign’s performance with access to real-time metrics on a customized analytics dashboard. Analyze performance with a detailed breakdown of views, clicks, and geographic reach to optimize your future campaigns.

Rate

$12,000 per 50,000 impressions

Special notes

- Material deadlines will be based on the advertiser’s preferred campaign period.
- Prepayment is required, in full.
- See page 27 for additional special notes and considerations.
Clinical Congress News
Welcome Edition

Be a part of the excitement in San Diego by supporting the *Clinical Congress News Welcome Edition*! Leveraging print and digital communication strategies, this multi-channel publication will feature your company, product, or event alongside must-read articles.

### 2021 Metrics

- **Print & Digital Edition**
  - **19,500+ Pageviews**
  - **34% Email Open Rate**
    - Industry Benchmark 23.7%
  - **2:48 Avg. Time Spent Per Visit**

### Print
- 4,000 copies distributed via handout personnel in high-traffic areas of the convention center.

### Email
- Delivered via a special CC News email on **October 14** to **54,000+ ACS members and attendees**.

### Online
- Hosted on a Welcome Edition landing page of [ACSCCNews.org](http://ACSCCNews.org) with a link in the primary navigation.

### Deadlines
- September 9: Ad space/payment
- September 16: Ad materials due

### Special Notes
- Email distribution date is approximate and may vary based on the editorial schedule.
- Rates include ad placement in both the print and digital editions.
## Advertising Rates & Dimensions

### FULL-PAGE
- Size: 10 ¼” x 14”
- Prices:
  - Full color: $8,300
  - Black & white: $2,500

### JUNIOR PAGE
- Size: 7 ½” x 10”
- Price: $6,800

### HALF-PAGE (HORIZONTAL)
- Size: 10 ¼” x 7”
- Price: $5,600

### HALF-PAGE (VERTICAL)
- Size: 5” x 14”
- Price: $4,400

### QUARTER PAGE
- Size: 5” x 7”
- Price: $5,600

### SHOWCASE AD
- Size: 5” x 3 ½”
- Price: $300

### BACK COVER
- Size: 10 ¼” x 14”
- Price: $12,450

### INSIDE FRONT COVER
- Size: 10 ¼” x 14”
- Price: $10,790

### INSIDE BACK COVER
- Size: 10 ¼” x 14”
- Price: $10,790

### FRONT PAGE BANNER
- Size: 10 ¼” x 2”
- Price: $11,450

- Includes one full-page, 4/C ad placed ROB

### BELLYBAND
- Size: 26” x 2 1/2”
- Price: $10,700

- Advertiser must supply printed bellybands.

### INSERTS (10)
- Size: 7” x 10” max
- Price: $5,500 per insert

- Placement of digital inserts may vary. Printed inserts will be placed inside the newspaper. Advertisers supply printed inserts.

### SPONSORED CONTENT
- Size: 10 ¼” x 14”
- Price: $11,620

- Exclusive to one advertiser.
Clinical Congress News
Welcome Edition Premium Packages

Boost impressions and enhance your ad campaign with this unique bundle that delivers exposure across multiple channels, including email, web, print, and more!

Opportunity Includes

- An email banner ad (A, B, or C position) in the Clinical Congress News Welcome Edition email on October 14
- A rotating banner ad displayed with equal SOV on the Welcome Edition landing page of ACSCCNews.org
- A full-page, 4/color run-of-book ad in the print Welcome Edition

2021 Metrics

19,500+
PAGEVIEWS ON THE DIGITAL EDITION

34%
EMAIL OPEN RATE
Industry Benchmark 23.7%

1,600
EMAIL CLICKS

2.5%
AVERAGE CTR

650+
PAGEVIEWS ON LANDING PAGE

Deadlines

September 9    Ad space deadline
September 16   Ad materials due

Campaign Period

Ads will be posted approximately October 14, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.

Distribution Method & Audience

See page 16

Special Notes

- Email distribution date is approximate and may vary based on the editorial schedule.
- Ad creatives, tags, or URLs changing out after the campaign start date will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated cost.
<table>
<thead>
<tr>
<th>Premium Package C (1)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$13,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Package B (1)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$14,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Package A (1)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15,000</td>
</tr>
</tbody>
</table>

For illustrative purposes only.
Innovation Theater

Achieve meaningful engagement with attendees onsite while presenting your cutting-edge product(s) on this unique event platform. These 20-minute sessions will be reserved on a first-come, first-served basis with multiple slots available for longer presentations. No CME can be given.

Opportunity Includes

- Theater-style seating for up to 60 people
- Standing lectern and wireless microphone
- Laptop and two 52” LCD monitors
- Technical assistance
- Recognition on ACS-approved signage
- Beverage service (includes water and soft drinks)
- Listing on the Innovation Theater schedule posted on ACSCCNews.org

Special Notes

- ACS must approve all program content in writing. Advertiser is responsible for the production and distribution of all materials. ACS reserves the right to cancel the theater pending a minimum number of secured slots. If seven slots are not sold by September 2, 2022, the room will be canceled.
- If purchasing more than one theater per day, food and beverage rights will only apply once. Catering services not included.

Deadlines

August 19  Space reservation
August 26 Program content due

Advertising Rate

$5,500 per 20-minute session

Presentation Dates & Times

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 17</td>
<td>1:10 – 1:30 PM</td>
</tr>
<tr>
<td></td>
<td>1:40 – 2:00 PM</td>
</tr>
<tr>
<td></td>
<td>2:10 – 2:30 PM</td>
</tr>
<tr>
<td>Tuesday, October 18</td>
<td>11:30 – 11:50 AM</td>
</tr>
<tr>
<td></td>
<td>12:00 – 12:20 PM</td>
</tr>
<tr>
<td></td>
<td>12:30 – 12:50 PM</td>
</tr>
<tr>
<td>Wednesday, October 19</td>
<td>11:30 – 11:50 AM</td>
</tr>
<tr>
<td></td>
<td>12:00 – 12:20 PM</td>
</tr>
<tr>
<td></td>
<td>12:30 – 12:50 PM</td>
</tr>
</tbody>
</table>

CLICK HERE to sign up!
In-Booth Food & Beverage
Add some flavor to your booth or industry event and increase traffic by treating attendees to a tasty snack or beverage! This opportunity includes:

- Rights for distribution of approved food and beverage items
- Booth recognition on the exhibit hall floor map of the Clinical Congress News Welcome Edition
- Logo recognition on freestanding signage promoting all supporters of in-booth refreshments

**Deadlines**
- August 12 Ad space/payment
- August 19 Ad materials due

**Advertising Rate**
$9,000 for rights only

**Recommended Options for Food & Beverage**
- Freshly brewed coffee and tea
- Starbucks® coffee and shaken teas
- Bottled water, soft drinks, and juices
- Infused water, tea, and lemonade
- Freshly baked brownies, cookies, and pastries
- Soft pretzels, served warm
- Fresh fruit
- Mixed nuts, granola bars, and snack mix
- Mini tacos, spring rolls, and kabobs
- Gourmet cheesecake or petit patisserie stations

**Special Notes**
- ACS does not permit popcorn on the exhibit hall floor.
- Rate includes rights only. Supporter is responsible for food and beverage costs and other associated fees. Catering menu options will be provided. Food and beverage must be approved by ACS in writing prior to ordering. If any design or artwork is used, it must be provided by the advertiser, and is subject to ACS approval. Services must be arranged through the official caterer of the San Diego Convention Center.

**Click here** for next steps & contact details
Business Suites

Make meaningful connections in a private suite located in the exhibit hall. Take advantage of added visibility by displaying your logo on the suite’s door and distributing promotional materials.

Opportunity Includes

- Your choice of a 10’ x 10’ or 10’ x 20’ suite on the exhibit floor
- Sponsor logo on a 2’ x 2’ cling placed on the suite’s door
- Opportunity to distribute promotional materials inside the suite
- Opportunity to provide food and beverage inside the suite with the purchase of food and beverage rights. See page 21 for additional details and associated fees.

Advertising Rates

- 10’ x 10’ Suite: $7,000 per Suite
- 10’ x 20’ Suite: $12,500 per Suite

Business Suite Schedule

October 17-19 | 9 AM – 4:30 PM

Deadlines

- August 12: Ad space/payment
- August 19: Ad materials due

VIEW Requirements & Application
Shuttle Buses

Promote your company, product, or booth with one of these striking sponsorship opportunities on the official Clinical Congress 2022 Shuttle Buses.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
</table>
| Exterior Door Clings    | • Single-sided 12”H x 30”W decals printed with your logo and placed on the exterior of the passenger door of all 5 shuttle buses  
• Logo recognition on shuttle bus signage | $7,500 |
| Branded Headrests       | • Approximately 250 double-sided headrest covers, customized with your corporate, product, or booth promotions  
• Logo recognition on shuttle bus signage | $26,500 |
| Exclusive Buyout        | • 5 exterior door clings  
• Approximately 250 branded headrests  
• Exclusive logo recognition on shuttle bus signage | $36,500 for exclusive support |

Special Notes
- Visibility on the Exterior Door Clings is limited to corporate or product logo recognition.
- Visibility on the exterior of the shuttle buses will be exclusive to one supporter.

**Quantity**

5 Buses

**Deadlines**

- August 19: Ad space/prototype/payment
- August 26: Ad materials due
Hotel Guest Check-In

Receive early and elite exposure for your corporate, product, or event promotions as you greet attendees checking in to their hotels with this exclusive offer!

**Deadlines**
- September 9: Ad space/prototype/payment
- October 5: Finished product samples due to TriStar
- October 12: Finished products due to hotels

**Distribution Quantity**
- **5,750** (includes overage)

**Advertising Rate**
- **$16,700** for exclusive support

**Dimensions**
- Material dimensions should not exceed 5” x 7”

**Special Notes**
- See page 27 for special notes and considerations.
- Specifications to be provided upon space commitment.
- For prototypes, advertisers should send a PDF to Cyndy Galate (cgalate@tristarpub.com).

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Clinical Congress 2022 Advertising Opportunities
For more information, contact Melanie Holt, Senior Media Strategist, at mholt@tristarpub.com or 913-491-4200
Hotel Key Cards

Reach attendees staying in the official Clinical Congress 2022 hotels with branded key cards distributed at guest check-in. Achieve twice the exposure for your company, product, or booth promotion with an upgrade to include advertising on key card sleeves!

Deadlines

- August 19: Ad space/prototype/payment
- August 26: Ad materials due

Special Notes

- See page 27 for special notes and considerations.
- Specifications to be provided at space commitment.

Advertising Opportunities

<table>
<thead>
<tr>
<th>Package (Inventory)</th>
<th>Quantity*</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Card Packages (2)</td>
<td>3,680</td>
<td>$15,600 per package</td>
</tr>
<tr>
<td>Sleeve Upgrade (2)</td>
<td>1,840</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Premium Package (1)</td>
<td>3,950</td>
<td>$19,700</td>
</tr>
<tr>
<td>Premium Sleeve Upgrade (1)</td>
<td>1,975</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

*Distribution quantity includes average and two key cards per room

UPGRADE YOUR PROMOTIONS WITH BRANDING ON THE KEY CARD SLEEVES
Out-of-Home Marketing

Boldly display your message beyond the halls of the convention center with these highly visible Out-of-Home opportunities. Strategically selected for the broadest exposures, these out-of-the box tactics will keep your message top-of-mind as attendees explore Clinical Congress 2022 and San Diego.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Duration</th>
<th>Space/Prototype Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Banners</td>
<td>October 10–23</td>
<td>August 19</td>
<td>August 26</td>
</tr>
<tr>
<td>Variety of banner opportunities visible to arrivals and departures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Baggage Claim Signage</td>
<td>October 10–23</td>
<td>August 19</td>
<td>August 26</td>
</tr>
<tr>
<td>Static or motion graphics on 11 LCD baggage claim screens located in Terminals 1 and 2; 10-second spot</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric Chariots</td>
<td>October 17–19</td>
<td>September 2</td>
<td>September 9</td>
</tr>
<tr>
<td>Includes branding on 10 chariots and an iPad in each chariot for video or static promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrapped Minivans</td>
<td>3–5 days</td>
<td>August 26</td>
<td>September 2</td>
</tr>
<tr>
<td>Mobile Billboards (Static)</td>
<td>3–5 days</td>
<td>August 26</td>
<td>September 2</td>
</tr>
<tr>
<td>Mobile Billboards (Digital)</td>
<td>3–5 days</td>
<td>August 26</td>
<td>September 2</td>
</tr>
</tbody>
</table>

Important Information

- TriStar is the exclusive partner through which Clinical Congress 2022 exhibitors have the opportunity to book out-of-home branding. All tactics must be vetted and secured through TriStar.
- Out-of-home branding opportunities are subject to availability at time of reservation.
- Prepayment is required, in full, upon space commitment.
- Opportunities may not be exclusive to one advertiser.
- Out-of-home branding opportunities are subject to the terms and conditions set forth by ACS.
- All out-of-home marketing is subject to ACS and Vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.

Call for Pricing!
Special Notes/Terms & Conditions

INSERTS
1. All inserts must be submitted to TriStar for advance approval by ACS. A copy of the insert must be approved by ACS regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. Do not ship inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the inserter's fulfillment house.
6. Insert specifications: maximum dimensions are 7” x 10”; maximum weight is four ounces.
7. Price based on an average-sized insert. Insertion fee is subject to change at publisher’s discretion or pending advertiser’s selection of collateral to be distributed.
8. Due to weight and bulk of magazines, newspapers, and other publications, these items will not be permitted.
9. Supporter to supply all printed advertising materials.

HOTEL MARKETING
1. Participant is allowed one piece per opportunity.
2. Fee is subject to change pending advertiser’s selection of collateral to be distributed.
3. Company to supply all advertising material. Quantities may vary due to hotel policies and staff availability.
4. All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
5. Due to stringent hotel labor policies, TriStar is not liable for a hotel’s failure to distribute at guest check-in. There will be no discounts or refunds given.
6. All hotel marketing creatives are subject to ACS and hotel property approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.
7. Participating hotel material restrictions may apply. Contact your TriStar representative for more information.
8. The production of hotel key cards is subject to supplier limitations and each hotel’s specific key system. As such, TriStar is not liable for variances in the finished product.

GENERAL NOTES
1. All advertisements are subject to advance approval by ACS.
2. ACS reserves the right to update the rate card based on project developments.
3. Advertising purchases will not increase sponsorship level with ACS.
4. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
5. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. With the exception of retargeting campaigns, there are no CPV guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
6. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform. TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.
7. Likewise, TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
8. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your Event Media Strategist.
9. Companies selecting retargeting services must comply with all applicable laws, regulations and policies established by the contracted ad exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed and blocked by ad exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed by ACS before they can serve. Ad exchanges reserve the right to reject or block submitted content at any time. Some exchanges allow pharmaceutical manufacturers to advertise in select countries only. TriStar recognizes the policies established to maintain a safe and positive experience for users.
10. Circulation is based on projected attendance at the time of rate card creation. Should quantities surpass the quantity listed on the rate card, the average will not be included in the final distribution.

NON-EXHIBITOR ADVERTISING
Companies must be an official exhibitor of Clinical Congress 2022 in order to participate in the corporate support and/or advertising opportunities. Exceptions may be granted on an individual basis, subject to ACS approval. Additional fees may apply.

FINANCIAL CONSIDERATIONS
1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
5. Additional fees may be incurred for non-compliance with the shipping instructions or failure to fully complete shipping label provided.
6. A minimum $650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended material deadline may not be included in all scheduled traffic drivers. Inclusion is contingent upon the types of creatives, complexity of setup, association approval, etc.
7. Digital ads requiring reformatting/manipulation by TriStar on the advertiser’s behalf will incur a minimum fee of $500, with final cost to be determined by the scope of work.
8. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher’s control.
9. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer. TriStar will charge an additional 3 percent to the total purchase price for credit card payments. Wire transfers will be subject to a $40 processing fee. TriStar cannot waive these fees.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar reserves the right to contact the agency/representative’s client and association for all outstanding balances if the agency’s account is delinquent. However, no action on the part of TriStar Event Media shall relieve the agency of its liability for outstanding amounts due.
12. TriStar reserves the right to prohibit future advertising if an account is past due 90 days.
13. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
14. Circulation is based on the projected attendance at the time of rate card creation. There will be no monetary adjustments should attendance numbers decrease.
15. The supporting advertiser understands the marketed fee is based on the costs provided by the vendor upon rate card creation. Pricing is subject to change for all Clinical Congress 2022 hotel and out-of-home marketing tactics. The potential fee-change provisions are based on the hotel properties and out-of-home vendors reserving the right to alter their cost upon space commitment.
16. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities, hotel tactics, and retargeting services, without exception.
Intelligent Marketing Starts Here

For advertising reservations, contact:

NAN BLUNK
Sr. Media Strategist
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913-491-4200, ext. 457

HILARY BAIR
Sr. Media Strategist
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MELANIE HOLT
Sr. Media Strategist
mholt@tristarpub.com
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File Submission Specifications

Acceptable File Formats
- Adobe InDesign
- Fonts: Packaged, outlined, or embedded
- Images dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

Color Proofs
Please send a color proof or PDF for checking color and content on print publications. Without a color proof, the publisher cannot be held responsible for the outcome of the color.

Submitting Files
Contact your TriStar representative for login information and upload instructions.

Unacceptable Programs
- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

Third-Party Ad Tags

Changing of Creatives
Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

Personally Identifiable Information (PII) Collection
No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a “Pixel”), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

Internal Redirect Tags
Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.