

American Thoracic Society International Conference

ATS INTERNATIONAL CONFERENCE MARKETING



12,000+
researchers
& clinicians

**BE AT THE FOREFRONT OF PULMONARY,
CRITICAL CARE, AND SLEEP MEDICINE**

The leading scientific conference in respiratory medicine - ATS 2017.



ATS 2017

*Where today's science
meets tomorrow's care™*

May 19-May 24, 2017
Washington, DC
<http://conference.thoracic.org>

ATS 2017 International Conference Marketing Opportunities

Convention Center Opportunities

| Opportunity | Price Range | Space Deadline | Page |
|---|---------------------|----------------|------|
| Aisle Signage | \$1,000 | March 2017 | 5 |
| Banner Advertising | \$12,500 - \$25,000 | March 2017 | 5 |
| Charging Station Advertising | \$6,000 - \$8,500 | March 2017 | 5 |
| Column Clings | \$18,500 | March 2017 | 5 |
| Digital Wall Display | \$15,000-\$42,000 | March 2017 | 5 |
| Discovery Quest | \$600 | March 2017 | 5 |
| Entrance Door Clings | \$10,000 | March 2017 | 6 |
| Escalator Clings/Runners | \$18,000 - \$30,000 | March 2017 | 6 |
| Escalator Packages | \$60,000 - \$80,000 | March 2017 | 6 |
| Exhibit Hall Wayfinder | \$20,000 | March 2017 | 6 |
| Graphic Panel Advertising in Registration | \$2,500 | March 2017 | 6 |
| Hydration Stations | \$50,000 | January 2017 | 6 |
| Important Event Schedule | \$12,000 | March 2017 | 6 |
| Meterboard Advertising | \$7,000 - \$10,000 | March 2017 | 6 |
| Networking Hubs | \$10,000 | March 2017 | 7 |
| Park Benches in the Exhibit Hall | \$10,000 | March 2017 | 7 |
| Premium Banners at Registration | \$7,500-\$21,000 | March 2017 | 7 |
| Professional Headshots | \$15,000 | March 2017 | 7 |
| Relax & Recharge Lounges | \$35,000 - \$75,000 | February 2017 | 7 |
| Sitting Cubes | \$20,000 | March 2017 | 7 |
| You Are Here Stations | \$5,500 - \$10,000 | March 2017 | 7 |

Industry Programs and Practical Workshops

| Opportunity | Price Range | Space Deadline | Page |
|---------------------|---------------------|----------------|------|
| Guru Bars | \$1,500 | February 2017 | 9 |
| Industry Theaters | \$13,000 - \$65,000 | February 2017 | 8 |
| Non-CME Symposia | \$30,000 - \$55,000 | February 2017 | 9 |
| Practical Workshops | \$15,000 - \$20,000 | February 2017 | 8 |

ATS 2017 Industry Program applications will launch **Sept. 21, 2016**.
All MECCs interested in reserving space should contact mturenne@thoracic.org for required application documents prior to application launch.

- 2016 sponsors/advertisers have the first right of refusal on their 2017 opportunities.
- Opportunities, prices, and deadlines are subject to change, and new opportunities are likely to be added. Consult with your Account Manager for the latest information.
- Some opportunities have production costs included, while others are "rights only," with production costs paid by the sponsor

Hotel Opportunities

| Opportunity | Price Range | Space Deadline | Page |
|---|---------------------|----------------|------|
| Bar Napkins | \$10,000 | March 2017 | 11 |
| Grand Hyatt GOBOs | \$5,000 | March 2017 | 12 |
| Hotel Key Cards | \$12,000 - \$18,000 | April 2017 | 11 |
| Individual Door Drop | \$24,000 | April 2017 | 13 |
| Individual Door Hanger | \$24,000 | April 2017 | 13 |
| Marriott Banner Positions | \$18,000 | March 2017 | 10 |
| Marriott Digital Monitors | \$10,000 - \$28,000 | March 2017 | 11 |
| Marriott Elevator Cling/Column Wrap Package | \$7,500- \$25,000 | March 2017 | 10 |
| Marriott Escalator Packages | \$17,500 - \$20,000 | March 2017 | 10 |
| Marriott Stair and Floor Clings | \$15,000 | March 2017 | 10 |
| Medical Bag | \$5,670 - \$8,600 | April 2017 | 13 |
| Medical Bag Premium | \$12,500 | March 2017 | 13 |
| Renaissance Hotel Charging Tables | \$7,500 | March 2017 | 12 |
| Renaissance Hotel GOBO/ Meterboard Package | \$7,500 | March 2017 | 12 |

Print Opportunities

| Opportunity | Price Range | Space Deadline | Page |
|---|--------------------|----------------|------|
| Daily Bulletin | \$725 - \$17,300 | April 2017 | 15 |
| Exhibit Guide | \$400 - \$10,300 | March 2017 | 16 |
| Final Program | \$1,360 - \$17,200 | February 2017 | 17 |
| Highlights for Clinicians | \$1,000 | March 2017 | 17 |
| Non-CME Symposia Locator Map | \$3,500 - \$8,200 | March 2017 | 18 |
| Print Preview | \$685 - \$9,000 | February 2017 | 14 |
| Quick Start Guide | \$25,000 | March 2017 | 17 |
| Rare Lung Disease Guide | \$6,000 | February 2017 | 18 |
| Road Map for Early Career Professionals | \$1,000 | January 2017 | 18 |

Digital Opportunities

| Opportunity | Price Range | Space Deadline | Page |
|---|-------------------|----------------|------|
| Advance Program | \$10,000 | November 2016 | 20 |
| Article Index Page | \$4,600 - \$7,200 | February 2017 | 20 |
| Conference Mobile App | \$50,000 | January 2017 | 5 |
| eDaily | \$4,500 - \$9,000 | March 2017 | 19 |
| ePreview | \$2,800 - \$7,000 | March 2017 | 19 |
| Post-Conference Exhibit Tracker Banner Ad | \$7,500 | March 2017 | 20 |
| Registration Confirmation Banner Ad | \$15,000 | November 2016 | 20 |
| Tech Hub | \$65,000 | March 2017 | 7 |

ATS By the Numbers

PROFESSIONAL ATTENDANCE

For complete, final audited information, please see the complete audit online at conference.thoracic.org.

TOP 5 ATTENDEE COUNTS BY WORK SETTING, SPECIALTY, AND TOPICS OF INTEREST

| WORK SETTING (BUSINESS TYPE) | ATTENDEE # |
|---|------------|
| Academic Institution, Private | 2,408 |
| Academic Institution, Public | 3,348 |
| Hospital, University | 4,934 |
| Hospital, Community | 1,296 |
| Industry/Pharma | 1,369 |
| ATTENDEES BY SPECIALTY <i>(Attendees could select more than one response)</i> | ATTENDEE # |
| Pulmonary (Adult) | 5,889 |
| Critical Care (Adult) | 3,129 |
| Research (Clinical) | 1,670 |
| Research (Basic Science) | 1,759 |
| Sleep Medicine | 1,071 |
| TOPICS OF INTEREST <i>(Attendees could select more than one response)</i> | ATTENDEE # |
| Asthma | 5,518 |
| COPD | 5,511 |
| ARDS | 3,652 |
| Pulmonary Hypertension | 3,369 |
| Idiopathic Pulmonary Fibrosis | 3,192 |

TOTAL OVERALL ATTENDANCE

16,115

53.4% U.S. (includes Puerto Rico, Guam, and APO military bases)

46.6% INTERNATIONAL

TOTAL PROFESSIONAL ATTENDANCE

13,712

NON-PROFESSIONAL ATTENDANCE

2,143 Exhibitors

65 Press

195 Guests



Booth efficiency increases by

104%

when promotional opportunities are included in the marketing plan.

Source: Center for Exhibition Industry Research

YES, YOU CAN "GO BIG" WITH A SMALL BUDGET!

First-Time Exhibitor Package

- ATS Exhibit Guide: Products & Services Showcase Ad
- ATS Daily Bulletin: Products & Services Showcase Ad

Rate
\$875

A savings of \$350!



Exhibit Traffic Driver Package

- ATS Exhibit Guide: Highlighted Listing with Logo
- ATS Exhibit Guide: Products & Services Showcase Ad
- ATS Daily Bulletin: Products & Services Showcase Ad

Rate
\$1,300

A savings of \$325!



À La Carte Options

Product & Services Showcase Ad in the ATS Exhibit Guide

Rate
\$500*



Highlighted Listing With Logo in the ATS Exhibit Guide

Rate
\$400*



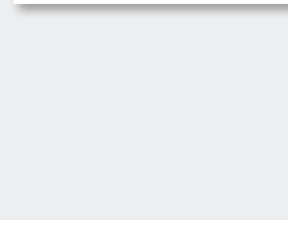
Product & Services Showcase Ad in the ATS Daily Bulletin

Rate
\$725*



Product & Services Showcase Ad in the ATS Print Preview

Rate
\$685*



**We are able to handle production for the Product & Services Showcase Ad, as well as the Highlighted Listing with Logo, at no additional charge.*

Contact a medical sales account manager today to reserve your preferred placement!

Bridget Blaney
Company names (A-D, Q-R)
773-259-2825
bblaney@ascendmedia.com

Cathleen Gorby
Company names (E-L, S-Tt)
913-780-6923
cgorby@ascendmedia.com

Maureen Mauer
Company names (M-P, Tu-Z)
913-780-6633
mmauer@ascendmedia.com

Visit www.plantour.com/show/ats-2017 for a visual tour of these opportunities and their locations.

CONVENTION CENTER

| Product | Description | Price |
|---|--|--|
| Aisle Signage  | <p>Attendees have an easier time finding your booth with your branding on aisle signs as they navigate the busy ATS Exhibit Hall. Sponsorship includes branding on 48-inch circle extender on aisle sign. (One company per aisle.)</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$1,000 per aisle <i>Production fees included</i></p> |
| ATS Discovery Quest  | <p>A great traffic-builder specifically for 10' x 10', 10' x 20' and 10' x 30' exhibitors.</p> <ul style="list-style-type: none"> • Exhibitors purchase a slot on the ATS Discovery Quest game card. • All attendees are given a game card with their registration material. • Attendees must visit all participating exhibitors and correctly answer a question relating to their product and/or service to complete the game card. (Exhibitors supply the question.) • Correctly completed game cards are entered into a daily prize drawing provided by the ATS. • The raffle drum and additional game cards are located at the Exhibit Hall entrances. <p>Discovery Quest is promoted in the following materials:</p> <ul style="list-style-type: none"> • ATS Exhibit Guide • Four single-sided meterboards in high-traffic areas • ATS Daily Bulletin • ATS social media outlets <p>Space reservation/payment due: March 2, 2017 Materials due: March 9, 2017</p> | <p>\$600 Limited to 15 companies</p> |
| Banner Advertising  | <p>Rise above the competition with your own banner. Various standard and premium-level banner opportunities are available throughout the convention center. Visit the PlanTour website to find your optimal position: https://www.plantour.com/show/ats-2017.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$12,500 – \$25,000 <i>Rights only</i></p> |
| Charging Station Advertising  | <p>Charge up your product or brand with advertising at stations located in key areas of the convention center.</p> <ul style="list-style-type: none"> • Option 1: Advertising on one charging station kiosk and meterboard, along with four ottomans and electrical service. • Option 2: Charging lounge includes two charging tables and chairs and one 80-inch screen for digital advertising. <p>Space reservation/payment due: March 24, 2017 Materials due: April 7, 2017</p> | <p>\$6,000 kiosk \$8,500 lounge <i>Production fees included</i></p> |
| Column Clings  | <p>Huge visibility for your product or company with a two-sided column cling outside the ballroom at the convention center. Sponsorship includes one 10'H x 58"W two-sided column cling. (Four columns are available; visit the PlanTour website to select your column: https://www.plantour.com/show/ats-2017.)</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$18,500 <i>Rights only</i></p> |
| Conference Mobile App  | <p>Be the exclusive sponsor of the ATS 2017 International Conference mobile app. Sponsorship includes:</p> <ul style="list-style-type: none"> • Full screen ad on app load • Exclusive homepage banner ad • Exclusive rotating banner • One special announcement on Sunday • One sponsor-and-ATS-developed push notification on Sunday • One ATS-prepared Medical Bag insert promoting the mobile app including sponsor recognition • Recognition on two meterboards promoting the conference mobile app • App content includes conference schedule, exhibitor information, and industry and Non-CME programming <p>Space reservation/payment due: Jan. 20, 2017 Materials due: Feb. 3, 2017</p> | <p>\$50,000 <i>Exclusive sponsorship opportunity</i></p> |
| Digital Wall Displays  | <p>Bring your message to life on 15 state-of-the-art full-motion digital signs located throughout the convention center. Digital wall displays are strategically placed in high-visibility locations. The reach and flexibility offers an unparalleled sponsorship opportunity.</p> <p>Space reservation/payment due: March 24, 2017 Materials due: April 7, 2017</p> | <p>3 rotating ads (15 seconds each) are available for \$15,000 each or all 3 for \$42,000 <i>Sponsor gets lower monitor only</i></p> |

CONVENTION CENTER

Visit www.plantour.com/show/ats-2017 for a visual tour of these opportunities and their locations.

| Product | Description | Price |
|---|--|--|
| Entrance Door Clings  | <p>Separate yourself by advertising with bright and colorful door clings at the entrances to the convention center. Sponsorship includes clings on three sets of entrance doors: L Street North, L Street South, and Mt. Vernon Street. Clings face into the convention center, and are on every other door.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$10,000 <i>Rights only</i> <i>Exclusive sponsorship opportunity</i></p> |
| Escalator Clings/Runners  | <p>Specially designed decals decorate escalators as they transport thousands of attendees in the convention center. Sponsorship includes advertising on the glass panels and/or runners of the escalators. Visit the PlanTour website to select your optimal location: https://www.plantour.com/show/ats-2017.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$18,000 – \$30,000 per set <i>Rights only</i></p> |
| Escalator Packages  | <p>Make a statement with one of these huge visual packages. Sponsorship includes two banner locations above a set of escalators, advertising on four sides of escalators, and advertising on escalator runners.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$60,000 – \$80,000 <i>Rights only</i></p> |
| Exhibit Hall Wayfinder Kiosks  | <p>Three kiosks put you where attendees are looking. Sponsorship includes exclusive banner ad on ATS Interactive Floorplan; banner links to advertiser's profile listing; upgraded Platinum listing on the ATS Online Exhibitor Directory; advertising on three Wayfinder Kiosks located in high-traffic areas in the Exhibit Hall; here-to-there navigation from kiosk to selected booth; and usage metrics from each kiosk.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: March 31, 2017</p> | <p>\$20,000 for 3 kiosks <i>Production fees included</i> <i>Exclusive sponsorship opportunity</i></p> |
| Graphic Panel Advertising in Registration  | <p>If you want visibility in a high-traffic area, this is for you. Sponsorship includes your four-color company and/or product logo on graphic panels in the registration area. See PlanTour website for available options: https://www.plantour.com/show/ats-2017.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$2,500 per panel <i>Rights only</i></p> |
| Hydration Stations  | <p>Advertising at the Hydration Stations is the perfect opportunity for brand awareness throughout the convention center. The ATS provides a BPA-free, eco-friendly, ATS-branded water bottle to all conference participants to encourage the use of the Hydration Stations. Water bottles not included in sponsorship. Sponsorship includes branded wall clings above 21 water fountains throughout the convention center; branded signage at 10 water coolers located throughout the convention center; promotion of stations on three one-sided, full-color meterboards; and promotion in pre-conference and on-site marketing materials.</p> <p>Space reservation/payment due: Jan.13, 2017 Materials due: Feb. 24, 2017</p> | <p>\$50,000 <i>Production fees included</i> <i>Exclusive sponsorship opportunity</i></p> |
| Important Event Schedule  | <p>Great visibility for your corporate or brand ad next to the schedule of the day's most important events. Sponsorship includes your advertising on the meterboard panel next to the schedule.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$12,000 <i>Production fees included</i> <i>Exclusive sponsorship opportunity</i></p> |
| Meterboard Advertising  | <p>Increase your company or product's message and catch attendees' eyes as they come and go. Use the PlanTour website to choose your optimal meterboard location: https://www.plantour.com/show/ats-2017.</p> <p>Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017</p> | <p>\$7,000 – \$10,000 per meterboard <i>Rights only</i></p> |

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CONVENTION CENTER

| Product | Description | Price |
|----------------------------------|---|--|
| Networking Hubs | Achieve corporate or brand awareness with advertising in one of four Networking Hubs throughout the Exhibit Hall. Food and beverage breaks are served from the Networking Hubs. Sponsorship includes digital advertising on an 80-inch TV monitor; two charging tables, chairs, and ottomans; and corporate or brand logo on an overhead sign. Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017 | \$10,000 each (4 available) <i>Production fees included</i> |
| Park Benches in the Exhibit Hall |  Grab the attention of attendees as they walk through the Exhibit Hall. Sponsorship includes corporate or product advertising on two park benches located in a high-traffic location, and a floor cling in front of each bench. Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017 | \$10,000 per set of 2 (5 sets available) <i>Rights only</i> |
| Premium Banners at Registration |  Make an impression on attendees with these oversized banners on pillars. Sponsorship includes a banner on one side of pillar located inside registration area. (Two pillars in this location offer three viewable sides each.) Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017 | \$7,500 each (6 positions available) \$21,000 for all 3 positions on one pillar <i>Rights only</i> |
| Professional Headshots |  Three times the exposure — before, during, and after the conference. Before: Recognition in the ATS Print Preview, ATS ePreview, and the ATS membership newsletters. During: Your logo on the overhead banner for the Professional Headshot Booth; one full-color meterboard with your messaging at the Professional Headshot Booth; recognition on three one-sided, full-color meterboards around the convention center promoting the Professional Headshot Booth; and recognition in the ATS Final Program, ATS Exhibit Guide, and ATS Daily Bulletin. After: Badge scan information from all attendees who had a headshot taken and your logo on the email sent to participating attendees with their headshot photographs. Space reservation/payment due: March 17, 2017 Materials due: March 24, 2017 | \$15,000 <i>Production fees included</i> <i>Exclusive sponsorship opportunity</i> |
| Relax & Recharge Lounges |  Two locations available for attendees, Friday through Wednesday. Lounges are located outside of the Exhibit Hall, in high-traffic areas of the convention center, and include couches, chairs, coffee tables, ottomans, electrical drops for laptops, two charging stations, tables, and one 80-inch monitor. Sponsorship includes digital advertising on an 80-inch monitor in each lounge; advertising on two meterboards in each location; corporate recognition in pre-conference and on-site marketing materials; and corporate or product logo recognition on an overhead banner. Space reservation/payment due: Feb. 24, 2017 Materials due: March 17, 2017 | Hall D - \$35,000 Middle Building Lobby - \$45,000 Both locations - \$75,000 <i>Production fees included</i> <i>Exclusive sponsorship opportunity</i> |
| Sitting Cubes |  Huge visibility with your brand on 100 cubes spread throughout the convention center. Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017 | \$20,000 <i>Rights only</i> <i>Exclusive sponsorship opportunity</i> |
| Tech Hub | A unique environment where attendees meet, collaborate, network, learn, and have fun while engaging with the ATS social media wall. Sponsorship includes a floor cling; two meterboards with your corporate or product messaging; a digital logo on the video wall content; and 10 tweets jointly developed between the ATS and sponsor as disease awareness messages. Space reservation/payment due: March 17, 2017 Materials due: March 24, 2017. | \$65,000 <i>Rights only</i> <i>Exclusive sponsorship opportunity</i> |
| You Are Here Stations |  You Are Here stations are located at both entrances to the Exhibit Hall and in high-traffic areas in the Exhibit Hall. Sponsorship includes one 4'H x 30"W ad space on the You Are Here station. Space reservation/payment due: March 17, 2017 Materials due: April 5, 2017 | Hall A Entrance - \$10,000 Hall B Entrance - \$10,000 3 locations in the Exhibit Hall - \$5,500 each <i>Production fees included</i> |

INDUSTRY PROGRAMS & PRACTICAL WORKSHOPS

New application process for all Industry Theaters, Non-CME Symposia, Practical Workshops, and Guru Bars!

Industry Theaters

Located inside the Exhibit Hall, ATS Industry Theaters are available to enhance attendees' education at the ATS 2017 International Conference.

Held May 21, 22 and 23, companies may reserve slots on a first-come, first-served basis. Theater presentations are the optimal opportunity for industry participants to promote brand launches or current therapies, conduct a focused program on disease awareness, or discuss current pipeline activity. All programs are non-accredited.

Theater includes:

- Theater-style seating for 250 people (50 for Mini Theater)
- A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2017 International Conference website and the mobile app
- Complimentary, attendee pre-registration list for one-time use
- Badge scanners to capture attendee leads — two for Industry Theaters, one for Mini-Theaters

Application process:

1. Applications are accepted in time-stamp order starting September 21st.
2. Deposits are no longer required to be submitted with applications.
3. Contracts and invoices are sent with a 10-business-day return date.
4. Full payment is due January 13, 2017

Boxed lunch provided by ATS

| INDUSTRY THEATERS | | | MINI INDUSTRY THEATER | | |
|--|-----------------------|-------------|---|--------------------|--------------|
| 45-minute presentation for 250 people in two theater locations <i>Limited to four per day</i> | | | 30-minute presentation for 50 people <i>Limited to three per day</i> | | |
| | 11:30 a.m.-12:15 p.m. | 1:15-2 p.m. | | 11:30 a.m.-12 p.m. | 12:30-1 p.m. |
| SUNDAY | \$65,000 | | SUNDAY | \$17,000 | |
| MONDAY | \$55,000 | | MONDAY | \$15,000 | |
| TUESDAY | \$45,000 | | TUESDAY | \$13,000 | |

Important Note: We can accommodate International only or U.S. only Industry Theaters, to comply with regulatory restrictions. For more information, please contact your account manager for more information.

Practical Workshops

Medical device companies and manufacturers are invited to organize hands-on education in the Exhibit Hall with a Practical Workshop.

Companies can demonstrate their products and present new techniques while offering invaluable training to attendees. Practical Workshops are 1.5 hours long, requiring at least 50 minutes dedicated to hands-on demonstration and skill-building. All programs are non-accredited.

Workshop includes:

- Theater-style seating for 150 people with podium
- 4 tables and wireless microphones for hands-on learning stations
- A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2017 International Conference website and mobile app
- Complimentary attendee pre-registration list for one-time use
- Two badge scanners to capture attendee leads



| | |
|---------|-------------------------------------|
| | 12:30-2 p.m. |
| SUNDAY | \$15,000 <i>without boxed lunch</i> |
| MONDAY | \$20,000 <i>with boxed lunch</i> |
| TUESDAY | |

Contact a medical sales account manager today to reserve your preferred placement!

Bridget Blaney
Company names (A-D, Q-R)
773-259-2825
bblaney@ascendmedia.com

Cathleen Gorby
Company names (E-L, S-Tt)
913-780-6923
cgorby@ascendmedia.com

Maureen Mauer
Company names (M-P, Tu-Z)
913-780-6633
mmauer@ascendmedia.com

INDUSTRY PROGRAMS & PRACTICAL WORKSHOPS

Guru Bars

Industry expert led sessions in one of four small theaters organized by categories of interest:

- 1) Education/Awareness/Prevention – Guru Bar 1
- 2) Diagnosis – Guru Bar 2
- 3) Treatment – Guru Bar 3
- 4) Adherence/Compliance – Guru Bar 4

Available Sunday – Tuesday, this learning experience consists of burst sessions of 15-20 minutes, led by subject matter experts from industry. A Burst Session consists of a 10-minute burst outlining a problem statement, mitigating factors, the host's perspective/solution, and a challenge or question posed to attendees, who discuss for the remaining 5-10 minutes.

Guru Bars run every 30 minutes from 11 a.m. - 2 p.m. in the Exhibit Hall.

For complete details on availability and what's included, please visit <https://www.plantour.com/show/ats-2017>

Rate
\$1,500

Non-CME Symposia

The ATS encourages Non-CME Symposia in conjunction with the ATS 2017 International Conference. Presentations should be scientific in nature and cannot offer CME/CE or any other form of professional credit, or be used to create CME/CE content post-conference. Programs from MECCs are welcome but require a letter of approval from the ATS prior to submission of any requests for funding.

Meeting rooms are available on a first-come, first-served basis.

Sponsorship includes:

- Hotel meeting space and A/V package
- ATS "Ask Me" staff in hotel lobby to direct attendees to Symposia
- Promotion in pre-conference and onsite materials
- Listing on the ATS 2017 International Conference website and mobile app
- Listing in the Non-CME Symposia Locator Map distributed in the Medical Bag

For complete details on hotel meeting space and costs, please visit <https://www.plantour.com/show/ats-2017>

| | Grand Hyatt | | | | | Marriott at Metro Center | | Renaissance | |
|--|--|--------------------------|---------------------------|---------------------------|---------------------------|--------------------------|-----------------|----------------|----------------------|
| SUNDAY MAY 21, 2017 6:30-9:30 p.m. | Independence Ballroom A | Constitution Ballroom AB | Constitution Ballroom C-E | Independence Ballroom B-E | Independence Ballroom F-I | Grand Ballroom | Junior Ballroom | Grand Ballroom | Renaissance Ballroom |
| Classroom | 342 | 234 | 153 | 144 | 144 | 228 | 102 | n/a | n/a |
| Crescent Rounds | 224 | 154 | 98 | 98 | 98 | 140 | 77 | n/a | n/a |
| Rate | \$55,000 | \$50,000 | \$45,000 | \$45,000 | \$45,000 | \$50,000 | \$45,000 | n/a | n/a |
| MONDAY MAY 22, 2017 | No symposia are offered Monday evening due to high attendance at ATS Assembly membership meetings and dinners. | | | | | | | | |
| TUESDAY MAY 23, 2017 6:30-9:30 p.m. | Independence Ballroom A | Constitution Ballroom AB | Constitution Ballroom C-E | Independence Ballroom B-E | Independence Ballroom F-I | Grand Ballroom | Junior Ballroom | Grand Ballroom | Renaissance Ballroom |
| Classroom | 342 | 234 | 153 | 144 | 144 | 228 | 102 | 585 | 368 |
| Crescent Rounds | 224 | 154 | 98 | 98 | 98 | 140 | 77 | 392 | 217 |
| Rate | \$40,000 | \$35,000 | \$30,000 | \$30,000 | \$30,000 | \$35,000 | \$30,000 | \$45,000 | \$40,000 |

Please note: Non-CME Symposia are not scheduled on Monday night of the ATS International Conference, when the majority of the ATS Assemblies and Alumni Groups hold their events. The ATS Assemblies on Behavioral Science and Health Services Research (BSHSR) and Pediatrics (PEDS), and the Sections on Genetics and Genomics, and TID hold their membership meetings on Sunday evening. If you are targeting these Assemblies, you may prefer to avoid requesting that time to maximize your potential audience. Combined rooms are available with discounted pricing. Please contact Maureen Mauer at mmauer@ascendmedia.com for details.

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HOTEL

www.plantour.com/show/ats-2017

► DURING CONFERENCE

Marriott Elevator Cling/Column Wrap Packages

Your message meets attendees often as they travel to and from the convention center and an ATS headquarter hotel.

Opportunities include:

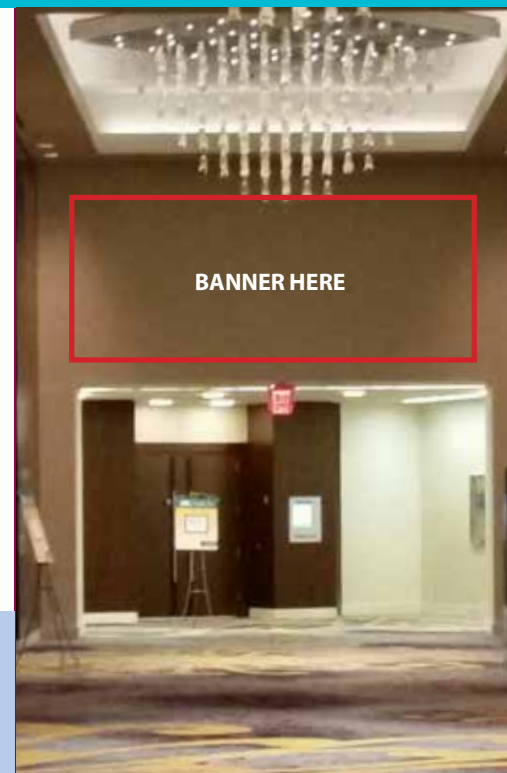
- Elevator door clings and one column wrap on Meeting Level 2, where attendees connect to the convention center. There are two options on Level 2 - one at each end of the floor.
- Elevator door clings and one column wrap on Meeting Level 4, where attendees travel through to sessions. There are two options on Level 4 - one at each end of the floor.
- One column wrap on Meeting Level 2
- One column wrap on Meeting Level 4

Deadlines**Space reservation/payment due:**

March 17, 2017

Materials due: April 5, 2017**Rate****\$7,500 - \$25,000***Rights only*

Sponsorship of elevator cling packages are limited to one option per company, per floor. Sponsorship may only be combined with one other sponsorship on the same meeting level.



► DURING CONFERENCE

Marriott Escalator Packages
Heavy traffic equals great visibility.**Sponsorship includes:**

- Option 1: From the Lobby to Meeting Level 1, including three sides of glass panels; and a floor cling at the bottom.
- Option 2: From Meeting Level 3 to Meeting Level 4, including three sides of glass panels plus floor clings at the top and bottom.

Deadlines**Space reservation/****payment due:** March 17, 2017**Materials due:** April 5, 2017**Rate****Option 1: \$20,000****Option 2: \$17,500***Rights only*

Sponsorship may only be combined with one other sponsorship on the same meeting level.



► DURING CONFERENCE

Marriott Stair and Floor Clings Package

Make a statement with this huge visual.

Sponsorship includes:

- One cling on the stairway of Meeting Level 2, leading to the connector where attendees come and go between the Marriott and the convention center.
- Three 3' x 3' floor clings along the corridor leading to and from the convention center.

Deadlines**Space reservation/****payment due:** March 17, 2017**Materials due:** April 5, 2017**Rate****\$15,000***Rights only**Exclusive sponsorship opportunity*

Sponsorship may only be combined with one other sponsorship on the same meeting level.

► DURING CONFERENCE

Marriott Banner Positions

Get maximum impressions in this traffic-heavy location.

Sponsorship includes:

- One large wall cling at either end of the meeting room corridor on Meeting Level 4 in the Liberty and Independence foyer.

Deadlines**Space reservation/payment due:**

March 17, 2017

Materials due: April 5, 2017**Rate****\$18,000 each (two available)***Rights only*

Sponsorship of wall clings are limited to one per company.

Sponsorship may only be combined with one other sponsorship on the same meeting level.

Contact a medical sales account manager today to reserve your preferred placement!

Bridget Blaney
Company names (A-D, Q-R)
773-259-2825
bblaney@ascendmedia.com

Cathleen Gorby
Company names (E-L, S-Tt)
913-780-6923
cgorby@ascendmedia.com

Maureen Mauer
Company names (M-P, Tu-Z)
913-780-6633
mmauer@ascendmedia.com

www.plantour.com/show/ats-2017

HOTEL

► DURING CONFERENCE

Bar Napkins

Receive hundreds of brand impressions every day through beverage napkins placed in restaurants and bars at the Marriott Marquis and Grand Hyatt during the conference.

Deadlines

Space reservation/payment due: March 17, 2017

Materials due: April 5, 2017

Rate

\$10,000

Rights only

Exclusive sponsorship opportunity



► DURING CONFERENCE

Hotel Key Cards

Make an impression as attendees check in to their hotels with custom keycards.

Three options available. Please visit the PlanTour website for details and availability: <https://www.plantour.com/show/ats-2017>

Deadlines

Space reservation/payment due:

April 7, 2017

Materials due: April 14, 2017

Rate

\$12,000 - \$18,000

Rights only

► DURING CONFERENCE

Marriott Digital Monitors

Your message on the connector between the Marriott and the convention center.

Sponsorship includes:

- Two 60" digital monitors in the connector across from each other
- Digital ads run from Friday through Wednesday

Deadlines

Space reservation/payment due: March 24, 2017

Materials due: April 7, 2017

Rates

Three 15-second rotating ads are available.

\$10,000 each or \$28,000 for all three ad slots



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HOTEL

www.plantour.com/show/ats-2017

► DURING CONFERENCE

Grand Hyatt GOBOs

Your logo is projected on walls on meeting room levels at the Grand Hyatt.

Sponsorship includes:

- Two GOBOs available at the Grand Hyatt, one on each of the meeting levels.

Deadlines**Space reservation/payment due:**

March 17, 2017

Materials due: April 5, 2017**Rate****\$5,000 Grand Hyatt Independence Level****\$5,000 Grand Hyatt Constitution Level***Rights only*

► DURING CONFERENCE

Renaissance Hotel Charging Tables

Great visibility throughout one of the headquarter hotels.

Sponsorship includes:

- Table top clings on 10 charging tables located throughout the meeting room level of the Renaissance Hotel.

Deadlines**Space reservation/payment due:** March 17, 2017**Materials due:** April 5, 2017**Rate****\$7,500***Rights only**Exclusive sponsorship opportunity*

► DURING CONFERENCE

Renaissance Hotel GOBO/ Meterboard Package

Two sponsorships in one great package.

Sponsorship includes:

- One single-sided meterboard and a GOBO at the bottom of escalator on meeting room level of Renaissance hotel.

Deadlines**Space reservation/****payment due:** March 17, 2017**Materials due:** April 5, 2017**Rate****\$7,500***Rights only**Exclusive sponsorship opportunity*

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www.plantour.com/show/ats-2017

HOTEL

► DURING CONFERENCE

Medical Bag

Audience and Distribution

Delivered to hotel rooms and distributed at the convention center on May 21 and 22, 2017

Content

Advertiser supplies inserts to be included in bags delivered to attendees' hotel doors. ATS Daily Bulletin included in May 21 medical bag.

Regular Distribution

| | |
|---------------------|---|
| Rate | \$8,600 per insert, per day |
| Quantity | Approx. 5,300 per day* |
| Insert sizes | Maximum size is 8-1/2" x 11" Maximum weight is 2 oz. |

Limited Distribution

| | |
|---------------------|---|
| Rate | \$5,670 per insert, per day |
| Quantity | 3,500 per day* |
| Insert sizes | Maximum size is 8-1/2" x 11" Maximum weight is 2 oz. |

Deadlines

**Space reservation/
payment due:**
April 3, 2017
Materials due:
April 10, 2017



Advertiser's insert

Premium Exposure

Be the first message attendees see when they pick up their Medical Bags. Your message is inserted in an open, clear pocket on one side of the bag, drawing extra attention to your message, without restricting access to it.

Deadlines

Space reservation/payment due:
March 27, 2017
Materials due: April 13, 2017

Rate

\$12,500 per day

* A minimum of four inserts must be reserved for the Medical Bag to be delivered on a particular day.

- Please be advised that quantities may change depending on hotel room block fluctuations.
- Bulk items will be assessed an additional fee based on weight and dimensions.

For more information, see mechanical specifications sheet for restriction details.

► DURING CONFERENCE

Individual Door Drop

Audience and Distribution*

Approx. 4,300** per day delivered to hotel rooms on May 20, 21, 22, and 23, 2017

Content

Advertiser provides item to be distributed, subject to ATS approval.

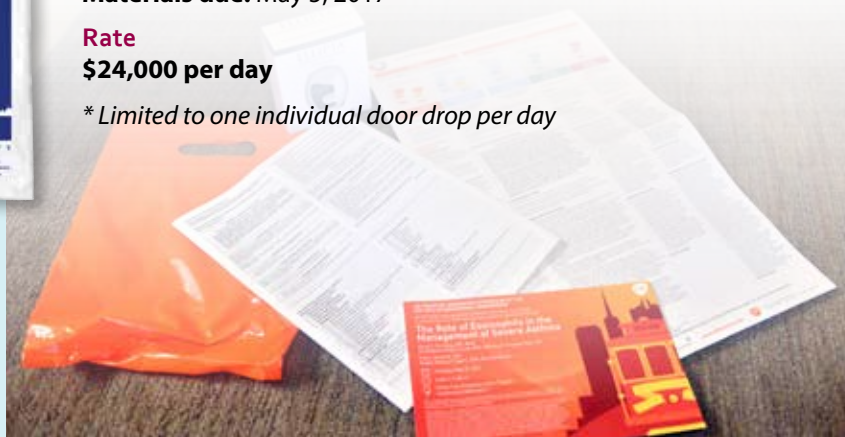
Deadlines

Space reservation/payment due: April 28, 2017
Materials due: May 5, 2017

Rate

\$24,000 per day

* Limited to one individual door drop per day



► DURING CONFERENCE

Door Hanger

Audience and Distribution*

4,300** per day delivered to hotel rooms on the date of your choice. Limited to one advertiser per day, on May 20, 21, 22, or 23, 2017.

Content

Highlights your products and services

Deadlines

Space reservation/payment due:
April 28, 2017
Materials due: May 5, 2017

Rate

\$24,000 per day

* Limited to one door hanger per day



**Advertiser arranges details for Individual Door Drop or Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only. Please be advised that quantities may change depending on hotel room block fluctuations.

PRINT

BEFORE CONFERENCE

Print Preview

Audience and Distribution

Mailed to 16,000 adult and pediatric pulmonary, critical care, and sleep professionals one month before the ATS 2017 International Conference. Distribution includes ATS members, conference attendees, and past attendees (U.S. and Canada).

Content

Previews Exhibit Hall attractions, Non-CME Symposia, Industry Theaters, Practical Workshops, and ceremonies scheduled during the conference

Publication Date

Mails mid-April

Deadlines

Space reservation/payment due: Feb. 22, 2017

Materials due: March 1, 2017

Rates (four-color)

Premium Options

| | |
|--------------------------------|---------|
| Back Cover | \$9,000 |
| Inside Front Cover | \$8,300 |
| Full-Page | \$5,800 |
| Full-Page PI Space | \$4,600 |
| ½-Page | \$4,100 |
| ¼-Page | \$2,400 |
| Product & Services Showcase Ad | \$685 |



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Newsstand Premium

Your ad is featured on panels of the official ATS Daily Bulletin newsstands.

- 10 stands placed throughout the convention center
- Includes a full-page, four-color ad within each day of the publication
- Advertiser art included on both side panels and bottom front panel

Newsstand deadlines

**Space reservation/
payment due:** March 14, 2017

Materials due: March 21, 2017

Rate

\$17,300

DURING CONFERENCE

ATS Daily Bulletin

Audience and Distribution

Delivered to attendees' doors the morning of May 21, and available at the convention center on May 21, 22, and 23

Content

This daily newspaper reports on the scientific breakthroughs presented at ATS 2017 International Conference. It also highlights Non-CME Symposia, Industry Theater, and Practical Workshop schedules each day, as well as new technologies and products on display in the Exhibit Hall. Features include other important aspects of the conference program, such as award ceremonies, special lectures, and other ATS member business.

Rates (four-color)

Premium Options

| | |
|----------------------------------|----------|
| Back Cover | \$12,500 |
| Inside Front Cover | \$11,900 |
| Inside Back Cover | \$11,900 |
| Front Page Banner Ad & Full-Page | \$14,900 |
| Front Page Banner Ad | \$9,500 |
| Belly Band* | \$12,800 |
| Newsstands (10) | \$17,300 |

Standard Options

| | |
|--------------------------------|---------|
| Full-Page | \$9,600 |
| Full-Page P.I. Space | \$7,500 |
| Junior-Page | \$8,700 |
| ½-Page | \$6,900 |
| ¼-Page | \$5,500 |
| Product & Services Showcase Ad | \$725 |

Official Daily Belly Band

- Belly Band wraps around the cover of the ATS Daily Bulletin newspaper offering first-glance visibility.
- Includes a full-page, four-color ad within the publication

Rate

\$12,800

* Advertiser to supply Belly Band

Front Page Banner Ad

Banner ad is printed at the bottom of the front page of official daily newspaper.

Rates

\$9,500 Front Page Banner Ad (only)

**\$14,900 with full-page, four-color ad
within publication**



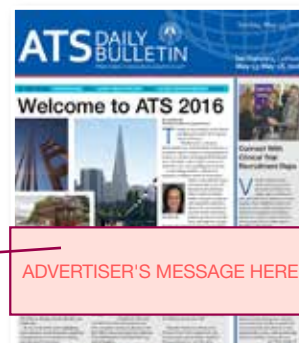
Deadlines

**Space reservation/
payment due:**

April 3, 2017

Materials due:

April 10, 2017



A change-out fee applies to insertion of different ads in each issue.

PRINT

DURING CONFERENCE

Exhibit Guide

Audience and Distribution

More than 12,000 copies are distributed to professional attendees through the registration bags and are available at all Exhibit Hall entrances.

Content

Includes information on the companies, manufacturers, and organizations exhibiting at the ATS 2017 International Conference, as well as Non-CME Symposia, Industry Theater schedules, Practical Workshops, and other learning opportunities at ATS 2017.

Deadlines

Space reservation/payment due: March 2, 2017

Materials due: March 9, 2017



Rates (four-color)

Premium Options

| | |
|-----------------------|----------|
| Back Cover | \$10,300 |
| Inside Front Cover | \$9,000 |
| Inside Back Cover | \$8,000 |
| Official Belly Band * | \$9,800 |
| Floor Map Premium | \$9,500 |

Standard Options

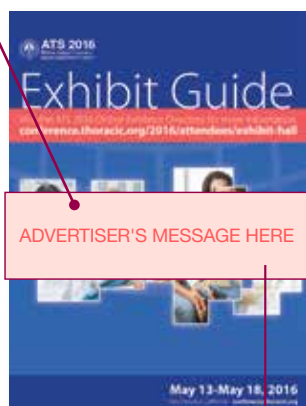
| | |
|--------------------------------|---------|
| Full-Page | \$6,400 |
| ½-Page | \$4,500 |
| Product & Services Showcase Ad | \$500 |
| Highlighted Listing With Logo | \$400 |

*Advertiser to supply belly bands

Exhibit Guide Belly Band

Wraps around the Exhibit Guide

Rate
\$9,800



Belly Band

Product & Services Showcase Ad

Offer attendees a quick visual reference to the newest products at the conference. A cost-effective way to feature your message, this opportunity includes layout and design of your ad.

Advertiser to supply:

- Color photo or logo
- 50-word description
- Contact information

Rate
\$500



Product & Services Showcase Ad

Recruitment Advertising Options (in dedicated section)

Find the job candidates you need by placing a recruitment ad in the Exhibit Guide.

Rates (four-color)
Full Page: \$3,000
½-Page: \$1,500
¼-Page: \$800

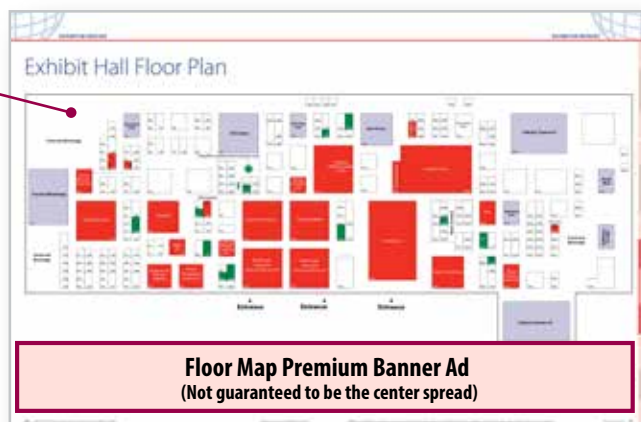
Floor Map Premium Package*

Includes:

- Full-page color ad
- Banner ad on floor map page spread
- Highlighted listing with logo

Rate
\$9,500

* Please note the banner ad on the floor map page may have a gutter depending on the map layout.



Floor Map Premium Banner Ad
(Not guaranteed to be the center spread)

You must be an exhibitor to advertise in the Exhibit Guide with the exception of recruitment ads.

Contact a medical sales account manager today to reserve your preferred placement!

Bridget Blaney
Company names (A-D, Q-R)
773-259-2825
bblaney@ascendmedia.com

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mmauer@ascendmedia.com

► DURING CONFERENCE

Final Program

Audience and Distribution

Distributed onsite to more than 12,000 professional attendees in registration bags

Content

The Final Program includes session dates, times and descriptions, abstract session information, and details about the Exhibit Hall. In addition to helping attendees plan their schedules at the ATS 2017 International Conference, the program includes floor plans of the convention center and surrounding hotels.

Deadlines

Space reservation/payment due: February 10, 2017

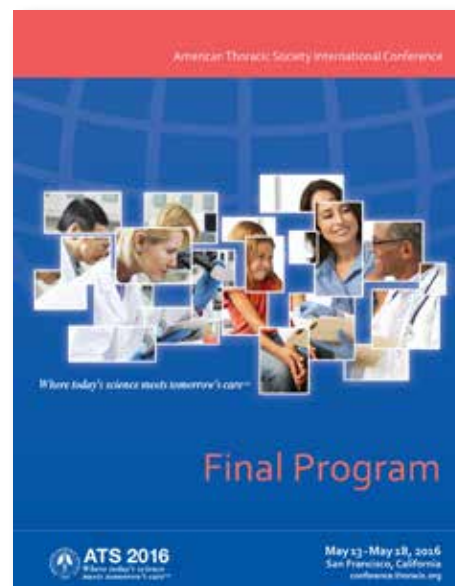
Materials due: March 3, 2017

Rates

Premium Options (four-color)

| | |
|---------------------------------|----------|
| Back Cover | \$17,200 |
| Inside Front Cover | \$11,375 |
| Inside Back Cover | \$8,700 |
| Across from Program-at-a-Glance | \$7,500 |
| Across from Welcome Letter | \$7,500 |
| Across from Table of Contents | \$7,500 |

| Standard Options | B&W | Four-Color |
|------------------|---------|------------|
| Full-Page | \$2,760 | \$6,500 |
| Full-Page Spread | \$5,520 | \$13,000 |
| 1/2-Page | \$1,360 | \$3,780 |
| 1/4-Page | n/a | \$2,240 |



► DURING CONFERENCE

Highlights for Clinicians

Audience and Distribution

Distributed onsite to more than 6,000 clinicians at the ATS Center and Clinicians Center.

Content

The book lists all sessions and events of interest to practicing clinicians. Selected sessions also are indicated for RNs, PAs, RRTs, and many other professional team members.

Deadlines

Space reservation/payment due: March 10, 2017

Materials due: March 17, 2017

Rate

\$1,000 (three available ad spaces)



► DURING CONFERENCE

Quick Start Guide

Distributed to conference attendees at hotel check-in or ATS satellite registration desks, the Quick Start Guide includes the shuttle bus schedule, badge pick-up information, and key details attendees need to get their experience at the conference off to a great start.



Advertiser receives back panel ad and front cover logo recognition.

Deadlines

Space reservation/payment due: March 27, 2017

Materials due: April 3, 2017

Rate

\$25,000

Exclusive sponsorship opportunity

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mmauer@ascendmedia.com

PRINT

► DURING AND AFTER CONFERENCE

Road Map for Early Career Professionals

Audience and Distribution

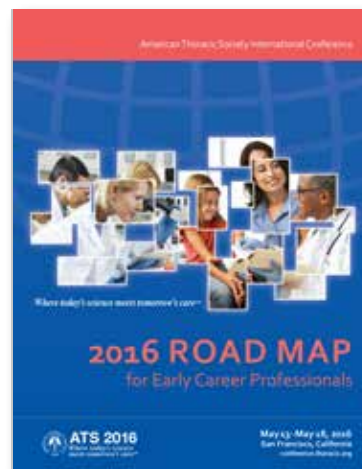
At the conference, the Road Map is available at the ATS Center, the Center for Career Development, the Fellows Leadership Track, Resident Boot Camp, and the ATS Fellows Track Symposium. Pre-conference, it is:

- Distributed to 300+ Association of Pulmonary and Critical Care Medicine Program Directors for internal distribution
- Posted at **thoracic.org**

Emailed to more than 800 U.S.-based pulmonary, critical care, and sleep training program directors post-conference as a guide to packaged ATS 2017 content. It is part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs in July 2017.

Content

This special guide highlights sessions and other events of interest to fellows, junior professionals, and others in career transition to ensure they get the most out of the conference's 500 sessions, 800 speakers, and more than 6,000 abstracts and case reports.



Deadlines

Space reservation/payment due:

January 20, 2017

Materials due: February 3, 2017

Rate

\$1,000 (three positions available)

► DURING CONFERENCE

Rare Lung Disease Guide

Audience and Distribution

Distributed at key areas in the convention center, on the conference website, in the Clinician Center, and can be distributed from the supporter's booth.

Content

With this guide, attendees can learn about the many rare disease discoveries being presented during ATS 2017.



Deadlines

Space reservation/payment due:

February 24, 2017

Materials due: March 3, 2017

Rate

\$6,000

Exclusive sponsorship opportunity



► DURING CONFERENCE

Non-CME Symposia Locator Map

A locator map promoting the sponsored evening symposia is provided to all attendees in the Medical Bag on Sunday morning.

Deadlines

Space reservation/payment due: March 2, 2017

Materials due: March 9, 2017

Rates

\$3,500 – ½-Page Ad

\$6,000 – Full Page Ad

\$7,500 – Inside Front Cover

\$8,200 – Back Cover

DIGITAL

▶ BEFORE AND DURING CONFERENCE

Conference eBlasts

UNPRECEDENTED ACCESS TO RESPIRATORY PROFESSIONALS

Throughout the ATS 2017 International Conference cycle, the **ePreview** and **eDaily** are sent to more than 35,000 professionals. This integrated communication strategy extends your message and reach before and during the conference, giving your ad maximum exposure.

▶ BEFORE CONFERENCE

ePreview

Audience and Distribution

Launched before the conference to the ATS membership, previous attendees, and ATS 2017 pre-registrants (more than 35,000 U.S. and international recipients)

Content

Showcases a wide range of topics being presented at the conference, industry events, and the Exhibit Hall

Launch Dates

- One ePreview in April 2017
- Two ePreviews in May 2017

Deadlines

ePreview 1

Space reservation/payment due: March 2, 2017
Materials due: March 16, 2017

ePreview 2

Space reservation/payment due: March 16, 2017
Materials due: March 30, 2017

Industry Programs ePreview (#3)

Space reservation/payment due: March 30, 2017
Materials due: April 13, 2017

Rates

Exclusive Leaderboard Ad: \$7,000 per issue
Limited to one advertiser

Exclusive Tower Ad: \$4,500 per issue
Limited to one advertiser

Exclusive Rectangle Ad (two available):
\$3,500 each, per issue
Limited to one advertiser per position

Exclusive Square Ad: \$2,800 per issue
Limited to one advertiser

▶ DURING CONFERENCE

eDaily

Audience and Distribution

Launched during the International Conference to the ATS membership, previous attendees, and ATS 2017 registrants (more than 35,000 U.S. and international recipients)

Content

Reports on scientific breakthroughs presented at the conference, as well as non-scientific aspects of the program such as awards ceremonies and other key events.

Launch Dates

May 21, 22 and 23, 2017

Deadlines

Space reservation/payment due:
 March 24, 2017
Materials due: March 31, 2017

Rates (for all three issues)

Exclusive Leaderboard Ad:
\$9,000
Limited to one advertiser

Exclusive Tower Ad:
\$7,500
Limited to one advertiser

Exclusive Rectangle Ad:
\$5,250 each
Limited to one advertiser per position

Exclusive Square Ad:
\$4,500
Limited to one advertiser



2016 METRICS



Each blast sent to more than 35,000 U.S. and international recipients

38%

average open rate for
 ATS ePreview and eDaily
 (an increase of
 15% versus 2015)

6.2%

average click-through
 rate (an increase of
 48% versus 2015)

DIGITAL

Leaderboard Ad



Tower Ad

▶ BEFORE, DURING AND AFTER CONFERENCE

Article
Index PageLAUNCH YOUR MESSAGE
ONLINE

During the event cycle, the ePreview and eDailies are sent to the ATS list of more than 35,000 U.S. and international recipients. Each click on an article's "read more" button brings the reader to the Article Index page.

Deadlines

Space reservation/payment due: Feb. 23, 2017

Materials due: March 9, 2017

Rates

Leaderboard Ad: \$7,200 per position

Limited to three rotating advertisers

Tower Ad: \$4,600 per position

Limited to three rotating advertisers

▶ BEFORE CONFERENCE

Advance Program

A preview of the Final Program, this digital flipbook resides on the ATS conference website from January through April. Promotion of the Advance Program is sent to approximately 43,000 people.

Sponsorship includes:

- One full page ad

Deadlines

Space reservation/payment due:

November 28, 2016

Materials due: December 12, 2016

Rate

\$10,000

Exclusive sponsorship opportunity

▶ BEFORE CONFERENCE

Registration Confirmation Banner Ad

Get your message to every ATS attendee with the registration confirmation email.

Sponsorship includes:

- One leaderboard ad (at top, below ATS masthead) on registration confirmation email sent to all registrants

Deadlines

Space reservation/payment due: November 4, 2016

Materials due: November 11, 2016

Rate

\$15,000

Exclusive sponsorship opportunity

▶ AFTER CONFERENCE

Post-Conference Exhibit Tracker Banner Ad

Stay on the minds of attendees after the conference with your ad on their exhibit tracker email.

Sponsorship includes:

- One leaderboard ad (at top, below ATS masthead) on post-conference email listing the exhibit booths the attendee visited and had their badge scanned.

Deadlines

Space reservation/payment due: March 17, 2017

Materials due: March 24, 2017

Rate

\$7,500

Exclusive sponsorship opportunity

In 2016, there were more than

1,700

downloads of the Advance Program

The exhibit tracker email went to

6,816

attendees in 2016

Contact a medical sales account manager today to reserve your preferred placement!

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ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC • All advertising subject to ATS approval.



ATS 2017
Where today's science
meets tomorrow's care™



ATS 2017 INTERNATIONAL CONFERENCE

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____
Billing Information: ☐ Agency ☐ Advertiser Contact Name: _____
Billing Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ E-mail: _____

Convention Center Opportunities

| | |
|---|----------------------------------|
| Aisle Signage | _____ \$1,000 per aisle |
| Banner Advertising | _____ \$12,500-\$25,000 |
| Charging Stations Advertising | |
| Option 1 (kiosk) | _____ \$6,000 |
| Option 2 (lounge) | _____ \$8,500 |
| Column Clings | _____ \$18,500 |
| Digital Wall Displays | _____ \$15,000 - \$42,000 |
| Discovery Quest | _____ \$600 |
| Entrance Door Clings | _____ \$10,000 |
| Escalator Clings/Runners | _____ \$18,000 - \$30,000 |
| Escalator Packages | _____ \$60,000 - \$80,000 |
| Exhibit Hall Wayfinder | _____ \$20,000 |
| Graphic Panel Advertising in Registration | _____ \$2,500 per panel |
| Hydration Stations | _____ \$50,000 |
| Important Events Schedule | _____ \$12,000 |
| Meterboard Advertising | _____ \$7,000-\$10,000 per board |
| Networking Hubs | _____ \$10,000 each |
| Park Benches in the Exhibit Hall | _____ \$10,000/2 |
| Premium Banners at Registration | _____ \$7,500 each |
| | _____ \$21,000 (3 positions) |
| Professional Headshots | _____ \$15,000 |
| Relax & Recharge Lounge | |
| Hall D | _____ \$35,000 |
| Middle Building Lobby | _____ \$45,000 |
| Both Locations | _____ \$75,000 |
| Sitting Cubes | _____ \$20,000 |
| You Are Here Stations | |
| Hall A Entrance | _____ \$10,000 |
| Hall B Entrance | _____ \$10,000 |
| Inside Exhibit Hall | _____ \$5,500 |

Hotel Opportunities

| | |
|--------------------------------------|--|
| Bar Napkins | _____ \$10,000 |
| Grand Hyatt GOBOs | |
| Independence Level | _____ \$5,000 |
| Constitution Level | _____ \$5,000 |
| Hotel Key Cards | _____ \$12,000-\$18,000 |
| Individual Door Drop and Door Hanger | |
| Door Drop | _____ \$24,000 May <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22 <input type="checkbox"/> 23 |
| Door Hanger | _____ \$24,000 May <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22 <input type="checkbox"/> 23 |
| Marriott Banner Positions | _____ \$18,000 |
| Marriott Digital Monitors | _____ \$10,000-\$28,000 |
| Marriott Elevator Cling/ | |
| Column Wrap Package | _____ \$7,500-\$25,000 |
| Marriott Escalator Packages | |
| Option 1 | _____ \$20,000 |
| Option 2 | _____ \$17,500 |
| Marriott Stair and Floor Clings | _____ \$15,000 |
| Medical Bag | |
| Regular Distribution | |
| (AM drop) | _____ \$8,600 per item May <input type="checkbox"/> 21 <input type="checkbox"/> 22 |
| Limited Distribution | |
| (AM drop) | _____ \$5,670 per item May <input type="checkbox"/> 21 <input type="checkbox"/> 22 |
| Premium | |
| (AM drop) | _____ \$12,500 per item May <input type="checkbox"/> 21 <input type="checkbox"/> 22 |
| Renaissance Hotel Charging Tables | _____ \$7,500 |
| Renaissance Hotel GOBO/ | |
| Meterboard Package | _____ \$7,500 |

Print Opportunities

| | | |
|--|----------------|------------|
| ATS Daily Bulletin | | |
| Size | | Four-Color |
| Back Cover | _____ \$12,500 | |
| Inside Front Cover | _____ \$11,900 | |
| Inside Back Cover | _____ \$11,900 | |
| Front Page Banner Ad (plus full-page ad) | _____ \$14,900 | |
| Front Page Banner Ad (only) | _____ \$9,500 | |
| Belly Band | _____ \$12,800 | |
| Newsstand | _____ \$17,300 | |
| Full-Page | _____ \$9,600 | |
| Full-Page PI Space | _____ \$7,500 | |
| Junior Page | _____ \$8,700 | |
| 1/2-Page | _____ \$6,900 | |
| 1/4-Page | _____ \$5,500 | |
| Product & Services Showcase Ad | _____ \$725 | |
| Budget Packages | | |
| Exhibit Traffic Driver Package | _____ \$1,300 | |
| First Time Exhibitor Package | _____ \$875 | |
| Exhibit Guide | | |
| Back Cover | _____ \$10,300 | |
| Inside Front Cover | _____ \$9,000 | |
| Inside Back Cover | _____ \$8,000 | |
| Belly Band | _____ \$9,800 | |
| Floor Map Premium Package | _____ \$9,500 | |
| Full-Page | _____ \$6,400 | |
| 1/2-Page | _____ \$4,500 | |
| Product & Services Showcase Ad | _____ \$500 | |
| Highlighted Listing With Logo | _____ \$400 | |
| Recruitment ads | | |
| Full-Page | _____ \$3,000 | |
| 1/2-Page | _____ \$1,500 | |
| 1/4-Page | _____ \$800 | |
| Final Program | | |
| Size | B&W | Four-Color |
| Back Cover | _____ \$17,200 | |
| Inside Front Cover | _____ \$11,375 | |
| Inside Back Cover | _____ \$8,700 | |
| Across from Program-at-a-Glance | _____ \$7,500 | |
| Across from Welcome Letter | _____ \$7,500 | |
| Across from TOC | _____ \$7,500 | |
| Full-Page Spread | _____ \$5,520 | |
| Full-Page | _____ \$2,760 | |
| 1/2-Page | _____ \$3,780 | |
| 1/4-Page | _____ \$2,240 | |
| Highlights for Clinicians | _____ \$1,000 | |
| Non-CME Symposia Locator Map | | |
| 1/2 Page Ad | _____ \$3,500 | |
| Full Page Ad | _____ \$6,000 | |
| Inside Front Cover | _____ \$7,500 | |
| Back Cover | _____ \$8,200 | |
| Print Preview | | |
| Size | | Four-Color |
| Back Cover | _____ \$9,000 | |
| Inside Front Cover | _____ \$8,300 | |
| Full-Page | _____ \$5,800 | |
| Full-Page PI Space | _____ \$4,600 | |
| 1/2-Page | _____ \$4,100 | |
| 1/4-Page | _____ \$2,400 | |
| Product & Services Showcase Ad | _____ \$685 | |
| Quick Start Guide | _____ \$25,000 | |
| Rare Lung Disease Guide | _____ \$6,000 | |
| Road Map for Early Career Professionals | _____ \$1,000 | |

Digital Opportunities

| | |
|-------------------------------------|---|
| Advance Program | _____ \$10,000 |
| Article Index Page | |
| Leaderboard | _____ \$7,200 |
| Tower Ad | _____ \$4,600 |
| Conference Mobile App | _____ \$50,000 |
| eDaily (all 3 days) | |
| Leaderboard | _____ \$9,000 |
| Tower Ad | _____ \$7,500 |
| Rectangle Ad | _____ \$5,250 |
| Square Ad | _____ \$4,500 |
| ePreviews | |
| Leaderboard | <input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 _____ \$7,000 |
| Tower Ad | <input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 _____ \$4,500 |
| Rectangle Ad | <input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 _____ \$3,500 |
| Square Ad | <input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 _____ \$2,800 |
| Post-Conference Exhibit Tracker | |
| Banner Ad | _____ \$7,500 |
| Registration Confirmation Banner Ad | _____ \$15,000 |
| Tech Hub | _____ \$65,000 |

Terms

- Advertiser agrees to abide by the ATS Style Sheet requirements as shown on <http://conference.thoracic.org/exhibitors/tools/style-sheet.php>.
- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Please write your initials next to selected ads.

Total Amount \$ _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title

PO# (if necessary)

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy, and secure.

Sign and return to Maureen Mauer

Ascend Integrated Media LLC
6710 W. 121st St., Suite 100, Overland Park, KS 66209
Fax: 913-780-0088



ATS 2017

Where today's science
meets tomorrow's care™

May 19-24, 2017
Washington, DC

MECHANICAL SPECIFICATIONS

All materials are required to follow the ATS Style Sheet and Ad Requirements found at: conference.thoracic.org/exhibitors/tools/style-sheet.php

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType. (Type 1 or Multiple Master Fonts are strongly discouraged.)
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Product logos

- Logos of Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts for directories

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8". Minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher, and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Submitting digital files

- You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Integrated Media representative.

Proofs

- Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting color proofs

Mail proofs to: Ascend Integrated Media
Attn: ATS
6710 W. 121st St.
Overland Park, KS 66209
913-469-1110

How to participate in the Medical Bag

1. Reserve space in the Medical Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ATS. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by ATS regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 6710 W. 121st St., Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

ATS Medical Bag: important notes

- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Medical Bag inserts.
- The Medical Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. Bulk items may not exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins, or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures, or other multiple-page collateral pieces. "Bulk item" is defined at the

discretion of the publisher.

- A minimum of four inserts from any combination of advertisers must be reserved for a Medical Bag to be delivered on a particular day.

- **Please contact your sales account manager for more information.** *Inclusion of the promotional materials in this bag does not imply endorsement of any company or product by the American Thoracic Society, nor does commercial support influence the content of conference sessions. All conference sessions are controlled by ATS members, and are free of the control of commercial interests.*

ATS Individual Door Drop

- Advertiser arranges for each newspaper to contain a sticker acknowledging its company's support of the newspaper. Advertiser sets up details with paper of choice and has delivered to hotels each morning. Ascend manages distribution only.
- All individual drop items must be reviewed and approved by ATS.
- Please be advised that quantities may change depending on hotel room block fluctuations.

Specifications for eBlasts

- Leaderboard, tower, square, and rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the ATS.
- The maximum ad file size is 100kb-125kb.
- All third-party, vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.

Important notes

- All advertising must conform to the official ATS 2017 Style Sheet and is subject to ATS approval. All ads that do not meet required specifications will be returned.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- A change-out fee applies to insertion of different ads per issue in dailies.

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.



MECHANICAL SPECIFICATIONS

All materials are required to follow the ATS Style Sheet and Ad Requirements found at: conference.thoracic.org/exhibitors/tools/style-sheet.php.

EXHIBIT GUIDE

Ad sizes and dimensions (width x height)

Publication size: 8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

Covers & Full Page
Bleed
8-5/8" x 11-1/8"
Trim
8-3/8" x 10-7/8"
Safety/Live Area
7-7/8" x 10-3/8"
Non-Bleed Ad
7" x 10"

Full-Page Spread
Bleed 17" x 11-1/8"
Trim 16-3/4" x 10-7/8"
Safety/Live Area 16-1/4" x 10-3/8"
Non-Bleed Ad 16" x 10-1/8"

1/2 Page Horizontal
7" x 5"
(no bleed)

Half-Page Spread
Gutter in center: 1" (avoid text and/or pictures with critical registration in this area)

Bleed 17" x 5-3/4" (only bleeds at sides and bottom)
Trim 16-3/4" x 5-1/2"
Safety/Live Area 16-1/4" x 5"
Non-Bleed Ad 15" x 5"

Highlighted Listing with Logo
2-1/4" x 1"
(no bleed)

Product & Services Showcase Ad
2-1/4" x 5"
(no bleed)

NON-CME SYMPOSIA LOCATOR MAP

Ad sizes and dimensions (width x height)

Publication Size: 4-1/2" x 9-1/8"

Covers and Full Page

Bleed
4-3/4" x 9-3/8"
Trim
4-1/2" x 9-1/8"
Safety/Live Area
4" x 8-5/8"
Non-bleed Ad
3-1/2" x 8-1/8"

1/2 Page Horizontal Panel
3-1/2" x 4"

DAILIES

Ad sizes and dimensions (width x height)

Publication size: 10-7/8" x 15" (finished size)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

Covers and Full Page
Bleed:
11-1/8" x 15-1/4"
Trim:
10-7/8" x 15"
Safety/Live Area:
10-3/8" x 14-1/2"

Center Spread
21-1/2" x 14"
Bleed: 22" x 15-1/4"
Trim: 21-3/4" x 15"
Safety/Live Area: 21-1/4" x 14-1/2"

1/2 Page Horizontal
10-3/8" x 7"

1/2 Page Vertical
5" x 14"

Junior Page
7-1/2" x 10"

1/4 Page
5" x 7"

Product & Services Showcase Ad
2-3/8" x 3-1/8"

Banner Ad
Maximum
10.25" x 2"

RARE LUNG DISEASE GUIDE

Ad sizes and dimensions

(width x height)

Publication size: 11" x 6" (finished size)

Covers & Full Page
Bleed 11-1/4" x 6-1/4"
Trim 11" x 6"
Safety/Live Area 10-1/2" x 5-1/2"
Non-Bleed Ad 10-1/2" x 5-1/4"

ATS ROAD MAP FOR EARLY CAREER PROFESSIONALS

Ad sizes and dimensions

(width x height)

Publication size: 8-1/2" x 11" (finished size)

Covers & Full Page
Bleed
8-3/4" x 11-1/4"
Trim
8-1/2" x 11"
Safety/Live Area
8" x 10-1/2"

QUICK START GUIDE

Ad sizes and dimensions

(width x height)

Bleed: 3-11/16" x 8-3/4"

Trim: 3-11/16" x 8-1/2"

Safety/Live Area: 3-11/16" x 8"

Back Panel
(No bleed on sides, only top and bottom bleed)

FINAL PROGRAM

Ad sizes and dimensions

(width x height)

Publication size:
8-1/2" x 10-7/8"
(finished size)

Covers & Full Page
Bleed
8-3/4" x 11-1/8"
Trim
8-1/2" x 10-7/8"
Safety/Live Area
8" x 10-3/8"

1/2 Page Horizontal
7-1/2" x 4-3/4"
(no bleed)

HIGHLIGHTS

Ad sizes and dimensions

(width x height)

Publication size: 4" x 7" (finished size)

Covers & Full Page
Bleed
4-1/4" x 7-1/4"
Trim
4" x 7"
Safety/Live Area
3-1/2" x 6-1/2"

eMEDIA

Ad sizes and dimensions
(width x height)

**Leaderboard ad must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing.*

Leaderboard Ad*
728 x 90 pixels and 300 x 50 pixels
Full Tower Ad
160 x 600 pixels
Rectangle Ads
300 x 100 pixels

eBlast ads

Square ad
160 x 160 pixels

Leaderboard Ad*
728 x 90 pixels and 300 x 50 pixels
Full Tower Ad
160 x 600 pixels

Article Index Page ads

Square ad
160 x 160 pixels

NEWSSTAND

Ad sizes and dimensions
(width x height)

Available ad space (for advertisers):

Side panels (2):

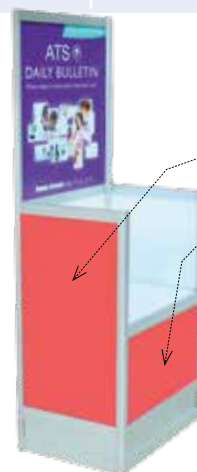
18-3/8" wide x 33" high

Bottom front panel

18-3/8" wide x 33" high

Final rack dimensions:
24" wide x 72" high

NOTE: Please include 1" bleed around all artwork.



ASCEND INTEGRATED MEDIA



ATS 2017
*Where today's science
meets tomorrow's care™*

Advertising representative:
ASCEND INTEGRATED MEDIA
6710 W. 121st St., Ste. 100
Overland Park, KS 66209

REACH YOUR TARGET AUDIENCE... WHEN IT MATTERS MOST.

*Reach key professionals at the largest pulmonary,
critical care, and sleep conference in the country.*

Great new
ideas to get you
one-on-one
with your target
audience!

Washington, DC



Contact a medical sales account
manager today to reserve your
preferred placement!