

CONVENTION CENTER ADVERTISING

Choose from a variety of advertising options to reach attendees.



FMX On-Site Program/ Expo Guide

The FMX On-Site Program/Expo Guide is a comprehensive event guide that will engage attendees with session and exhibit information as they plan their day. This important content, which will be available through mass distribution in the FMX Registration Bag, will be referenced by attendees throughout FMX.

Content

- CME schedule
- General meeting information
- Schedule-at-a-glance (by day)
- Exhibit information
- And more

Deadlines

August 17 Ad space/payment
August 24 Ad materials due

Publication Dates and Quantities

Throughout FMX 5,000

Distribution Methods

- Inserted in the FMX Registration Bags
- Registration Desk and Member Resource Booths

Advertising Dimensions and Rates

- Ad units requiring more than one product information page will receive 15 percent off each additional black-and-white P.I. page.

| Size | Dimensions | B/W | 4/C |
|----------------------|--|------------------------------|-----------------|
| Full-page | 10 ¹ / ₄ " x 14" | \$8,700 | \$12,500 |
| Junior Page | 7 ¹ / ₂ " x 10" | \$5,500 | \$9,100 |
| 1/2 page | 10 ¹ / ₄ " x 7" or 5" x 14" | | \$4,970 |
| 1/4 page | 5" x 7" | | \$2,380 |
| Product Showcase | 5" x 3 ¹ / ₂ " | | \$550 |
| Expo Hall Map Banner | 21" x 2" | See Premium Positions | |
| Front Page Banner | 10 ¹ / ₄ " x 2" | See Premium Positions | |
| Front Page Sticker | (circle) 3" diameter trim, 3 ¹ / ₄ " diameter bleed | See Premium Positions | |
| Bellyband | 26" x 2 ¹ / ₂ " | See Premium Positions | |



Premium Positions

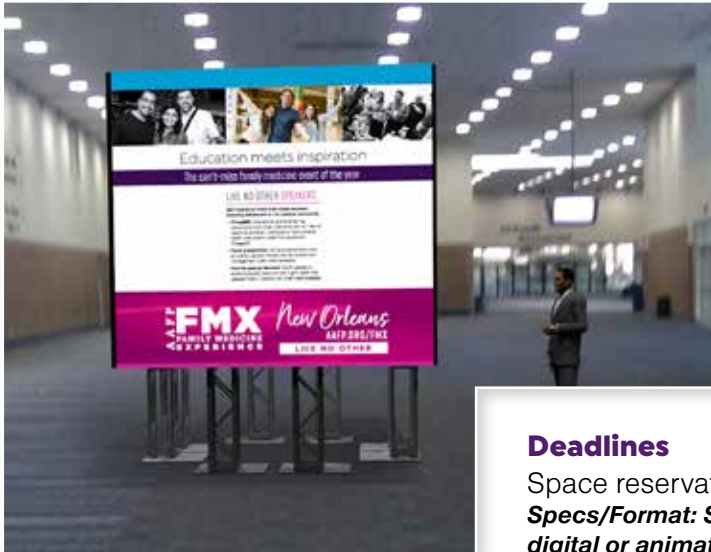
| | |
|--|-----------------|
| Back Cover | \$17,500 |
| Inside Front Cover | \$15,600 |
| Inside Back Cover | \$15,000 |
| Bellyband | \$14,880 |
| <i>Advertiser must supply bellybands. Includes one full-page, four-color ad to be placed run of book.</i> | |
| Front Page Banner | \$18,700 |
| <i>Includes one full-page, for ad to be placed run of book.</i> | |
| Front Page Sticker | \$15,675 |
| <i>This four-color, 3" circle sticker will be placed on the front page of the Expo Guide. Includes one full-page, four-color ad to be placed run of book in all issues. TriStar will produce the stickers.</i> | |
| Expo Hall Map | \$17,600 |
| <i>Includes banner ad and one full-page four-color ad to run before or after the map.</i> | |

For more information or customized solutions contact: Brennah Tate | Tristar Publishing, Inc. | (913) 491-4200 | btate@tristarpub.com

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CONTINUED

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LED Screen \$25,000

(Maximum 8 advertisers)

Digital signage, strategically located in the main lobby of the convention center, provides you with an exciting opportunity for branding, digital advertising, and attendee interaction. Showcasing custom event and client messaging, you choose to provide a dynamic video or static, high-resolution image to optimize your brand's exposure.

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs/Format: Submit up to (3) still images running :10 each or (2) :20 second digital or animated ads with no audio. 16 x 9 HD format (1920 x 1080).

Main Lobby Banners

\$20,000 – \$30,000

(multiple locations available)

Capture immediate attention by sponsoring one or more of the main lobby banner locations. Make a statement with one of these huge visual opportunities.

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs: Varied (based on location)



NEW – Main Lobby Window Clings \$17,500 for 6

(multiple locations available)

Be one of the first messages attendees see when they enter and exit the convention center. The clings can be separate images or combined to make one larger image to convey your message.

Deadlines

Space reservation due: July 31 | Materials due: August 15

For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aaafp.org](mailto:julia.ozark@aaafp.org)

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CONTINUED

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Escalator Decals \$25,000 per escalator

(2 available)

Get high visibility in high-traffic areas leading to the educational sessions. Attendees will see your custom graphic displayed on the escalator bank.

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs: (2) 8" W x 70'4" L, decal runners on each set of escalators

NEW - Park Bench/Floor Cling*

\$4,000 each

(4 locations available)

Showcase your company logo, tagline, brand message, and booth number on a park bench and floor cling placed along the main aisle of the Expo Hall.

**Sponsor may not choose a bench location within 30' of a direct competitor.*

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs: Park Bench 47" W x 15" H, Floor Cling 48" W x 36" H



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Hand Sanitizer Stations \$25,000 per 10 stations

(Exclusive sponsorship)

Stations are placed within the convention center main lobby area close to registration, elevators, escalators, and Expo Hall entrances. Each hand sanitizer station is fully wrapped and holds a poster panel sized 15" H x 11" W. They are placed on a matted rug with additional brand exposure opportunity.

Deadlines

Space reservation due: July 31 | Materials due: August 15

Column Wraps \$10,000 per column

(multiple locations available)

Get high visibility impact for your product in the main lobby. Surround attendees with your brand message as they move through the convention center.

Deadlines

Space reservation due: July 31

Materials due: August 15

Specs: Varied (based on location)



Expo Hall Footprints \$12,500

(2 available)

Such a contagious and fun way for attendees to find your booth. Custom footprint floor clings will lead attendees to your booth from the main entrance of the Expo Hall.

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs: 5" x 12" each (Qty. TBD based on booth location)

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Coffee Breaks*

\$15,000 per day in the Main Lobby

\$10,000 per day in the Expo Hall

\$15,000 per day on the Meeting Room Level

The AAFP provides more than 2,000 gallons of coffee for attendees throughout the five-day conference. Capitalize on this attendee must-have by sponsoring their coffee breaks. Includes a custom table wrap and napkins with your company logo, tagline, and booth number.

**Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law. Sponsor must not be a direct competitor of the coffee sleeve sponsor.*

Deadlines

Space reservation due: July 31 | Materials due: August 15

Coffee Sleeves*

\$15,000

(Exclusive sponsorship)

Hot and in demand! Coffee sleeves are a sure way to catch the eye of every attendee. Customizable artwork is displayed on these beverage jackets and used throughout the entire convention center and Expo Hall at every coffee break.

**Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law.*



Deadlines

Space reservation due: July 31 | Materials due: August 15



Aisle Signs*

\$1,500 each

(multiple locations available)

Create awareness and visibility by displaying your company logo, tagline, and booth number on the bottom of an aisle sign along the main aisle of the Expo Hall.

**Sponsor may not choose a location within 30' of a direct competitor.*

Deadlines

Space reservation due: July 31 | Materials due: August 15

Specs: 2' x 4'

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