

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
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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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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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