



Preconference Marketing Opportunities

Enhance your visibility and drive attendees to your booth at ARN's 2017 conference.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting ARN attendees to your booth through use of the room-drop program, an advertisement in the conference guide, or a promotional mailing to the list of preregistered attendees—or all three. The conference guide is distributed to all attendees at registration and includes the conference schedule and a complete list of the educational sessions, paper and poster presentations, and exhibitors. ARN attendees refer to the guide often, not only onsite at the conference but throughout the year, which gives your ad repeated exposure.

Room Drop

A room drop allows you to promote your products and services to ARN attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel.

Participation in this program

- reaches each attendee directly
- increases traffic to your booth
- promotes your company's presence at the conference.

The fee to participate is **\$3,000**.

Preapproval of your promotional piece and payment are required. Upon approval of your piece, send 1,000 copies to ARN Headquarters by September 11, 2017.

I have ordered a room drop for my company and agree to all prerequisites of the program.

Attendee Mailings

The list of preregistered attendees is available to exhibitors for a fee. The mailing list (for **one-time use only**) allows the exhibitor to send a promotional piece or mailer to preregistered attendees in advance of the meeting.

Preapproval of your promotional piece is required. You **must** include a copy of the promotional piece that you want to distribute when you submit your request. No lists will be supplied to you until a copy of your promotional piece has been approved by ARN.

The list of preregistered attendees will be distributed approximately 1 month before the conference.

Yes, I would like to receive a copy of the attendee list at the e-mail address below, and I agree to all the prerequisites.

Fee \$500

Conference Guide Advertising

The conference guide contains the complete listing of all conference activities and is distributed to all attendees.

Closing date for space reservations: August 14, 2017

Materials deadline: September 14, 2017

Dates are subject to change.

Conference Guide Advertising Rates

Space	Exhibitor	Nonexhibitor
<input type="checkbox"/> Full page with bleed (7¼" x 10¼")	\$1,100	\$1,300
<input type="checkbox"/> Full page nonbleed (6¼" x 9½")	\$1,100	\$1,300
<input type="checkbox"/> ½ page horizontal (6¼" x 4½")	\$800	\$1,000
<input type="checkbox"/> Add 4-color process	\$950	\$950
Covers (including 4-color process)		
<input type="checkbox"/> Back cover	\$2,750	
<input type="checkbox"/> Inside front cover	\$2,400	
<input type="checkbox"/> Inside back cover	\$2,150	
		Total \$ _____

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/Zip Code _____

Signature _____

E-Mail Address _____ Phone (____) _____

Payment Information

MasterCard Visa American Express Discover Amount \$ _____

Account number _____ Expiration Date _____

Signature _____

Return form with payment to: Chris Schroll, Senior Manager, Professional Relations

ARN, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631 • 847.375.3661 • fax 888.374.7259 • cschroll@connect2amc.com