



# Room-Drop Program, Mailing to Attendees, Program Guide Advertising, and Billboard Advertising

Enhance your visibility, and drive attendees to your booth at NANN's 2012 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 NANN attendees to your booth through use of the Room-Drop Program, a promotional mailing to the list of preregistered attendees, or an advertisement in the conference program guide—or all three. The program guide is

given to all attendees at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, the poster presentations, and the exhibitors. NANN attendees refer to the guide often, not only on site at the conference but throughout the year, which gives your ad repeated exposure.

## Room-Drop Program

The Room-Drop Program allows you to promote your products and services to NANN attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- begin your sales process in advance of the conference
- increase traffic to your booth
- ensure success at NANN's conference.

The fee to participate is \$2,500.

Preapproval of your promotional piece and payment are required. Upon approval of your piece, please send 1,000 copies to NANN Headquarters by September 10, 2012.

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

## Program Guide Advertising

Space	Exhibitor	Nonexhibitor
Full page (5" x 8")	\$1,100	\$1,600
½ page horizontal (5" x 4")	\$ 800	\$ 975
½ page vertical (2.5" x 8")	\$ 800	\$ 975
Trim size: 6" x 9"	Bleed: 6.25" x 9.25"	

Color ads: \$650 additional per page

Acceptable formats: jpg, eps, and pdf files

### Covers (including 4-color covers)

Inside front	\$2,100
Inside back	\$1,950
Back	\$2,200

*No cancellations will be permitted after August 7, 2012. Rates are net. No agency discounts will be given.*

Space reservation deadline: **August 3, 2012**; artwork deadline: **August 10, 2012**

First right-of-refusal deadline for ad positions: **June 8, 2012**

Exhibitor       Nonexhibitor      Size of ad \_\_\_\_\_ Cover position \_\_\_\_\_

4-color       Black and white       Vertical       Horizontal

I have ordered a program guide ad for my company and agree to be billed according to my selection above.

## List of Preregistered Attendees

The list of preregistered attendees is available to all exhibitors at *no charge*. The mailing list is for *one-time use only* and allows the exhibitor to send a promotional piece or mailer to registered 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 is approved by NANN.*

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

Deadline: September 10, 2012

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.

## Billboard Advertising

See description on page 7.

Yes, I would like to place a billboard ad (rate: \$2,000). (E-mail artwork in an EPS vector format to pfilippelli@nann.org by September 17, 2012.)

Please print or type.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Submitted by \_\_\_\_\_

E-Mail Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_