BOOST YOUR PRESENCE AT THE LEADING SCIENTIFIC CONFERENCE IN RESPIRATORY MEDICINE

13,000+ researchers & clinicians

ATS 2018 INTERNATIONAL CONFERENCE
MARKETING OPPORTUNITIES

MAY 18-MAY 23, 2018
San Diego, California
conference.thoracic.org
PROFESSIONAL ATTENDANCE

For complete, final audited information, please see the full audit online at [conference.thoracic.org](http://conference.thoracic.org).

**TOP 5 ATTENDEE COUNTS**
by Work Setting, Specialty, and Topics of Interest

<table>
<thead>
<tr>
<th>TOPICS OF INTEREST (ATTENDEES COULD SELECT MORE THAN ONE RESPONSE)</th>
<th>ATTENDEE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARDS</td>
<td>3,573</td>
</tr>
<tr>
<td>Asthma</td>
<td>5,345</td>
</tr>
<tr>
<td>COPD</td>
<td>5,405</td>
</tr>
<tr>
<td>Idiopathic Pulmonary Fibrosis</td>
<td>3,137</td>
</tr>
<tr>
<td>Pulmonary Hypertension</td>
<td>3,041</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WORK SETTING (BUSINESS TYPE)</th>
<th>ATTENDEE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Institution, Private</td>
<td>2,350</td>
</tr>
<tr>
<td>Academic Institution, Public</td>
<td>3,287</td>
</tr>
<tr>
<td>Hospital, Community</td>
<td>1,389</td>
</tr>
<tr>
<td>Hospital, University</td>
<td>4,787</td>
</tr>
<tr>
<td>Industry/Pharma</td>
<td>1,457</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATTENDEES BY SPECIALTY (ATTENDEES COULD SELECT MORE THAN ONE RESPONSE)</th>
<th>ATTENDEE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Care (Adult)</td>
<td>3,247</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>1,325</td>
</tr>
<tr>
<td>Pulmonary (Adult)</td>
<td>6,179</td>
</tr>
<tr>
<td>Research (Basic Science)</td>
<td>1,729</td>
</tr>
<tr>
<td>Research (Clinical)</td>
<td>1,749</td>
</tr>
</tbody>
</table>

**TOTAL OVERALL ATTENDANCE**

16,169

**UNITED STATES**

58%

**INTERNATIONAL**

42%

**TOTAL PROFESSIONAL ATTENDANCE**

13,496

**NON-PROFESSIONAL ATTENDANCE**

2,318 Exhibitors

95 Press

260 Guests

**NET ATTENDEE TO EXHIBITOR RATIO**

67:1

(Industry standard: 22:1; Exhibit Surveys 2016)
ATS 2018 International Conference Marketing Opportunities

**Convention Center**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5K Run</td>
<td>$175,000</td>
<td>December 2017</td>
<td>4</td>
</tr>
<tr>
<td>Aisle Signage</td>
<td>$1,000</td>
<td>March 2018</td>
<td>4</td>
</tr>
<tr>
<td>Banner Advertising</td>
<td>$10,000 - $25,000</td>
<td>March 2018</td>
<td>4</td>
</tr>
<tr>
<td>Charging Station Advertising</td>
<td>$6,000 - $11,000</td>
<td>March 2018</td>
<td>4</td>
</tr>
<tr>
<td>Coffee &amp; Connections</td>
<td>$12,000</td>
<td>March 2018</td>
<td>5</td>
</tr>
<tr>
<td>Column Wraps and Window Cling Package</td>
<td>$40,000</td>
<td>March 2018</td>
<td>5</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$15,000 - $18,500</td>
<td>March 2018</td>
<td>5</td>
</tr>
<tr>
<td>Entrance Door Clings</td>
<td>$10,000</td>
<td>March 2018</td>
<td>5</td>
</tr>
<tr>
<td>Escalator Clings &amp; Banner Packages</td>
<td>$35,000</td>
<td>March 2018</td>
<td>6</td>
</tr>
<tr>
<td>Escalator Clings &amp; Runners Package</td>
<td>$18,000</td>
<td>March 2018</td>
<td>6</td>
</tr>
<tr>
<td>Exhibit Hall Wayfinder Kissks</td>
<td>$20,000</td>
<td>March 2018</td>
<td>6</td>
</tr>
<tr>
<td>Exterior Street Banners</td>
<td>$20,000</td>
<td>March 2018</td>
<td>6</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>$10,000 - $25,000</td>
<td>March 2018</td>
<td>6</td>
</tr>
<tr>
<td>Graphic Panel Advertising in Registration</td>
<td>$3,000</td>
<td>March 2018</td>
<td>7</td>
</tr>
<tr>
<td>Hall B2 Lobby Stair Risers</td>
<td>$40,000</td>
<td>March 2018</td>
<td>7</td>
</tr>
<tr>
<td>Hydration Stations</td>
<td>$50,000</td>
<td>March 2018</td>
<td>7</td>
</tr>
<tr>
<td>Important Event Schedule</td>
<td>$15,000</td>
<td>March 2018</td>
<td>7</td>
</tr>
<tr>
<td>Meterboards, Digital</td>
<td>$12,500 - $17,000</td>
<td>March 2018</td>
<td>8</td>
</tr>
<tr>
<td>Meterboards, Print</td>
<td>$7,000 - $10,000</td>
<td>March 2018</td>
<td>8</td>
</tr>
<tr>
<td>Park Benches in the Exhibit Hall</td>
<td>$10,000</td>
<td>March 2018</td>
<td>8</td>
</tr>
<tr>
<td>Premium Wall Clings</td>
<td>$20,000-$25,000</td>
<td>March 2018</td>
<td>8</td>
</tr>
<tr>
<td>Professional Headshots</td>
<td>$55,000</td>
<td>March 2018</td>
<td>9</td>
</tr>
<tr>
<td>Relax &amp; Recharge Lounges</td>
<td>$45,000-$65,000</td>
<td>March 2018</td>
<td>9</td>
</tr>
<tr>
<td>Rotating Kissks</td>
<td>$15,000</td>
<td>March 2018</td>
<td>9</td>
</tr>
<tr>
<td>Shoe Shine</td>
<td>$35,000</td>
<td>March 2018</td>
<td>10</td>
</tr>
<tr>
<td>Shuttle Buses</td>
<td>$45,000</td>
<td>March 2018</td>
<td>10</td>
</tr>
<tr>
<td>Table Clings</td>
<td>$8,000 - $12,000</td>
<td>March 2018</td>
<td>10</td>
</tr>
<tr>
<td>You Are Here Floor Map Sign</td>
<td>$5,500 - $10,000</td>
<td>March 2018</td>
<td>10</td>
</tr>
</tbody>
</table>

**Industry Programs and Practical Workshops**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guru Bars</td>
<td>$2,500</td>
<td>February 2018</td>
<td>12</td>
</tr>
<tr>
<td>Industry Theaters</td>
<td>$13,000 - $65,000</td>
<td>February 2018</td>
<td>11</td>
</tr>
<tr>
<td>Non-CME Symposia</td>
<td>$35,000 - $55,000</td>
<td>February 2018</td>
<td>13</td>
</tr>
<tr>
<td>Practical Workshops</td>
<td>$15,000</td>
<td>February 2018</td>
<td>12</td>
</tr>
</tbody>
</table>

**Hotel**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner and Escalator Clings at the Marriott Marquis</td>
<td>$20,000</td>
<td>March 2018</td>
<td>14</td>
</tr>
<tr>
<td>Bar Napkins</td>
<td>$25,000</td>
<td>March 2018</td>
<td>14</td>
</tr>
<tr>
<td>Coffee Sleeves at Manchester Grand Hyatt</td>
<td>$7,500</td>
<td>March 2018</td>
<td>14</td>
</tr>
<tr>
<td>Door Hanger</td>
<td>$24,000 per day</td>
<td>April 2018</td>
<td>16</td>
</tr>
<tr>
<td>Elevator Clings</td>
<td>$15,000</td>
<td>March 2018</td>
<td>14</td>
</tr>
<tr>
<td>Glass Clings</td>
<td>$10,000 - $15,000</td>
<td>March 2018</td>
<td>14</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$7,000 - $12,000</td>
<td>March 2018</td>
<td>15</td>
</tr>
<tr>
<td>Individual Door Drop</td>
<td>$24,000 per day</td>
<td>April 2018</td>
<td>16</td>
</tr>
<tr>
<td>Interactive Floor at Marriott Marquis</td>
<td>$10,000 - $15,000</td>
<td>April 2018</td>
<td>15</td>
</tr>
<tr>
<td>Light Wall at Hilton Bayfront</td>
<td>$20,000</td>
<td>March 2018</td>
<td>15</td>
</tr>
<tr>
<td>Medical Bag</td>
<td>$5,670 - $8,600</td>
<td>March 2018</td>
<td>16</td>
</tr>
<tr>
<td>Medical Bag Premium Inserts</td>
<td>$12,500</td>
<td>March 2018</td>
<td>16</td>
</tr>
<tr>
<td>Wall Clings</td>
<td>$5,000 - $10,000</td>
<td>March 2018</td>
<td>15</td>
</tr>
</tbody>
</table>

**Print**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATS Daily Bulletin</td>
<td>$725 - $17,300</td>
<td>April 2018</td>
<td>18</td>
</tr>
<tr>
<td>Exhibit &amp; Innovation Guide</td>
<td>$400 - $10,300</td>
<td>February 2018</td>
<td>19</td>
</tr>
<tr>
<td>Final Program</td>
<td>$1,360 - $17,200</td>
<td>February 2018</td>
<td>20</td>
</tr>
<tr>
<td>Highlights for Clinicians</td>
<td>$1,000</td>
<td>March 2018</td>
<td>21</td>
</tr>
<tr>
<td>Non-CME Symposia Locator Guide</td>
<td>$3,500 - $8,200</td>
<td>February 2018</td>
<td>13</td>
</tr>
<tr>
<td>Print Preview</td>
<td>$685 - $9,000</td>
<td>February 2018</td>
<td>17</td>
</tr>
<tr>
<td>Quick Start Guide</td>
<td>$25,000</td>
<td>March 2018</td>
<td>20</td>
</tr>
<tr>
<td>Rare Lung Disease Guide</td>
<td>$10,000</td>
<td>February 2018</td>
<td>20</td>
</tr>
<tr>
<td>Road Map for Early Career Professionals</td>
<td>$1,000</td>
<td>March 2018</td>
<td>21</td>
</tr>
</tbody>
</table>

**Digital**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price Range</th>
<th>Space Deadline</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts on USB/DVD</td>
<td>$55,000</td>
<td>March 2018</td>
<td>24</td>
</tr>
<tr>
<td>Advance Program</td>
<td>$10,000</td>
<td>November 2017</td>
<td>24</td>
</tr>
<tr>
<td>Article Index Page</td>
<td>$4,600 - $7,200</td>
<td>April 2018</td>
<td>23</td>
</tr>
<tr>
<td>Discovery Quest</td>
<td>$600</td>
<td>March 2018</td>
<td>24</td>
</tr>
<tr>
<td>eDaily</td>
<td>$4,500 - $9,000</td>
<td>April 2018</td>
<td>23</td>
</tr>
<tr>
<td>ePreviews</td>
<td>$2,800 - $7,000</td>
<td>March - May 2018</td>
<td>23</td>
</tr>
<tr>
<td>Post-Conference Exhibit Tracker Banner Ad</td>
<td>$7,500</td>
<td>March 2018</td>
<td>23</td>
</tr>
<tr>
<td>Registration Confirmation Banner Ad</td>
<td>$15,000</td>
<td>November 2017</td>
<td>24</td>
</tr>
</tbody>
</table>

- 2017 sponsors/advertisers have the first right of refusal on their 2018 opportunities. The first right of refusal deadline is Nov. 8, 2017. The first right of refusal does not apply to industry program space.
- 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.

---

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

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
# Convention Center

## 5K Run
- Packet pickup in your exhibit booth on Sunday and Monday; race Tuesday morning
- Recognition in pre-conference marketing materials, three ATS Daily Bulletins, the Exhibit & Innovation Guide and Final Program (when confirmed prior to production deadlines)
- Company logo/branding on the following:
  - 5K registration page and website
  - Photo gallery pages
  - 5K onsite registration desk
  - Banners on Start/Finish structure
  - Stage backdrop banner
  - Fabric fencing banners (120"W)
  - Six 16’H custom teardrops
  - Branded cups at hydration stop (when cups are provided by sponsor)
  - Registration confirmation email
  - Pre- and post-email blasts to participants
  - Metrics and analytics from all web pages

### Space reservation/payment due date:
December 1, 2017  
Materials due:
March 1, 2018  
$175,000  
Production fees included  
Sponsor to provide branded cups

## Aisle Signage
- Help attendees find your booth
- Branding on bottom portion of sign
- One company per aisle

### Space reservation/payment due date:
March 30, 2018  
Materials due:
April 6, 2018  
$1,000 per aisle  
Production fees included

## Banner Advertising
- Standard and premium banner opportunities throughout the convention center

### Space reservation/payment due date:
March 30, 2018  
Materials due:
April 6, 2018  
$10,000 - $25,000  
Rights only

## Charging Station Advertising
- **Kiosk**: Includes a 19”W x 25”H graphic on one charging station kiosk and four ottomans
- **Lounge**: Includes advertising on 80” monitor, a 19”W x 25”H graphic on charging station kiosk, and four ottomans

### Space reservation/payment due date:
March 23, 2018  
Materials due:
April 6, 2018  
$6,000 kiosk  
$11,000 lounge  
Production fees included  
Five locations available

---

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Visit www.plantour.com/show/ats-2018 for a visual tour of these opportunities and their locations.

## Convention Center

### Coffee & Connections
- Corporate or brand advertising in one of four Coffee & Connections throughout the Exhibit Hall
- Food and beverage breaks served from Coffee & Connections
- Sponsorship includes digital advertising on 80” monitor; two charging kiosks, chairs, and ottomans; corporate or brand logo on overhead sign

**Space reservation/payment due date:** March 23, 2018  
**Materials due:** April 6, 2018  
**$12,000 each (4 available)**  
*Production fees included  
*Sponsor to provide coffee sleeves and coffee stir sticks*

### Entrance Door Clings
- Secure prime real estate at convention center with corporate or product branding on busiest sets of entrance door into convention center
- Includes every other entrance door at:  
  - Lobby A: leading from/to the Marriott Marquis and Manchester Grand Hyatt (5 clings)
  - Lobby D: leading from/to registration and shuttle bus stop (5 clings)
  - Lobby H: leading from/to Hilton Bayfront and General Session room in the convention center (8 clings)
- All clings are interior facing

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**$10,000 for 18 clings**  
*Rights only  
*Exclusive sponsorship opportunity*

### Column Wraps
- Highly visible column wraps located in lobby areas of convention center
- Column wraps vary in size
- Column locations: Street level lobbies A through H, Ballroom 20 lobby, Ballroom 6 lobby

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**$15,000-$18,500**  
*Rights only*

### Column Wraps and Window Cling Package
- Located in highly trafficked area outside Ballroom 20, on the way to Sail Pavilion and other educational session rooms
- Gets twice the exposure as window clings are double-sided
- Includes two column wraps and five double-sided glass panel window clings

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**$40,000**  
*Rights only  
*Exclusive sponsorship opportunity*

### Column Wraps
- Highly visible column wraps located in lobby areas of convention center
- Column wraps vary in size
- Column locations: Street level lobbies A through H, Ballroom 20 lobby, Ballroom 6 lobby

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**$15,000-$18,500**  
*Rights only*

### Coffee & Connections
- Corporate or brand advertising in one of four Coffee & Connections throughout the Exhibit Hall
- Food and beverage breaks served from Coffee & Connections
- Sponsorship includes digital advertising on 80” monitor; two charging kiosks, chairs, and ottomans; corporate or brand logo on overhead sign

**Space reservation/payment due date:** March 23, 2018  
**Materials due:** April 6, 2018  
**$12,000 each (4 available)**  
*Production fees included  
*Sponsor to provide coffee sleeves and coffee stir sticks*

---

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

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
ATS 2018 INTERNATIONAL CONFERENCE
MARKETING OPPORTUNITIES

Convention Center

Escalator Clings and Banner Packages
- Catch attendees coming from Marriott Marquis, Manchester Grand Hyatt, and shuttle buses with a combination package to highlight your presence at conference
- Lobby B and C Packages:
  - One long, double-sided banner, approximately 9’W x 48’H
  - Double-sided glass clings on two escalators
- Lobby D Package:
  - Two escalator runners, approximately 7”W x 80’H
  - Double-sided, overhead banner at foot of escalator, approximately 15’W x 3’H
  - Single-sided panel clings on three escalators

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$35,000 each
Rights only

Escalator Clings and Runners Package
- Your graphics displayed in Lobby H outside of General Session room
- Two escalator runners, approximately 7”W x 80’H
- Single-sided panel clings on three escalators

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$18,000
Rights only

Exhibit Hall Wayfinder Kiosks
- Three Wayfinder Kiosks in high-traffic areas in the Exhibit Hall, with “Here-to-There” navigation from kiosk to selected booth
- Sponsorship includes exclusive banner ad on Interactive Floorplan, link to advertiser’s company profile listing, and an upgraded platinum listing on the ATS Online Exhibitor Directory
- Sponsor receives usage metrics from each kiosk

Space reservation/payment due date: March 23, 2018
Materials due: April 6, 2018
$20,000 for 3 kiosks
Production fees included
Exclusive sponsorship opportunity

Exterior Street Banners
- Advertising on ATS 2018 welcome banners along front drive of convention center
- Advertising on eight sets of two banners measuring approximately 2’W x 7’H
- Sponsor able to brand bottom (20%) portion of each banner

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$20,000
Rights only
Exclusive sponsorship opportunity

Floor Clings
- High-visibility floor clings in the Exhibit Hall
- One 20’W x 10’H floor cling inside the entrance at Halls D/E
- One 20’W x 10’H floor cling inside the entrance at Halls F/G
- One 10’W x 10’H floor cling inside the entrance at Hall D or F
- Two 10’W x 10’H floor clings inside the entrance at Hall C

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
Halls D/E or F/G: $25,000 each
Halls C, D or F: $10,000 each
Production fees included

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
## Convention Center

### Graphic Panel Advertising in Registration
- Visibility in high-traffic areas
- Company and/or product logo on graphic panels in registration area or satellite bag pick-up locations in Lobby A and Lobby H

<table>
<thead>
<tr>
<th>Details</th>
<th>Due Dates</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation/payment due date: March 30, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials due: April 6, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rights only</td>
<td>$3,000 per panel</td>
<td></td>
</tr>
</tbody>
</table>

### Hall B2 Lobby Stair Risers
- Promote your company or brand in heavily trafficked location within convention center
- Stair risers lead from street level to second floor session rooms
- Opportunity includes the most visible first 14 risers from ground floor to mid-level
- Includes two separate sets of stair risers about 20’ apart (with restaurant reservation booth in between)
- First 14 risers each measure 11’8”W x 6’H

<table>
<thead>
<tr>
<th>Details</th>
<th>Due Dates</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation/payment due date: March 30, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials due: April 6, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rights only</td>
<td>$40,000 for both sets</td>
<td></td>
</tr>
</tbody>
</table>

### Hydration Stations
- Branded wall clings above 21 water fountains throughout the convention center
- Branded signage at 10 water coolers throughout the convention center
- Promotion of stations on three one-sided, full-color print meterboards
- Promotion in pre-conference and onsite marketing materials
- The ATS provides BPA-free, eco-friendly, branded water bottles to each attendee to encourage the use of Hydration Stations. Water bottles not included in sponsorship

<table>
<thead>
<tr>
<th>Details</th>
<th>Due Dates</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation/payment due date: March 16, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials due: April 6, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rights only</td>
<td>$50,000</td>
<td></td>
</tr>
</tbody>
</table>

### Important Event Schedule
- Great visibility for corporate or brand ad next to the schedule of the day’s most important events
- Advertising displayed on the meterboard panel next to the digital schedule
- Located in registration area

<table>
<thead>
<tr>
<th>Details</th>
<th>Due Dates</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation/payment due date: March 23, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials due: April 6, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rights only</td>
<td>$15,000</td>
<td></td>
</tr>
</tbody>
</table>
Convention Center

**Meterboards, Digital**
- Bring your message to life with state-of-the-art full-motion digital meterboards
- Choose single- or double-sided digital meterboard
- Includes 80” vertical digital monitor mounted on stand
- Opportunity to run multiple ads or change ads daily to refine message or branding

- **Space reservation/payment due date:** March 23, 2018
- **Materials due:** April 20, 2018
- **$12,500 single-sided**
- **$17,000 double-sided**
  Production fees included
  Three locations available

**Meterboards, Print**
- Company or product messages catch attendees’ attention as they come and go
- Meterboard signs are double-sided
- Several locations available

- **Space reservation/payment due date:** March 30, 2018
- **Materials due:** April 6, 2018
- **$7,000-$10,000 each**
  Rights only
  Eight locations available

**Park Benches in the Exhibit Hall**
- Grab their attention as attendees walk main cross-aisle in Exhibit Hall
- Each location includes messaging on back-to-back park benches; floor cling in front of each bench
- Floral and PI holder available upon request

- **Space reservation/payment due date:** March 30, 2018
- **Materials due:** April 6, 2018
- **$10,000 per set of 2 benches**
  (5 sets available)
  Rights only

**Premium Wall Clings**
- Two locations available on ground level of convention center
- Lobby E: One 20’W x 13’H wall cling next to Starbucks, leading into Exhibit Hall
- Lobby H: One 25’W x 13’H wall cling outside of General Session room

- **Space reservation/payment due date:** March 30, 2018
- **Materials due:** April 6, 2018
- **Lobby E: $20,000**
- **Lobby H: $25,000**
  Rights only

---

Cling shown is maximum size available. This sponsor opportunity is smaller size.

---

All rates are net. Cancellations are non-refundable. | These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Convention Center

Professional Headshots
- World-class portraits; highly visible on the show floor
- Booth space on exhibit floor in prime location or in exhibitor’s booth
- Integrated lead capture provides instant access to leads; customizable questions capture custom data; integrated ROI tracking; direct import to Salesforce
- Instant 6”W x 4”H prints – can include logo, message, and custom URL
- Branded slideshow on 60” HD monitor to drive traffic, increase impressions
- Three branded social media kiosks for attendees to email or post to social media
- Branded email to attendees with photos – customize subject and message

Relax & Recharge Lounges
- Available for attendees Friday through Wednesday; extensively used with long dwell times
- Indoor Lounge: located outside of the Exhibit Hall, in a high-traffic area of convention center
  - Includes couches, chairs, coffee tables, ottomans, electrical drops for laptops, two charging kiosks, tables, and one 80” monitor
  - Sponsor receives digital advertising on 80” monitor in lounge; advertising on two meterboards; and corporate or product logo recognition on overhead banner
- Bayside Outdoor Lounge:
  - Outdoor seating on Center Terrace facing San Diego Bay
  - Three Cabanas with loveseat and chairs – can be used as VIP area
  - Three sectionals with coffee table
  - Two branded outdoor charging stations with seating
  - One branded 10’W x 20’H carpet cling leading out to lounge
  - Two branded vinyl banners – 3’W x 10’H
  - Three 3’W x 3’H branded sidewalk clings

Rotating Kiosks
- Eye-catching, backlit rotating structures placed in prominent areas throughout convention center
- Sponsor submits up to four different corporate or brand ads per kiosk
- Three kiosks available
- Sponsor brands entire kiosk

Space reservation/payment due date: March 23, 2018
Materials due: April 6, 2018
$55,000
Production fees included
Exclusive Premium Sponsorship

Space reservation/payment due date: March 23, 2018
Materials due: April 6, 2018
$45,000 Indoor Lounge
$65,000 Bayside Outdoor Lounge
Production fees included

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$15,000 each
Rights only

Visit www.plantour.com/show/ats-2018 for a visual tour of these opportunities and their locations.
Convention Center

Shoe Shine
- Attendees are surrounded by sponsor messaging as they enjoy complimentary shoe shine
- Four stations with professional attendants uniformed in color of choice
- Advertising signage on each of four chair bases
- Branded floor mats in front of each chair
- Two 55” monitors on stands showing brand or corporate message (PI holders upon request)
- Shoe shine open Friday through Wednesday
- Sponsor may erect its own branded backwall, or work with Freeman to create a branded backwall for additional cost

Space reservation/payment due date: March 23, 2018
Materials due: April 6, 2018
$35,000
Production fees included
Exclusive sponsorship opportunity

Shuttle Buses
- Company/brand logo on shuttle bus signs at convention center
- Company/brand logo on signs in hotel lobbies
- Company/brand logo on shuttle bus fliers distributed at hotels and convention center
- Opportunity to brand shuttle buses

Space reservation/payment due date: March 9, 2018
Materials due: March 23, 2018
$45,000
Rights only
Exclusive sponsorship opportunity

Table Clings
- Brand tables with your message for a bold impact on attendees as they take a break during conference
- Custom graphics cover round tables located on second level, outside session rooms
- 30” table clings cover entire surface
- 48” clings cover much of 72” tables

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$8,000 for five 30” tables
$12,000 for five 72” tables
Production fees included

You Are Here Floor Map Sign
- Located at eight 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 You Are Here signage
- Some locations could be wall clings rather than sign structure

Space reservation/payment due date: March 23, 2018
Materials due: April 6, 2018
$5,500-$10,000
Production fees included

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-T)
913-780-6923
cgorby@ascendmedia.com

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

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Industry Programs

Industry Theaters

Located inside the Exhibit Hall, ATS Industry Theaters are available to enhance attendees' education at the ATS 2018 International Conference.

Held May 20, 21, and 22, 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)
- AV package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2018 International Conference website and the conference 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

INDUSTRY THEATERS

45-minute presentation for 250 people. Two theater locations available. Limited to four per day.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 20</td>
<td>11:30 a.m.-12:15 p.m.</td>
<td>$65,000</td>
</tr>
<tr>
<td></td>
<td>1:15-2 p.m.</td>
<td></td>
</tr>
<tr>
<td>Monday, May 21</td>
<td>11:30 a.m.-12:15 p.m.</td>
<td>$55,000</td>
</tr>
<tr>
<td></td>
<td>1:15-2 p.m.</td>
<td></td>
</tr>
<tr>
<td>Tuesday, May 22</td>
<td>11:30 a.m.-12:15 p.m.</td>
<td>$45,000</td>
</tr>
<tr>
<td></td>
<td>1:15-2 p.m.</td>
<td></td>
</tr>
</tbody>
</table>

MINI THEATERS

30-minute presentation for 50 people. Limited to three per day.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 20</td>
<td>11:30 a.m.-12 noon</td>
<td>$17,000</td>
</tr>
<tr>
<td></td>
<td>12:30-1 p.m.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:30-2 p.m.</td>
<td></td>
</tr>
<tr>
<td>Monday, May 21</td>
<td>11:30 a.m.-12 noon</td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>12:30-1 p.m.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:30-2 p.m.</td>
<td></td>
</tr>
<tr>
<td>Tuesday, May 22</td>
<td>11:30 a.m.-12 noon</td>
<td>$13,000</td>
</tr>
<tr>
<td></td>
<td>12:30-1 p.m.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:30-2 p.m.</td>
<td></td>
</tr>
</tbody>
</table>

Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting Sept. 19, 2017.


3. Deposits are not required to be submitted with applications.

4. Applications are processed in time-stamp order within two weeks of submission.

5. Contracts and invoices are sent with a 10-business-day return deadline.


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.
Industry Programs

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
- Four 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 2018 International Conference website and conference mobile app
- Complimentary attendee pre-registration list for one-time use
- Two badge scanners to capture attendee leads

WORKSHOPS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 20</td>
<td>12:30-2 p.m.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Monday, May 21</td>
<td>12:30-2 p.m.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Tuesday, May 22</td>
<td>12:30-2 p.m.</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

Boxed lunches can be arranged for Practical Workshop presentations by contacting Shannon Payne at spayne@thoracic.org

Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting Sept. 19, 2017.
3. Deposits are not required to be submitted with applications.
4. Applications are processed in time-stamp order within two weeks of submission.
5. Contracts and invoices are sent with a 10-business-day return deadline.

Guru Bars

Industry expert-led sessions in one of four small presentation areas organized by categories of interest:

Guru Bars 1 and 2: Education/Awareness/Prevention or Diagnosis
Guru Bars 3 and 4: Treatment or Adherence/Compliance

Available Sunday through 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 11:30 a.m. to 2 p.m. in the Exhibit Hall. For complete details on availability and what’s included, please visit http://conference.thoracic.org/exhibitors/industry-programs/.

$2,500

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

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Industry Programs

Non-CME Symposia

ATS encourages Non-CME Symposia in conjunction with the ATS 2018 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. Independent programs from MECCs are also welcome, but require a letter of approval from ATS prior to submission of any requests or 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 2018 International Conference website and conference mobile app
- Listing in the Non-CME Symposia Locator Guide distributed in the Medical Bag
- Listing in onsite Exhibit & Innovation Guide

Non-CME Symposia Locator Guide

A locator guide promoting the sponsored evening symposia is provided to all attendees in the Medical Bag delivered on Saturday evening.

Space reservation/payment due: Feb. 28, 2018
Materials due: March 7, 2018

$3,500 – ½-Page Ad
$6,000 – Full-Page Ad
$7,500 – Inside Front Cover
$8,200 – Back Cover

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 (BHSR) and Pediatrics (PEDS), and the Sections on Genetics and Genomics, and TB held 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.
Hotel

Banner and Escalator Clings at Marriott Marquis
- High-profile branding at ATS headquarter hotel where sessions are taking place
- Sponsorship includes prime banner location on second floor of South Tower, at top of escalator; and clings on escalator leading from lobby to second floor

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$20,000
Rights only
Exclusive sponsorship opportunity

Bar Napkins
- Hundreds of brand impressions every day via beverage napkins placed in restaurants and bars at ATS headquarter hotels during conference
- Napkins used at all three headquarter hotels

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$25,000
Rights only
Exclusive sponsorship opportunity

Coffee Sleeves at Manchester Grand Hyatt
- Attain daily impressions at headquarter hotel Manchester Grand Hyatt
- Distributed at Market One pantry in hotel lobby

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$7,500
Rights only
Exclusive sponsorship opportunity

Elevator Clings
- Sponsor messaging surrounds attendees waiting to enter elevators
- Elevator door branding available at ATS headquarter hotels — Marriott Marquis North and South Towers; Hilton Bayfront
  - Marriott Marquis: Four elevators in North Tower and five elevators in South Tower available for branding
  - Hilton Bayfront: Eleven elevators in two towers available for branding

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$15,000 each tower at Marriott Marquis
$15,000 for two towers at Hilton Bayfront
Rights only

Glass Clings
- Available at Marriott Marquis and Manchester Grand Hyatt headquarter hotels
  - Double-sided clings on second floor escalator landing at Manchester Grand Hyatt allow attendees to see messaging from both meeting level lobby and lobby bar on ground floor
  - Single-sided glass clings paired with three floor clings in Marriott Marquis North Tower lobby. Glass clings face elevator bank; floor clings lead attendees to meeting rooms and hotel lobby

Space reservation/payment due date: March 30, 2018
Materials due: April 6, 2018
$10,000 - Manchester Grand Hyatt
$15,000 - Marriott Marquis
Rights only
### Hotel Key Cards
- Make an impression as attendees check in to their hotels with custom key cards
- Marriott Marquis: 1,100 rooms
- Manchester Grand Hyatt: 1,200 rooms
- Hilton Bayfront: 1,161 rooms
- Additional hotels can be found by visiting [www.plantour.com/show/ats-2018](http://www.plantour.com/show/ats-2018)

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 13, 2018  
**Cost:** $7,000-$12,000  
**Rights only**

### Interactive Floor at Marriott Marquis
- Located in the hotel lobby, interactive advertisement engages attendees on their way to and from sessions and meeting rooms
- Images play from 6:30 a.m. to 11 p.m. each day of conference
- Sponsor able to rotate ads throughout the day
- More than 70 graphic effects available for customization
- Brand the application with your corporate/brand logo or build your own interactive advertisement

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**Sunday: $15,000**  
**Monday: $15,000**  
**Tuesday: $15,000**  
**Wednesday: $10,000**  
**Total: $55,000**  
**Production fees included**

### Light Wall at Hilton Bayfront
- Sponsor message glows with Light Wall at Hilton Bayfront
- Wall located in main lobby near guest elevators
- Graphic cannot exceed 12 sections of light wall

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**Cost:** $20,000  
**Rights only**  
**Exclusive sponsorship opportunity**

### Wall Clings
- Marriott Marquis wall cling located at top of escalators from convention center to lobby level, next to hotel grab-and-go food outlet
- Hilton Bayfront wall clings located next to guest elevator on lobby level
- Marriott Marquis wall cling is 10’W x 10’H (one available)
- Hilton Bayfront wall clings are 3’W x 7’H (two available)

**Space reservation/payment due date:** March 30, 2018  
**Materials due:** April 6, 2018  
**Cost:** $10,000 Marriott Marquis  
**Cost:** $5,000 each at Hilton Bayfront  
**Rights only**

---

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-T)  
913-780-6923  
cgorby@ascendmedia.com

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

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Hotel Deliveries

Medical Bag
Distribution: Delivered to hotel rooms on the evenings of May 19 and 20, and distributed at the convention center on May 20 and 21, 2018
Content: Advertiser provides item to be distributed, subject to ATS approval.

A minimum of four inserts must be reserved for the Medical Bag to be delivered on a particular day. Bulk items will be assessed an additional fee based on weight and dimension. For more information, see mechanical specifications sheet.

Medical Bag Premium Inserts
Distribution: 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.
Content: Advertiser provides item to be distributed, subject to ATS approval.

Space reservation/payment due date: March 30, 2018
Materials due: April 4, 2018

Regular Distribution:
$8,600 per insert, per day
Approximate Quantity . . . . . . . 5,300 per day*
Insert sizes . . . . . . . . . . . . . . . . . Maximum size is 8½” x 11”
Maximum weight is 2 oz.

Limited Distribution:
$5,670 per insert, per day
Approximate Quantity . . . . . . . 3,500 per day*
Insert sizes . . . . . . . . . . . . . . . . . Maximum size is 8½” x 11”
Maximum weight is 2 oz.

Door Hanger
Distribution: Approximately 4,300* per day delivered to hotel rooms on the date of your choice. Limited to one advertiser per day on May 19, 20, 21, or 22, 2018.
Content: Highlights your products and services. Advertiser provides item to be distributed, subject to ATS approval.

Limited to one door hanger per day. Advertiser arranges production and shipping details for Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only.

Space reservation/payment due date: April 4, 2018
Materials due: April 11, 2018

$24,000 per day
Price is based on individual items. If you would like to distribute more than one item, please contact your account manager.

Individual Door Drop
Distribution: Approximately 4,300* per day delivered to hotel rooms on May 19, 20, 21, and 22, 2018
Content: Advertiser provides item to be distributed, subject to ATS approval.

Limited to one individual door drop per day. Advertiser arranges production and shipping details for Individual Door Drop, and has items delivered to hotels each morning. Ascend manages distribution only.

Space reservation/payment due date: April 4, 2018
Materials due: April 11, 2018

$24,000 per day
Price is based on individual items. If you would like to distribute more than one item, please contact your account manager.

*Please be advised that quantities may change depending on hotel room block fluctuations.
Print

Print Preview

**Audience and Distribution:** Mailed to 16,000 adult and pediatric pulmonary, critical care, and sleep professionals one month before the ATS 2018 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

**Space reservation/payment due:**
Feb. 28, 2018

**Materials due:**
March 7, 2018

**Standard Options** (four-color)

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$ 5,800</td>
</tr>
<tr>
<td>Full Page PI Space</td>
<td>$ 4,600</td>
</tr>
<tr>
<td>½-Page</td>
<td>$ 4,100</td>
</tr>
<tr>
<td>¼-Page</td>
<td>$ 2,400</td>
</tr>
<tr>
<td>Product &amp; Services Showcase Ad</td>
<td>$ 685</td>
</tr>
</tbody>
</table>

**Premium Options** (four-color)

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$ 9,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$ 8,300</td>
</tr>
</tbody>
</table>

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
Print

ATS Daily Bulletin

**Audience and Distribution:** Distributed in newsstands, and handed to attendees at the convention center on May 20, 21, and 22.

**Content:** This daily newspaper reports on the scientific breakthroughs presented at ATS 2018 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.

### Standard Options

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,600</td>
</tr>
<tr>
<td>Full Page P.I. Space</td>
<td>$7,500</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$8,700</td>
</tr>
<tr>
<td>½-Page</td>
<td>$6,900</td>
</tr>
<tr>
<td>¼-Page</td>
<td>$5,500</td>
</tr>
<tr>
<td>Product &amp; Services Showcase Ad</td>
<td>$725</td>
</tr>
</tbody>
</table>

### Premium Options (four-color)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$12,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$11,900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,900</td>
</tr>
<tr>
<td>Front Page Banner Ad &amp; Full-Page</td>
<td>$14,900</td>
</tr>
<tr>
<td>Front Page Banner Ad</td>
<td>$9,500</td>
</tr>
<tr>
<td>Belly Flap*</td>
<td>$12,800</td>
</tr>
<tr>
<td>Newsstands (10)</td>
<td>$17,300</td>
</tr>
</tbody>
</table>

**Space reservation/payment due date:** April 4, 2018

**Materials due: April 11, 2018**

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

### 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

**Space reservation/payment due date:** March 1, 2018

**Materials due: March 8, 2018**

$17,300

### Front-Page Banner Ad

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

$9,500

**Front-Page Banner Ad (only)**

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

### Belly Flap

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

$12,800 per day

* Advertiser to supply Belly Flap
Print

Exhibit & Innovation Guide

**Audience and Distribution:** More than 13,000 copies are distributed to professional attendees through registration, and are available at all Exhibit Hall entrances.

**Content:** Includes information on the companies, manufacturers, and organizations exhibiting at the ATS 2018 International Conference, as well as Non-CME Symposia, Industry Theater and Guru Bar schedules, Practical Workshops, and other learning opportunities at ATS 2018.

---

Exhibit & Innovation Guide

**Cover Tip**

Your message attaches to the cover of the Exhibit & Innovation Guide. Advertiser provides tip-on piece, subject to ATS approval.

**$9,800**

---

Exhibit & Innovation Guide

**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

**$500**

---

Exhibit & Innovation Guide

**Floor Map Premium Package**

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

**$9,500**

---

Recruitment Advertising Options

(in dedicated section)

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

**Full Page:** $3,000
**½ Page:** $1,500
**¼ Page:** $800

---

**Space reservation/payment due date:**

Feb. 26, 2018

**Materials due:**

March 5, 2018

---

**Standard Options**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,400</td>
</tr>
<tr>
<td>½-Page</td>
<td>$4,500</td>
</tr>
<tr>
<td>Product &amp; Services Showcase Ad</td>
<td>$500</td>
</tr>
<tr>
<td>Highlighted Listing With Logo</td>
<td>$400</td>
</tr>
</tbody>
</table>

**Premium Options (four-color)**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$10,300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$9,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
</tr>
<tr>
<td>Cover Tip*</td>
<td>$9,800</td>
</tr>
<tr>
<td>Floor Map Premium</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

*Advertiser to supply cover tips.

---

All rates are net. Cancellations are non-refundable. These products are in compliance with PhRMA and AdvaMed standards and ACCME guidelines.
### Print

#### Final Program
**Audience and Distribution:** Distributed onsite to more than 13,000 professional attendees through registration.

**Content:** 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 2018 International Conference, the program includes floor plans of the convention center and surrounding hotels.

**Space reservation/payment due date:** February 20, 2018  
**Materials due:** March 13, 2018

<table>
<thead>
<tr>
<th>Standard Options</th>
<th>B&amp;W</th>
<th>Four-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,760</td>
<td>$6,500</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$5,520</td>
<td>$13,000</td>
</tr>
<tr>
<td>½-Page</td>
<td>$1,360</td>
<td>$3,780</td>
</tr>
<tr>
<td>¼-Page</td>
<td>n/a</td>
<td>$2,240</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Options (four-color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Across from Program-at-a-Glance</td>
</tr>
<tr>
<td>Across from Welcome Letter</td>
</tr>
<tr>
<td>Across from Table of Contents</td>
</tr>
</tbody>
</table>

#### 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.

**Space reservation/payment due date:** March 29, 2018  
**Materials due:** April 5, 2018

$25,000  
Exclusive sponsorship opportunity

#### Rare Lung Disease Guide
**Audience and Distribution:** Distributed at key areas in the convention center, on the conference website, in the Clinicians Center, and can be distributed from the supporter’s booth upon request.

**Content:** With this guide, attendees can learn about the many rare disease discoveries to be presented during ATS 2018.

**Space reservation/payment due date:** March 3, 2018

$10,000  
Exclusive sponsorship opportunity
Road Map for Early Career Professionals

**Audience and Distribution:** 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 2018 content. It is part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs in July 2018.

**Content:** 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.

Space reservation/payment due date: March 12, 2018
Materials due: March 23, 2018
$1,000 (three positions available)

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.

Space reservation/payment due date: March 12, 2018
Materials due: March 23, 2018
$1,000 (three available ad spaces)
Booth Traffic Drivers on a Budget!

Booth Traffic Driver Package
- ATS Exhibit & Innovation Guide: Highlighted Listing with Logo
- ATS Exhibit & Innovation Guide: Products & Services Showcase Ad
- ATS Daily Bulletin: Products & Services Showcase Ad

$1,300

A savings of $325!

À La Carte Options

Product & Services Showcase Ad in the ATS Exhibit & Innovation Guide

$500*

Highlighted Listing in the ATS Exhibit & Innovation Guide with Logo

$400

Product & Services Showcase Ad in the ATS Daily Bulletin

$725*

Product & Services Showcase Ad in the ATS Print Preview

$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.
Digital

**ePreviews**

**Audience and Distribution:** Launches before the conference to the ATS membership, previous attendees, and ATS 2018 pre-registrants (more than 35,000 U.S. and international recipients)

**Content:** Showcases a wide range of topics to be presented at the conference, industry events, and the Exhibit Hall launch dates

**Launch Dates:**
- May 20, 21, and 22, 2018

**ePreview 1: deploys in March 2018**
- Space reservation/payment due date: Feb. 7, 2018
- Materials due: Feb. 22, 2018

**ePreview 2: deploys April 2018**
- Space reservation/payment due date: March 8, 2018
- Materials due: March 22, 2018

**Industry Programs ePreview 3:**
- deploys May 2018
- Space reservation/payment due date: March 29, 2018
- Materials due: April 12, 2018

**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

**2017 METRICS**

Each blast is sent to more than 30,000 U.S. and international recipients.
- 16.6% average open rate for ATS ePreview and eDaily.
- 1.91% average click-through rate.

According to the June 2016 edition of Campaigner, the average unique open rate for the Healthcare industry was 15.9%. The average unique click-through rate for the Healthcare industry was 0.8%

**eDaily**

**Audience and Distribution:** Launches daily during the International Conference to the ATS membership, previous attendees, and ATS 2018 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 20, 21, and 22, 2018

**Space reservation/payment due date:**
- April 16, 2018
- Materials due: April 30, 2018

**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

**2017 METRICS (March - May)**

- Total Page Views: 16,014
- Total Visits: 9,243
- Total Unique Visitors: 6,723

2017 Article Index Page metrics were double the 2016 metrics!

**Article Index Page**

During the event cycle, ePreviews 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.

**Space reservation/payment due date:**
- April 16, 2018
- Materials due: April 30, 2018

**Leaderboard Ad:** $7,200 per position
- Limited to three rotating advertisers

**Tower Ad:** $4,600 per position
- Limited to three rotating advertisers

Ads maintain their positions for six months.
### Digital

#### Abstracts on USB/DVD

**Audience and Distribution:** USB drives distributed to more than 13,000 professional attendees from the sponsor’s booth and ATS Membership booth when Exhibit Hall is closed. DVD and USB drives distributed from the ATS booth at other meetings, extending the reach of the branding.

**Content:** Enduring access to abstracts from the 2018 Conference. Users can quickly access information through searches on keywords, abstract titles, or author names. Sponsorship includes corporate logo on packaging, USB, and opening screen, as well as on all marketing pieces.

**Space reservation/payment due date:** March 9, 2018

**Materials due:** March 16, 2018

**$55,000**

Exclusive sponsorship opportunity

---

#### 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.
- One exclusive full-page ad in the Advance Program

**Space reservation/payment due date:** November 27, 2017

**Materials due:** December 4, 2017

**$10,000**

Exclusive sponsorship opportunity

---

#### Discovery Quest

- A great traffic builder for 10’ x 10’, 10’ x 20’ and 10’ x 30’ exhibitors
- Exhibitors purchase space on the Discovery Quest in the conference mobile app
- Attendees visit all participating exhibitors and answer a question related to their product or service. (Exhibitors supply the multiple-choice question.)
- Correct entries are eligible for a daily prize drawing provided by the ATS
- Discovery Quest is promoted in the Exhibit & Innovation Guide; Daily Bulletin; ATS social media outlets; and four single-sided meterboards in high-traffic areas

**Space reservation/payment due date:** March 2, 2018

**Materials due:** April 6, 2018

**$600**

Limit 15 companies

---

#### 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 his or her badge scanned

**Space reservation/payment due date:** March 16, 2018

**Materials due:** March 23, 2018

**$7,500**

Exclusive sponsorship opportunity

---

#### Registration Confirmation Banner Ad

- Reach 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

**Space reservation/payment due date:** November 2, 2017

**Materials due:** November 9, 2017

**$15,000**

Exclusive sponsorship opportunity
### Convention Center Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>SK Run</td>
<td>$175,000</td>
</tr>
<tr>
<td>Aisle Signage</td>
<td>$1,000 per aisle</td>
</tr>
<tr>
<td>Banner Advertising</td>
<td>$10,000-$25,000</td>
</tr>
<tr>
<td>Charging Stations Advertising</td>
<td></td>
</tr>
<tr>
<td>Kiosk</td>
<td>$6,000</td>
</tr>
<tr>
<td>Lounge</td>
<td>$11,000</td>
</tr>
<tr>
<td>Coffee &amp; Connections</td>
<td>$12,000</td>
</tr>
<tr>
<td>Column Wraps and Window Cling Package</td>
<td>$40,000</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$15,000-$18,500</td>
</tr>
<tr>
<td>Entrance Door Clings</td>
<td>$10,000</td>
</tr>
<tr>
<td>Escalator Clings and Banner Package</td>
<td>$35,000</td>
</tr>
<tr>
<td>Elevator Clings and Runners Package</td>
<td>$18,000</td>
</tr>
<tr>
<td>Exhibit Hall Wayfinder Kiosks</td>
<td>$20,000</td>
</tr>
<tr>
<td>Exterior Street Banners</td>
<td>$20,000</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>$10,000-$25,000</td>
</tr>
<tr>
<td>Graphic Panels in:</td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td>$3,000</td>
</tr>
<tr>
<td>Lobby</td>
<td>$3,000</td>
</tr>
<tr>
<td>Lobby H</td>
<td>$3,000</td>
</tr>
<tr>
<td>Hall B2 Lobby Stair Risers</td>
<td>$40,000</td>
</tr>
<tr>
<td>Hydration Stations</td>
<td>$50,000</td>
</tr>
<tr>
<td>Important Events Schedule</td>
<td>$15,000</td>
</tr>
<tr>
<td>Meterboards, Digital</td>
<td>$12,500-$17,000</td>
</tr>
<tr>
<td>Meterboards, Print</td>
<td>$7,000-$10,000</td>
</tr>
<tr>
<td>Park Benches in the Exhibit Hall</td>
<td>$10,000</td>
</tr>
<tr>
<td>Premium Wall Clings</td>
<td>$20,000-$25,000</td>
</tr>
<tr>
<td>Professional Headshots</td>
<td>$55,000</td>
</tr>
<tr>
<td>Relax &amp; Recharge Lounges</td>
<td></td>
</tr>
<tr>
<td>Indoor Loungs</td>
<td>$45,000</td>
</tr>
<tr>
<td>Side Outdoor Lounge</td>
<td>$85,000</td>
</tr>
<tr>
<td>Rotating Kiosks</td>
<td>$15,000</td>
</tr>
<tr>
<td>Shoe Shine</td>
<td>$35,000</td>
</tr>
<tr>
<td>Shuttle Buses</td>
<td>$45,000</td>
</tr>
<tr>
<td>Table Clings</td>
<td>$8,000-$12,000</td>
</tr>
<tr>
<td>You Are Here Floor Map Sign</td>
<td>$5,500-$10,000</td>
</tr>
</tbody>
</table>

### Hotel Opportunities

**Banner and Escalator Cling at Marriott Marquis**  
- Bar Napkins: $25,000  
- Coffee Sleeves at Manchester Grand Hyatt: $7,500  
- Elevator Clings: $15,000  
- Glass Clings: $10,000-$15,000  
- Hotel Key Cards: $8,000-$12,000  
- Individual Door Drop and Door Hanger: $24,000  
- Interactive Floor at Marriott Marquis: $15,000  
- Light Wall at Hilton Bayfront: $20,000  
- Medical Bag: $20,000  
- Regular Distribution (PM drop): $8,600 per item  
- Limited Distribution: $5,670 per item  
- Premium (PM drop): $12,500 per item  
- Wall Clings: $5,000-$10,000

### Print Opportunities

#### ATS Daily Bulletin
- **Size**  
  - Back Cover: $12,500  
  - Inside Front Cover: $11,900  
  - Inside Back Cover: $11,900  
  - Full Page: $9,600  
  - Full Page PI Space: $7,500  
- **Budget Package**  
  - Booth Traffic Driver Package: $1,300  
  - Exhibit & Innovation Guide: $10,300  
- **Final Program**  
  - Back Cover: $17,200  
  - Full Page: $11,375  
  - Full Page PI Space: $8,700  
  - Event Program at a Glance: $7,500  
  - Welcome Letter: $7,500  
  - TOC: $7,500  
  - Full Page Spread: $5,250  
  - Full Page: $6,400  
  - 1/2-Page: $4,500  
  - 3/4-Page: $5,500  
  - Highlighted Listing With Logo: $400  
  - Recruitment ads: $3,000  
  - 1/3-Page: $1,500  
  - 1/4-Page: $800

#### Non-CME Symposium Locator Guide
- **Size**  
  - Back Cover: $3,500  
  - Full Page: $6,000  
  - Full Page PI Space: $4,600  
  - Event Program at a Glance: $3,750  
  - Welcome Letter: $3,750  
  - TOC: $3,750  
  - Full Page Spread: $5,250  
  - Full Page: $6,500  
  - 1/2-Page: $3,780  
  - 1/4-Page: $2,240

#### Quick Start Guide
- **Size**  
  - Back Cover: $9,000  
  - Full Page: $6,300  
  - Full Page PI Space: $4,600  
  - Event Program at a Glance: $3,750  
  - Welcome Letter: $3,750  
  - TOC: $3,750  
  - Full Page Spread: $5,250  
  - Full Page: $6,500  
  - 1/2-Page: $3,780  
  - 1/4-Page: $2,240

#### Rare Lung Disease Guide
- **Size**  
  - Back Cover: $2,800  
  - Full Page: $4,600  
  - Full Page PI Space: $3,750  
  - Event Program at a Glance: $3,750  
  - Welcome Letter: $3,750  
  - TOC: $3,750  
  - Full Page Spread: $5,250  
  - Full Page: $6,500  
  - 1/2-Page: $3,780  
  - 1/4-Page: $2,240

### Digital Opportunities

#### Abstracts on USB/DVD  
- $55,000

#### Advance Program  
- $10,000

#### Article Index Page  
- $7,200

#### Banner Ad  
- $4,600

#### Discovery Quest  
- $600

#### eDaily (all 3 days)  
- $5,000

#### Floor Map Premium Package  
- $9,500

#### Front-Page Banner Ad (only)  
- $12,500

#### Lobby A  
- $3,000

#### Lobby B  
- $3,000

#### Lobby C  
- $3,000

#### Lobby D  
- $3,000

#### Lobby E  
- $3,000

#### Lobby F  
- $3,000

#### Lobby G  
- $3,000

#### Lobby H  
- $3,000

#### Lobby I  
- $3,000

#### Lobby J  
- $3,000

#### Lobby K  
- $3,000

#### Lobby L  
- $3,000

#### Lobby M  
- $3,000

#### Lobby N  
- $3,000

#### Lobby O  
- $3,000

#### Lobby P  
- $3,000

#### Lobby Q  
- $3,000

#### Lobby R  
- $3,000

#### Lobby S  
- $3,000

#### Lobby T  
- $3,000

#### Lobby U  
- $3,000

#### Lobby V  
- $3,000

#### Lobby W  
- $3,000

#### Lobby X  
- $3,000

#### Lobby Y  
- $3,000

#### Lobby Z  
- $3,000

### Terms

- Advertiser agrees to abide by the ATS Style Guide requirements as shown on http://conference.thoracic.org/exhibitors/tools/.
- 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.

### Total Amount

Please write your initials next to selected ads.

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

---

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

Authorized Advertiser/Agency Signature & Title: _____________________________  
PO# (if necessary): ____________________________________________
Mechanical Specifications

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/acrpdfx.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 (1/8-inch 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, TIFF 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.
- Ink density is not to exceed 300%.
- Reversed text must be a minimum of 10 points.

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.

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.

Product logos
- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4” x 1” in TIFF, JPEG or EPS format (vector EPS preferred).

Submissions 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 sales 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.

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
- Limited to one individual door drop per day.
- Pricing is based on individual items. Advertisers wishing to distribute more than one item should contact their account manager.
- Advertiser arranges production and shipping details for Individual Door Drop, and has items 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 2018 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.
- 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.
- A change-out fee applies to insertion of different ads per issue in dailies.

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

**EXHIBIT & INNOVATION GUIDE**
Ad sizes and dimensions (width x height)
Publication sizes: 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)

**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)

** late-career professionals**
Ad sizes and dimensions (width x height)
Publication size: 8-1/2" x 11" (finished size)

**FINAL PROGRAM**
Ad sizes and dimensions (width x height)
Publication size: 8-1/2" x 10-7/8" (finished size)

**RARE LUNG DISEASE GUIDE**
Ad sizes and dimensions (width x height)
Publication size: 11" x 6" (finished size)

**QUICK START GUIDE**
Ad sizes and dimensions (width x height)
Publication size: 4" x 7" (finished size)

**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.

**Failure to follow these guidelines may require additional time and cost or sacrifice reproducibility. The publisher is not responsible for the final reproducibility 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.**
Reach your target audience…when it matters most.

Reach clinicians and researchers at the leading conference for pulmonary, critical care, and sleep medicine.

San Diego, CA

Don’t just show up; stand out!

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