

MAY 15-20, 2020

Philadelphia, PA

conference.thoracic.org

**ATS 2020 International Conference
Marketing Opportunities**



ATS 2020

Where today's science
meets tomorrow's care™

11,500+
**Researchers
& Clinicians**

**Capitalize on your
booth investment with
high-profile branding
at the largest U.S. conference for
pulmonary, critical care, and sleep**

ATTENDEE PROFILE



TOP 5 ATTENDEE COUNTS

by Work Setting, Specialty, and Topics of Interest

TOPICS OF INTEREST*	ATTENDEE #
COPD	4,658
Asthma	4,605
Idiopathic Pulmonary Fibrosis	2,991
ARDS	2,950
Pulmonary Hypertension	2,317

WORK SETTING (BUSINESS TYPE)	ATTENDEE #
Hospital, University	3,765
Academic, Public	3,434
Academic, Private	2,321
Industry/Pharmaceuticals	1,122
Hospital/Community	1,117

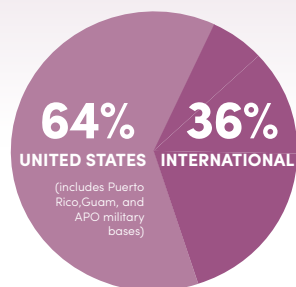
ATTENDEES BY SPECIALTY*	ATTENDEE #
Pulmonary (Adult)	5,317
Critical Care (Adult)	3,003
Research (Basic Science)	1,592
Research (Clinical)	1,573
Internal Medicine	1,449

*Attendees could select more than one response.

For complete final audited information, please see the full audit online at <https://conference.thoracic.org/exhibitors/become-exhibitor/official-attendee-audit.php>.

TOTAL OVERALL ATTENDANCE

14,244



TOTAL PROFESSIONAL ATTENDANCE

11,555

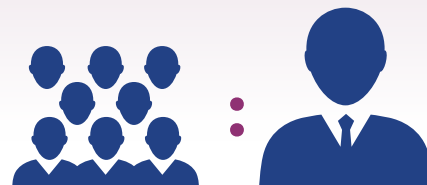


NON-PROFESSIONAL ATTENDANCE

2,430 Exhibitors
74 Press
185 Guests

NET ATTENDEE TO EXHIBITOR RATIO

48:1



MARKETING OPPORTUNITIES

Convention Center

Opportunity	Page	Price Range	Space Deadline
Aisle Signage	4	\$1,500	March 27, 2020
Banners	4	\$12,000-\$20,000	March 27, 2020
Charging Stations	4	\$7,000-\$12,000	March 27, 2020
Coffee & Connections	4	\$15,000	March 27, 2020
Column Wraps	5	\$14,000-\$18,000	March 27, 2020
Elevator Clings	5	\$18,000	March 27, 2020
Entrance Door Clings	5	\$10,000-\$12,000	March 27, 2020
Entrance Door & Window Cling Packages	5	\$8,000	March 27, 2020
Escalator and Banner Packages	6	\$35,000	March 27, 2020
Escalator and Column Wrap Packages	6	\$30,000	March 27, 2020
Escalator Clings	6	\$10,000-\$25,000	March 27, 2020
Final Program Print Station	6	\$15,000	March 27, 2020
Floor Clings in the Exhibit Hall	7	\$10,000-\$15,000	March 27, 2020
Floor Cling in the Grand Hall	7	\$25,000	March 27, 2020
Graphic Panels at Registration	7	\$1,500-\$3,000	March 27, 2020
Hydration Station	7	\$40,000	March 27, 2020
Important Event Schedule	7	\$18,000	March 27, 2020
Meterboard, Digital	8	\$13,000-\$17,500	March 27, 2020
Meterboard, Print	8	\$7,000-\$10,000	March 27, 2020
Mural Sponsorship	8	\$30,000	Feb. 7, 2020
Park Benches in the Exhibit Hall	9	\$10,000	March 27, 2020
Professional Headshots	9	\$20,000	March 27, 2020
Relax & Recharge Lounges	9	\$40,000-\$50,000	March 27, 2020
Rotating Kiosks	10	\$19,000	March 27, 2020
Shuttle Buses	10	\$15,000	March 27, 2020
Table Clings	10	\$12,000	March 27, 2020
Wi-Fi Network	10	\$75,000	March 27, 2020
Work Station	11	\$30,000	March 27, 2020
You Are Here Floor Map Sign	11	\$5,500-\$10,000	March 27, 2020

Impression upgrade includes:

- Total number of impressions
- Total unique impressions
- Repeat impressions
- Average dwell time (for opportunities with seating)
- Anonymized demographic attributes
- Understanding the value of investment

Industry Programs & Practical Workshops

Opportunity	Page	Price Range	Space Deadline
Guru Bars	13	\$3,500-\$4,500	January 2020
Industry Theaters	12	\$14,000-\$65,000	January 2020
Non-CME Symposia	14	\$20,000 - \$60,000	January 2020
Practical Workshops	13	\$13,000-\$15,000	January 2020

ATS 2020 Industry Program applications launched at 11:30 a.m. ET on Wednesday, Sept. 11, 2019.

All MECCs interested in reserving space should contact Fiona Zheng at fzheng@thoracic.org for required application documents prior to application launch.

Hotel & Citywide

Opportunity	Page	Price Range	Space Deadline
Bar Sponsorship – Marriott Downtown Philadelphia	16	\$65,000	March 27, 2020
Bar Sponsorship – Philadelphia 201	16	\$15,000	March 27, 2020
Digital Billboard – Market Street	16	\$35,000	March 27, 2020
Elevator Cling – Marriott Downtown Philadelphia	16	\$10,000	March 27, 2020
Escalator Package – Marriott Downtown Philadelphia	16	\$30,000	March 27, 2020
Skybridge Window Clings – Marriott Downtown Philadelphia	17	\$30,000	March 27, 2020
Wi-Fi Network – Loews Philadelphia	17	\$15,000	March 27, 2020
Wi-Fi Network – Marriott Downtown Philadelphia	17	\$20,000	March 27, 2020
Hotel Key Cards	17	\$5,000-\$15,000	April 2, 2020
Medical Bag	18	\$10,500	April 3, 2020
Medical Bag Premium	18	\$16,050	April 3, 2020
Door Hanger	18	\$30,000	April 22, 2020

Print

Opportunity	Page	Price Range	Space Deadline
Print Preview	21	\$705-\$9,270	Feb. 7, 2020
Non-CME Symposia Locator Guide	15	\$3,600-\$8,450	March 13, 2020
ATS 2020 Resource Guide	20	\$410-\$10,610	March 23, 2020
Inside ATS 2020	21	\$25,000	March 26, 2020
Daily Bulletin	19	\$750-\$21,775	April 1, 2020

Digital

Opportunity	Page	Price Range	Space Deadline
Advance Program	23	\$13,000	Nov. 1, 2019
Registration Confirmation Banner	25	\$18,000	Nov. 1, 2019
ePreviews	26	\$3,675-\$7,350	Feb. 13, 2020
Final Program	24	\$7,720-\$17,720	Feb. 17, 2020
Road Map for Early Career Professionals	25	\$1,000	Feb. 25, 2020
Abstracts on USB	23	\$55,000	March 2, 2020
Conference Mobile App	23	\$5,000-\$60,000	March 2, 2020
Discovery Quest	24	\$600	March 2, 2020
Post-Conference Exhibit Tracker Banner	25	\$5,500	March 2, 2020
Article Index Page	27	\$4,830-\$7,560	April 17, 2020
eDaily	26	\$5,510-\$9,450	April 17, 2020
eHighlights	26	\$25,000	April 17, 2020

- 2019 sponsors and advertisers have the first right of refusal on their 2020 opportunities. The first right of refusal deadline is Nov. 8, 2019. 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 senior account manager for the latest information.
- Some opportunities have production costs included, while others are "rights only," with production costs paid by the sponsor.

CONVENTION CENTER



Aisle Signage

- Help attendees find your booth and get maximum exposure in the Exhibit Hall.
- One company per aisle.
- Sponsor recognition is on bottom portion of sign and measures 48" x 36" (double-sided graphic must have the same image on front and back).
- Pl: Not available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$1,500 per aisle

27 available.

Production fees included.



Banners

- Standard and premium banner opportunities are available throughout the convention center.
- Pl: Available in some locations. See Envision for locations.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$12,000-\$20,000

*Rights only.
Additional production fees will apply.*



Charging Stations

- Kiosk: Includes a 19"W x 25"H graphic on one charging station kiosk and four ottomans.
- Lounge: Includes branding on an 80" monitor, a 19"W x 25"H graphic on charging station kiosk, and four ottomans.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

**\$7,000 kiosk
(\$9,000 with impression metrics)**

**\$12,000 lounge
(\$14,000 with impression metrics)**

Four available.

*Two locations are available for kiosk only.
Production fees included.*



Coffee & Connections

- Corporate or product branding in one of four Coffee & Connections throughout the Exhibit Hall.
- Food and beverage breaks served from Coffee & Connections.
- Sponsorship includes digital branding on 80" monitor; two charging kiosks, chairs, and ottomans; and corporate or product logo on overhead sign. Sponsor may also, at its own cost, provide branded coffee sleeves and coffee stir sticks.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

**\$15,000 each
(\$17,000 each with
impression metrics)**

Four available.

*Production fees included.
Sponsor to provide coffee sleeves and
coffee stir sticks.*

CONVENTION CENTER



Column Wraps

- Secure prime real estate at the convention center with corporate or product branding on high-visibility columns located throughout the convention center.
- PI: Available.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 3, 2020

\$14,000-\$18,000

*Rights only.
Additional production fees will apply.*



Elevator Clings

- Includes branding on three sets of elevator doors on Levels 1, 2, and 4 on the Broad Street side of the building.
- PI: Available.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 3, 2020

\$18,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*



Entrance Door Clings

- High-visibility corporate or product branding on busy sets of entrance doors at the convention center.
- Includes all entrance doors at one of two locations:
 - Broad Street: 22 doors
 - Arch Street: 20 doors
- All clings are 24" H x 24" W and interior facing.
- PI: Not available.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 3, 2020

\$10,000

Broad Street: 22 doors

\$12,000

Arch Street: 20 doors

*Rights only.
Additional production fees will apply.*



Entrance Door & Window Cling Packages

- This package is sure to capture the attention of attendees - located on each side of 12th Street near the Reading Terminal Market with heavy traffic flow.
- Includes one 48" H x 48" W window cling and six 24" H x 24" W door clings.
- PI: Not available.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 3, 2020

\$8,000 each

Two available.

*Rights only.
Additional production fees will apply.*



CONVENTION CENTER



Escalator and Banner Packages

- Your branding on the escalator and runners transporting attendees to and from Level 1 to Level 2 on the Broad Street side.
- Includes runners, inside panels, and one 30" W x 15" H banner.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$35,000

Two available.

*Rights only.
Additional production fees will apply.*



Escalator and Column Wrap Packages

- Your branding on the escalator and runners transport attendees between Level 2 and Level 4 on the Broad Street side.
- Includes runners, inside panels, and one column wrap.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$30,000

Two available.

*Rights only.
Additional production fees will apply.*



Escalator Clings

Your branding on the escalator runners and inside panels transport attendees to and from sessions and exhibits.

Locations:

- Level 1, near room 119A at a shuttle drop-off location near sessions. One available.
- Level 1, near room 108A and 107A near sessions and exit to Reading Terminal Market. Two available.
- Level 1, Lobby F near Meeting Suites and exit to Reading Terminal Market. Two available.
- Level 2, Lobby A outside of the Exhibit Hall and close to registration. Two available.
- Level 2, Grand Hall leading up to the General Session room. Two available.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$10,000-\$25,000

*Rights only.
Additional production fees will apply.*



Final Program Print Stations

- In an effort to be more environmentally friendly, the ATS is no longer printing the Final Program book. It is now a digital publication.
- Print stations are available for attendees to review and print specific pages.
- Sponsorship includes branding on one of four print kiosk structures, branding on the laptop home screen, and recognition in the pre-conference communications, the ATS 2020 Resource Guide, Inside ATS, and the conference mobile app.
- Impression metrics included.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$15,000 each

Four locations available.

Production fees included.

CONVENTION CENTER



Floor Clings in the Exhibit Hall

- Your company name and logo are featured on a 10' x 10' floor cling inside the entrance to the Exhibit Hall.
- PI: Not Available

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$10,000-\$15,000

Three available.

*Rights only.
Additional production fees will apply.*



Floor Cling in the Grand Hall

- Make an impression with attendees!
- Your company name and logo appear on a 10' x 10' floor cling in the Grand Hall along the high-traffic pathway attendees take to and from the Marriott Downtown Philadelphia.
- PI: Not Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$25,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*



Graphic Panels at Registration

- Visibility in high-traffic areas!
- Company or product logo on graphic panels in registration areas.
- PI: Not Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$1,500-\$3,000

*Rights only.
Additional production fees will apply.*



Hydration Station

- Branded signage at ten water coolers located throughout the convention center and on two branded towers for ATS water bottle distribution located in high traffic areas in the convention center.
- Promotion of stations on three one-sided, full-color meterboards.
- Promotion in pre-conference and onsite marketing materials.
- PI: Available on signs.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$40,000

*Rights only.
Exclusive sponsorship opportunity.*

Sponsor pays the production fees for signage at the 10 water coolers. ATS will pay production fees for the two water bottle towers, and provide water bottles.



Important Event Schedule

- Great visibility for corporate or brand message next to the schedule of the day's most important events.
- Branding displayed on the meterboard panel next to the digital schedule.
- Located in registration area.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

**\$18,000
(\$20,000 with impression metrics)**

*Production fees included.
Exclusive sponsorship opportunity.*

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 images or change images daily to refine message or branding.
- Pl: Available.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 17, 2020

\$13,000 single-sided
(\$15,000 with impression metrics)

\$17,500 double-sided
(\$19,500 with impression metrics)

Five locations available.

Production fees included.



Meterboards, Print

- Company or product messages catch attendees' attention as they come and go.
- Meterboard signs are double-sided.
- Pl: Available on sign.

Space Reservation Deadline:

March 27, 2020

Materials Due:

April 3, 2020

\$7,000-\$10,000
(\$9,000-\$12,000 with impression metrics)

10 locations available.

Rights only.

Additional production fees will apply.



Mural Sponsorship

- Philadelphia is considered the "Mural Capital of the World".
- Drive repeat traffic to your booth as attendees watch a local artist bring your mutually agreed upon custom mural to life.
- The mural can include elements of Philadelphia – such as the Liberty Bell, LOVE sculpture, or the Philadelphia skyline.
- Create a hashtag and let the social media momentum build.
- Includes the mural artist and supplies, recognition in ATS social media, one push notification via the Conference Mobile App, write-up in the ePreview and impression metrics.
- Pl: Available.

Space Reservation Deadline:

Feb. 7, 2020

Materials Due:

Feb. 14, 2020

\$30,000

Production fees included.

Exclusive sponsorship opportunity.

**Contact your senior
account manager
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

CONVENTION CENTER



Park Benches in the Exhibit Hall

- Grab attendees' attention as they walk the main aisle of the Exhibit Hall.
- Each location includes messaging on back-to-back park benches and a floor cling in front of each bench.
- Graphic on the back of each bench is 48"W x 17.5"H; floor clings are 72"W x 36"H.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$10,000 per set of two benches
(\$12,000 per set of two benches
with impression metrics)

Eight sets available.

*Rights only.
Additional production fees will apply.*



Professional Headshots

- World-class portraits taken at a highly visible station in the Exhibit Hall.
- Booth space on the exhibit floor in a prime location includes sponsor branding on overhead sign.
- Impression metrics provide total impressions, repeat visitors, unique impressions, average dwell time, and anonymized demographic attributes.
- Branded ad or video on 60" HD monitor shown while attendees wait for headshot.
- Branded banner ad on email sent to attendees with their photos.
- Sponsor receives recognition in Print Preview, ePreview, Membership Newsletters, ATS 2020 Resource Guide, ATS Daily Bulletin, ATS 2020 Conference Website, Conference Mobile App, ATS 2020 Resource Guide and on three meterboards placed around the convention center.
- Sponsor may have 1-2 staff in the booth to greet attendees.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$20,000

*Production fees included.
Exclusive sponsorship opportunity.*

More than
1,500
attendees visited
this booth in
2019



Relax & Recharge Lounges

Attendees see your corporate or brand message as they relax and recharge. Two locations available:

Terrace Ballroom:

- Located on Level 4 by the Terrace Ballroom.
- Available for attendees Sunday through Wednesday and extensively used with long dwell times.
- Includes couches, chairs, coffee tables, ottomans, electrical drops for laptops, one charging kiosk, and one 80" monitor.
- Sponsor receives digital advertising on 80" monitor, advertising on one meterboard, branding on six window panels, branding on one charging kiosk, and impression metrics.
- Pl: Available.

Grand Hall:

- Located on three seating terraces overlooking the Grand Hall and leading up to the Grand Ballroom.
- Available for attendees Friday through Wednesday and extensively used with long dwell times.
- Includes chairs, coffee tables, ottomans, electrical drops for laptops, three charging kiosks, and three 50" monitors.
- Sponsor receives digital advertising on three 50" monitors, advertising on three meterboards, branding on three charging stations, branding on two banners identifying the area, and impression metrics.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$40,000 Terrace Ballroom
\$50,000 Grand Hall

Production fees included.

CONVENTION CENTER



Rotating Kiosks

- Eye-catching, backlit rotating structures placed in prominent areas throughout convention center.
- Includes four corporate or brand images per kiosk.
- Sponsor brands entire kiosk.
- Pl: Not available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$19,000 each

Four locations available.

*Rights only.
Additional production fees will apply.*



Shuttle Buses

- Attendees see your brand everywhere as they wait for and ride the shuttle buses between their hotels and the convention center.
- Sponsorship includes:
 - Company/brand logo on selected shuttle bus route signs at the convention center.
 - Company/brand logo on signs in hotel lobbies for selected route.
 - Company/brand logo on shuttle bus fliers distributed at hotels on selected route.
 - Opportunity to brand the outside of shuttle buses.
- Pl: Not Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$15,000 per route

Production fees for signage and fliers included. (Branding buses themselves is permitted, but not included in this rate.)



Table Clings

- Brand tables in the concession area of the Exhibit Hall for a bold impact on attendees as they take a break during the conference.
- Custom graphics cover five round tables.
- 48" cling covers much of the 72" rounds.
- Pl: Not available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

**\$12,000
per set of five tables.**

25 sets available.
Production fees included.



Wi-Fi Network

- Reach every attendee at ATS 2020 who connects to the Wi-Fi at the convention center.
- Corporate branding only; no product branding allowed due to ACCME rules.
- Includes a customized password (corporate branding only) with more details to follow.
- Sponsor receives recognition in Print Preview, ePreview, ATS 2020 Resource Guide, ATS Daily Bulletin, ATS 2020 Conference Website, and Conference Mobile App.
- Signage throughout the convention center recognizes sponsor and provides password.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$75,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*

CONVENTION CENTER



Work Station

- Branding at a space dedicated to helping attendees stay connected to work or home while at the conference.
- Located on Level 2 on the Broad Street side in a quiet area conducive to checking email and voicemail, calling the hospital or checking on a patient.
- Includes powered work tables and chairs, two meterboards and a charging kiosk.
- Sponsor has the option to increase exposure by branding nine window panels.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$30,000

Production fees for powered work tables and chairs, meter boards, and charging kiosk included. (Branding on window panels are not included in this rate.) Exclusive sponsorship opportunity.



You Are Here Floor Map Sign

- Located at three entrances to the Exhibit Hall and in high-traffic areas in the Exhibit Hall.
- Sponsorship includes one 4'H x 30"W space on You Are Here signage.
- See Envision for details and locations.
- Pl: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

**\$5,500-\$10,000
(\$7,500-\$12,000 with
impression metrics)**

Seven locations available.
Production fees included.

**Contact your senior
account manager
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

INDUSTRY PROGRAMS

Industry Theaters

Located inside the Exhibit Hall, ATS Industry Theaters are available to enhance attendees' education at the ATS 2020 International Conference.

Held May 17, 18, and 19, 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. Programs may be archived or streamed, but no forms of professional credit from the live or enduring activity are permitted.

Theater includes:

- Theater-style seating for 250 people (large), 125 (medium), or 50 (mini).
- Standard A/V package with dedicated technical assistance.
- Listing on ATS-provided signage.
- Listing in pre-conference and onsite marketing materials, including the ATS Daily Bulletin, the ATS 2020 Resource Guide, the 2020 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 large and medium Industry Theaters, one for Mini Theaters.

INDUSTRY THEATERS

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

Sunday, May 17	11:30 a.m.–12:15 p.m. 1:15–2 p.m.	\$65,000
Monday, May 18	11:30 a.m.–12:15 p.m. 1:15–2 p.m.	\$60,000
Tuesday, May 19	11:30 a.m.–12:15 p.m. 1:15–2 p.m.	\$55,000

MEDIUM THEATER

45-minute presentation for 125 people. Limited to one per day.

Sunday, May 17	12:20 p.m.–1:05 p.m.	\$34,000
Monday, May 18	12:20 p.m.–1:05 p.m.	\$29,000
Tuesday, May 19	12:20 p.m.–1:05 p.m.	\$24,000

MINI THEATERS

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

Sunday, May 17	11:30 a.m.–12 p.m. 12:30–1 p.m. 1:30–2 p.m.	\$18,000
Monday, May 18	11:30 a.m.–12 p.m. 12:30–1 p.m. 1:30–2 p.m.	\$16,000
Tuesday, May 19	11:30 a.m.–12 p.m. 12:30–1 p.m. 1:30–2 p.m.	\$14,000

Important Note: We can accommodate international-only or U.S.-only Industry Theaters to comply with regulatory restrictions. For more information, please contact your senior account manager.

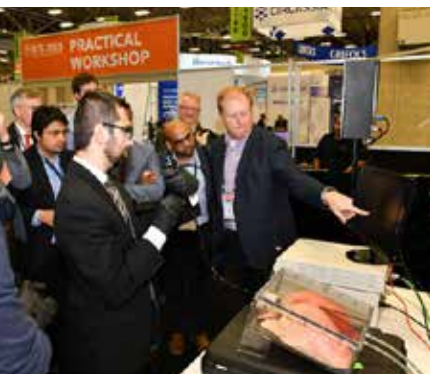


Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting at 11:30 a.m. ET, on Sept. 11, 2019. **SPACE SELLS OUT QUICKLY!**
2. Application links are available on the ATS conference website at the time of opening. Visit <http://conference.thoracic.org/exhibitors/industry-programs/>.
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 30-day return deadline.
6. Full payment is due Jan. 16, 2020.

A capture content package is available from PSAV to help extend the life of your program. Please see conference.thoracic.org for more details and pricing.

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 one hour, requiring at least 30 minutes dedicated to hands-on demonstration and skill-building through four educational stations. All programs are non-accredited.

Workshop includes:

- Theater-style seating for 75 people with podium.
- Four tables and wireless microphones for hands-on learning stations.
- Standard A/V package with dedicated technical assistance.
- Listing on ATS-provided signage.
- Listing in pre-conference and onsite marketing materials.
- Listing on the ATS 2020 International Conference website and Conference Mobile App.
- Complimentary attendee pre-registration list for one-time use.
- Two badge scanners to capture attendee leads.

WORKSHOPS

Sunday, May 17	12:30 - 1:30 p.m.	\$15,000
Monday, May 18	12:30 - 1:30 p.m.	\$14,000
Tuesday, May 19	12:30 - 1:30 p.m.	\$13,000

Does not include boxed lunch.

Boxed lunches can be arranged for Practical Workshop presentations by contacting Fiona Zheng at fzheng@thoracic.org.



Guru Bars

Guru Bars provide an intimate venue for sponsors to create a dynamic interaction with attendees. It allows attendees to interact with both the presenter and each other for a richer educational experience.

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 Bar includes:

- Seating for 25 people with standing room around the perimeter of the space.
- Standard A/V package with dedicated technical assistance.
- Listing on ATS-provided signage.
- Listing in pre-conference and onsite marketing materials, including the ATS 2020 Resource Guide, the ATS 2020 Conference website and the Conference Mobile App.
- Complimentary attendee pre-registration list for one-time use.

Guru Bars are 20-minute programs and run every 30 minutes in the Exhibit Hall. For complete details on availability and what's included, please visit <http://conference.thoracic.org/exhibitors/industry-programs/>.

GURU BAR

20-minute presentation for 25 people. Four locations available. Limited to 10 per day.

Sunday, May 17	Guru Bar 1 and 3 11:30-11:50 a.m. 12:30-12:50 p.m. 1:30-1:50 p.m. Guru Bar 2 and 4 12-12:20 p.m. 1-1:20 p.m.	\$4,500
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Monday, May 18	Guru Bar 1 and 3 11:30-11:50 a.m. 12:30-12:50 p.m. 1:30-1:50 p.m. Guru Bar 2 and 4 12-12:20 p.m. 1-1:20 p.m.	\$4,000
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Tuesday, May 19	Guru Bar 1 and 3 11:30-11:50 a.m. 12:30-12:50 p.m. 1:30-1:50 p.m. Guru Bar 2 and 4 12-12:20 p.m. 1-1:20 p.m.	\$3,500
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See page 12 for details on the application process for all Industry Programs.

INDUSTRY PROGRAMS

Non-CME Symposia

The ATS encourages Non-CME Symposia in conjunction with the ATS 2020 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 enduring 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. Combined rooms are available with discounted pricing. For updated listing details refer to <https://conference.thoracic.org/exhibitors/industry-programs/non-cme-symposia.php>. Please contact Maureen Maurer at mmaurer@ascendmedia.com for details.

Sponsorship includes:

- Hotel meeting space and A/V package.*
- Promotion in pre-conference and onsite materials.
- Listing on the ATS 2020 International Conference website and Conference Mobile App.
- Listing in the Non-CME Symposia Locator Guide distributed in the Medical Bag.
- Listing in onsite ATS 2020 Resource Guide.
- Includes one-time use of attendee pre-registration list.
- ATS "Ask Me" staff in hotel lobby to direct attendees to symposia.
- Two badge scanners to capture attendee leads.

Audio/video content capture is available from PSAV. Contact Fiona Zheng at fzheng@thoracic.org for more information.

SUNDAY, MAY 17, 2020

Hotel	Room	Classroom Capacity	Crescent Rounds	Rate
Loews Philadelphia Hotel	Millennium Hall	315	217	\$60,000
	Regency A/B	258	196	\$55,000
Philadelphia Marriott Downtown	Independence Ballroom	81	56	\$25,000
	Liberty Ballroom	201	140	\$45,000
	Franklin 2-4*	135	98	\$25,000
	Franklin 6-8*	132	98	\$25,000
	Franklin 11-13*	117	84	\$25,000
Philadelphia 201 Hotel	Freedom Ballroom	198	189	\$45,000
	Independence Ballroom	225	217	\$50,000
	Liberty A/B	252	245	\$50,000
	Liberty C	168	154	\$45,000
	Liberty D	168	154	\$45,000
	Philadelphia Ballroom	132	105	\$40,000

The ATS Assemblies on Behavioral Science and Health Services Research (BSHSR) and Pediatrics (PEDS), and the Sections on Genetics and Genomics, and Terrorism and Inhalation Disorders hold 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.

For updated listing details refer to <https://conference.thoracic.org/exhibitors/industry-programs/non-cme-symposia.php>.

MONDAY, MAY 18, 2020

No symposia are offered Monday evening due to high attendance at ATS Assembly membership meetings and dinners.

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.

TUESDAY, MAY 19, 2020

Hotel	Room	Classroom Capacity	Crescent Rounds	Rate
Loews Philadelphia Hotel	Millennium Hall	315	217	\$55,000
	Regency A/B	258	196	\$50,000
Philadelphia Marriott Downtown	Independence Ballroom	81	56	\$20,000
	Franklin 2-4*	135	98	\$20,000
	Franklin 6-8*	132	98	\$20,000
	Franklin 11-13*	117	84	\$20,000
	Grand Ballroom	84	70	\$20,000
The Notary Hotel, Autograph Collection	Juniper Ballroom	132	105	\$35,000
	Philadelphia Ballroom	132	105	\$35,000
Philadelphia 201 Hotel	Freedom Ballroom	198	189	\$40,000
	Independence Ballroom	225	217	\$45,000

*The Franklin Ballrooms at the Philadelphia Marriott Downtown have a low ceiling and will not be able to accommodate content capture. The ballrooms are not available until 9:00 am Tuesday, May 19. It is highly encouraged to have a creative Non-CME Symposia program in these ballrooms due to the low ceiling and layout. AV is not provided in the Franklin Ballrooms to allow companies flexibility with the space.

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks.

INDUSTRY PROGRAMS

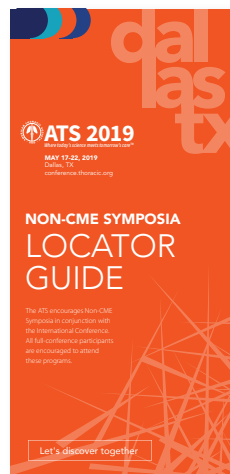
Non-CME Symposia Locator Guide

A locator guide promoting the sponsored evening symposia is provided in the Medical Bag delivered on Saturday and Sunday evening. The Non-CME Locator Map is also available on the ATS Conference website and Conference Mobile App.

Space Reservation Deadline:
March 13, 2020

Materials Due:
March 20, 2020

Half Page: \$3,600
Full Page: \$6,180
Inside Front Cover: \$7,725
Back Cover: \$8,450



Contact your senior account manager 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

HOTEL & CITYWIDE



Bar Sponsorship – Marriott Downtown Philadelphia

- Your brand is front and center in the main hub of activity at the Circle Bar in the lobby of the Marriott Downtown Philadelphia.
- Includes four column wraps in the bar seating area and clings on three steps leading from hotel registration to the bar.
- Sponsor may provide bar napkins, table tents or table clings at its own cost.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$65,000

*Production fees included for column wraps and stair clings.
Exclusive sponsorship opportunity.*



Bar Sponsorship – Philadelphia 201

- Your brand is visible immediately as attendees walk into the Philadelphia 201. This is one of our largest housing blocks and the location for multiple Non-CME Symposia programs.
- Includes two meterboards and one floor decal.
- Sponsor may provide bar napkins, table tents or table clings at its own cost.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$15,000

*Production fees included for meterboards and floor decal.
Exclusive sponsorship opportunity.*



Digital Billboard – Market Street

- This high impact opportunity is located on heavily trafficked Market Street, between 11th and 12th Street and visible from the Marriott Skybridge.
- The slot is 15 seconds and gains hundreds of thousands of weekly impressions.
- Ad runs for one week.
- PI: Not available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$35,000 for the 15-second slot

*Rights only.
Additional production fees will apply.
Based on availability.*



Elevator Cling – Marriott Downtown Philadelphia

Your corporate or product brand appears on the first bank of six elevators after crossing over the Skybridge from the convention center into the Marriott Downtown Philadelphia.

- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$10,000

*Rights only.
Additional production fees will apply.*



Escalator Package – Marriott Downtown Philadelphia

Your corporate or product brand stands out on the escalators leading from the Marriott Downtown Philadelphia hotel lobby up to Level 3 where sessions are held.

- Includes two sets of escalators and four escalator headers visible from Level 3 to Level 1.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$30,000

*Rights only.
Additional production fees will apply.*

HOTEL



Hotel Key Cards

Make an impression as attendees check in to their hotels with custom key cards. Available locations:

- Philadelphia Marriott Downtown (1,200 rooms): \$15,000
- Philadelphia 201 Hotel (550 rooms): \$7,000
- Sonesta Philadelphia Downtown Rittenhouse Square & Warwick Hotel Rittenhouse Square (275/225 rooms): \$7,000
- Element Philadelphia & The Ritz-Carlton, Philadelphia (250/150 rooms): \$5,000
- Hilton Garden Inn Philadelphia Center City & Residence Inn by Marriott Philadelphia Center City (200/190 rooms): \$5,000
- Home2Suites by Hilton Philadelphia - Convention Center & DoubleTree by Hilton Hotel Philadelphia Center City (150/260 rooms): \$5,000
- Loews Philadelphia Hotel (410 rooms): \$5,000
- The Notary Hotel, Autograph Collection (350 rooms): \$5,000

Space Reservation Deadline:
April 2, 2020

Materials Due:
April 9, 2020

\$5,000-\$15,000

*Rights only.
Additional production fees will apply.*



Skybridge Window Clings – Marriott Downtown Philadelphia

- Promote your product or brand on the main walkway leading from the Marriott to the convention center.
- Includes twelve window clings along the skybridge, branded in sets of three at each end and on each side of the bridge.
- PI: Available.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$30,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*



Wi-Fi Network – Loews Philadelphia

- Reach attendees logging into the Wi-Fi at the Loews Philadelphia, where assembly meetings and committee meetings are taking place.
- Includes a custom password (corporate branding only) on the splash page and recognition on prominent signage throughout the Loews meeting space.
- You receive additional recognition in the ATS 2020 Resource Guide, ATS 2020 Conference Website, ePreview and the ATS Daily Print Preview.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$15,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*



Wi-Fi Network – Marriott Downtown Philadelphia

- Reach attendees logging into the Wi-Fi at the main ATS HQ Hotel! The Marriott Downtown Philadelphia is connected to the convention center with a skybridge and will have educational sessions.
- Includes a custom password (corporate branding only) on the splash page and recognition on prominent signage throughout the Marriott meeting space.
- You receive additional recognition in the ATS 2020 Resource Guide, ATS 2020 Conference Website, ePreview and the ATS Daily Print Preview.

Space Reservation Deadline:
March 27, 2020

Materials Due:
April 3, 2020

\$20,000

*Rights only.
Additional production fees will apply.
Exclusive sponsorship opportunity.*

HOTEL DELIVERIES



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 16, 17, 18, and 19, 2020.

Content: Highlights your products and services. Advertiser provides door hanger to be distributed, subject to ATS approval.

The ATS and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

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 Deadline:
April 22, 2020

Materials Due:
May 1, 2020

\$30,000 per day

A door hanger is one individual element. Door hangers with pockets for PIs or other information must be approved by ATS in advance. Please contact your senior account manager for details.



Medical Bag

Distribution: Delivered to hotel rooms on the evenings of May 16 and 17, and distributed at the convention center on May 17 and 18, 2020.

Content: Advertiser provides item to be distributed, subject to ATS approval.

The ATS and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

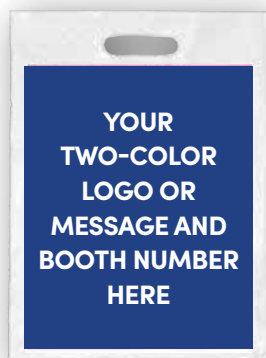
A minimum of four inserts must be reserved for the Medical Bag to be delivered on a particular day. Bulk items will be assessed an additional fee based on weight and dimension. For more information, see mechanical specifications sheet.

Space Reservation Deadline:
April 3, 2020

Materials Due:
April 10, 2020

Regular Distribution: \$10,500 per insert, per day

Approximate Quantity..... 5,300 per day*
Insert Sizes Maximum size is 8.5" x 11"
Maximum weight is 2 oz.
Maximum number of inserts is six per day.



Medical Bag Premium

Distribution: Have your message on the bag and in the bag! Your logo or brand statement is printed in two colors on one side of the Medical Bag, with your insert included in the bag.

Content: Advertiser provides item to be distributed, subject to ATS approval.

Space Reservation Deadline:
April 3, 2020

Materials Due:
April 10, 2020

\$16,050 per day

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

PRINT

ATS Daily Bulletin

Audience and Distribution:

Distributed in newsstands and handed to attendees at the convention center on May 17, 18, and 19.

Content: This daily newspaper reports on the scientific breakthroughs presented at the ATS 2020 International Conference. It also highlights information on Guru Bars, Industry Theaters, Non-CME Symposia, and Practical Workshops, 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

Full Page Spread	\$21,775
Full Page	\$9,900
Full Page PI Space	\$7,730
Junior Page	\$8,960
Half Page	\$7,110
Quarter Page	\$5,670
Product & Services Showcase Ad	\$750

Space Reservation

Deadline:

April 1, 2020

Materials Due:

April 8, 2020

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

Space Reservation

Deadline:

Feb. 20, 2020

Materials Due:

Feb. 27, 2020

\$17,820



Premium Options

Newsstand Premium	\$17,820
Front Page Banner & Full Page	\$15,350
Front Page Banner	\$9,790
Cover Flap*	\$13,200
Back Cover	\$12,880
Inside Front Cover	\$12,260
Inside Back Cover	\$12,260

*Advertiser supplies printed Cover Flap.

Newsstand Premium

- Your ad is featured on panels of the official ATS Daily Bulletin newsstands.
- 10 stands are placed throughout the convention center.
- Includes a Full Page ad within each day of the publication.
- Advertiser art is included on both side panels and bottom front panel.



Cover Flap

- Cover Flap on the May 17 issue of the Daily Bulletin is attached to the cover of the ATS Daily Bulletin newspaper offering first-glance visibility.
- Includes a Full Page ad within the publication.

Space Reservation Deadline:

April 8, 2020

Materials Due:

April 15, 2020

\$13,200 (May 17 only.)

Advertiser to provide printed Cover Flap.

Front Page Banner

Banner ad is printed at the bottom of the front page of ATS Daily Bulletin newspaper.

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

\$15,350

with Full Page ad within publication

\$9,790

Front Page Banner (only)

PRINT

ATS 2020 Resource Guide

Audience and Distribution: Distributed to professional attendees throughout the convention center and available at all Exhibit Hall entrances.

Content: New for 2020! Now includes Final Program "Sessions Calendar" and "Program-at-a-Glance," as well as information on the companies, manufacturers, and organizations exhibiting at the ATS 2020 International Conference. Also includes information on Guru Bars, Industry Theaters, Non-CME Symposia, and Practical Workshops, along with other learning opportunities at ATS 2020.



Space Reservation Deadline:

March 23, 2020

Materials Due:

March 30, 2020

Standard Options

Full Page	\$6,590
Full Page PI (BW)	\$4,120
Half Page	\$4,640
Product & Services Showcase Ad	\$515
Highlighted Listing With Logo	\$410

Premium Options

Back Cover	\$10,610
Cover Tip*	\$10,100
Inside Front Cover	\$9,270
Inside Back Cover	\$8,240
Floor Map Premium	\$9,790

*Advertiser to supply cover tips



Cover Tip

Your message attaches to the cover of the ATS 2020 Resource Guide.

Advertiser provides tip-on piece, subject to ATS approval.

\$10,100



Product & Services Showcase Ad

Offer attendees a quick visual reference to your products and services. 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.

\$515



Floor Map Premium Package

Includes:

- Full Page ad.
- Banner ad on floor map page spread.
- Highlighted Listing with Logo.

\$9,790

Please note the Banner ad on the floor map page may have a gutter depending on the map layout. (Not guaranteed to be the center spread.)

Recruitment Options

(in dedicated section)

Find the job candidates you need by placing a recruitment ad in the ATS 2020 Resource Guide.

Full Page: \$3,100
Half Page: \$1,550
Quarter Page: \$820

You must be an exhibitor to advertise in the ATS 2020 Resource Guide, with the exception of recruitment ads.

PRINT

Print Preview

Audience and Distribution: Polybagged with ATS's April American Journal of Respiratory and Critical Care Medicine and mailed to adult and pediatric pulmonary, critical care, and sleep professionals one month before the ATS 2020 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.

Standard Options

Full Page	\$5,975
Full Page PI Space	\$4,740
Half Page	\$4,225
Quarter Page	\$2,470
Product & Services Showcase Ad	\$705

Premium Options

Back Cover	\$9,270
Inside Front Cover	\$8,550

Space Reservation Deadline:
Feb. 7, 2020

Materials Due:
Feb. 14, 2020



Inside ATS 2020

Audience and Distribution: Distributed to conference attendees at hotel check-in or ATS Satellite Registration desks.

Content: 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 Deadline:
March 26, 2020

Materials Due:
April 2, 2020

\$25,000
Exclusive sponsorship opportunity.

Contact your senior account manager 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

BOOTH TRAFFIC DRIVERS ON A BUDGET!

Booth Traffic Driver Package

- ATS 2020 Resource Guide: Highlighted Listing with Logo.
- ATS 2020 Resource Guide: Products & Services Showcase Ad.
- ATS Daily Bulletin: Products & Services Showcase Ad.

\$1,350



**Savings of
\$325!**



À La Carte Options

Product & Services Showcase
Ad in the ATS 2020
Resource Guide

\$515*



Highlighted Listing with Logo in the
ATS 2020 Resource Guide

\$410*



Product & Services
Showcase Ad in the
ATS Daily Bulletin

\$750*

Product & Services
Showcase Ad in the
ATS Print Preview

\$705



Discovery Quest

A great traffic-building game for attendees — perfect for 10' x 10', 10' x 20', and 10' x 30' exhibitors. ATS awards four Apple watches per day. (See page 23.)

\$600

**We are able to offer production for the Product & Services Showcase Ad as well as the Highlighted Listing with Logo at no additional charge.*

DIGITAL



Abstracts on USB

Audience and Distribution: USB drives are distributed to attendees from the sponsor's booth and the ATS membership booth when the Exhibit Hall is closed. USB drives are distributed from the ATS booth at other industry meetings extending the reach of the branding.

Content: Users can quickly access abstract information from the ATS 2020 Conference through searches on keywords, abstract titles, or author names.

Sponsorship includes:

- 3,000 USBs to be distributed from sponsor's booth.
- Sponsor logo on the opening screen and on the search page.
- Corporate logo on USB and USB box.
- Recognition in the ATS 2020 Resource Guide.
- Recognition on signage directing attendees to sponsor booth.

Space Reservation Deadline:

March 2, 2020

Materials Due:

March 9, 2020

\$55,000

Exclusive sponsorship opportunity.



Advance Program

- A preview of the virtual Final Program, this digital flipbook resides on the ATS conference website from January through April.
- Promotion of the Advance Program is sent to approximately 35,000 people.
- One exclusive Full Page ad in the Advance Program.

Space Reservation Deadline:

Nov. 1, 2019

Materials Due:

Nov. 8, 2019

\$13,000

Exclusive sponsorship opportunity.

9,824

2019 Advance Program downloads from Jan. 31-May 31



Conference Mobile App Premium

- Reach ATS 2020 attendees with at-hand information before, during, and after the conference.
- Your corporate brand is seen when the app is opened.
- Sponsorship includes:
 - Exclusive homepage banner.
 - Exclusive rotating banner.
 - Two push notifications.
 - Recognition on two meterboards promoting the Conference Mobile App.
 - Recognition in the ATS 2020 Resource Guide and in the Know Before You Go email to all pre-registered attendees.

Space Reservation Deadline:

March 2, 2020

Materials Due:

March 9, 2020

\$60,000

Exclusive sponsorship opportunity.

More than 2 million impressions in 2019

Conference Mobile App Push Notifications

- Reach attendees on their mobile devices for maximum corporate exposure!
- Two per day available from Saturday to Wednesday (10 a.m. and 1 p.m.).
- 100 characters, no subject line.
- Corporate branding only.

Space Reservation Deadline:

March 25, 2020

Materials Due:

April 8, 2020

\$5,000 each

DIGITAL



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. ATS awards four Apple watches per day.
- Discovery Quest is promoted in the ATS 2020 Resource Guide, ATS Daily Bulletin, ATS social media outlets, and four single-sided meterboards in high-traffic areas.

Space Reservation Deadline:
March 2, 2020

Materials Due:
March 9, 2020

\$600
Limit 10 companies.



Final Program

Audience and Distribution: New virtual publication will reach ATS membership, previous attendees, and ATS 2020 registrants (more than 25,000 U.S. and international recipients) via two ePreviews, as well as promotion on the ATS 2020 Conference Website, and in the Conference Mobile App.

Content: Includes session dates, times, and descriptions; abstract session information; and details about the Exhibit Hall to help attendees plan their schedules at the ATS 2020 International Conference.

Limited and highly select ad positions!

Space Reservation Deadline:
February 17, 2020

Materials Due:
March 9, 2020

Premium Options

Inside Front Cover Premium	\$17,720
Across from Sessions Calendar	\$7,720
Across from Table of Contents	\$7,720
Across from Welcome Letter	\$7,720

2019 online metrics in addition to print

3,823 PDF downloads (May 8-13, 2019)

1,779 views of the flip book (May 16-23, 2019)

**Contact your senior
account manager
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

DIGITAL



Post-Conference Exhibit Tracker Banner

- Stay on the minds of attendees after the conference with your message on their exhibit tracker email.
- Sponsorship includes one Leaderboard (at top, below ATS masthead) on post-conference email listing the booths the attendee visited and where his or her badge was scanned.

Space Reservation Deadline:
March 2, 2020

Materials Due:
March 9, 2020

\$5,500
Exclusive
sponsorship
opportunity.

The exhibit tracker
email went to
4,654
attendees in 2019.



Registration Confirmation Banner

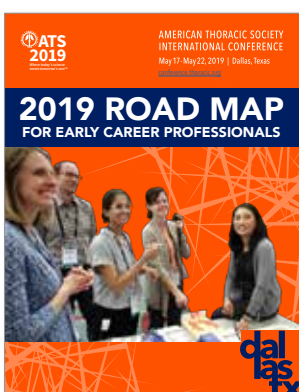
- Reach every ATS attendee with the registration confirmation email.
- Sponsorship includes one Leaderboard (at top, below ATS masthead) on registration confirmation email sent to all registrants.

Space Reservation Deadline:
Nov. 1, 2019

Materials Due:
Nov. 8, 2019

\$18,000
Exclusive
sponsorship
opportunity.

The registration
confirmation
email was sent to
11,220
attendees in 2019.



Road Map for Early Career Professionals

Audience and Distribution:

- Distributed to 300+ Association of Pulmonary and Critical Care Medicine Program Directors for internal distribution.
- Posted at thoracic.org and in the Conference Mobile App.
- Emailed to more than 800 U.S.-based pulmonary, critical care, and sleep training program directors post-conference as a guide to packaged ATS 2020 content.
- Part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs.
- Bonus exposure on Facebook and Twitter!
- Digital publication only.

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 Deadline:
Feb. 25, 2020

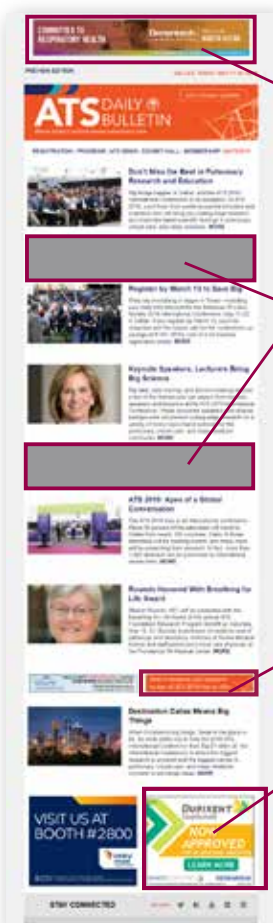
Materials Due:
March 2, 2020

\$1,000
(three positions available)

2019 online metrics
in addition to print

Downloads: 660
(March 28–May 23, 2019)

DIGITAL



Leaderboard

Premium Banners

Half Banner

Medium Rectangle

ePreviews

Audience and Distribution: ePreviews launch before the conference to the ATS membership, previous attendees, and ATS 2020 pre-registrants (more than 25,000 U.S. and international recipients).

Content: Each issue previews a wide range of topics to be presented at the conference, including industry events and the Exhibit Hall activities.

ePreview 1:
Deploys in March 2020

Space Reservation Deadline:

Feb. 13, 2020

Materials Due:

Feb. 20, 2020

Industry ePreview 2:
Deploys April 2020

Space Reservation Deadline:

March 12, 2020

Materials Due:

March 19, 2020

Know Before You Go ePreview 3:
Deploys May 2020

Space Reservation Deadline:

April 2, 2020

Materials Due:

April 9, 2020

Leaderboard
\$7,350

Premium Banner (each)
\$4,725

Half Banner
(each)
\$3,900

Medium Rectangle
(each)
\$3,675

ePreview rates are per issue.

eDaily

Audience and Distribution: eDailies launch daily during the International Conference to the ATS membership, previous attendees, and ATS 2020 registrants (more than 25,000 U.S. and international recipients)

Content: Each eDaily 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 17, 18, and 19, 2020

Space Reservation Deadline:

April 17, 2020

Materials Due:

April 24, 2020

Leaderboard
\$9,450

Premium Banner (each)
\$7,875

Half Banner (each)
\$6,000

Medium Rectangle (each)
\$5,510

eDaily rates include all three issues.

2019 METRICS

Average Unique Open
Rate: **37.1%**

Average Unique
Click-Through Rate:
4.8%

New
larger size
banners now
available!

eHighlights

Audience and Distribution: eHighlights launches two weeks after the International Conference to the ATS membership, previous attendees, and ATS 2020 registrants (more than 25,000 U.S. and international recipients)

Content: eHighlights includes a summary wrap-up of the entire conference, including key events, awards, sessions and science.

eHighlights:
Deploys in June 2020

Space Reservation Deadline:

April 17, 2020

Materials Due:

April 24, 2020

\$25,000

Exclusive sponsorship opportunity.

Advertiser receives leaderboard, two premium banners (or one premium banner and two half banners) and two medium rectangles.

DIGITAL

Leaderboard



Article Index Page

During the event cycle, ePreviews and eDailies are sent to the ATS list of more than 25,000 U.S. and international recipients. Each click on an article's "read more" button brings the reader to the Article Index page.

Space Reservation Deadline:
April 17, 2020

Materials Due:
April 24, 2020

Leaderboard:
\$7,560 per position
Limited to three rotating advertisers.

Tower:
\$4,830 per position
Limited to three rotating advertisers.

Ads maintain their positions for six months.

2019 METRICS (January-May)

Total Page Views:
13,461

Total Visits:
8,492

Total Unique Visitors:
6,127

Contact your senior account manager 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

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media). • All advertising subject to ATS approval.



ATS 2020
Where today's science meets tomorrow's care™

ATS 2020 INTERNATIONAL CONFERENCE

Please complete the following information.

Advertiser: _____ Agency (if applicable): _____
 Billing Information: ☐ Agency ☐ Advertiser Contact Name: _____
 Billing Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

Convention Center Opportunities

Aisle Signage	_____	\$1,500 per aisle
Banners	_____	\$12,000-\$20,000
Charging Stations	_____	
Kiosk	_____	\$7,000-\$9,000
Lounge	_____	\$12,000-\$14,000
Coffee & Connections	_____	\$15,000-\$17,000
Column Wraps	_____	\$14,000-\$18,000
Elevator Clings	_____	\$18,000
Entrance Door Clings	_____	\$10,000-\$12,000
Entrance Clings & Window Cling Packages	_____	\$8,000
Escalator and Banner Cling Packages	_____	\$35,000
Escalator and Column Wrap Packages	_____	\$30,000
Escalator Cling	_____	\$10,000-\$25,000
Final Program Print Station	_____	\$15,000
Floor Clings in the Exhibit Hall	_____	\$10,000-\$15,000
Floor Clings in the Grand Hall	_____	\$25,000
Graphic Panels at Registration	_____	\$1,500-\$3,000
Hydration Station	_____	\$40,000
Important Events Schedule	_____	\$18,000-\$20,000
Meterboards, Digital	_____	\$13,000-\$19,500
Meterboards, Print	_____	\$7,000-\$12,000
Mural Sponsorship	_____	\$30,000
Park Benches in the Exhibit Hall	_____	\$10,000-\$12,000
Professional Headshots	_____	\$20,000
Relax & Recharge Lounge	_____	
Terrace Ballroom	_____	\$40,000
Grand Hall	_____	\$50,000
Rotating Kiosks	_____	\$19,000
Shuttle Buses	_____	\$15,000
Table Clings	_____	\$12,000
Wi-Fi Network	_____	\$75,000
Work Station	_____	\$30,000
You Are Here Floor Map Sign	_____	\$5,500-\$12,000

Hotel Opportunities

Bar Sponsorship – Marriott Downtown	_____	
Philadelphia	_____	\$65,000
Bar Sponsorship – Philadelphia 201	_____	\$15,000
Digital Billboard – Market Street	_____	\$35,000
Door Hanger	_____	\$30,000
Elevator Cling – Marriott Downtown	_____	
Philadelphia	_____	\$10,000
Escalator Packages – Marriott Downtown	_____	
Philadelphia	_____	\$30,000
Hotel Key Cards	_____	\$5,000-\$15,000
Medical Bag	_____	
Insert	_____	\$10,500 per item
Premium	_____	\$16,050 per item
Skybridge Window Clings – Marriott	_____	
Downtown Philadelphia	_____	\$30,000
Wi-Fi Network – Loews Philadelphia	_____	\$15,000
Wi-Fi Network – Marriott Downtown	_____	
Philadelphia	_____	\$20,000

Print Opportunities

ATS Daily Bulletin	_____	
Full Page Spread	_____	\$21,775
Back Cover	_____	\$12,880
Inside Front Cover	_____	\$12,260
Inside Back Cover	_____	\$12,260
Front Page Banner (plus Front Page ad)	_____	\$15,350
Front Page Banner (only)	_____	\$9,790
Cover Flap*	_____	\$13,200
Newsstand Premium	_____	\$17,820
Full Page	_____	\$9,900
Full Page PI Space	_____	\$7,730
Junior Page	_____	\$8,960
Half Page	_____	\$7,110
Quarter Page	_____	\$5,670
Product & Services Showcase Ad	_____	\$750
Budget Package	_____	
Booth Traffic Driver Package	_____	\$1,350
ATS 2020 Resource Guide	_____	
Full Page	_____	\$6,590
Full Page PI	_____	\$4,120
Half Page	_____	\$4,640
Product & Services Showcase Ad	_____	\$515
Highlighted Listing With Logo	_____	\$410
Back Cover	_____	\$10,610
Inside Front Cover	_____	\$9,270
Inside Back Cover	_____	\$8,240
Cover Tip*	_____	\$10,100
Floor Map Premium Package	_____	\$9,790
Recruitment ads	_____	
Full Page	_____	\$3,100
Half Page	_____	\$1,550
Quarter Page	_____	\$820
Inside ATS 2020	_____	\$25,000
Non-CME Symposia Locator Guide	_____	
Half Page	_____	\$3,600
Full Page	_____	\$6,180
Inside Front Cover	_____	\$7,725
Back Cover	_____	\$8,450
Print Preview	_____	
Size	_____	
Full Page	_____	\$5,975
Full Page PI	_____	\$4,740
Half Page	_____	\$4,225
Quarter Page	_____	\$2,470
Product & Services Showcase Ad	_____	\$705
Back Cover	_____	\$9,270
Inside Front Cover	_____	\$8,550

*Advertiser to supply cover flap/cover tip

Digital Opportunities

Abstracts on USB/DVD	_____	\$55,000
Advance Program	_____	\$13,000
Article Index Page	_____	
Leaderboard	_____	\$7,560
Tower Ad	_____	\$4,830
Conference Mobile App	_____	
Exclusive Premium Sponsorship	_____	\$60,000
Push Notification	_____	\$5,000 each
Discovery Quest	_____	\$600
eDaily (all three days)	_____	
Leaderboard	_____	\$9,450
Premium Banners (each)	_____	\$7,875
Half Banner (each)	_____	\$6,000
Medium Rectangle (each)	_____	\$5,510
eHighlights	_____	\$25,000
ePreviews	_____	
Leaderboard	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$7,350
Premium Banners (each)	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$4,725
Half Banner (each)	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$3,900
Medium Rectangle (each)	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$3,675
Final Program	_____	
Inside Front Cover Premium	_____	\$17,720
Across from Sessions Calendar	_____	\$7,720
Across from Table of Contents	_____	\$7,720
Across from Welcome Letter	_____	\$7,720
Post-Conference Exhibit Tracker Banner	_____	\$5,500
Registration Confirmation Banner	_____	\$18,000
Road Map for Early Career Professionals	_____	\$1,000

*Advertiser to supply cover flap/cover tip

Please write your initials next to selection. TOTAL AMOUNT \$ _____

TO PAY BY CREDIT CARD, please contact your senior account manager by phone or email.
Credit card payment is quick, easy and secure.

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this agreement.

Ascend Media Account Manager Signature _____ Date _____
 Ascend Media Account Printed Name _____

Advertiser/Sponsor/Agency Signature _____ Date _____
 Advertiser/Sponsor/Agency Signature _____
 Advertiser/Sponsor/Agency Signature _____

SIGN AND RETURN TO:
 Maureen Mauer
 Ascend Media LLC
 mmauer@ascendmedia.com

ascend.
 media

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.

MECHANICAL SPECIFICATIONS

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

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/acr6pdfx.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 (18-point 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 adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF 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. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Product logos

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2.25" x 1" in TIF, JPG, or EPS format (vector EPS preferred).

Inserts for directories

- Insert will be bound in and should not exceed 8.375" x 10.875". 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 Media sales representative.

Submitting 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 Media 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 Media cannot be held responsible for the outcome of color on press.

Submitting color proofs

Mail proofs to: Ascend Media
Attn: ATS
7171 W. 95th St., Suite 300
Overland Park, KS 66212
913-469-1110

How to participate in the Medical Bag

1. Reserve space in the Medical Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ATS. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by ATS regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Media account manager or submit two copies by overnight service to Ascend Media LLC, 7171 W. 95th St., Suite 300, Overland Park, KS 66212.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

ATS Medical Bag: important notes

- The ATS and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.
- 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 Media account manager for other options and pricing.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. Bulk items may not exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins, or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or

disclaimers; printed materials with promotional items attached; magazines, brochures, or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.

- 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 Door Hanger

- The ATS and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.
- Limited to one Door Hanger 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 Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only.
- All items must be reviewed and approved by ATS.
- Please be advised that quantities may change depending on hotel room block fluctuations.

Specifications for eBlasts

- Premium Leaderboard, Leaderboard, Half Banner and Medium 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 2020 Style Guide 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.
- All quantities are based on projected attendance and room blocks.
- 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 Guide and Ad Requirements found at: conference.thoracic.org/exhibitors/tools/style-guide.php

ATS 2020 RESOURCE GUIDE

Ad sizes and dimensions (width x height)

Publication size: 8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

Product & Services Showcase Ad
2.25" x 5"
(no bleed)

Highlighted Listing with Logo
2.25" x 1"
(no bleed)

NON-CME SYMPOSIA LOCATOR GUIDE

Ad sizes and dimensions (width x height)

Publication Size: 4.5" x 9.125"

Covers & Full Page
Bleed
8.625" x 11.125"
Trim
8.375" x 10.875"
Safety/Live Area
7.875" x 10.375"
Non-Bleed Ad
7" x 10"

Full Page Spread
Bleed 17" x 11.125"
Trim 16.75" x 10.875"
Safety/Live Area 16.25" x 10.375"
Non-Bleed Ad 16" x 10.125"

Half Page Horizontal
7" x 5"
(no bleed)

Half Page Spread
Gutter in center: 1" (avoid text and/or pictures with critical registration in this area)

Bleed 17" x 5.75"
(only bleeds at sides and bottom)
Trim 16.75" x 5.5"
Safety/Live Area 16.25" x 5"
Non-Bleed Ad 15" x 5"

Covers and Full Page

Bleed
4.75" x 9.375"
Trim
4.5" x 9.125"
Safety/Live Area
4" x 8.625"
Non-bleed Ad
3.5" x 8.125"

Half Page Horizontal Panel
3.5" x 4"

PREVIEW AND DAILIES

Ad sizes and dimensions (width x height)

Publication size: 10.875" 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)

ADVANCE PROGRAM AND ROAD MAP FOR EARLY CAREER PROFESSIONALS

Ad sizes and dimensions (width x height)

Publication size: 8.5" x 11"
(Digital publication finished size)

Covers & Full Page
Bleed
8.75" x 11.25"
Trim
8.5" x 11"
Safety/Live Area
8" x 10.5"

INSIDE ATS 2020

Ad sizes and dimensions (width x height)

Bleed: 3.9375" x 8.75"

Trim: 3.6875" x 8.5"

Safety/Live Area: 3.1875" x 8"

Back Panel
(No bleed on sides, only top and bottom bleed)

Covers and Full Page Bleed:
11.125" x 15.25"
Trim:
10.875" x 15"
Safety/Live Area:
10.375" x 14.5"

Full Page Spread
Bleed: 22" x 15.25"
Trim: 21.75" x 15"
Safety/Live Area: 21.25" x 14.5"
Gutter 1/2" in the center clear of text and/or logos

Half Page Horizontal
10.25" x 7"

Half Page Vertical
5" x 14"

Junior Page
7.5" x 10"

Quarter Page
5" x 7"

Product & Services Showcase Ad
2.375" x 3.125"

Banner Ad
Maximum
10.25" x 2"

NEWSSTAND

Ad sizes and dimensions (width x height)

Available ad space (for advertisers):

Side panels (2):
26.5" wide x 15" high

Bottom front panel
18.375" wide x 27" high

NOTE: Please include 1" bleed around all artwork.



DIGITAL

Ad sizes and dimensions (width x height)

*Leaderboards and Premium Banners must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing.

Leaderboard and Premium Banners*
600 x 100 pixels and 300 x 50 pixels
Half Banner
300 x 50 pixels
Medium Rectangle
300 x 250 pixels

eBlast ads

Leaderboard*
728 x 90 pixels and 300 x 50 pixels
Full Tower
160 x 600 pixels
Square
160 x 160 pixels

Article Index Page ads

Banner
728 x 90 pixels
Post Conference and Registration Banner

VIRTUAL FINAL PROGRAM

Ad sizes and dimensions (width x height)

Publication size:
TBD

Trim
TBD

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.



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.