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

ATTENDEE PROFILE

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

<table>
<thead>
<tr>
<th>TOPICS OF INTEREST*</th>
<th>ATTENDEE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>COPD</td>
<td>4,658</td>
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<tr>
<td>Asthma</td>
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<tr>
<td>Idiopathic Pulmonary Fibrosis</td>
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<tr>
<td>ARDS</td>
<td>2,950</td>
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<tr>
<td>Pulmonary Hypertension</td>
<td>2,317</td>
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<table>
<thead>
<tr>
<th>WORK SETTING (BUSINESS TYPE)</th>
<th>ATTENDEE #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital, University</td>
<td>3,765</td>
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<tr>
<td>Academic, Public</td>
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<tr>
<td>Academic, Private</td>
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<tr>
<td>Industry/Pharmaceuticals</td>
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<tr>
<td>Hospital/Community</td>
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<table>
<thead>
<tr>
<th>ATTENDEES BY SPECIALTY*</th>
<th>ATTENDEE #</th>
</tr>
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<tbody>
<tr>
<td>Pulmonary (Adult)</td>
<td>5,317</td>
</tr>
<tr>
<td>Critical Care (Adult)</td>
<td>3,003</td>
</tr>
<tr>
<td>Research (Basic Science)</td>
<td>1,592</td>
</tr>
<tr>
<td>Research (Clinical)</td>
<td>1,573</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>1,449</td>
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</tbody>
</table>

*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

NET ATTENDEE TO EXHIBITOR RATIO
48:1

NON-PROFESSIONAL ATTENDANCE
2,430 Exhibitors
74 Press
185 Guests

64% UNITED STATES
36% INTERNATIONAL

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

**Convention Center**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Space Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aisle Signage</td>
<td>4</td>
<td>$1,500</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Banners</td>
<td>4</td>
<td>$12,000-$20,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>4</td>
<td>$7,000-$12,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Coffee &amp; Connections</td>
<td>4</td>
<td>$16,000</td>
<td>March 27, 2020</td>
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<tr>
<td>Column Wraps</td>
<td>5</td>
<td>$14,000-$18,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Elevator Clings</td>
<td>5</td>
<td>$18,000</td>
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</tr>
<tr>
<td>Entrance Door Clings</td>
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</tr>
<tr>
<td>Entrance Door &amp; Window Cling Packages</td>
<td>5</td>
<td>$8,000</td>
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</tr>
<tr>
<td>Escalator and Banner Packages</td>
<td>6</td>
<td>$35,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Escalator and Column Wrap Packages</td>
<td>6</td>
<td>$30,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Escalator Clings</td>
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<td>$10,000-$25,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Final Program Print Station</td>
<td>6</td>
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<td>March 27, 2020</td>
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<tr>
<td>Floor Clings in the Exhibit Hall</td>
<td>7</td>
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<td>March 27, 2020</td>
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<tr>
<td>Floor Cling in the Grand Hall</td>
<td>7</td>
<td>$25,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Graphic Panels at Registration</td>
<td>7</td>
<td>$1,500-$3,000</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Hydration Station</td>
<td>7</td>
<td>$40,000</td>
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<tr>
<td>Important Event Schedule</td>
<td>7</td>
<td>$18,000</td>
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<tr>
<td>Meterboard, Digital</td>
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<td>$13,000-$17,500</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>Meterboard, Print</td>
<td>8</td>
<td>$7,000-$10,000</td>
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<tr>
<td>Mural Sponsorship</td>
<td>8</td>
<td>$30,000</td>
<td>Feb. 7, 2020</td>
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<tr>
<td>Park Benches in the Exhibit Hall</td>
<td>9</td>
<td>$10,000</td>
<td>March 27, 2020</td>
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<tr>
<td>Professional Headshots</td>
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<tr>
<td>Relax &amp; Recharge Lounges</td>
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<td>$40,000-$50,000</td>
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<tr>
<td>Rotating Kiosks</td>
<td>10</td>
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<tr>
<td>Shuttle Buses</td>
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<tr>
<td>Table Clings</td>
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<tr>
<td>Wi-Fi Network</td>
<td>10</td>
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<tr>
<td>Work Station</td>
<td>11</td>
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<tr>
<td>You Are Here Floor Map Sign</td>
<td>11</td>
<td>$5,500-$10,000</td>
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</tbody>
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**Hotel & Citywide**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Space Deadline</th>
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</thead>
<tbody>
<tr>
<td>Bar Sponsorship – Marriott Downtown Philadelphia</td>
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<tr>
<td>Bar Sponsorship – Philadelphia 201</td>
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<tr>
<td>Digital Billboard – Market Street</td>
<td>16</td>
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<tr>
<td>Elevator Cling – Marriott Downtown Philadelphia</td>
<td>16</td>
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<tr>
<td>Escalator Package – Marriott Downtown Philadelphia</td>
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</tr>
<tr>
<td>Skybridge Window Clings – Marriott Downtown Philadelphia</td>
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<td>$30,000</td>
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<tr>
<td>Wi-Fi Network – Loews Philadelphia</td>
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<tr>
<td>Wi-Fi Network – Marriott Downtown Philadelphia</td>
<td>17</td>
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<tr>
<td>Hotel Key Cards</td>
<td>17</td>
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<tr>
<td>Medical Bag</td>
<td>18</td>
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<tr>
<td>Medical Bag Premium</td>
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<tr>
<td>Door Hanger</td>
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**Print**

<table>
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<tr>
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<td>Print Preview</td>
<td>21</td>
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<tr>
<td>Non-CME Symposia Locator Guide</td>
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<tr>
<td>Inside ATS 2020</td>
<td>21</td>
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<td>March 26, 2020</td>
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<tr>
<td>Daily Bulletin</td>
<td>19</td>
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**Digital**

<table>
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<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Space Deadline</th>
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</thead>
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<tr>
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<td>Registration Confirmation Banner</td>
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<td>ePreviews</td>
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<td>Final Program</td>
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<tr>
<td>Road Map for Early Career Professionals</td>
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<td>Abstracts on USB</td>
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<tr>
<td>Conference Mobile App</td>
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<tr>
<td>Discovery Quest</td>
<td>24</td>
<td>$600</td>
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<tr>
<td>Post-Conference Exhibit Tracker Banner</td>
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<td>March 2, 2020</td>
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<tr>
<td>Article Index Page</td>
<td>27</td>
<td>$4,830-$7,560</td>
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<tr>
<td>eDaily</td>
<td>26</td>
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<tr>
<td>eHighlights</td>
<td>26</td>
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**Industry Programs & Practical Workshops**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Space Deadline</th>
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</thead>
<tbody>
<tr>
<td>Guru Bars</td>
<td>13</td>
<td>$3,500-$4,500</td>
<td>January 2020</td>
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<tr>
<td>Industry Theaters</td>
<td>12</td>
<td>$14,000-$65,000</td>
<td>January 2020</td>
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<tr>
<td>Non-CME Symposia</td>
<td>14</td>
<td>$20,000-$60,000</td>
<td>January 2020</td>
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<tr>
<td>Practical Workshops</td>
<td>13</td>
<td>$3,000-$15,000</td>
<td>January 2020</td>
</tr>
</tbody>
</table>

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.

- 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.
MARKETING OPPORTUNITIES

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).
- PI: 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.
- PI: 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.
- PI: 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.
- PI: 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.

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.
Visit https://envision.freeman.com/show/ats-2020 for a visual tour of these opportunities and their locations.

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.

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.

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.

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

- Column Wraps: $14,000-$18,000
  - Rights only.
  - Additional production fees will apply.

- Elevator Clings: $18,000
  - Rights only.
  - Additional production fees will apply.

- Entrance Door Clings: $10,000
  - Broad Street: 22 doors
  - Arch Street: 20 doors

- Entrance Door & Window Cling Packages: $8,000 each
  - Two available.

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.
**Conventional 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.**

**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.**

**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.**

All rates are net. No agency discounts apply. Cancellations are non-refundable.  
All quantities are based on projected attendance and room blocks.  
Sales taxes will be applied to all production charges.
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

$16,000
($20,000 with impression metrics)
Production fees included.
Exclusive sponsorship opportunity.

All rates are net. No agency discounts apply. Cancellations are non-refundable. 
All quantities are based on projected attendance and room blocks. 
Sales taxes will be applied to all production charges.
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.
- PI: 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.
- PI: 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.
- PI: 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–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. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.
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.
- PI: 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.
- PI: Available.

Space Reservation Deadline: March 27, 2020
Materials Due: April 3, 2020

$40,000 Terrace Ballroom
$50,000 Grand Hall
Production fees included.

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.
- PI: 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 may have 1-2 staff in the booth to greet attendees.
- PI: Available.

Space Reservation Deadline: March 27, 2020
Materials Due: April 3, 2020

$20,000
Production fees included.
Exclusive sponsorship opportunity.

Visit https://envision.freeman.com/show/ats-2020 for a visual tour of these opportunities and their locations.

More than 1,500 attendees visited this booth in 2019

CONVENTION CENTER

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

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.
MARKETING OPPORTUNITIES

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.
- PI: 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.
- PI: 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.
- PI: Not available.

Space Reservation Deadline: March 27, 2020
Materials Due: April 3, 2020
$12,000 per set of five tables.
25 sets available.
Rights only. Additional production fees will apply.

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.
- 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.

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.
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.
- PI: 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.

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.
- PI: 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–T)
913-780-6923
cgorby@ascendmedia.com

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

Visit https://envision.freeman.com/show/ats-2020 for a visual tour of these opportunities and their locations.
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.
- 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 17</td>
<td>11:30 a.m.—12:15 p.m.</td>
<td>$65,000</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>11:30 a.m.—12:15 p.m.</td>
<td>$60,000</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>11:30 a.m.—12:15 p.m.</td>
<td>$55,000</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 17</td>
<td>12:20 p.m.—1:05 p.m.</td>
<td>$34,000</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>12:20 p.m.—1:05 p.m.</td>
<td>$29,000</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>12:20 p.m.—1:05 p.m.</td>
<td>$24,000</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 17</td>
<td>11:30 a.m.—12 p.m.</td>
<td>$18,000</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>11:30 a.m.—12 p.m.</td>
<td>$16,000</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>11:30 a.m.—12 p.m.</td>
<td>$14,000</td>
</tr>
</tbody>
</table>

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. 1, 2019.
   **SPACE SELLS OUT QUICKLY!**


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.


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.
- Complimentary attendee pre-registration list for one-time use.
- Two badge scanners to capture attendee leads.

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.
- 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/.

WORKSHOPS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 17</td>
<td>12:30 - 1:30 p.m.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>12:30 - 1:30 p.m.</td>
<td>$14,000</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>12:30 - 1:30 p.m.</td>
<td>$13,000</td>
</tr>
</tbody>
</table>

Does not include boxed lunch.

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

GURU BAR

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 17</td>
<td>11:30–11:50 a.m.</td>
<td>$4,500</td>
</tr>
<tr>
<td>Sunday, May 17</td>
<td>12:30–12:50 p.m.</td>
<td>$4,500</td>
</tr>
<tr>
<td>Sunday, May 17</td>
<td>1:30–1:50 p.m.</td>
<td>$4,500</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>12–12:20 p.m.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Monday, May 18</td>
<td>1–1:20 p.m.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>12–12:20 p.m.</td>
<td>$3,500</td>
</tr>
<tr>
<td>Tuesday, May 19</td>
<td>1–1:20 p.m.</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

See page 12 for details on the application process for all Industry Programs.

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

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 Mauer at mmauer@ascendmedia.com for details.

Sponsorship includes:
- Hotel meeting space and A/V package.*
- Promotion in pre-conference and onsite materials.
- Listing in the Non-CME Symposia Locator Guide distributed in the Medical Bag.
- 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

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

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 Disasters 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.

MONDAY, MAY 18, 2020

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

TUESDAY, MAY 19, 2020

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

*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.

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

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

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

HOTEL & CITYWIDE

Bar Sponsorship – 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.

Digital Billboard – Market Street

- 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.

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.

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.

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

$35,000 for the 15-second slot
Rights only.
Additional production fees will apply. Based on availability.

$65,000
Production fees included for column wraps and stair clings.
Exclusive sponsorship opportunity.

$15,000
Production fees included for meterboards and floor decal.
Exclusive sponsorship opportunity.

$10,000
Rights only.
Additional production fees will apply.

$30,000
Rights only.
Additional production fees will apply.

All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Handling fees for shipments received by hotels may apply. Sales taxes will be applied to all production charges.
All rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Handling fees for shipments received by hotels may apply. Sales taxes will be applied to all production charges.

### 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

### Price Range:
$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.
- P: Available.

### Space Reservation Deadline:
March 27, 2020

### Materials Due:
April 3, 2020

### Price:
$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.

### Space Reservation Deadline:
March 27, 2020

### Materials Due:
April 3, 2020

### Price:
$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.

### Space Reservation Deadline:
March 27, 2020

### Materials Due:
April 3, 2020

### Price:
$20,000

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

Visit [https://envision.freeman.com/show/ats-2020](https://envision.freeman.com/show/ats-2020) for a visual tour of these opportunities and their locations.
**MARKETING OPPORTUNITIES**

## 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**

### Door Hanger

**Space Reservation Deadline:** April 3, 2020

**Materials Due:** April 10, 2020

**$16,000 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.

---

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

---

All rates are net. No agency discounts apply. Cancellations are non-refundable.

All quantities are based on projected attendance and room blocks. Handling fees for shipments received by hotels may apply.

Sales taxes will be applied to all production charges.
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**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>$21,775</td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,900</td>
</tr>
<tr>
<td>Full Page PI Space</td>
<td>$7,730</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$8,960</td>
</tr>
<tr>
<td>Half Page</td>
<td>$7,110</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$5,670</td>
</tr>
<tr>
<td>Product &amp; Services Showcase Ad</td>
<td>$750</td>
</tr>
</tbody>
</table>

**Premium Options**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsstand Premium</td>
<td>$17,820</td>
</tr>
<tr>
<td>Front Page Banner &amp; Full Page</td>
<td>$15,350</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>$9,790</td>
</tr>
<tr>
<td>Cover Flap*</td>
<td>$13,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$12,680</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$12,260</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$12,260</td>
</tr>
</tbody>
</table>

*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.

**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.

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation Deadline:</td>
<td></td>
</tr>
<tr>
<td>April 1, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due:</td>
<td></td>
</tr>
<tr>
<td>April 8, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due:</td>
<td></td>
</tr>
<tr>
<td>April 8, 2020</td>
<td></td>
</tr>
<tr>
<td>$17,820</td>
<td></td>
</tr>
</tbody>
</table>

**Space Reservation Deadline:**
- April 8, 2020
- Feb. 20, 2020
- Feb. 27, 2020

**Space Reservation Deadline:**
- April 1, 2020
- Feb. 27, 2020

All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance and room blocks. Handling fees for shipments received by hotels may apply.
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.

---

**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**

- 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

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,975</td>
</tr>
<tr>
<td>Full Page PI Space</td>
<td>$4,740</td>
</tr>
<tr>
<td>Half Page</td>
<td>$4,225</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,470</td>
</tr>
<tr>
<td>Product &amp; Services Showcase Ad</td>
<td>$705</td>
</tr>
</tbody>
</table>

### Premium Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$9,270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,550</td>
</tr>
</tbody>
</table>

### 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:

- **Full Page:** 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:

- **April 2, 2020**

### Materials Due:

- **March 26, 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

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

BOOTH TRAFFIC DRIVERS ON A BUDGET!

Booth Traffic Driver Package

- 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.

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

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.

---

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.

---

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.

---

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 2, 2020
Materials Due: March 9, 2020
$55,000
Exclusive sponsorship opportunity.

Space Reservation Deadline: Nov. 1, 2019
Materials Due: Nov. 8, 2019
$13,000
Exclusive sponsorship opportunity.

Space Reservation Deadline: March 2, 2020
Materials Due: March 9, 2020
$60,000
Exclusive sponsorship opportunity.

Space Reservation Deadline: March 25, 2020
Materials Due: April 8, 2020
$5,000 each

More than 2 million impressions in 2019

9,824
2019 Advance Program downloads from Jan. 31-May 31
MARKETING OPPORTUNITIES

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
- 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)
MARKETING OPPORTUNITIES

DIGITAL

**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.

**Launch Dates:**
- Industry ePreview 1: Deploys March 2020
- Industry ePreview 2: Deploys April 2020
- Know Before You Go ePreview 3: Deploys May 2020

**Space Reservation Deadline:**
- Industry ePreview 1: April 12, 2020
- Industry ePreview 2: March 12, 2020
- Know Before You Go ePreview 3: April 2, 2020

**Materials Due:**
- Industry ePreview 1: April 24, 2020
- Industry ePreview 2: March 19, 2020
- Know Before You Go ePreview 3: April 9, 2020

**2019 METRICS**

- **Average Unique Open Rate:** 37.1%
- **Average Unique Click-Through Rate:** 4.8%

**Leaderboard**
- $7,350

**Premium Banner (each)**
- $4,725

**Half Banner (each)**
- $3,900

**Medium Rectangle (each)**
- $3,675

**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:**
- eDaily: May 17, 18, and 19, 2020

**Space Reservation Deadline:** April 17, 2020

**Materials Due:**
- eDaily: April 24, 2020

**Leaderboard**
- $9,450

**Premium Banner (each)**
- $7,875

**Half Banner (each)**
- $6,000

**Medium Rectangle (each)**
- $5,510

**2019 METRICS**

- **Average Unique Open Rate:** 37.1%
- **Average Unique Click-Through Rate:** 4.8%

**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.

**Launch Dates:**
- eHighlights: June 2020

**Space Reservation Deadline:**
- eHighlights: April 17, 2020

**Materials Due:**
- eHighlights: 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.

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

All quantities are based on projected attendance and room blocks.

**DIGITAL**

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 INTERNATIONAL CONFERENCE

Please complete the following information.

Advertiser: _____________________________________________________________
Agency (if applicable): ______________________________________________________

Billing Information: □ Agency □ Advertiser

Billing Address: _____________________________________________________________
Phone: ___________________ Fax: ___________________ E-mail: _______________________
City: ___________________ State: __________ Zip: ___________________

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

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

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.

Ascend Media LLC • 7711 W. 95th St., Suite 300 • Overland Park, KS 66212
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/designer/acrobat/articles/acr6pdf.html.
- Fonts must be outlined or embedded.
- All colors must 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 JGP and no extra channel).
- 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
7711 W. 95th St., Suite 300
Overland Park, KS 66212
913-489-1110

How to participate in the Medical Bag
1. Reserve space in the Medical Bag on or before the materials 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 2 copies via email to your Ascend Media account manager or submit two copies by overnight service to Ascend Media LLC, 7711 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.
- Reversed text must be a minimum of 10 points.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- All third-party, vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPEG 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 a GIF image, 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.

Specifications for eBlasts
- Premium Leaderboard, Leaderboard, Half Banner and Medium Rectangle ads must be in GIF or JPEG 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. A maximum of 4 ads per day.
- All third-party, vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPEG 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 GIF, 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 daily.
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. 8.125” past trim
Safety/Live Area: All text and graphics not intended to bleed. 7.375” from trim

DIGITAL
Ad sizes and dimensions (width x height)
Leaderboard and Premium Banners
- 728 x 90 pixels
- 300 x 600 pixels
Half Banner
- 160 x 600 pixels
Medium Rectangle
- 300 x 250 pixels
eBlast ads
- 600 x 100 pixels

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.

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. 3/8” past trim
Safety/Live Area: All text and graphics not intended to bleed. 5/16” from trim

ADVERTISEMENTS
Ad sizes and dimensions (width x height)
Publication size: 8.5” x 11” (Digital publication finished size)

ADVANCE PROGRAM
AD AND ROAD MAP FOR EARLY CAREER PROFESSIONALS
Ad sizes and dimensions (width x height)
Publication size: 8.5” x 11” (Digital publication finished size)

INSIDE ATS 2020
Ad sizes and dimensions (width x height)
Bleed: 3.9375” x 8.75”
Trim: 3.625” x 8.5”
Safety/Live Area: 3.1875” x 8.125”

INTERACTIVE PANELS
Ad sizes and dimensions (width x height)
Publication size: TBD

VIRTUAL FINAL PROGRAM
Ad sizes and dimensions (width x height)
Publication size: TBD

All rates are net. Cancellations are non-refundable.
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.