

## PRINT

### Advance Registration Program

#### Pre-meeting promotional opportunity

**\$25,000—Up to four ad pages (Covers 3 and 4 and ROB)**

Promote your organization well in advance of ACG 2018! The Advance Registration Program is the first major direct mail marketing piece for ACG 2018, and is distributed to ACG members and non-members. It includes all the pertinent information on registration and housing, and provides an overview of the educational programming for the meeting. At least one mailing will be sent to all ACG U.S. members and a select list of non-members, with a combined total of approximately 18,000. Additional select mailings to past attendees may take place. In addition, ACG will distribute the program digitally to all ACG members (U.S. and international). The sponsor of the Advance Registration Program will receive a full-page ad on the back cover (covers 3 and 4) as well as two ROB pages in the Advance Registration Program.

**Artwork due by March 1, 2018.**

### Preliminary Program

#### Pre-meeting promotional opportunity

**\$30,000**

Promote your organization well in advance of ACG 2018! The Preliminary Program provides a comprehensive listing of the educational programming along with events and a listing of the posters to be presented. It also includes the necessary forms to register for the meeting and reserve a hotel room. Distributed to all ACG U.S. members and a select list of non-members, it's a great way to promote your organization well in advance of the meeting. Many attendees keep this program book as a reference for planning their schedule at the meeting. Additional select mailings to past attendees may take place. In addition, ACG will distribute the program digitally to all ACG members (U.S. and international). The sponsor of the Preliminary Program will receive a full-page ad on the back cover (covers 3 and 4). Additionally, the page facing cover 3 is available upon request. **Artwork due by June 15, 2018.**

### Registration Bag inserts

**\$7,000 (limited to 10 sponsors)**

Get noticed by placing an insert in the ACG 2018 Registration Bag. Every attendee of ACG 2018 will receive a bag when they pick up their meeting materials. Your promotional insert will be included along with important meeting information and ACG promotional materials. Limited to 10 participating exhibitors. The insert should be no larger than 8" x 11". It can be multiple pages but not exceed 2.5 ounces. Larger inserts may be included for an additional fee.

### Meeting News Tip-on

**\$30,000 - SOLD**

Include a tip-on on the front cover of both issues of the ACG 2018 Meeting News. The Postgraduate Course issue of the Meeting News (first issue), is inserted in all attendee registration bags. The ACG 2018 Annual Meeting edition of the Meeting News (second issue) is offered as a door drop at the HQ hotel.

### ACG 2018 Final Program

Advertise in the Final Program book distributed to all attendees when they pick up their meeting materials. Attendees use this valuable resource to browse sessions, posters and more. Attendees can find a Schedule at a Glance, event locations, general information, agendas for the various courses, as well as featured lectures, hands-on endoscopy workshop sessions, and special events for fellows and more. Looking for a specific poster or poster author? The author and keyword index helps you locate them quickly. The Final Program book will be more than 200 pages in length.

Premium back cover ads are available for \$35,000. Price includes covers 3 and 4 and the page facing cover 3 if needed.

### ACG 2018 Meeting News

Advertise in the Meeting News and reach a wide range of medical professionals, from purchasers to administrators to physicians. Your advertisement encourages meeting attendees to visit your booth for more detailed information on your product or service. The official ACG 2018 tabloid-sized newspaper, is published twice during the meeting.

The first edition is distributed during the two days of the Postgraduate Course, and placed in the registration bag. The second edition is distributed during the three days of the Annual Scientific Meeting and is offered as a door drop at the HQ hotel. The ACG 2018 Meeting News provides meeting, exhibit and association news to all attendees and features up-to-the-minute information on daily events. When you purchase an advertisement in the Meeting News, your ad will run in both the Postgraduate Course edition and the Annual Meeting edition.

Ad materials for each issue must be identical. The publisher reserves the right to label ads as "Advertisement."

### ACG 2018 Official Exhibit Guide

**Premium positions are available (rates vary): Back cover—50%, inside covers—40%.**

Your advertisement in the Official Exhibit Guide will encourage meeting attendees to visit your booth for more detailed information on your product or service and provide an important reference for decision-makers, both during and after the meeting. This guide provides important exhibit information to all attendees, including detailed exhibitor listings, a schedule of meeting events, an Exhibit Hall floor plan, and other Exhibit Hall activities. The Official Exhibit Guide will be distributed to all registrants and attendees in their registration bags.

### Deadlines and Payments:

Ad space reservations . . . . .	August 10, 2018
Payment due . . . . .	August 10, 2018
Materials due . . . . .	August 17, 2018

**All signed agreements are firm. No cancellations will be accepted.**

# Publication Ad Sizes

## ACG 2018 Meeting News

Size	Dimensions*	Black & White (both issues)	4-Color (both issues)
Full page bleed (trim size is 11 x 14)	11 1/4 x 14 1/4	\$9,030	\$11,020
Full page non-bleed	10" x 13"	\$9,030	\$11,020
Junior page	7 1/2" x 10"	\$7,640	\$9,635
1/2 page	10" x 7" or 5" x 14"	\$6,545	\$8,500
1/4 page	5" x 7"	\$3,970	\$5,950
<b>MATERIALS DUE: AUGUST 17, 2018</b>			

## ACG 2018 Official Exhibit Guide

Size	Dimensions*	Black & White	4-Color
Full page bleed (trim size: 8 1/2" x 11")	8 3/4" x 11 1/4"	\$4,775	\$5,820
Full page non-bleed	7.5" x 10"	\$4,775	\$5,820
1/2 page - horizontal	7" x 4 1/2"	\$3,415	\$4,400
1/2 page - island/Jr.	4 3/4" x 7 1/2"	\$3,415	\$4,400
1/3 page - vertical	2 1/2" x 9 7/8"	\$2,690	\$3,705
1/3 page - square	4 3/4" x 4 7/8"	\$2,690	\$3,705
1/4 page	3 1/2' x 5"	\$2,115	\$3,125
<b>MATERIALS DUE: AUGUST 17, 2018</b>			

## ACG 2018 Final Program Book

Size	Dimensions*	Black & White	4-Color
Full page bleed (trim size: 8 1/2" x 11")	8 3/4" x 11 1/4"	\$9,550	\$11,640
Full page non-bleed	7.5" x 10"	\$9,550	\$11,640
1/2 page - horizontal	7" x 4 1/2"	\$6,830	
1/2 page - island/Jr.	4 3/4" x 7 1/2"	\$6,830	
1/3 page - vertical	2 1/2" x 9 7/8"	\$5,380	
1/3 page - square	4 3/4" x 4 7/8"	\$5,380	
1/4 page	3 1/2' x 5"	\$4,230	
<b>MATERIALS DUE: AUGUST 17, 2018</b>			

## PRODUCTION GUIDELINES

- File Format: PDF/X-1a (2001 compliant) is required.
- Color ads must be CMYK, and fonts and art must be embedded.
- Art resolution must be at least 300 DPI.
- Bleeds: Artwork must include 1/8 inch bleeds

Upload instructions will be provided to all advertisers with confirmed insertion orders.

**Proofs:** It is recommended that all advertisers submit a SWOP-approved contract proof with their ad file by August 17, 2018. If contract proofs are not provided before materials go to print, ACG cannot be held liable for color reproduction.

**Please send proofs to:** Emily Garel, American College of Gastroenterology, 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817

# SPONSORSHIP APPLICATION

## ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE OCTOBER 5 - 10, 2018 • Pennsylvania Convention Center

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846  
TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager



**We would like to reserve the following sponsorship opportunities for the 83rd Annual Meeting**

of the American College of Gastroenterology, October 5-10, 2018 at the Pennsylvania Convention Center, Philadelphia, Pennsylvania.

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

PHONE

E-MAIL ADDRESS

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME (PRINT)

CARDHOLDER'S SIGNATURE

**ACG 2018 SPONSORSHIP**

### ACG 2018 SPONSORSHIP POLICIES AND PROCEDURES

All companies who sponsored an activity at the WCOG at ACG2017 have the first right of refusal for renewal of the same sponsorship in 2018. Renewal of any sponsorship must have been secured by **February 1, 2018**. Payment for any sponsorship must be made within 30 days after application has been accepted and an invoice has been mailed. No cancellations will be accepted. ACG 2018 sponsorship and promotional opportunities are only available to companies exhibiting at ACG 2018.

All sponsors of ACG 2018 receive the following standard acknowledgements:

- ✓ Recognition in the Meeting News "Thanks to Our Sponsors"
- ✓ Listing on ACG meeting website "Thanks to Our Sponsors"
- ✓ Recognition in the ACG Final Program Book

In order to receive the standard recognition as listed, sponsorship(s) must be secured by **August 1, 2018**. Depending on the sponsorship opportunity, additional acknowledgement may apply.