



# Advertising Opportunities

# 2026

## INSIDE

### DIGITAL

- ▶ Onsite Industry Guide
- ▶ Email Opportunities

### PRINT

- ▶ Literature Bag

### NEW!

### OUT-OF-HOME ADVERTISING

- ▶ Contact us to learn more about our exciting opportunities



OFFICIAL VENDOR

April 16-18  
San Francisco, CA

# Reach Your Target Audience



ACP's Internal Medicine Meeting brings together internists worldwide to explore the latest advances in the field. Ensure your messaging stands out with exclusive opportunities from TriStar. Our extensive network and expertise places your brand in front of this influential audience to engage attendees and maximize ROI.



## About The American College of Physicians (ACP)

Founded in 1915, the ACP promotes the quality and effectiveness of healthcare by fostering excellence and professionalism in internal medicine. As the largest medical specialty organization and the second-largest physician group in the United States, ACP represents internists who focus on adult medicine and managing complex medical conditions.

## Mastering Medicine Together

The Internal Medicine Meeting provides a forum for physicians, residents, students, and healthcare professionals to engage in education, workshops, and networking. Sessions cover a wide range of internal medicine topics, including clinical updates, research findings, technology advancements, practice management, and professional development.

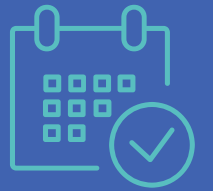
## Audience Profile

The Internal Medicine Meeting typically attracts a diverse range of attendees from various healthcare professions, including:

- ▶ Internal medicine physicians
- ▶ Subspecialists
- ▶ Medical students
- ▶ Allied health professionals



In 2025, over  
**6,900**  
healthcare professionals attended the Internal Medicine Meeting!



## Event Details

The ACP Internal Medicine Meeting 2026 will take place in San Francisco, CA, April 16 - 18, 2026.





# Digital Opportunities

## Onsite Industry Guide

Promote your presence and showcase your support of ACP in this digital attendee resource, highlighting industry activities during the Internal Medicine Meeting 2026.



VIEW THE  
2025 ONSITE  
INDUSTRY GUIDE  
HERE

### Targeted Traffic Drivers

The Onsite Industry Guide is promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI:



#### EMAIL

- Promoted in three ACP-delivered emails



#### MEETING WEBSITE

- Dedicated landing page
- Link in sidebar navigation
- Call-to-action on Visit the Exhibit Hall page
- Links on Symposia and Innovation Theater pages



#### MOBILE APP

- Link posted on the official meeting app

### 2025 METRICS



Number of Users:  
**7,054**



Sessions:  
**9,043**

## Premium Advertising



**Left of Cover**

**\$12,400**



**Front Cover Banner**

Includes a full-page ad  
*Front cover banner will not display on emails.*

**\$12,040**



**Inside Front Cover**

**\$11,240**



**Two-Page Spread**

**\$14,300**



**Across from Schedule-at-a-Glance**

**\$8,240**



**Across from Innovation Theater Schedule**

**\$8,390**



**Across from Industry-Supported Symposia Schedule**

**\$8,390**



**Across from Welcome Letter**

**\$7,640**



**Inserts (5)**

*Placement of digital inserts may vary.*

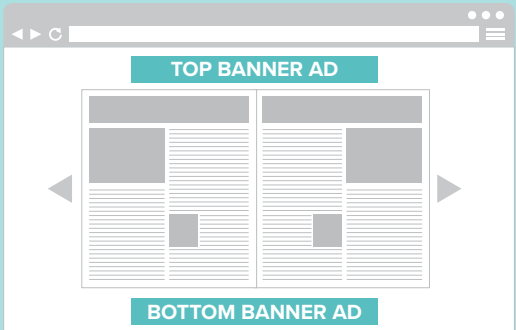
**\$7,340**

**per insert**

*\*Please refer to page 10 & 11 for No Implied Endorsement language pertaining to Innovation Theaters and Industry-Supported Symposia*

## Increase Your Visibility

Purchase this Top and Bottom Banner package to be seen on a run-of-book spread, or upgrade your full-page buy to receive maximum exposure.



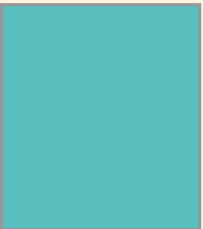
**Top and Bottom Banner (run-of-book)**  
**\$5,410**

**Top and Bottom Banner Upgrade**  
**\$4,210**

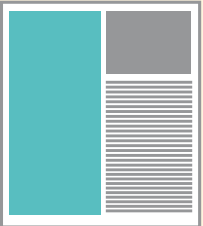
*\*Top Banner Ads do not display on mobile devices.*



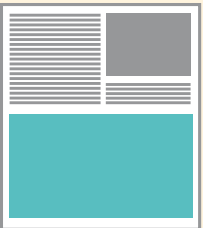
### ADVERTISING RATES



Full-page  
**\$7,490**



Half-page Vertical  
**\$6,560**



Half-page Horizontal  
**\$6,560**



Quarter-page  
**\$4,870**



Showcase  
**\$280**

## Email Opportunitites

Deliver your message directly to thousands of ACP members and attendees when placing your ad in three ACP-delivered emails promoting the Onsite Industry Guide. Receive a full-page ad in the guide with your email banner ad buy.



### DISTRIBUTION AUDIENCE

Delivered to Internal Medicine Meeting attendees via dedicated ACP-delivered emails (approximately 6,000 recipients)



### DISTRIBUTION DATES\*

- ▶ Email 1: March 31
- ▶ Email 2: April 7
- ▶ Email 3: April 14

*\*Dates may vary slightly*



### DEADLINES

March 4      Ad space/payment  
March 11     Ad materials due



### ADVERTISING RATES\*

Banner A	<b>\$16,400</b>
Banner B	<b>\$15,190</b>
Banner C	<b>\$13,300</b>
Banner D	<b>\$11,930</b>

*\*Includes a full-page ad in the Onsite Industry Guide*



### SPECIAL NOTES

- ▶ Refer to page 10 for additional information.

### 2025 METRICS



Total Open Rate:  
**48%**

*Industry benchmark 23.7%*



Average CTR:  
**6.78%**

*Industry benchmark 3.0%*



Unique Open Rate:  
**24.6%**

View this in a browser if you are having trouble viewing this email.

ACP | Internal Medicine Meeting 

#### Email Banner A



Click here to view the  
**Onsite Industry Guide**

#### Email Banner B

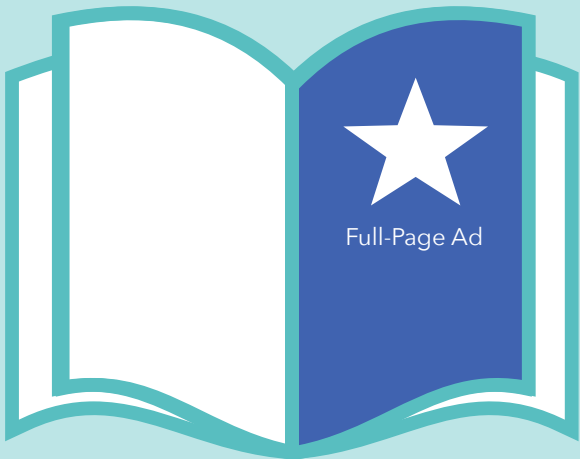
#### Email Banner C

#### Email Banner D

If you are no longer interested in receiving these emails, you can [unsubscribe instantly](#).

*For illustration purposes only.*

### PLUS FULL PAGE AD



## Literature Bag

If you’re looking to bag some big traffic for your booth or event, don’t miss this high-impact opportunity to put your message directly in attendees’ hands as they begin their day at the convention center!



### DISTRIBUTION METHOD

Distributed during registration and at the Exhibit Hall entrances by a friendly and energetic distribution team.



### DISTRIBUTION DATES

April 15-16 (One bag distributed over two days)



### QUANTITY

4,000



### ADVERTISING RATES

**\$8,940**



### DEADLINES

February 25 Ad space/prototype/payment  
March 11 Printed inserts due



### PROTOTYPE SUBMISSION

Submit prototypes through the TriStar ad portal. For questions, contact Sydney Campbell at [scampbell@tristarpub.com](mailto:scampbell@tristarpub.com).



### SPECIAL NOTES

- ▶ Refer to pages 10 & 11 for additional information and No Implied Endorsement language pertaining to Innovation Theaters and Industry-Supported Symposia.



## Premium Advertising **Exclusive**

Brand the outside of the Literature Bag with your corporate or product logo and booth number. Opportunity also includes one promotional insert placed inside the Literature Bag. Exclusive to one sponsor, this sought-after position delivers lasting visibility to every attendee.



### DISTRUBTION

Distributed during registration and at the Exhibit Hall entrances by a friendly and energetic distribution team.



### DEADLINES

February 4	Ad space/payment
February 18	Logo artwork due
February 25	Insert prototype due
March 11	Printed inserts due



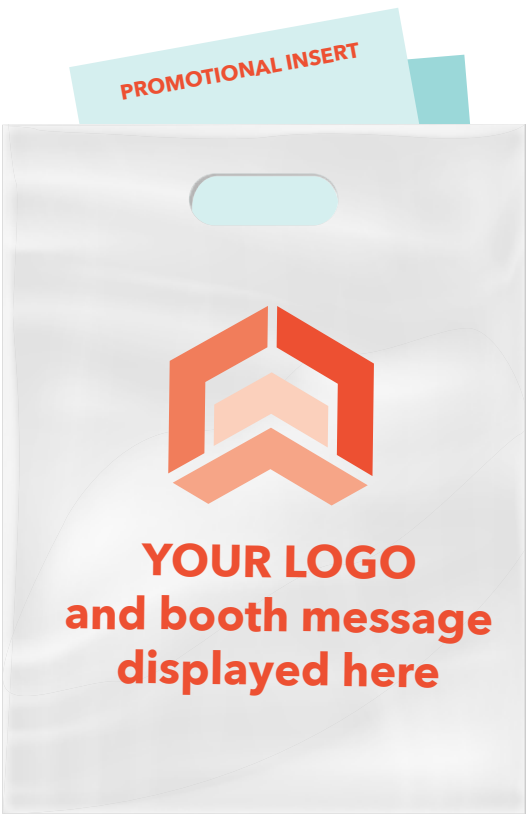
### ADVERTISING RATE

**\$11,780**



### SPECIFICATIONS

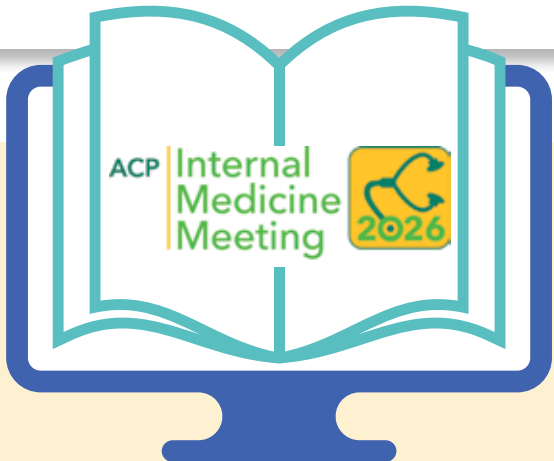
- ▶ Specifications will be provided upon inquiry and/or space commitment
- ▶ Participating advertiser is allotted three colors maximum for graphics, including black
- ▶ Participating advertiser is responsible for printing and shipping inserts to designated fulfillment center



Bag images for illustration purposes only.

## BONUS VISIBILITY

All Innovation Theater supporters receive a ¼ page, full-color ad in the Onsite Industry Guide when purchasing a Literature Bag insert.





# Special Notes | Terms & Conditions

## DIGITAL AND EMAIL ADVERTISING

1. Ad creatives, tags, or URLs changing out will incur additional fees. Contact your TriStar Media Strategist to discuss scope of work and associated fees.
2. A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, ACP approval, etc.
3. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
4. TriStar does not offer any guarantees regarding non-human traffic, consistent with industry standards for sponsorship advertising. Spam filtering and invalid traffic reduction are managed through trusted third-party platforms that follow industry best practices. TriStar relies on these tools to support quality reporting and minimize invalid clicks and impressions.
5. Viewability thresholds are not guaranteed and may vary based on device and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
6. Email distribution numbers, as listed in the media kits, are estimates and may include both domestic and international recipients. For targeted opportunities, please contact your Media Strategist.
7. Email distribution dates are approximate and subject to change. Advertisers will be notified should a change occur.

## LITERATURE BAG INSERTS

1. TriStar will provide specifications upon purchase of the advertising tactic.
2. A prototype must be submitted to TriStar for approval by ACP, regardless of prior approval for other promotional opportunities at the meeting. TriStar will confirm approval status with the advertiser.
3. If changes are necessary, an updated prototype must be resubmitted. TriStar will provide written notice of final approval.
4. Advertisers are responsible for supplying all printed materials. Advertisers are responsible for correct piece count. TriStar will not be responsible for shortages due to under-shipping.
5. Do not ship printed materials to the TriStar office. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped. TriStar is not liable for distribution failures should the advertiser incorrectly fill out or choose not to use the supplied shipping label. Additional fees may be incurred for non-compliance or failure to fully complete the shipping label provided.
6. For questions related to material receipt, contact your TriStar Project Manager.
7. Advertising fees may vary based on the type of collateral selected for distribution.

8. Due to the weight and bulk of magazines, newspapers, and other publications, these items will not be permitted.

## GENERAL NOTES

1. ACP and TriStar reserve the right to update the product offerings based on the project developments.
2. All advertisements must be approved by ACP. For certain products—such as out-of-home placements and hotel tactics—vendor approval may also be required. If an ad is not approved, the advertiser will have the opportunity to submit revised creative.
3. Advertising purchases will not increase sponsorship level with ACP.
4. By submitting an insertion or purchase order, you agree to the terms and conditions listed herein.

## FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

1. Prices are NET; no agency commission or cash discounts permitted.
2. Digital ad pricing is considered sponsorship (flat rate). Unless noted otherwise, there are no CPM guarantees provided due to the nature of target audience access. TriStar will not issue credits for data shortfalls in analytics.
3. Prepayment is required for all convention center sponsorships, out-of-home opportunities, hotel tactics, and retargeting—without exception.
4. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
5. All invoices are payable in USD via check, ACH, credit card, or wire transfer.
  - a. **Mail check payments to:**  
Accounts Payable, TriStar Event Media, LLC  
7285 W. 132nd Street, Suite 300  
Overland Park, KS 66213
  - b. Credit card payments incur a 3% surcharge.
  - c. Wire transfers incur a \$40 processing fee.
6. The advertiser and/or agency (if applicable) shall be jointly and severally liable for all monies due.
7. Invoices unpaid after 45 days are past due and may accrue a 3% late fee.
8. TriStar reserves the right to prohibit future advertising if an account is past due 90 days. Accounts more than 90 days past due will result in loss of first refusal and waitlist rights and may bar the advertiser from future opportunities.
9. TriStar reserves the right to contact the client directly if the agency account is delinquent.
10. A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, ACP approval, etc.

11. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
12. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
13. Circulation is based on the projected attendance at the time of sales deck creation. There will be no monetary adjustments should attendance numbers decrease.
14. Ads requiring reformatting or manipulation by TriStar will incur a minimum fee of \$500, with the final cost determined by scope. TriStar will not alter or manipulate any ad content without the advertiser's explicit approval and direction.
15. TriStar will make every effort to accommodate creative revisions submitted after the materials due date; however, acceptance is not guaranteed and additional charges may apply.
16. Most tactics are priced to include one creative submission. Additional fees may apply for multiple creatives

## CANCELLATION POLICY

1. Advertising agreements are considered final and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, insertion or purchase order, creative materials, or payment.

## PROOF OF PERFORMANCE

1. TriStar shall provide proof of performance and metric reporting in accordance with its standard practices. Any requests made outside of the standard reporting period may be subject to service fees.
2. TriStar reserves the right to modify its standard reporting practices, including the scope and frequency of reporting.
3. All metric data reports shared by TriStar shall be treated as confidential information.

## LEGAL & CONTENT LIABILITY

1. The advertiser and/or agency assumes full liability for all advertising content published by TriStar.
2. Advertiser and/or agency grants TriStar rights to use, reproduce, and distribute all supplied creative material.
3. TriStar will not be held liable for unforeseen circumstances or any damage to marketing assets placed in public spaces (e.g., citywide or airport advertising).

## NON-EXHIBITOR ADVERTISING

- ▶ Companies must be an official Exhibitor, Industry-Supported Symposia, or Innovation Theater supporter of the Internal Medicine Meeting 2026 to participate in the advertising opportunities listed.

## DISCLAIMER STATEMENTS (required on all advertisements)

- ▶ Innovation Theaters: "Innovation Theaters are not a part of the official Internal Medicine Meeting 2026 Education Program and do not offer CME credit."
- ▶ Industry-Supported Symposia: "This event is not a part of the official Internal Medicine Meeting 2026 Education Program. CME credit is provided by organizations other than ACP."

## NO IMPLIED ENDORSEMENT

- ▶ Innovation Theaters and Industry-Supported Symposia are considered unofficial programs (not supported by ACP). Therefore, there can be no implication in any promotional materials, or during these events, that sessions are connected with Internal Medicine Meeting 2026, are presented in cooperation with ACP, or are endorsed by ACP. You may not use such phrases as "presented during," "presented in conjunction with," or "prior to" Internal Medicine Meeting 2026.
- ▶ The use of "Internal Medicine Meeting 2026" is strictly prohibited, with the following exceptions only:
  - Exhibit Booths: May refer to "Internal Medicine Meeting 2026" when stating booth numbers.
  - Innovation Theaters: May refer to the program as "in the Exhibit Hall at Internal Medicine Meeting 2026".
  - Required disclaimer statements for Innovation Theaters and Industry-Supported Symposia (see above).
- ▶ The use of the ACP name, logo, or seal is strictly prohibited from all promotional materials.

# Ready to Advertise?

## FOR RESERVATIONS, CONTACT:



**Hilary Bair**  
Sr. Media Strategist  
[hbair@tristarpub.com](mailto:hbair@tristarpub.com)  
913-491-4200, ext.496



## DON'T SEE WHAT YOU ARE LOOKING FOR?

We welcome innovative ideas that add value to the meeting and attendee experience while achieving your organization's visibility and awareness goals. Contact Hilary Bair, Senior Media Strategist, to discuss your custom solution!

## FILE SUBMISSION SPECIFICATIONS

### ACCEPTABLE FILE FORMATS

- ▶ Adobe InDesign
- ▶ Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- ▶ Press/print-ready PDF (PDF/X compliant)
- ▶ Fonts: Packaged, outlined, or embedded
- ▶ Images dpi and ppi are ad buy specific
- ▶ All colors must be CMYK for print, RGB for digital

### UNACCEPTABLE PROGRAMS

- ▶ Corel Draw
- ▶ Microsoft Publisher
- ▶ Microsoft Word and Microsoft PowerPoint

*Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.*

### SUBMITTING FILES

(DIGITAL & PRINT)

- ▶ Contact your TriStar representative for login information and upload instructions.
- ▶ Don't forget to submit! Late fees will be assessed for any materials received after the specified deadline.

## AD SPECIFICATION & MATERIAL SUBMISSION CONTACTS:

### PRINT / HOTEL / CONVENTION CENTER / OUT-OF-HOME ADVERTISING



**Sydney Campbell**  
Project Manager  
[scampbell@tristarpub.com](mailto:scampbell@tristarpub.com)  
913-491-4200, ext. 514

### DIGITAL ADVERTISING



**Steve Smyth**  
Digital Ad Operations Manager  
[ssmyth@tristarpub.com](mailto:ssmyth@tristarpub.com)  
913-491-4200, ext. 453



T: 913-491-4200  
[TriStarEventMedia.com](http://TriStarEventMedia.com)

### SEND ADVERTISING PAYMENTS TO

**Accounts Payable**  
TriStar Event Media, LLC  
7285 W. 132nd Street, Suite 300  
Overland Park, KS 66213

### PAYMENT OPTIONS

Payments may be made via check, ACH, wire transfer, or credit card. Credit card payments will incur an additional fee of 3 percent added to the total purchase price. Wire transfers are subject to a \$40 processing fee. These fees cannot be waived.