WHY ADVERTISE

REACH 6,500+ PHYSICIANS
Ensure your message is seen by the 83% of doctors visiting the exhibit hall two or more days.

EXCLUSIVE ACCESS
Hard-working physicians who will only attend Internal Medicine Meeting 2018 come eager to find new products and services. That makes Internal Medicine Meeting 2018 the year’s best opportunity to influence your target audience through materials that create a lasting impression on the meeting and the marketplace.

GENERATE LEADS
Develop qualified leads with the help of a unique marketing portfolio.

INSIDE:

3 ONSITE INDUSTRY GUIDE
Ad space deadline: February 23
Ad materials due: March 2

4 LITERATURE BAG
Ad space deadline: March 2
Ad materials due: March 9

5 EXHIBIT XTRA
Ad space deadline: March 9
Ad materials due: March 16

For more information, please contact Nan Blunk at 913-491-4200 or nblunk@tristarpub.com
ONSITE INDUSTRY GUIDE

Attendees use the Onsite Industry Guide to navigate the Exhibit Hall and find out about Symposia and Innovation Theater sessions. Referenced throughout Internal Medicine Meeting 2018, the guide will provide repeat visibility for your promotional message!

CONTENT
- Symposia schedule-at-a-glance
- Symposia descriptions
- Symposia site locator map
- Innovation Theater schedule
- Exhibitor listing with company descriptions
- Exhibitor product categories
- Exhibit Hall floor plan
- Convention Center map

DEADLINES
February 23 Ad space/payment
March 2 Ad materials due

QUANTITY
8,000

ADVERTISING INFORMATION

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>B/W</th>
<th>4/COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>w/bleed 8 5/8” x 11 3/8”</td>
<td>$7,345</td>
<td>$9,690</td>
</tr>
<tr>
<td></td>
<td>trim 8 3/8” x 10 7/8” non-bleed 7 3/8” x 9 3/8”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>4 5/8” x 10”</td>
<td>$5,880</td>
<td>$7,635</td>
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<tr>
<td>1/8 page vertical (island ad)</td>
<td>4 5/8” x 7 7/8”</td>
<td>$5,200</td>
<td>$6,325</td>
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<tr>
<td>1/4 page vertical</td>
<td>2 3/8” x 10”</td>
<td>$3,675</td>
<td>$4,210</td>
</tr>
<tr>
<td>1/4 page square</td>
<td>4 5/8” x 4 7/8”</td>
<td>$3,675</td>
<td>$4,210</td>
</tr>
<tr>
<td>3/8 page</td>
<td>3 7/8” x 5”</td>
<td>$1,585</td>
<td></td>
</tr>
<tr>
<td>Product Services Showcase</td>
<td>3 1/2” x 2”</td>
<td></td>
<td>$620</td>
</tr>
<tr>
<td>Bellyband</td>
<td>18-20” x 2”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Floor Plan Banner</td>
<td>15 3/4” x 1 1/4”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All Innovation Theater supporters receive a 1/4 page, 4/color ad in the Onsite Industry Guide when purchasing a Literature Bag insert.

PREMIUM ADVERTISING

- Back Cover ...................................... $13,545
- Inside Front Cover ............................ $11,630
- Inside Back Cover ............................... $11,425
- Across from Schedule-at-a-Glance ............ $10,710
- Across from Table of Contents ................ $10,710
- Bellyband .......................................... $14,585
- Exhibit Hall Floor Plan ....................... $14,585
- Symposia Site Map .............................. $13,900
- Bookmark ......................................... $9,600

* Please refer to page 6 for No Implied Endorsement language
**SPECIAL DELIVERY FOR YOUR MESSAGE**

**LITERATURE BAG**

Put your message in the hands of every attendee with a promotional insert in the Literature Bag. With distribution to attendees at registration and Exhibit Hall entrances, this opportunity provides great visibility for your booth, products, and special programs!

**DEADLINES**
- March 2: Ad space/prototype/payment
- March 9: Ad materials due

**PROTOTYPE SUBMISSION**
Submit PDF prototypes to Meghan Scobie at mscobie@tristarpub.com

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**ADVERTISING INFORMATION**

<table>
<thead>
<tr>
<th>DISTRIBUTION DATE</th>
<th>DISTRIBUTION METHOD</th>
<th>QUANTITY</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag 1: April 17-18 (Same bag distributed both days)</td>
<td>This bag will be distributed throughout registration via handout personnel and racks</td>
<td>4,500</td>
<td>$8,010 Non-Profit &amp; 10’ x 10’ Booth Rate: $4,250</td>
</tr>
<tr>
<td>Bag 2: April 19</td>
<td>Distributed via handout personnel at Exhibit Hall entrances</td>
<td>4,500</td>
<td>$8,010 Non-Profit &amp; 10’ x 10’ Booth Rate: $4,250</td>
</tr>
<tr>
<td>Bag 3: April 20</td>
<td>Distributed via handout personnel at Exhibit Hall entrances</td>
<td>4,500</td>
<td>$8,010 Non-Profit &amp; 10’ x 10’ Booth Rate: $4,250</td>
</tr>
</tbody>
</table>

* Please refer to page 6 for No Implied Endorsement language

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**PREMIUM ADVERTISING OPPORTUNITY**

Receive high visibility with prime advertising space on the outside of the Literature Bag. The participating advertiser receives a clear plastic pocket on the outside of the bag for placement of one insert, along with corporate, product, and/or booth recognition printed above the pocket. The Internal Medicine Meeting 2018 logo will be printed on the opposite side of the bag.

**SPECIFICATIONS**
- Window pocket insert cannot exceed 5 ½” x 4”
- Logo not to exceed 9” x 6” (printed directly above pocket)
- The participating advertiser is allotted a maximum of three colors for graphics, including black

**DEADLINES**
- January 26: Ad space/prototype/payment
- February 2: Logo artwork due

**RATE**
- $11,500 per day

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For more information, please contact Nan Blunk at 913-491-4200 or nblunk@tristarpub.com
READ TRAFFIC TO YOUR BOOTH

EXHIBIT XTRA

Spotlight your presence on the exhibit floor with the Exhibit Xtra! Distributed at Exhibit Hall entrances, this helpful foldout Exhibit Hall map will illuminate your company with a booth highlight and promotional ad.

DEADLINES
- March 9: Ad space/payment
- March 16: Ad materials due

QUANTITY
- 8,000

DISTRIBUTION METHOD
- Distributed throughout the meeting at Exhibit Hall entrances and information counters

DIMENSIONS
- 4 ½” x 3”

RATE
- $595

PREMIUM ADVERTISING OPPORTUNITY

Includes Map Banner, Booth Highlight, and one 4/color ad

DIMENSIONS
- Banner – 18 ½” x 1 ¾”
- Ad – 4 ½” x 3”

RATE
- $1,050

* Please refer to page 6 for No Implied Endorsement language
SPECIAL NOTES | TERMS AND CONDITIONS | MECHANICAL SPECIFICATIONS

LITERATURE BAG INSERTS
1. All inserts must be submitted to TriStar for final approval by ACP. A copy of the insert must be approved by ACP regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. Do not ship bag inserts to the TriStar office. The advertiser will be responsible for the cost incurred to ship to the insertion fulfillment house.
5. A minimum of four pieces must be reserved per day for bag delivery to occur.
6. Insert specifications: Maximum dimensions are 8 ½” x 11”; maximum weight is 4 ounces.
7. Price based on an average-sized insert. Insertion fee is subject to change at publisher’s discretion.
8. Due to weight and bulk of magazines, newspapers, and other publications, distribution of these items will not be permitted in the bag.

GENERAL NOTES
1. All advertisements are subject to approval by ACP.
2. Circulation is based on projected attendance at the time of rate card distribution.
3. The advertiser is responsible for sending the correct number of pieces.
4. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in canceled publications or services. TriStar is not obligated to offer or replace canceled publications or services with any other advertising vehicle.

FINANCIAL CONSIDERATIONS
1. All signed agreements are firm. No cancellations accepted.
2. Payment due upon space commitment. Payments may be made via check, wire transfer, or credit card.
3. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. This fee cannot be waived.
4. No agency commission or cash discounts permitted. Rate card prices are NET.
5. Fees will apply for noncompliance with the shipping instructions or failure to fully complete shipping label provided.
6. A minimum $500 late fee will be charged for materials received after the specified due date or failure to meet the deadline specified for final materials.

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 mailers, or during these events, that sessions are connected with Internal Medicine Meeting 2018, are presented in cooperation with ACP, or are endorsed by ACP.

Any URL used for registration may not contain any reference to ACP or Internal Medicine Meeting (for example www.topic/MM2018 is not acceptable).

The use of the ACP name, logo, or seal is strictly prohibited from all promotional materials.

Innovation Theaters: There is just one exception to this rule, which is that preregistrant mailers may indicate that a session is located at Internal Medicine Meeting 2018. Otherwise, the use of "Internal Medicine Meeting 2018" is strictly prohibited unless it is written in the required disclaimer statement on all promotional pieces:
• "This session is not part of the official Internal Medicine Meeting 2018 Education Program and does not offer CME credit."

Industry-Supported Symposia: In describing these events, you may not use such phrases as "presented during," "presented in conjunction with," or "prior to" Internal Medicine Meeting 2018. The use of Internal Medicine Meeting 2018, logo, or seal is strictly prohibited with the exception of the required disclaimer statement. All promotional materials must show the following disclaimer statement on the cover/front page:
• "This event is not a part of the official Internal Medicine Meeting 2018 Education Program." (all Symposia)
• "This program does not offer CME credit." (non-CME Symposia only)

FILE SUBMISSION
Acceptable file formats:
• Adobe InDesign
• Fonts: Packaged, outlined or embedded
• Images: Must be at least 300 dpi at desired print size
• Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
• Press/print ready PDF (PDF/X compliant)
• All colors must be CMYK

Color proofs
Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of color on press.

Submitting files
• DVD/CD/Flash drive
• FTP: Contact your TriStar representative for login information and upload instructions.
• Email: Files less than 10MB can be emailed to ads@tristarpub.com with the subject line specifying the publication name and the advertiser name.

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.