2020
ADVERTISING OPPORTUNITIES

OFFERED THROUGH TRISTAR PUBLISHING

ACP INTERNAL MEDICINE MEETING

LOS ANGELES, CALIFORNIA APRIL 23-25, 2020
WHY ADVERTISE?

PROMOTE
Build recognition, showcase products, and increase traffic at Internal Medicine Meeting 2020—the year’s best opportunity to influence your target audience.

ENGAGE
Internal Medicine Meeting offers exposure to key decision makers. Reach more than 7,000 physicians looking for new products and services to improve their practice.

GROW
Capture more than 24,000 leads* and turn contacts into customers with a variety of marketing opportunities designed to support your onsite efforts.

*Data from Internal Medicine Meeting 2019
INSIDE:

ONSITE INDUSTRY GUIDE
PAGE 4

LITERATURE BAG
PAGE 6

EXHIBIT XTRA
PAGE 8

February 21  Ad space/payment
February 28  Ad materials due

March 13  Ad space/payment
March 20  Ad materials due

March 6  Ad space/payment
March 13  Ad materials due

For more information, please contact Hilary Bair at 913-491-4200 or hbair@tristarpub.com
ONSITE INDUSTRY GUIDE

Promote your presence and showcase your support of ACP with an ad in the most widely distributed and most used attendee resource in print! Attendees use the Onsite Industry Guide to navigate the Exhibit Hall and find out about Symposia and Innovation Theater sessions.

DEADLINES
February 21
Ad space/payment

February 28
Ad materials due

QUANTITY
6,000

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

DISTRIBUTION METHOD
• Distributed at physician registration and program bag pickup

• Digital version emailed to all attendees prior to Internal Medicine Meeting 2020

*For illustrative purposes only*
**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>8 5/8&quot; x 11 1/8&quot; (with bleed)</td>
<td>$7,345</td>
<td>$9,690</td>
</tr>
<tr>
<td></td>
<td>8 3/8&quot; x 10 7/8&quot; (trim)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 3/8&quot; x 9 7/8&quot; (non-bleed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 5/8&quot; x 10&quot;</td>
<td>$5,880</td>
<td>$7,635</td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>$5,200</td>
<td>$6,325</td>
</tr>
<tr>
<td>Half-page vertical (island ad)</td>
<td>4 5/8&quot; x 7 1/2&quot;</td>
<td>$5,200</td>
<td>$6,325</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 3/8&quot; x 10&quot;</td>
<td>$3,675</td>
<td>$4,210</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 5/8&quot; x 4 7/8&quot;</td>
<td>$3,675</td>
<td>$4,210</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 1/2&quot; x 5&quot;</td>
<td>--</td>
<td>$1,585</td>
</tr>
<tr>
<td>Product Services Showcase</td>
<td>3 1/2&quot; x 2&quot;</td>
<td>--</td>
<td>$620</td>
</tr>
<tr>
<td>Bellyband</td>
<td>18-20&quot; x 2&quot;</td>
<td>see premium advertising for rate</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Floor Plan Banner</td>
<td>15 3/4&quot; x 1 1/4&quot;</td>
<td>see premium advertising for rate</td>
<td></td>
</tr>
<tr>
<td>Symposia Site Map Banner</td>
<td>15 3/4&quot; x 1 1/4&quot;</td>
<td>see premium advertising for rate</td>
<td></td>
</tr>
</tbody>
</table>

**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 (advertiser to provide printed bands)** $14,585
- **Exhibit Hall Floor Plan** (includes a banner, booth highlight, and one full-page, 4/color ad to be placed before or after the floor plan) $14,585
- **Symposia Site Map** (includes a banner along the bottom of the map and one full-page, 4/color ad to be placed before or after the map) $13,900
- **Bookmark (advertiser to provide printed bookmarks)** $9,600

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

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All Innovation Theater supporters receive a ¼ page, 4/color ad in the Onsite Industry Guide when purchasing a Literature Bag insert.
SPECIAL DELIVERY
FOR YOUR MESSAGE

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

Distributed during registration and at Exhibit Hall entrances throughout the convention center by friendly and energetic handout personnel.

DEADLINES
March 13
Ad space/prototype/payment
March 20
Ad materials due

PROTOTYPE SUBMISSION
Submit PDF prototypes to Maria Berry at mberry@tristarpub.com

ADVERTISING INFORMATION

<table>
<thead>
<tr>
<th>DISTRIBUTION DATE</th>
<th>DISTRIBUTION METHOD</th>
<th>QUANTITY</th>
<th>RATE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag 1: April 21-22 (same bag distributed both days)</td>
<td>This bag will be distributed during registration via handout personnel and racks</td>
<td>4,000</td>
<td>$8,010</td>
<td>$4,250 for Non-profit &amp; 10’ x 10’ booth</td>
</tr>
<tr>
<td>Bag 2: April 23</td>
<td>Distributed via handout personnel at Exhibit Hall entrances</td>
<td>4,500</td>
<td>$8,010</td>
<td>$4,250 for Non-profit &amp; 10’ x 10’ booth</td>
</tr>
</tbody>
</table>

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

All Innovation Theater supporters receive a ¼ page, 4/color ad in the Onsite Industry Guide when purchasing a Literature Bag insert.
Take advantage of this opportunity to display your corporate or product logo, booth number, and promotional insert on the outside of the Literature Bag. Limited to one advertiser per distribution, this popular position will be visible to all attendees.

**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 24: Ad space/payment
- January 31: Logo artwork due

**RATE**

- $11,500 Bag 1
- $11,500 Bag 2

For more information, please contact Hilary Bair at 913-491-4200 or hbair@tristarpub.com
DRIVE TRAFFIC TO YOUR BOOTH

EXHIBIT XTRA
Spotlight your presence on the exhibit floor with the Exhibit Xtra! Distributed to attendees in high-traffic areas, this helpful foldout Exhibit Hall map will illuminate your company with a booth highlight and promotional ad.

DEADLINES
March 6
Ad space/payment

March 13
Ad materials due

QUANTITY
5,000

DISTRIBUTION METHOD
• Distributed throughout the meeting to attendees in high-traffic areas

DIMENSIONS
4 ½” x 3”

RATE
$595

*For illustrative purposes only
PREMIUM ADVERTISING OPPORTUNITY

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

DIMENSIONS

Banner – 18 ½” x 1 ¼”
Ad – 4 ½” x 3”

RATE

$1,050

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

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RESERVE YOUR SPACE TODAY!

RESERVATION CONTACT INFORMATION

Hilary Bair  hbair@tristarpub.com
Brennah Tate  btate@tristarpub.com
Nan Blunk  nblunk@tristarpub.com
Jemi Assefa  jassefa@tristarpub.com
Maria Berry  mberry@tristarpub.com

FOR FILE SUBMISSION QUESTIONS PLEASE CONTACT:

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

FILE SUBMISSION INFORMATION

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

Submitting files
Contact your TriStar representative for login information and upload instructions.

Color proofs
Please send a color proof or PDF for checking color and content on print publications. Without a color proof, the publisher cannot be held responsible for outcome of the color.

SEND PAYMENTS TO
Accounts Payable
TriStar Publishing, Inc.
7285 W. 132nd Street, Suite 300
Overland Park, KS 66213
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 five pieces must be reserved per day for bag delivery to occur.
6. Insert specifications: maximum dimensions are 8 ½” x 11”; maximum weight is four 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. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
4. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Publishing. The advertiser and/or its agency (representative) grants TriStar Publishing the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
5. ACP reserves the right to update the rate card based on project developments.
6. Non-exhibitor advertising is not approved. Must be an exhibitor to advertise.

FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS
1. All signed agreements are firm. No cancellations accepted.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Publishing.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities and hotel tactics, without exception.
5. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement when applicable.
6. Additional fees may be incurred for non-compliance with the shipping instructions or failure to fully complete shipping label provided.
7. A minimum $650 late fee will be charged for materials received after the specified due date.
8. 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.
9. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar reserves the right to contact the agency/representative’s client and association for all outstanding balances if the agency’s account is delinquent. However, no action on the part of TriStar Publishing shall relieve the agency of its liability for outstanding amounts due.
12. TriStar reserves the right to prohibit future advertising if an account is past due 90 days.
13. 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 publications or service. TriStar is not obligated to offer or replace the canceled publication or service.

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 2020, 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 2020.

There is just one exception to this rule, which is that pre-registrant mailers may indicate that a session is located at Internal Medicine Meeting 2020. Otherwise, the use of the phrase “Internal Medicine Meeting 2020” is strictly prohibited unless it is written in the required disclaimer statement on all promotional pieces (see below).

Any URL used for registration may not contain any reference to ACP or Internal Medicine Meeting (for example www.topic/IMM2020 is not acceptable).

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

Disclaimer Statements (required on the cover/front page of all promotional pieces)
• Innovation Theaters:
  • “This program does not offer CME credit.”
• Industry-Supported Symposia:
  • “This event is not a part of the official Internal Medicine Meeting 2020 Education Program and does not offer CME credit.”
  • “This program does not offer CME credit.” (non-CME Symposia only)

For more information, please contact Hilary Bair at 913-491-4200 or hbair@tristarpub.com 11