CORPORATE SUPPORT OPPORTUNITIES

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Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Mobile App Splash Screen

$25,000

Your advertisement appears as the splash screen of the Annual Meeting mobile app. Every time the mobile app launches your message appears for three seconds on the splash screen. This is a sole sponsorship opportunity to connect with attendees. The splash screen will link to your designated URL or e-Booth profile.

Specifications
Advertiser should submit scalable high-res or vector graphic

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Mobile App Banner Ads

$7,500

Mobile app advertising is a great way to reach attendees with interactive advertising. Your ad will show at the bottom of the slide-out menu and the default home icon (exhibitor listing). It will be on screen for four seconds and will link to your designated URL or e-Booth profile. Maximum of eight advertisements will rotate on screen. Different ads can be submitted for specific time periods.

Per ACCME regulations, advertisements cannot appear on pages containing educational content.

Specifications
- Limited to eight advertisers. Rotating.
- 455 x 80 pixels
- PNG Format (without transparency)
- No interlaced images. Images must have opaque backgrounds, not transparent.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine (LOA must be submitted by July 22 to receive)
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program (LOA must be submitted by July 22 to receive)

Deadlines
September 3: Signed letter of agreement due
September 3: Ad materials due

Mobile App Statistics

The Annual Meeting mobile app was downloaded on average by 2,200 attendees and has an average of more than 203,000 total number of views.

Banner ads received over 4,700,000 impressions.*

*Data from 2018 mobile app usage.

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.

Company responsible for production costs and cost of labor to install/dismantle graphics.
Annual Meeting Home Page
$15,000 and $10,000

Share your advertising message early with a wide audience with a banner ad on the NASS Annual Meeting home page—www.nassannualmeeting.org—viewed thousands of times* by meeting attendees and prospects. The Annual Meeting home page is a perfect venue to build attendee anticipation to visit your booth and raise your profile. Two banners are available. Each banner ad will link to a designated URL. Ad will run on the website from mid-May to end of meeting.

Two advertising positions available:
Leaderboard (top of home page): $15,000
Integrated content ad (placed in the middle of the home page within content): $10,000

Annual Meeting webpage received almost 90,000 pageviews between May 14 and October 1, 2018.

Specifications
• Leaderboard ad: 728 x 90 pixels
• Integrated content ad: 1500 x 120 pixels. Live area is 1100 x 120 pixels.

Additional Recognition
• Recognition in the Sept/Oct issue of SpineLine
• Recognition on monitors in general session room
• Recognition on signage in convention center
• Recognition in the Final Program

Deadlines
May 13: Signed letter of agreement due (To receive maximum exposure)
May 13: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
e-Previews and e-Dailies
$5,000 and $3,000

Banner ads are available in the e-Previews and e-Dailies. These communications sent to approximately 35,000 spine care professionals leading up to and during the Annual Meeting. The e-Previews sent in June, July and August promoting the meeting, and e-Dailies sent on Wednesday, Thursday and Friday of the meeting highlighting the day’s events. Each banner ad will link to a designated URL.

Three advertising positions are available in each communication:
- Leaderboard ad (one available): $5,000 each communication; home page only.
- Vertical side skyscraper ad (two available): $3,000 each communication; home page only.

Specifications
- Leaderboard banner: 600 x 90 pixels
- Vertical side skyscraper banner: 160 x 600
- File sizes no larger than 50kb
- No animation allowed.

Deadlines
- e-Preview: May 31, June 28 and July 29: Signed letter of agreement and ad materials due.

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Attendee Lounge

$50,000

Great opportunity for this year's Annual Meeting. Located in West Building of the McCormick Convention Center right beside the Technical Exhibition area and just off the main concourse the Lounge is located in a high-traffic, high-visibility area. The Lounge offers attendees a great place to gather their materials, have a quick meeting, relax in between sessions or grab a drink at the end of the day. Once again, NASS will host the attendee Social Hour in the lounge on Wednesday after sessions conclude. This proved highly popular last year and was a well-attended event.

The exclusive advertiser for the Attendee Lounge will have panels and tabletops throughout the tastefully appointed lounge dedicated to their advertising message or logo.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Hotel Key Cards

$30,000

Your advertising message is handed directly to attendees upon check-in and reinforced each instance they access their room. This is a unique, not-to-be-missed advertising opportunity.

Key cards distributed at the five hotels with the largest NASS housing block:
- The Hilton Chicago
- The Hyatt Regency Chicago
- InterContinental Chicago Magnificent Mile
- Hyatt Regency McCormick Place
- The Palmer House Hilton

Specifications
Sponsor can design and produce key cards within hotel and NASS specifications for the five hotels with the largest NASS housing blocks.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.

Company responsible for production costs and cost of labor to install/dismantle graphics.
Banners
$15,000 to $25,000
All banners are located in prominent positions throughout the West Building of McCormick Place. These large, highly visible banners are great to announce your new product launch or drive traffic to your booth. Large surface area allows for a wide-range of creative options.

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Locations
West Building Level 1, Section W1B Banner
Located in main escalator well servicing Level 2.5 leading to main concourse.
- W1-B35, 45'W x 7'H: $20,000

West Building Level 3, Section W3C Banners
Situated in the escalator well servicing Level 2.5, banners are visible from the escalators and the main concourse.
- W2.5-B10, 20'W x 4'H: $15,000
- W2.5-B21, 20'W x 7'H: $15,000
- W2.5-B22, 20'W x 7'H: $15,000
- W2.5-B23, 20'W x 7'H: $15,000
- W2.5-B24, 45'W x 7'H: $20,000
- W2.5-B25, 25'W x 7'H: $18,000
- W2.5-B27, 25'W x 7'H: $18,000

West Building Level 3, Section W3B Double-Sided Banners:
- W3-B14, 30'W x 20'H, east end, center of concourse: $25,000
- W3-B16, 30'W x 20'H, east end, center of concourse: $25,000
- W3-B18, 30'W x 20'H, east end, center of concourse: $25,000
- W3-B24, 30'W x 20'H, center, center of concourse: $25,000
- W3-B28, 30'W x 20'H, center, center of concourse: $25,000

Decorators fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Note: All banners are eligible for additional recognition.

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
**Escalator Clings and Stair Risers**  
*$10,000 to $15,000*  

**West Building Level 1, Section W1B**  
Escalators serving Level 1 to Level 2.5  
- W1-E1, Left escalator, includes runner W1-E4a: $15,000  
- W1-E3, Right escalator, includes runner W1-E4b: $15,000  

Stairs serving Level 1 to Level 2.5  
- W1-S1, 99”W x 6”H, 39 stairs: $15,000  

**West Building Level 3, Section W3C, Level 2.5**  
Escalators serving Level 2.5 to Level 3  
- W2.5-E1, Left escalator, includes runner W2.5-E4a: $15,000  
- W2.5-E3, Right escalator, includes runner W2.5-E4b: $15,000  

Stairs serving Level 2.5 to Level 3  
- W2.5-S1, 74”W x 6”H, 26 stairs: $12,000  

**West Building Level 3, Section W3B**  
Escalators serving Level 3 to Level 4  
- W3-E1, Left escalator, fronts main concourse, single- or double-sided panels: $10,000  

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. Contact Jeff McCollian for an estimate.  

**Additional Recognition**  
- Recognition in the Sept/Oct issue of *SpineLine*  
- Recognition on monitors in general session room  
- Recognition on signage in convention center  
- Recognition in the Final Program  

**Deadlines**  
July 15: Signed letter of agreement due  
July 22: Ad materials due  

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details. Company responsible for production costs and cost of labor to install/dismantle graphics.
Column Wraps

$7,500

West Building Level 3, Section W3B, East End
- W3-C1: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H, F2 entrance
- W3-C2: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H, F2 entrance
- W3-C3: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H, F2 entrance

West Building Level 3, Section W3B, Center
- W3-C5: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C6: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C7: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C8: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C9: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C10: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C11: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H
- W3-C12: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H

West Building Level 3, Section W3B, West End
- W3-C13: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H, F1 entrance
- W3-C14: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H, F1 entrance
- W3-C15: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H, F1 entrance
- W3-C16: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H, In front of general session
- W3-C17: (2) Panels 4'W x 6'3"H, (2) panels 77.4375"W x 9'3"H, In front of general session
- W3-C18: (2) Panels 4'W x 9'3"H, (2) panels 77.4375"W x 9'3"H, In front of general session

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Hydration Station
$20,000
Highlight your company and products while you perform a service to attendees. NASS members will receive a complimentary water bottle at registration that they will use at the branded water stations located throughout McCormick Place.

Decorator fees for production, installation and removal are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Shuttle Bus Schedules and Signs
$10,000
Increase your company’s visibility by being the sole advertiser on the highly visible shuttle bus schedule signs located at the shuttle bus drop-off/pick-up on the lower level of McCormick Place.

Specifications:
Imprinted area on shuttle sign is 3’W x 2’H.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Footprints
$15,000
Lead attendees directly to your booth with these easily noticed and impactful ads. Starting from the Technical Exhibition entrance to your booth, each 18” x 18” decal is an advertisement in itself.

Decorator fees for production, installation and removal are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Bus Wraps
$15,000

Meeting shuttle buses wrapped with your advertising message. Buses will run every 15 minutes during peak hours.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Additional Recognition
July 15: Signed letter of agreement due
July 22: Materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Resident, Fellow and Program Director Reception
$7,500
Join residents, fellows and program directors in a casual environment. The reception is a great way to interact as well as enjoy beer, wine and hors d’oeuvres with residents, fellows and program directors. You’ll receive recognition on reception signage. Two company representatives may attend the reception.

Additional Recognition
• Recognition in the Sept/Oct issue of SpineLine
• Recognition on monitors in general session room
• Recognition on signage in convention center
• Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Beverage Stations
$30,000
Have your logo on signage, napkins and tent cards in our beverage stations during seven networking breaks. Attendees will enjoy complimentary beverages during morning and afternoon breaks. Breaks occur Wednesday morning and afternoon, Thursday morning and afternoon, and Friday morning in the Technical Exhibition. Friday afternoon and Saturday morning breaks are outside of the general session room. Two signs with your company logo supplied along with two tent cards placed on each beverage station. Company supplies napkins.

Additional Recognition
• Recognition in the Sept/Oct issue of SpineLine
• Recognition on monitors in general session room
• Recognition on signage in convention center
• Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Pocket Guide
$10,000
This guide distributed to all attendees includes a Meeting-At-A-Glance schedule, exhibitor listing and Technical Exhibition floor plan. Your ad spread (two 4” x 7” panels) appears on the inside front cover and first page. NASS will manage printing and direct invoice company.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Pocket Map
$8,000
Distributed to all attendees, the map provides a city map highlighting Chicago hot spots on one side and floor plans to navigate the convention center on the other. Your ad message (2 ½” x 5 ½”) prominently appears on the back panel. NASS will manage printing and directly invoice company for printing costs.

Additional Recognition
- Recognition in the Sept/Oct issue of SpineLine
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Tote Bag Inserts
$5,000
Have your ad message in the tote bag that attendees acquire at registration. Your two-sided, 8½” x 11” advertisement will help drive more traffic to your booth. Company supplies 3,500 inserts. Maximum of ten inserts available.

Deadlines
August 6: Signed letter of agreement due
August 16: Materials due

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details. Company responsible for production costs and cost of labor to install/dismantle graphics.
Annual Meeting Final Program
See rates below
Distributed onsite, the Annual Meeting Final Program is the exclusive publication that includes the complete scientific program for the meeting. It also includes information about the electronic posters, author index, guest speakers, event highlights, meeting room floor plans and shuttle service.

Rates
Back Cover: $5,100
Inside Covers (ICs): $4,600
Opposite ICs: $4,600
Opposite TOC: $4,600
Full-page: $3,950

Ad rates based on four-color process. No agency discounts. Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

Company Logo in Final Program
$500
Your exhibitor description will stand out in the Final Program by adding your logo. Enhancing your listing is a cost-effective way to gain more visibility.

Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due

SpineLine
See rates below
SpineLine is the clinical and news magazine of the NASS. Each bimonthly issue examines current topics and delivers quality content on cutting-edge issues. Approximately 8,000 physicians, researchers, physician assistants, nurse practitioners and other spine specialists receive SpineLine.

Rates
For Sept/Oct Pre-show Issue with Onsite Bonus Distribution at Membership and Publication booths.

Back Cover: $3,800
Inside Covers: $3,550
Opposite TOC: $3,550
Full-page: $3,075
Half-page: $1,650
Classified Ad—Quarter-page B&W: $525

Sept/Oct Issue Deadlines
July 15: Signed letter of agreement due
July 22: Ad materials due
Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Two Issue Show Advertising Package
$6,300
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue ($2,750)
• Final Program ($3,550)
Save 10% from regular rates

Three Issue Show Advertising Package
$7,000
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue ($2,500)
• Final Program ($3,150)
• Nov/Dec SpineLine post-show issue ($1,360)
Nearly 20% off the regular rates

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
NASS Daily News
See rates below

The Daily is distributed to attendees walking into the convention center as well as available on racks placed throughout the center. The Daily showcases live coverage and current event information during the meeting.

• Drive traffic to your booth daily with your three-issue ad buy.
• Capture attendees’ attention through multiple advertising messages.
• Showcase a new product launch.

NASS Daily News Rates (3 issues)

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (9.5” x 13”)</td>
<td>$9,750</td>
</tr>
<tr>
<td>Inside Front Cover (9.5” x 13”)</td>
<td>$8,450</td>
</tr>
<tr>
<td>Inside Back Cover (9.5” x 13”)</td>
<td>$7,450</td>
</tr>
<tr>
<td>Full Page (9.5” x 13”)</td>
<td>$6,450</td>
</tr>
<tr>
<td>Half Page (Horizontal 9.5” x 6.5”; Vertical 4.625” x 13”)</td>
<td>$4,950</td>
</tr>
</tbody>
</table>

Deadlines

July 15: Signed letter of agreement due
July 22: Ad materials due
Deadline dates are subject to change.

NASS Daily Belly Flap

$12,000 (3 issues)

Get your message front and center with a stitched belly flap on the front cover of the Daily. Your message will be the first the viewer sees. Advertiser to provide the printed belly flap; use 100# gloss text paper stock. Print on both sides to gain additional visibility.

Deadlines

July 15: Signed letter of agreement due
July 22: Ad materials due
Deadline dates are subject to change.

Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.