



# ADVERTISING OPPORTUNITIES

**Partnership Discount:**

*Elite - 20% off, Premier - 15% off, Classic - 10% off*

## Annual Meeting Preliminary Program

*Mailed in April to 45,000 potential registrants*

Outside back cover	<del>\$5,000</del>
Inside front cover	<del>\$4,000</del>
Inside back cover	<del>\$3,000</del>
Full page	\$2,000
1/2 page	\$1,000

*Request Deadline: January 31, 2012*

## Annual Meeting Onsite Program

*Distribution on-site to all meeting registrants (2,700 copies)*

Outside back cover (4 color)	<del>\$6,000</del>
Inside front cover (4 color)	\$5,000
Inside back cover (4 color)	<del>\$4,000</del>
Recto Tabs (4-color)	\$3,000
Full page (4-color)	\$2,000
1/2 page (4-color)	\$1,000

*Request Deadline: May 28, 2012*

## Onsite Advertising

**Annual Meeting Tote Bag Insert** - Your one-page advertisement will be pre-stuffed in each meeting registration bag handed out onsite; \$3,000/insert. For a premium insert such as an instructional DVD, promotional product brochure, or branded item (pen, water bottle, etc) the cost is \$5,000. Total of 2,700 inserts is required for advanced bag stuffing.

**Exhibit Hall Aisle Signs (12 Available)**- More than just a navigational tool—make the exhibit hall aisle signs a directional to your booth! This is an opportunity to increase your brand recognition by placing your company's name, logo and booth number on a double sided aisle sign. Promotional space at the bottom of each aisle sign is available for your ad. Remind attendees to visit your booth every time they look up. Two signs per aisle; \$3,000 / aisle or \$25,000 exclusive

**Exhibit Hall Floor Decals (Limited)** - Floor decals are great way to get your logo, booth number and company message directly at the feet of every attendee. **Entrance Floor Decal (Max of 2)** - 4'x4' floor graphic announcing your presence at the show near the entrance of the exhibit hall. \$1,000/entrance decal. **Directional "Handprints" (Max of 2)** - A series of "hand prints" will display your company name and/or logo and will start at the front of the Exhibit Hall leading all the way to your booth. \$2500/series. **Aisle Floor Decal (Max of 3 per aisle)** - 2'x3' floor graphic is strategically placed at either the head of the aisle, the mid-way point or at the back of the hall, depending on your preferred location. Top half of graphic will indicate aisle number and bottom half of decal will list your company name and/or logo and your booth number. \$800/aisle decal. **Floor Decal at Booth** - 2'x2' floor graphic placed in front of your booth with your company name and message. \$500/booth decal.

**Directional Meterboard Signage** - We will have signs throughout the meeting space providing directional information for attendees to get to various sessions. "Meter Boards" are the width of a meter and 8' tall. The bottom 2' of each sign will be available for corporate advertising. Signage will be sold in batches of (4) directional signs (the same art/design will be used on a minimum of four signs). \$2,000/4 signs



# ADVERTISING OPPORTUNITIES

**Partnership Discount:**

*Elite - 20% off, Premier - 15% off, Classic - 10% off*

## Digital Advertising

**ASSH Email Banner Ad Marketing**— Purchase banner ad space in either the ASSH “Weekly Member Update” (WMU) newsletter or in our Annual Meeting communications. ASSH email communications receive on average 26-28% open rate. The WMU is sent each Friday to ASSH members (approximately 2600 email addresses) and Annual Meeting communications are sent on a regular basis between April—September (645-10,645 emails depending on target audience; allied health professionals, physicians, or residents/fellows). *See rate sheet for details.*

**Annual Meeting Digital Displays at the Hyatt Regency Chicago** – Digital display monitors will be located throughout the facility to share information with meeting attendees. Several display options are available depending on the content and exposure you are interested in. Guest Channel advertising is also available for you to show your corporate video right in hotel guest rooms. Digital display options through the Hyatt range from \$500-\$15,000. More information will be available in Spring 2012.

## Web Advertising

**Annual Meeting Website**—Web banner space is available on (3) of the main landing pages of our dedicated Annual Meeting website at [www.ASSHAnnualMeeting.org](http://www.ASSHAnnualMeeting.org). Your web banner can be hyperlinked to your company’s website or to a unique page that highlight’s your company’s participation at the Annual Meeting including booth location, industry forum and anything else you wish to share with attendees. Max of two banners per page (appearing on right menu or at bottom of page only). Banner size is 335x104 pixels or 175x175 pixels. Banner ads will continue to be sold through August 2012 or until space sells out. Landing pages include: Registration (\$1,000), Program (\$1,000), and Exhibits (\$600). Sub-pages within the site are also available at a flat rate of \$500/banner. Sub-page advertising is not available on pages that list CME programming or additional fee programs. *Contact ASSH to inquire about a specific page of interest.*

### **ASSH.org Banner Advertising (3 Landing Pages Available)**

Gain exposure year round at [www.assh.org](http://www.assh.org). Placement options include: Member Center, Surgeons & Hand Care Professionals, and Practice Management. Banner size available includes 335x104 pixels (bottom banner) or 175x175 pixels (right column banner). Limited to 2 logos a landing page. Purchase space in 3-month blocks or save 10% by reserving your banner ad for 12-months. *See web rate sheet for details.*

### **ASSH Online Member Directory**

Exclusive opportunity to host a banner ad on the ASSH Member Directory! Banner placement is limited to one banner, sized 500x50 pixels (located at the top of the directory landing page) and may be purchased in 3-month blocks. *See web rate sheet for details.*

*Contact the ASSH at [exhibits@assh.org](mailto:exhibits@assh.org) to submit your advertising request.*



## ASSH.org Banner Advertising

### WWW.ASSH.ORG

Market your products and services by hosting a web banner on the ASSH website. Advertising opportunities exist for year round exposure or you can sign up for quarterly participation.

#### Website Position and Rates

PLACEMENT	SIZE	COST
<b>Member Center Landing Page</b> <i>Right Column Banner</i> - 2500+ unique views/month	175x175 Pixels 72 DPI	\$900 / 3 month \$3,200 / 12 months - Save 10%+
<b>Member Center Landing Page</b> <i>Bottom Banner</i> - 2500+ unique views/month	335x105 Pixels 72 DPI	\$600 / 3 month \$2,000 / 12 months - Save 10%+
<b>Surgeons &amp; Hand Care Professionals Page</b> <i>Right Column Banner</i> - 4700+ unique views/month	175x175 Pixels 72 DPI	\$1,200 / 3 month \$4,400 / 12 months - Save 10%+
<b>Surgeons &amp; Hand Care Professionals Page</b> <i>Bottom Banner</i> - 4700+ unique views/month	335 x105 Pixels 72 DPI	\$900 / 3 month \$3,200 / 12 months - Save 10%+
<b>Practice Management Landing Page</b> <i>Right Column Banner</i> - 200 unique views/month	175x175 Pixels 72 DPI	\$300 / 3 month \$1,000 / 12 months - Save 10%+
<b>ASSH Online Member Directory</b> <i>Top Banner</i>	500x50 Pixels 72 DPI	\$1,000 / 3 month \$3,600 / 12 months - Save 10%



## ASSHAnnualMeeting.org Banner Advertising

### WWW.ASSHANNUALMEETING.ORG

Want greater exposure at the Annual Meeting? Take advantage of pre-show marketing by signing up for an Annual Meeting Banner Ad. Banners can be linked to your exhibit page, industry workshop or a URL of your choosing. The official launch of the event website is mid-April. Your banner ad will be posted through the end of September 2012. Banner ad pricing for the Annual Meeting website is flat and will not be pro-rated by month.

<b>Website Position and Rates</b>		
<b>Placement</b>	<b>SIZE</b>	<b>COST</b>
<b>Registration Landing Page</b> <b>Program Landing Page</b>	335x105 OR 175x175	\$1,000/ea
<b>Hotel &amp; Travel Landing Page</b> <b>Social Activities Landing Page</b> <b>Exhibits Landing Page</b>	335x105 OR 175x175	\$600/ea
<b>Program Sub-Pages</b> Product Demonstration Workshop	335x105 OR 175x175	\$500/ea
<b>Hotel &amp; Travel Section Sub-Pages</b> Housing Transportation	335x105 OR 175x175	\$500/ea
<b>Exhibits Section Sub-Pages</b> Products Exhibitors Industry Support	335x105 OR 175x175	\$500/ea



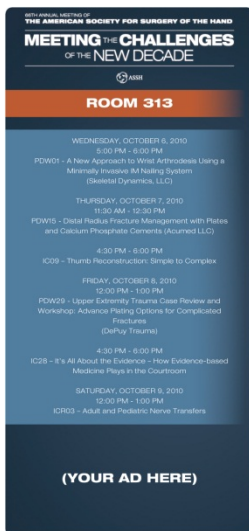
**ASSH** | American Society for  
Surgery of the Hand

*Excellence in hand and upper extremity care since 1946.*

## Advertising Samples

If you have questions about placement or options available please let us know by emailing [exhibits@assh.org](mailto:exhibits@assh.org) or calling (847) 384-8300.

### Signage Advertising Examples:



#DFFA BASED

### Floor Decals



# Banner Advertising Placement Sample

The image is a screenshot of the American Society for Surgery of the Hand (ASSH) website for the 66th Annual Meeting. The header features the event title "MEETING THE CHALLENGES OF THE NEW DECADE" and the location "LAS VEGAS MANDALAY BAY SEPTEMBER 8-10, 2011". A navigation menu includes links for "Meeting Home", "Registration", "Program", "Hotel and Travel", "Social Activities", "Exhibits", and "FAQ". The main content area is titled "Program" and includes a "Program" section with text about the meeting chairs and a "Related Content" section. Two banner advertising spots are highlighted: one measuring 175 x 175 pixels and another measuring 335 x 105 pixels. The footer contains copyright information for 2011 ASSH.

66TH ANNUAL MEETING OF THE AMERICAN SOCIETY FOR SURGERY OF THE HAND  
**MEETING THE CHALLENGES**  
OF THE NEW DECADE  
LAS VEGAS MANDALAY BAY SEPTEMBER 8-10, 2011

Sign In ATTENDEES | PRESENTERS | INDUSTRY | MEDIA SEARCH ASSH

Meeting Home Registration = Program = Hotel and Travel = Social Activities = Exhibits = FAQ

ASSH » ASSH Annual Meeting » Program

Abstracts  
Precourses  
CME and Objectives  
Committee Meetings  
Residents and Fellows Conference

**Program**  
Annual Meeting Chairs James Chang, MD and Thomas A. Wiedrich, MD look forward to a robust program at the 66th Annual Meeting of the ASSH.  
Use the links to your left to submit an abstract or learn more about CME.

Related Content

Advertise Here  
175 x 175

Advertise Here  
335 x 105

© 2011 American Society for Surgery of the Hand | Contact Us | Future Meetings | Meeting Archives | Privacy Policy | Disclaimer



## ASSH EMAIL MARKETING Banner Advertising

**NEW! ASSH Email Banner Ad Marketing**— Purchase banner ad space in either the ASSH “Weekly Member Update” (WMU) newsletter or in our Annual Meeting communications. ASSH email communications receive on average 26-28% open rate. The WMU is sent each Friday to ASSH members (approximately 2600 email addresses) and Annual Meeting communications are sent on a regular basis between April—September (645-10,645 emails depending on target audience; allied health professionals, physicians, or residents/fellows).

### Email Banner Advertising Rates

PLACEMENT	1x Banner/ Email Fee	4x Banner/Email Bundle Fee
<b>Weekly Member Update</b> ⇒ Sent to approximately 2,600 emails ⇒ Average 28% open rate	\$500/banner	<b>1 month/4 email bundle</b> —\$1,800 <b>3 month/12 email bundle</b> —\$5,100 <b>6 month/24 email bundle</b> —\$9,600
<b>Annual Meeting Communications</b> ⇒ All professionals: 10,645 emails ⇒ MD / physician only: 7,150 emails ⇒ Average 26% open rate	\$500/banner	<b>1 month/4 email bundle</b> —\$1,800 <b>3 month/12 email bundle</b> —\$5,100 <b>6 month/24 email bundle</b> —\$9,600
<b>Annual Meeting Communications</b> ⇒ Allied Health only: 3,497 emails ⇒ Average 26% open rate	\$400/banner	<b>1 month/4 email bundle</b> —\$1,440 <b>3 month/12 email bundle</b> —\$4,080 <b>6 month/24 email bundle</b> —\$7,680
<b>Annual Meeting Communications</b> ⇒ Resident/Fellow only: 645 emails ⇒ Average 26% open rate	\$250/banner	<b>1 month/4 email bundle</b> —\$1,000 <b>3 month/12 email bundle</b> —\$3,000 <b>6 month/24 email bundle</b> —\$6,000

Tara Havenga

**From:** ASSH <membership@assh.org>  
**Sent:** Wednesday, January 05, 2011 1:47 PM  
**To:** Tara Havenga  
**Subject:** Test Send - ad mock up

To view this email as a web page, go [here](#).



### Save on Travel

#### Hotel

[Reserve your room through the ASSH](#) by **September 3rd** for our group discount at one of three convenient Boston hotels. Visit our [housing page](#) for more information.

#### Airfare

Book your flight at [www.United.com](#) to receive up to a 10% discount off lowest applicable fares (promotional code **549KA**).

### Two Important Deadlines are Fast Approaching

Early Bird Registration Deadline - **June 14th**

Resident & Fellow Scholarship Application Deadline - **June 30th**

The countdown for the early bird deadline is here which means you only have **three more days** to [register at a discounted rate](#). But don't worry; you can register now and relax knowing that you can always alter your registration later if you haven't yet decided which of the great offerings you'd like to attend.

But don't worry; you can register now and relax knowing that you can always alter your registration later if you haven't yet decided which of the great offerings you'd like to attend.

[Register Now](#)

[FAQs](#)

[Program](#)

[Social Media](#)

[Member Center](#)

[Foundation](#)

[ASSH Home](#)

[ASSH Store](#)

**YOUR BANNER AD HERE!**

This email was sent to: [thavenga@assh.org](mailto:thavenga@assh.org)

This email was sent by: ASSH  
6300 N. River Road, Suite 600 Rosemont, IL 60018 USA

**ExactTarget.**  
[Learn More →](#)

Tara Havenga

**From:** ASSH <membership@assh.org>  
**Sent:** Wednesday, January 05, 2011 2:03 PM  
**To:** Tara Havenga  
**Subject:** Test Send - ad mock up 2

To view this email as a web page, go [here](#).



### Annual Meeting Highlights

Visit the ASSH Educational Resource Center (ERC) Wed-Sat in room 450 by the Registration Desk, and be sure to redeem the coupon in your registration packet.

Keynote Speaker Quint Studer will be available for a book signing from 1-3 pm on Friday, Sept 20th in the ERC.

AFSH Welcome Reception tickets are free, so join your colleagues when you get to Vegas, but be sure to register so the tickets will be waiting for you when you pick up your registration packet.

**YOUR BANNER AD  
HERE!**

### Plan Your Way through the Exhibit Hall

The ASSH Exhibit Hall is the premier hand and upper limb marketplace, offering a variety of displays for your clinical, personal and business needs. Take time to talk with representatives from over 100 companies specializing in surgical tools, medical equipment, devices, implants, physician recruitment, practice management software, and much more will be available Thursday-Saturday during the conference. But it's more than just an Exhibit Hall:

- Look for a new product or service through our [New Product Showcase](#).
- Enjoy complimentary boxed lunches in the exhibit hall Thursday and Friday in addition to free mid-morning coffee breaks available Thursday-Saturday. [Check the schedule for times](#).
- Navigate the exhibit hall in advance by visiting our online [interactive exhibit hall](#). Search by company name, product category or click on individual booths to learn more about who will be exhibiting in 2010.
- Enhance your educational experience by participating in a complimentary [Product Demonstration Workshop](#).

Access to the exhibit hall is included in your registration fee. Unable to attend the meeting but interested in walking the exhibit hall? [Special exhibit hall visitor passes are available for purchase in advance or onsite](#).



## Danielle Roesmann

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**From:** Tara Havenga  
**Sent:** Wednesday, January 05, 2011 2:21 PM  
**To:** Danielle Roesmann  
**Subject:** FW: Test Send - Weekly Member Update, November 26, 2010

**From:** ASSH [mailto:membership@assh.org]  
**Sent:** Wednesday, January 05, 2011 2:20 PM  
**To:** Tara Havenga  
**Subject:** Test Send - Weekly Member Update, November 26, 2010

To view this email as a web page, go [here](#).



*November 26, 2010*

[A Message from the ASSH President](#)

[One Question](#)

[Call for Applications for US Bone and Joint Decade Grant Workshop Series](#)

[Administration Hosts Meeting with Physicians to Discuss Delivery Reforms - From AMA](#)

### A Message from the ASSH President

This week, Dr. Nagle invited AFSH President, Frederick Fakharzadeh, MD, to give an update on the Foundation. Dr. Fakharzadeh would like to thank Foundation donors for their plentiful contributions:

As we are all enjoying Thanksgiving celebrations this week, it is an especially appropriate time to thank all the generous supporters of the AFSH. Over the past several years, the AFSH has made tremendous progress, funding a wide variety of basic science and clinical research projects, as well as education and outreach programs. In 2010, the AFSH provided approximately \$212,500 in funding for clinical and basic science research projects - an outstanding year.

[Read the rest of Dr. Fakharzadeh's message.](#)

Thank you to our Weekly Member Update Sponsor

**YOUR BANNER AD HERE**

### *ASSH Calendar*

December 1

Hand Surgeon-Scientist Award [application deadline](#)

JSSH/ASSH Combined Meeting [Abstract Deadline](#) (Extended for US-based submissions)

December 31

Deadline to [pay membership dues](#)

January 1

Candidate and Affiliate membership quarterly [application deadline](#)

February 19, 2011

[ASSH/AAHS Specialty Day](#) at the AAOS

March 27-29, 2011

[5th Combined Meeting of the](#)



**ASSH Annual Meeting Advertising Insertion Order**  
 67th Annual Meeting of the American Society for Surgery of the Hand  
 September 6-8, 2012 \* Chicago, IL \* Hyatt Regency Chicago

**FAX BACK TO the ASSH at (847) 384-1435**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

**Preliminary Program (Reservation Deadline: January 31, 2012)**

*Mailed to over 45,000 potential registrants. All advertisements are 4-color.*

Outside back cover	\$5,000	<u>SOLD</u>
Inside back cover	\$4,000	<u>SOLD</u>
Full page	\$2,000	_____
1/2 page	\$1,000	_____

**Final Program (Reservation Deadline: May 14, 2012)**

*Distributed on-site to all meeting registrants (about 2700 copies).*

Outside back cover	\$6,000	<u>SOLD</u>
Inside front cover	\$5,000	<u>SALE PENDING</u>
Inside back cover	\$4,000	<u>SOLD</u>
Recto Tabs	\$3,000	_____
Full page	\$2,000	_____
1/2 page	\$1,000	_____

**Other Advertising (Reservation Deadline: July 9, 2012)**

Meeting Totebag Insert	\$3,000	_____
Exhibit Hall Aisle Sign	\$3,000	_____
Directional Meterboard Sign (set of 4)	\$2,000	_____

Exhibit Hall Floor Decals

Hall Directional "Handprint" Decals	\$2,500	_____
Hall Entrance Floor Decal (4'x4')	\$2,000	_____
Exhibit Aisle Floor Decal (2'x3')	\$800	_____
<i>Location: <input type="checkbox"/> Front <input type="checkbox"/> Middle <input type="checkbox"/> Back</i>		
Booth Floor Decal (2'x2')	\$500	_____

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**ASSH Annual Meeting Advertising Insertion Order**  
 67th Annual Meeting of the American Society for Surgery of the Hand  
 September 6-8, 2012 \* Chicago, IL \* Hyatt Regency Chicago

**FAX BACK TO the ASSH at (847) 384-1435**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

**ASSH.org Banner Advertising (Deadline: Ongoing)**

Banner size available includes 335x104 pixels (footer banner) or 175x175 pixels (right column banner). Purchase space in 3-month blocks or save 10% by reserving your banner ad for 12-months. *See rate page for details.*

Member Center	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Surgeons & Hand Care Professionals	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Practice Management	Months # _____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
ASSH Online Member Directory	Months # _____	(Header Location Only)

**ASSHAnnualMeeting.org Banner Advertising (Deadline: Ongoing)**

Banner size available includes 335x104 pixels (bottom banner) or 175x175 pixels (right column banner). Banner ad pricing for the Annual Meeting site is for the event life cycle (October 2011 – September 2012) and will not be prorated. *See rate page for details.*

**67<sup>th</sup> ASSH Annual Meeting Landing Pages**

Registration	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Program	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Hotel & Travel	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Social Activities	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Exhibits	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

**PROGRAM Sub-Pages**

Product Demonstration Workshop	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
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**HOTEL & TRAVEL Sub-Pages**

Housing	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Transportation	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

**EXHIBITS Sub-Pages**

Products	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Exhibitors	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column
Industry Support	_____	Location: <input type="checkbox"/> Footer Banner <input type="checkbox"/> Right Column

Please return this form to Danielle Roesmann by fax at (847) 384-1435. An invoice will be sent upon receipt of your advertising order form.

\*\*\* Partnership Discounts: Elite = 20% advertising; Premier = 15% off advertising; Classic = 10% off advertising \*\*\*