

IFHNOS/AHNS 2014
Marriott Marquis, New York
July 26-30, 2014

MEETING APP ADVERTISING OPPORTUNITIES

The IFHNOS/AHNS 2014 Meeting App offers many options for additional visibility for exhibitors:

- The meeting app from AHNS 2013 meeting had more than 1200 downloads.
- The 2014 Meeting App has a built-in QR code reader, so every attendee with the app will have the ability to scan QR codes from your marketing materials.
- Once downloaded, the app will still be viewable even without an internet connection.
- The 2014 Meeting App is searchable, so longer profiles may include more key words likely to be found in a search.

The 2014 Meeting App will be available in Spring 2014!

Advertising or enhancing your listing is a great way to increase visibility for several months before, as well as throughout, the meeting!

EXHIBITOR LISTING ENHANCEMENTS

All Exhibitor Listings will include:

Free for All Attending Exhibitors

- Company Listing (including company name, address, phone, fax and website)
- Booth Number
- Company/product description (50 words)
- Link to exhibit hall map with pin indicating your booth location
- Ability for each meeting app user to add a company to Favorites List
- Ability for each meeting app user to add personal notes

Tier 1: Exhibitor Listing Enhancements

\$500 for all 4

(No charge to Levels Supporters)

- Company Logo
- Email icon: Opens device to email client and populates with a chosen email address
- Website icon: Opens company website within meeting app
- Longer company/product description (up to 350 words, must be plain text)

Tier 2: Exhibitor Listing Enhancements

\$750 for up to 3

- Ability to add up to three (3) media items to Company Listing page. Media items may include any combination PDF, image, video

BANNER ADVERTISING

Banner advertising areas are available on the “Now” screen of the meeting app. No more than two (2) banner ads may run at one time. Banner ad space will be available starting in Spring 2014 as follows:

April 2014 – 2 ads available

Banner will run for the entire month of April

Cost: \$300 without link
\$600 with link

May 2014 – 2 ads available

Banner will run for the entire month of May

Cost: \$500 without link
\$750 with link

June 2014 – 2 ads available

Banner will run for the entire month of June

Cost: \$750 without link
\$1,000 with link

July 26-30, 2014 – 2 ads available per time period

Banner will run during 4-hour increments for the entire week of IFHNOS/AHNS 2014

6:00 am – 10:00 am

10:00 am – 2:00 pm

2:00 pm – 6:00 pm

6:00 pm – 6:00 am

Cost: \$1,200 without link
\$1,500 with link
\$500 for each overnight time period

PLEASE NOTE: Your first choice of ad time may not be available; in that case, you may make a second choice. Restrictions may apply as to the number of ads a single company may run on a single day. Final schedule of ads will be determined by Show Management.

MEETING APP ADVERTISING SPECS

Logos:

- 200 pixels wide
- Rectangular shape works best

Banner Ads:

- 680 pixels wide x 80 pixels high
- If text, readable left to right, 340 pixels width

Media Items: Contact Shelley Ginsberg for specs.

For more information about these opportunities, please contact:

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