



**MARKETING SUPPORT OPPORTUNITIES**

❖ **Industry-Supported Scientific Symposia\*** **\$25,000 (lunch), \$15,000 (breakfast), \$35,000 (dinner)**

Industry-supported scientific symposia of up to one to one and one half hours (depending on time slot) may be conducted at scheduled times during the Annual Meeting. Symposia support includes one (1) complimentary meeting registration for a speaker, acknowledgement in meeting publications, promotional materials and onsite signage, mailing labels for both pre- and post-registration attendee mailings and one complimentary blast email to the New England Section pre-registration list (mailing pieces must be approved before releasing labels). Sponsor will also have the opportunity to include an invitation with attendee registration materials and a promotional poster in the registration area. Symposia may or may not be accredited. Audio visual is included and food will be sponsored by the NE AUA Section.

**Thursday, September 6\***

Lunch 12:15 pm – 1:45 pm  
Dinner 6:30 pm – 8:30 pm

**Friday, September 7\***

Breakfast 6:30 am – 8:00 am  
Lunch 12:30 pm -2:00 pm

**Saturday, September 8\***

Breakfast 6:30 am –8:00 am  
Lunch 12:30pm – 2:30 pm

\*schedule subject to change

**Automatic Charging Machine** **\$10,000**  
Attendees will see your message while charging their devices.

**Hotel Key Cards** **\$10,000**  
All New England Section meeting attendees would use the hotel key cards and see your message.

**Meeting Bags** **\$6,500**  
Every registered attendee will carry your company name and logo (product logo will not be accepted) on their bag. You may include one product flyer in every bag.

**Meeting Bag Insert** **\$1,000**  
Your company will have the opportunity to include a flyer in the NE AUA meeting bags which will be distributed to every attendee. This gives your company direct access to every NE AUA attendee. Limited to one flyer per company.

**Promotional Signage** **\$3,000**  
Drive traffic to your exhibit by creating attractive promotion on signage placed in high traffic areas. Fee does not include production.

**WiFi** **\$10,000**  
WiFi will be provided in all of the meeting rooms. As the sponsor, your company will be able to have signage throughout the meeting acknowledging support of the WiFi as well as the password which will be your choice and can be your company name or a catchy product name. This provides widespread visual promotional coverage for your company.



Show support for the NE AUA by advertising in the newsletter. This is a great opportunity with wide exposure to the NE AUA membership. Newsletters are electronic and posted online in March, June, September and December. Statistics show that the NE AUA newsletters receive 1856 page views per month on average.

**Rates: (per issue)**

Top Banner (Lead Banner)	\$1,200
½ Page (Tower ad)	\$ 780
½ Page (Bottom Banner)	\$ 600
¼ Page (Half Banner Bottom)	\$ 540

**General Requirements**

1. All artwork must be in jpeg, png. or gif. Format. File sizes should exceed 40 kb.
2. Color graphics & images saved as RGB.
3. Artwork must be in PC format.

**Mechanical Specifications**

Ad Type	Description	Dimensions in Pixels
Lead Banner	Sits on top of page under header graphic	580 x 90
Tower	Sits in right column	145 x 300
Bottom Banner	Sits at bottom of page just above footer	580 x 90
Half Banner Bottom	Sits at bottom of page just above footer	290 x 90

If you are interested in advertising, please refer to the Insertion Order form on page in this prospectus.