



AMERICAN ACADEMY OF HOSPICE AND PALLIATIVE MEDICINE

The Annual Assembly of Hospice and Palliative Care

March 18-21, 2020

San Diego Convention Center

San Diego, CA

## Mobile App Advertising Opportunity

Advertising in the 2020 mobile app for the Annual Assembly of Hospice and Palliative Care offers your organization concentrated exposure to more than 3,400 physicians and nurses involved in hospice and palliative care who are expected to attend the 2020 event. The mobile app is the complete listing of educational sessions, presenters, meeting events, and exhibit activities. It is a valuable tool for all assembly attendees and they refer to it often. Average individual ad impressions exceed 150,000 during the Annual Assembly. To reserve space, contact the AAHPM Professional Relations department.

**The mobile app banner ad is \$1,000.**

**Ad details:** The banner ads rotate at the top of the app Dashboard page, and click through to a webpage. A maximum of 8 rotating ads are available; each ad rotates approximately every 5 to 8 seconds. It includes provided post-show user metrics. The advertisement will be available for viewing and download in the app for one year.

**Enhancements Available:** You can upload your company's .jpg logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan. You can also upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Attendees download your information to their smart phones, or email them. Enhancements are available at an additional charge.

**Contact:**

American Academy of Hospice and Palliative Medicine  
Allison Whitley  
Manager, Professional Relations & Development  
8735 W Higgins Rd., Suite 300  
Chicago, IL 60631  
Phone: 847-375-3673 Fax: 888-374-7259  
[awhitley@aaahpm.org](mailto:awhitley@aaahpm.org)

### AD SPECIFICATIONS

#### BANNER AD WITH CLICK THROUGH LINK

**Rotating Banner Ad**

640x110 pixels  
.jpg or .png format  
300 dpi

**Click Through Link**

Company may provide click through link to a webpage. The advertiser is responsible for setting up any analytics for this link.

**Suggestions**

No visible outside graphic borders. App Landing Pages may contain graphic buttons or "hot spots" that link users to provided webpage URLs (recommended button size: at least 64x64 pixels)

**Material due date: February 14, 2020**

*Note: Ad sizes/specs subject to change. No cancellations will be accepted after the due date.*

Name of company/ organization \_\_\_\_\_

Address \_\_\_\_\_

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

Submitted by \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_ Email \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Check Enclosed (payable to AAHPM)      Check Number: \_\_\_\_\_

Credit Card:     MasterCard             Visa             American Express             Discover

Name on Card (please print): \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Cancellation Policy:** In the event that the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to February 14, 2020, a full refund of monies received, minus a \$250 administrative fee will be made. If full payment is not received prior to February 14, 2020, the ad will not be posted.