



The Annual Assembly of Hospice and Palliative Care
March 14-17, 2018
Hynes Convention Center
Boston, MA

Mobile App Advertising Opportunity

Advertising in the 2018 mobile app for the Annual Assembly of Hospice and Palliative Care offers your organization concentrated exposure to more than 3,000 physicians and nurses involved in hospice and palliative care who are expected to attend the 2018 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. To reserve space, contact the AAHPM Professional Relations department. **The mobile app banner ad is \$650.**

Ad details: The banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page. A maximum of 10 rotating ads are available; each ad rotates approximately every 5 to 8 seconds. It includes provided post-show user metrics. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the 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
 Rob Frey
 Director, Professional Relations & Development
 8735 W Higgins Rd., Suite 300
 Chicago, IL 60631
 847/375-6470, Fax 888/374-7259
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AD SPECIFICATIONS

BANNER AD PLUS ACCOMPANYING FULL-SCREEN LANDING PAGE

Rotating Banner Ad

640x110 pixels
 .jpg or .png format
 300 dpi
 All banners click through to an accompanying app landing page.

Accompanying Full-Screen App Landing Page

iPhone 4: 320x418 (required)
 iPhone 5: 640x1008 pixels (required)
 Tablet Portrait: 1536x1920 (required)
 Tablet Landscape: 1408x1408 (required)
 .jpg or .png format
 72 or 300 dpi

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 15, 2018

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: _____