



## Enhance your visibility and drive attendees to your booth at SCA's Annual Meeting

More than 1,200 attendees come together to discuss key issues involved in delivering care to patients undergoing cardiovascular and thoracic surgeries at SCA's Annual Meeting & Workshops and we expect nearly 200 thoracic anesthesiologists at the Thoracic Anesthesia Symposium (TAS). Promote your presence to these unique audiences through one of the advertising opportunities available to exhibitors.

### Room Drop (Annual Meeting Only)

**Fee: \$6,000**

A room drop allows you to promote your products and services to SCA attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- Begin your sales process in advance of the conference
- Increase traffic to your booth
- Enhance your company's visibility

*Preapproval of your promotional piece and payment are required. The piece should be no larger than 8½" x 11" and no thicker than ¼".*

When you receive notice that your piece has been approved, send 700 copies to SCA headquarters (see address below) on or before **April 12, 2019**.

### Blast E-mail Banner Ads (Annual Meeting)

- TAS only     Dual E-mail (*must exhibit at both*)

**Fee: \$5,000**

Place a banner ad at the bottom of one of our emails that will go out to all attendees in the weeks leading up to our Annual Meeting & Workshops/TAS.

#### Guidelines:

Artwork must be 650x125 Pixels and have a resolution of at least 72 dpi. Acceptable file types include JPEG, TIF, and PNG. Flash ads are not accepted. All ad submissions must also include a click URL. All ads are subject to the review and approval of SCA

### Program Book Advertising (Annual Meeting & TAS)

The program book is provided to all attendees and includes a complete list of educational sessions, meeting supporters, and more. Attendees refer to the program often, not only onsite, but also throughout the year, giving you repeated exposure.

**Sizes and Pricing** (please check the size you want):

- Full-Page** (8.75" x 11.25" full bleed, 8.5" x 11" non-bleed) ..... **\$2,500**
- Half-Page (Horizontal)** (7.75" x 5" full bleed, 7.5" x 4.75" non-bleed) ..... **\$1,250**
- Quarter-Page** (3.5" x 4.25" no bleed) ..... **\$1,000**

#### Guidelines:

- Digital composite ads are acceptable in the following formats: EPS or PDF with all images and fonts embedded; TIFF or JPEG at 1,200 dpi with no compression applied
- All ads are 4-color

Space reservation deadline: **March 27, 2019**; Artwork deadline: **April 10, 2019** \*Deadlines are subject to change *No cancellations will be permitted after March 1, 2019. Rates are net. No agency discounts will be given.*  
*Price for Non-exhibitors will be double the prices that are listed above.*

### Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Payment Information

MasterCard     Visa     American Express     Discover     Check    Amount: \$ \_\_\_\_\_

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

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

Send room drop materials to  
SCA, 8735 W. Higgins Road, Suite 300, Chicago, IL  
60631 Attn: **Michele Gallas/Room Drop**

Return completed form with payment to  
SCA, PO Box 3781, Oak Brook, IL 60522  
or Fax 888.374.7259 (credit card only)