

22<sup>nd</sup> Annual SCA Echo Week  
and 2019 Perioperative Ultrasound Course: Hands-on Workshop

February 17-22, 2019  
Loews Atlanta Hotel | Atlanta, GA



**Increase your visibility and drive attendees to your booth at Echo Week or PoCUS!**

We anticipate over 300 attendees with an interest in the fundamentals and advanced applications of perioperative echocardiography, plus 30 attendees focused on Perioperative Ultrasound. Promote your presence to this unique audience through one of the advertising opportunities available to exhibitors.

**Room Drop (Echo Week only)**

**Fee: \$5,000**

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 1/8".*

When you receive notice that your piece has been approved, send 700 copies to SCA headquarters (see address below) on or before **January 4, 2019**.

**Blast E-mail Banner Ads (Echo Week)**

- PoCUS only     Dual E-Mail (must exhibit at both)

**Fee: \$4,000**

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.

**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 (Echo Week and PoCUS)**

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) ..... **\$2,000**
- 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: **December 21, 2018**; Artwork deadline: **January 9, 2019** \*Deadlines are subject to change *No cancellations will be permitted after January 12, 2018. 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)