

AAP 2017 National Conference & Exhibition

experience September 16-19, 2017 | McCormick Place West Building | Chicago, IL

DOCTOR'S BAG ADVERTISING OPPORTUNITY

A high-profile advertising opportunity delivered directly to the attendees at the AAP meeting and headquarter hotel, and will be the first meeting related material attendees see each day. Product samples, brochures, invites are all welcome.

PRICING

Saturday, September 16th	\$5,500 net
Sunday, September 17th	\$5,500 net
2-day package	\$10,000 net

QUANTITIES (INCLUDES 5% OVERS)

McCormick Place West	5,800 per day
Hotel	500 per day
Total	6,200 per day

INSERT SPECIFICATIONS

Inserts not to exceed 8-1/2" x 11" and two leaves. Maximum weight of 4 ounces. Product samples approved by the AAP are welcome.

DISTRIBUTION

Takes place on Saturday and Sunday. AAP will personally hand your sample, brochure, invite, and/or visual aid to registered attendees of the Conference. Distributed via hand-out personnel in high-traffic areas throughout McCormick Place West.

DEADLINES

Space reservations	August 2
Material proof	August 2
Inserts to printer	August 16

ADVERTISING OFFICE



The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Tel (443) 512-8899, Fax (443) 512-8909
www.wt-group.com

Bags limited to a maximum of 20 insertions.

Joe Frank, Jr, MSB

National Advertising Sales Manager
Extension 114, joseph.frank@wt-group.com

Please be sure to include the following disclosures on any ad placed for Product Theaters and/or Symposia:

Product Theaters: **Options depending on whether there are one or two faculty, "The presentation(s) for this Product Theater are not designated for CME credit. This (these) presentation(s) is (are) neither sponsored nor endorsed by the American Academy of Pediatrics."**

For Symposia: **"This symposia is neither sponsored nor endorsed by the American Academy of Pediatrics."**



HOW TO RESERVE

1. Submit the AAP National Conference & Exhibition Doctor's Bag Agreement or your insertion order and insert proof to the Walchli Tauber Group (WTG) by **August 2, 2017**.
2. WTG will obtain approval of the ad from AAP and notify you within two business days of submission. If changes are necessary, you must submit the corrected insert for final approval.
3. Once approved, inserts must be shipped to arrive by **August 16, 2017**. A late fee may be imposed for any materials received after this date.

SHIPPING ADDRESS

Ridge Printing, Attn: Debbie Gildeleon
8900 Yellow Brick Road
Baltimore, MD 21237
(410) 668-4780

SHIPPING INSTRUCTIONS

1. All Pallets must measure 48" X 40" and not be stacked higher than 60" high.
2. Individual cartons are not to exceed 60 pounds.
3. Multiple items are not to be packaged in the same carton.
4. Full cartons should contain the same quantity of inserts.
5. Partial cartons should be distinguished from full cartons and be located on top of the shipment and marked as "partial carton."
6. **All cartons should be labeled with the following information:**
 - American Academy of Pediatrics - National Conference & Exhibition
 - Distribution date (September 16 or September 17)
 - Company name, product, and insert/ad title
 - Quantity per carton, number of carton

TERMS AND CONDITIONS

1. Payment may be made by credit card (Master Card or Visa only), check paid directly to The Walchli Tauber Group, Inc. (WTG).
2. All sales are on a first come first served basis. No cancellations accepted.
3. All rates are net prices.
4. AAP has contracted for bag distribution to meeting attendees, but AAP and WTG cannot guarantee all attendees will receive the doctors bag.
5. Please be sure to submit 5% to 10% overs so all bags can contain your materials.
6. Inserts should not exceed 8 ½ x 11 inches and 4 ounces. Call for pricing on larger inserts and product samples.
7. Agreement and materials subject to and contingent upon AAP approval.
8. Please be sure to include the following disclosures on any ad placed for Product Theaters and/or Symposia:
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 - For Symposia: **"This symposia is neither sponsored nor endorsed by the American Academy of Pediatrics."**



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DOCTOR'S BAG ADVERTISING TERMS

Return a signed copy to the Walchli Tauber Group, Attn: Joe Frank.

Email: joseph.frank@wt-group.com

CONTACT INFORMATION

Agency name: _____ Company/Product: _____
 Contact: _____ Title: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____

INSERT RATES

Number of Inserts	Date of Delivery	Pricing 6,600/day	Total
_____	Saturday, September 16th	\$5,500	\$ _____
_____	Sunday, September 17th	\$5,500	\$ _____
_____	Two-day package	\$10,000	\$ _____
Total Net Cost			\$ _____

PAYMENT INFORMATION

Credit Card payment Visa Master Card

Number: _____ Exp date: _____
 Name: _____
 Billing Address: _____
 Signature: _____ Amount: _____

WTG Invoice (The Walchli Tauber Group will invoice, payable directly to ASCO net 30 days.)

ACKNOWLEDGEMENT

I acknowledge that as an authorized representative of the above stated company, I have received, reviewed and agree to the AAP Doctor's Bag Terms and Conditions, Total Cost and Method of Payment.

Signature: _____ Date: _____
 Printed name: _____ Phone: _____