



AD SPECIFICATIONS FOR AES 2018 ANNUAL MEETING

Media Wall
Program Book
Sleeping Room Door Drops
Exhibit Hall Lunch Table Advertising

MEDIA WALL

DEADLINE FOR INSERTION ORDER: November 1, 2018

Spots on the Media Wall (10 second; 30 second; 60 second) are limited and may sell out before the deadline.

DEADLINE FOR CONTENT:

November 1, 2018 if AES is formatting
November 16, 2018 if material is delivered fully formatted per specs



GENERAL INFORMATION

- The media wall screen is 20 feet wide and 5 feet high for a total of 100 square feet. Two 10 x 5 static wings on either side reserved for AES content (if they are used at the 2018 AES Annual Meeting) will add an additional twenty feet to the wall to make it eye catching from several directions.



- Your media wall advertisement will run from the afternoon of Thursday, November 30th until the afternoon of Monday, December 3rd during hours when traffic is expected in the general location of the media wall. At the 2017 AES Annual Meeting, media wall ads ran 332 times over the course of the meeting.
- *Ads run in a continuous loop. The maximum length of the loop is ten minutes. No additional ads will be sold if the total length of the loop reaches ten minutes.*
- You may order multiple ads at multiple lengths. **A 10% surcharge, required by and paid to the Morial Convention Center, will be billed in addition to the amounts below.**
- If your content is specific to a particular event at the AES Annual Meeting, it can be removed from the loop after your event is finished. There is no price reduction if your ad does not run for the entire time.
- The media wall is fully video enabled, but AES does not allow sound as part of your advertisement.
- AES can accept fully produced videos from advertisers or it can create a moving powerpoint "video" using assets (script and pictures and other art elements) provided by the advertiser.
- The location of the media wall in New Orleans will be in the Convention Center near registration, the exhibit hall entrance/exit, and the up/down escalators that take attendees to and from education sessions

VIDEO FILE SPECIFICATIONS: 1296 pixels wide by 324 pixels tall .AVI file. Delivery instructions will be provided.

Advertisements must be approved prior to submitting final artwork by Susan Oliver at soliver@aesnet.org. Please allow 3 business days for approval. See the AES exhibitor prospectus for guidelines on messaging.



PRINT PROGRAM BOOK ADVERTISING

92% of Annual Meeting attendees reference the program book up to several times a day at AES.

Deadline for signed Insertion Order: September 14, 2018

Deadline for delivery of final approved art to AES: September 28, 2018

Space is limited for the program book, and it may sell out before the deadline.

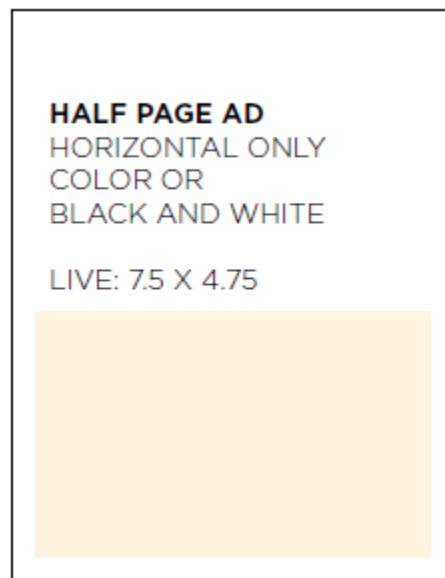
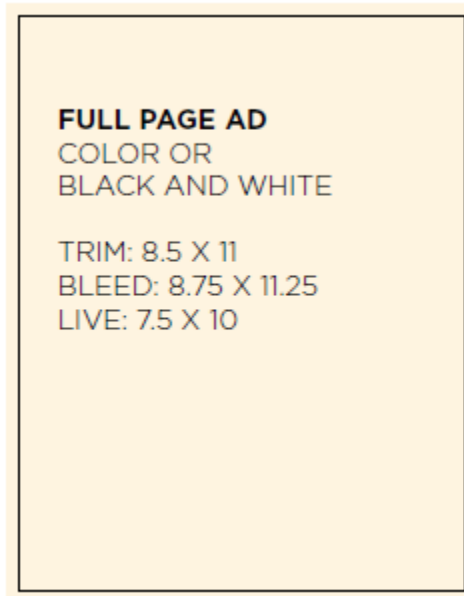
Full page and half page ads. Four color and black and white available. Half page ads are black and white only. All available inventory is run of book.

ACCEPTABLE FILE FORMATS

- The preferred format is Adobe Acrobat “press quality” PDF file, with all printer’s marks included.
- Packaged InDesign files are also acceptable.
- Images must be 300 dpi at 100%.

SUBMISSION OF FILE

- Files may be submitted by email to: soliver@AESnet.org.
- For large files, please post toDropbox or similar file sharing site and send link.



Advertisements must be approved by AES prior to submitting final artwork. To request approval, send to Susan Oliver at soliver@aesnet.org. Please allow three days for approval. See the [AES EXHIBITOR PROSPECTUS](#) for guidelines on messaging.



SLEEPING ROOM DOOR DROP

Your message delivered direct to hotel room doors on Saturday night, 12/01/2018
Limit 20 items in one envelope

Deadline for signed insertion order: November 16, 2018, or until all 20 slots are sold (if prior to 11-16).

Deadline for delivery of 2600 copies of your printed materials to New Orleans: November 28, 2018

The AES Saturday night shared sleeping room door drop is an effective way to promote your company's presence at AES to a highly targeted audience. Grab a slot before they sell out, or if you have lots going on at the AES meeting, get several! Use the door drop to get a general ad about your branded product in the hands of AES attendees, or share information about the ways you support AES or patients or other nonprofit organizations. Or put the door drop to work maximizing awareness of and traffic to your company's:

- Exhibit Booth
- Innovation Pavilion
- Scientific Exhibit
- Satellite Symposium
- Sponsored items, like the hotel in-room dark channel

The dimensions of your door drop insertion may be 8 1/2" x 11" (finished) or less. PROVIDE 2750 COPIES OF YOUR ITEM. Your door drop must weigh 2 ounces or less. For unusual sizes or an overweight item, please contact soliver@aesnet.org to discuss the possibility of including your item.

All items included in the door drop must be approved in advance by AES. Send materials to soliver@aesnet.org and allow three business days. See the [AES Exhibitor Prospectus](#) for guidelines on messaging. Delivery instructions for door drop materials will be provided.



Exhibit Hall Lunch Table Advertising

Reserved for exhibitors with booth size of 400 square feet or less and/or scientific exhibitors

Saturday, Sunday, and Monday lunch is served in the exhibit hall. Reach AES attendees while they are sitting down to eat with your advertisement placed in a metal stanchion on the table!

\$2600 PER PACKAGE OF 20 TABLES FOR THREE DAYS
DEADLINE: NOVEMBER 16, 2018



You print your advertisement on card stock or a medium that will fit and be stable in a metal stanchion that is 8" to 12" high. (See picture below.) Your ad may be either one-sided or two-sided. Maximum ad size: 5" X 7". AES provides the stanchions and places your ads randomly around the exhibit hall lunch area. You may buy one package of 20 tables or several.

All exhibit hall lunch table top ads must be approved in advance by AES. Send materials to soliver@aesnet.org and allow three business days. See the [AES Exhibitor Prospectus](#) for guidelines on messaging. PROVIDE 60 COPIES OF YOUR ADVERTISING CARD FOR EVERY 20 TABLES.

Please ship your advertising cards to the Advance Warehouse for arrival between October 26, 2018 and November 26, 2018. A shipping label can be found in the online exhibitor kit here: <https://ordering.ges.com/053600460/welcome>. Ship 60 copies of your advertising card for every 20 tables you order to:

American Epilepsy Society
c/o GES
5730 Powell Street
New Orleans, LA 70123