



www.aium.org

2011 AIUM ANNUAL CONVENTION • APRIL 14-17 • NYC

## NEW Event Advertising

### Plasma Screens Digital Signage

Advertise your message on the plasma screens digital signage located beside the escalators. The advertisement would run on a continuous loop, reaching attendees throughout the day. Half screen and full screen options are available.

Half Screen size: 10.24" x 6.94" / 1536 x 1040 pixels  
Full Screen size: 10.24" x 17.7" / 1536 x 2560 pixels  
Resolution 72 dpi, color breakup RGB

Location: Displays on floors 3, 4, 5, 6, and 7  
Artwork due: March 30  
Half: \$1800 day  
Full: \$3000 day

### Floor Decals

Attendees spot your messages as they travel between meeting and events when you advertise with custom printed floor decals.

Floor Decal size: 2' x 2'  
Quantity: 3  
Location: One each on floors 4, 6, and 7  
\$800 per day  
Artwork due: March 30

### Elevator Surround Static Cling Signs

Display your ad on one of the most prominent architectural features of the hotel! Static cling signs placed on the sparkling glass surround of the open atrium elevators capture the eye of attendees on each floor.

Static Cling Sign size: 32.75"(w) x 41.5"(h)  
Quantity: 3  
Location: One each on floors 4, 6, and 7  
\$3000 per day  
Artwork due: March 30

### Column Wraps

Big and bold column wraps offer four sides of display space to grab the attention of attendees moving between meetings and courses.

One 4-sided framed panel column wrap  
Location: Floor 5, 6, or 7  
Artwork due: March 30, 4' x 8' per panel  
\$4000 1 day, \$1500 each additional day



Contact: Michele Lewis  
mlewis@aium.org

American Institute of Ultrasound in Medicine  
14750 Sweitzer Ln, Suite 100 • Laurel, Maryland 20707  
www.aium.org

# 2011 Advertising, Grant, and Support Reservation Form

## Company Information

Company/organization name \_\_\_\_\_  
(as it should appear in all marketing materials)

Address \_\_\_\_\_

City/state/postal code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web address \_\_\_\_\_



**Send your  
completed reservation  
and full payment to:**

**American Institute of  
Ultrasound in Medicine**

2011 Annual Convention Support  
14750 Sweitzer Ln, Suite 100  
Laurel, MD 20707-5906 USA

Phone: 800-638-5352 or  
301-498-4100  
Fax: 301-498-4450

## Authorized Contact

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

(required: all correspondence will be via e-mail)

Send invoice/receipt to  Authorized contact  Other \_\_\_\_\_

E-mail \_\_\_\_\_

**E-mail your CMYK, high-resolution  
EPS company logo, advertising  
art, web button, and/or URL to  
mlewis@aium.org**

## Requested Advertising, Grant, and Support

### Description

### Investment/Grant

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____

The AIUM reserves the right to charge the correct amount if different from the total listed.

**TOTAL DUE** \$ \_\_\_\_\_

## Authorization

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by December 1, 2010, whichever comes first. All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances. Advertising deadlines apply.

By signing below, I understand and agree to abide by all the information, terms, and conditions governing this agreement.

Authorized contact signature \_\_\_\_\_

Date \_\_\_\_\_

**For questions or custom quotes, contact:  
Michele Lewis • mlewis@aium.org**

## Method of Payment (US dollars only)

Check payable to American Institute of Ultrasound in Medicine

American Express  MasterCard  Visa

Amount to be charged \$ \_\_\_\_\_

Credit card number \_\_\_\_\_

Name on card \_\_\_\_\_

Expiration date \_\_\_\_\_

Credit card billing address postal code \_\_\_\_\_

Card security code \_\_\_\_\_

(Three- or 4-digit value printed on the card or signature strip)

Signature of cardholder \_\_\_\_\_