Annual Conference – App Advertising

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW

The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect.

All submitted content is subject to ACRM approval
ACRM reserves the right to label your ad as an advertisement

HOW THIS WORKS

- Advertising in the ACRM Annual Conference App solidifies your place among key opinion leaders and experts in the field of rehabilitation research who engage in the Annual Meeting Conference App.
- Advertising in the ACRM Annual Conference App allows your company to reach the global rehabilitation community.

MARKETING

ADVERTISING OPPORTUNITIES

- **Sponsorship Events** (For non-CME/CEU events) Possible events include Exhibit Hall time, 150+ Community Group Meetings, Meet & Greets, Receptions, Gala, Closing Ceremony, Annual Membership Meeting, etc. Logos submitted by exhibitors.
- **Main Screen Tiles**
  ¼ Width Ad (600p x 400p)
  1/3 Width Ad (800p x 400p)
  ½ Width Ad (Long) (1200p x 400p)
  ½ Width Ad (Tall) (1200p x 800p)
  Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p)

- **Sub-page Banner** (1080p x 152p) (1920p x 225p) (2048p x 180p) (1920p x 152p)
- **Main Screen Sticky Banner** (2048p x 200-500p) (1536p x 150-400p)
- **Splash Screen** Attendees will see one loading "splash screen" when the app launches. It shows for 3.5 seconds.
  Mechanical requirements: (2048p x 2732p) (1080p x 1920p) (1242p x 2688p) (2732p x 2048p) (1920p x 1080p) (2688p x 1242p)

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- **Sponsorship Events (150+ choices): $500**
- **Main Screen Tiles: $1,200-2,300**
  - ¼ Width Ad (600p x 400p): **$1,200**
  - 1/3 Width Ad (800p x 400p): **$1,200**
  - ½ Width Ad (Long) (1200p x 400p): **$1,750**
  - ½ Width Ad (Tall) (1200p x 800p): **$1,750**
  - Full Width Ad (Tall 2000p x 800p, Long 2000p x 400p): **$2,300**
- **Sub-page Banner: $1,750**
- **Main Screen Sticky Banner: $2,300**
- **Splash Screen: $10,000**

TURBO BOOST YOUR PRODUCT OR SERVICE

Extra amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform
- Call +1.703.435.5335

ACRM
AMERICAN CONGRESS OF
REHABILITATION MEDICINE

365
SALES TEAM

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ACRM INSTITUTIONAL SUPPORT PROGRAM

Sponsorship Events Example:

Sponsored Presentations

Sponsored Presentations

Include up to three sponsor logos for each presentation!

Format: Logos submitted by exhibitors

Quick Tips:

1. Manage the sponsor logos in your Education Harvester
2. Since the logos display on a wide white area of the screen, avoid vertical graphics. Horizontal logos work best in the space where they are displayed.

Main Screen Tile Examples:

1/4 Width Ad
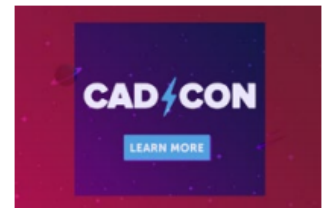
Size: 600 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tips:

1. We suggest utilizing 1/4 width ads primarily for logos or icons, because you aren't working with a ton of space!
2. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.

70px bleed area on top and bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

SAFE AREA
380w x 380h

110px bleed area left + right

1/3 Width Ad
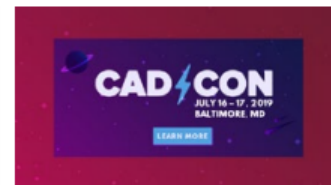
Size: 800 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.

70px bleed area on top and bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

SAFE AREA
550w x 260h

125px bleed area left + right

1/2 Width Ad (Tall)

Size: 1,200 pixels wide x 800 pixels high
Format: .jpg or .png

Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.

70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

SAFE AREA
730w x 660h

235px bleed area left + right
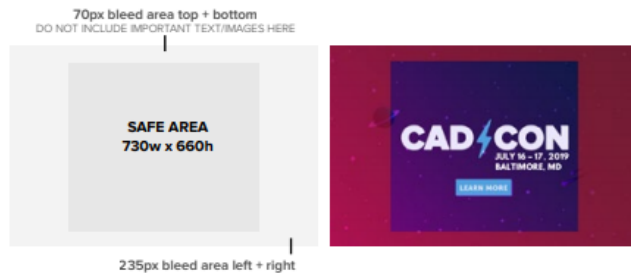
1/2 Width Ad (Long)

Size: 1,200 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.
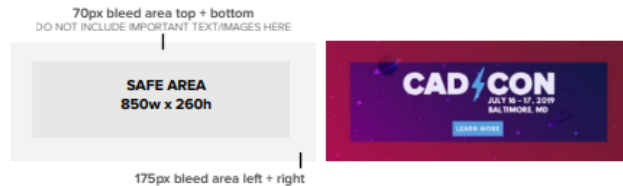
70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

SAFE AREA
850w x 260h

175px bleed area left + right

Full Width Ad

Size: Flexible Dimensions
Format: .jpg or .png

Quick Tips:

1. We recommend using 2,000 pixels wide x 800 pixels high for a tall graphic, and 2,000 pixels wide x 400 pixels high for a long graphic!

2. You can make this ad as tall as you want, The ad will display as tall or short as it is designed. It will scale to fit the available width, so no need to worry about the safe and bleed areas!
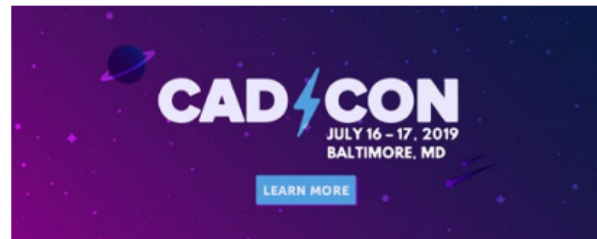
*Example of 2,000 pixels wide x 800 pixels high ad

*Example of 2,000 pixels wide x 400 pixels wide ad

Example:

Sub-page Banners

Show Unique Banners In Different Sections of Your App

Sub-page Banners are randomly rotating ads displayed on a specific page of the app, which can be linked to URLs. They only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

Quick Tips:

1. These banners are an effective way to call attention to particular parts of your event.
2. Each banner has 4 versions in order to support portrait and landscape orientation on both phones and tablets.
3. You can have different banners for different sections of the app (i.e. Schedule, Posters, Expo, etc.)
4. You can have multiple banners that change each time a user enters a page like the Expo Hub page.
5. This option will replace your event banner in the specified location.
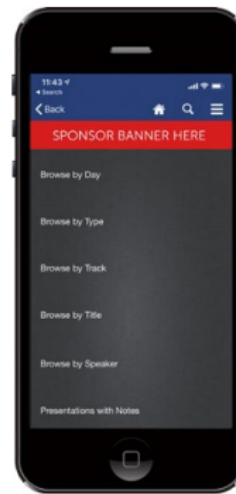
	Required Images (width x height)
1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

Banner Examples

Example:

Sticky Banner

The sticky banner only displays on the main screen and attaches to the edge of the menu on the bottom of the screen. It is always visible and remains stationary while scrolling on the main screen.

Quick Tips:
1. Standard apps can have one sticky banner that links to a website.
2. Pro apps can have rotating sticky banners that can change either daily **or** each time the main screen is shown.
3. Pro apps can have sticky banners that link to content inside the app, like a booth profile, speaker profile, or a presentation.

| Main Screen Sticky Banner (width x height)	
1	2,048 pixels wide x 200-500 pixels high
2	1,536 pixels wide x 150-400 pixels high

Example:

Splash Screen

Portrait Splash Screen

Attendees will see one loading "splash screen" when the app launches. It shows for 3.5 seconds.

Format: .jpg or .png

Quick Tips:
1. This is like a sponsor ad in a program book. This shows in addtion after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.
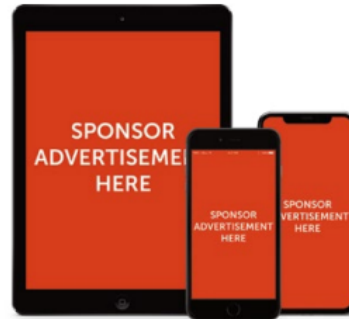
	Required Images (width x height)
1	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
2	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
3	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

Landscape Splash Screen

Attendees will see a loading "splash screen" when the app launches. It shows for 3.5 seconds.

Format: .jpg or .png

Quick Tips:
1. This is like a sponsor ad in a program book. This shows in addtion after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.

	Required Images (width x height)
1	1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high
2	1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high
3	2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high