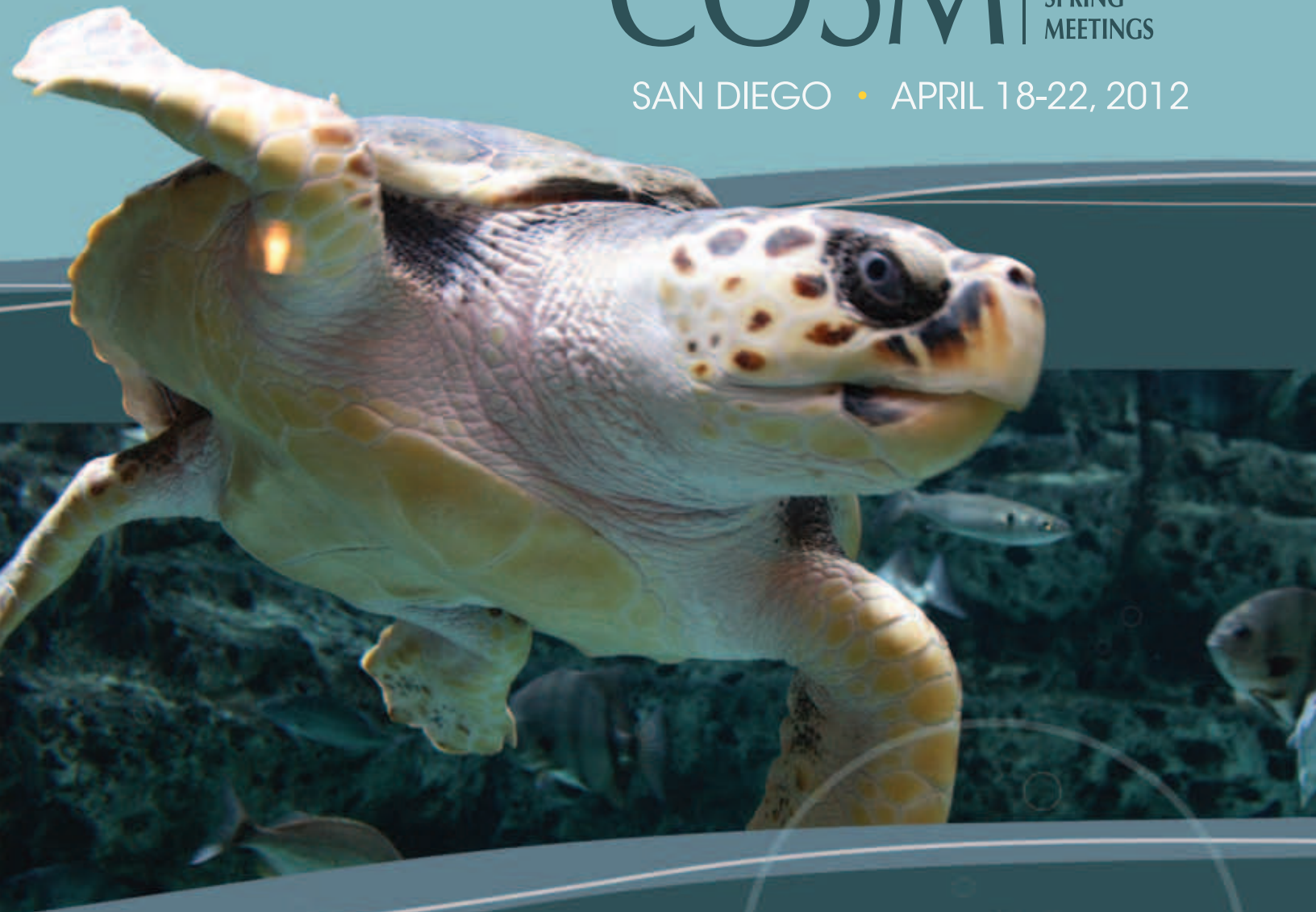


# COSM

COMBINED  
OTOLARYNGOLOGY  
SPRING  
MEETINGS

SAN DIEGO • APRIL 18-22, 2012



## MAKE A **SPLASH**

MARKETING AND PROMOTIONAL OPPORTUNITIES

Dive in while the prospects are hot. With these sponsorship and advertising opportunities, you can reach more than 1,500 key practitioners and otolaryngology residents as they gather in San Diego.

# PROGRAM GUIDE

## Dear exhibitor,

The 2012 Combined Otolaryngology Spring Meetings is being held from April 18-22 at the Manchester Grand Hyatt. Each participating society presents educational scientific programming that features prominent speakers in their respective specialty. COSM is well-attended by the key practitioners within the field of otolaryngology as well as residents. Get ahead of the competition and put your company's message front and center. COSM offers several marketing and promotion opportunities that allow prime exposure to this influential group of doctors.

Marketing and promotion opportunities include:

- **NEW! Innovation Theater**
- **Registration Bags**
- **Internet Café**
- **Sticky Notes**
- **Attendee Luncheons**
- **Poster Receptions**
- **Lanyards**
- **Welcome Banner**
- **Speaker Ready Room**
- **Hotel Key Cards**
- **Coffee Breaks**
- **Charging Station**

There are also opportunities for you to maximize your company's visibility by advertising in the official COSM *Program Guide*. The guide is distributed to each attendee as they register and is carried and referred to throughout the meeting. COSM is also offering exhibitors the opportunity to hold an exhibitor event, and there's no better way to promote your program than to purchase an insert in the official COSM Doctor's Bag. Or reach COSM's members at the meeting and year-round with digital advertising opportunities.

The wonderful thing about COSM is that it's large enough to reach a broad audience of influential surgeons, but small enough to create an intimate environment, which allows you the opportunity to make a lasting impression and connection with your products. Therefore, you don't want to miss this opportunity to secure your marketing and advertising space before your competitor does.

Call now or simply fill out the enclosed form and mail or fax it to Ascend Integrated Media on or before the stated deadlines to reserve you space. For more information, contact Suzee Dittberner at 913-344-1420 or [sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com).

*We look forward to seeing you in San Diego.*

### Audience and distribution

Distributed at Spring Meeting registration to 3,000 attendees

### Content

The guide contains meeting information, event schedules and an exhibitor list.

### Deadlines

Space reservation/payment due: Feb. 23, 2012

Materials due: March 1, 2012

### Rates

Size	Dimensions (width x height)	Four-color
<b>Premium options</b>		
Back Cover		\$4,850
Inside Front Cover		\$4,250
First Right-Hand Page		\$4,200
Inside Back Cover		\$3,950
<b>Standard options</b>		
Full Page		\$3,000
Bleed	8-5/8" x 11-1/8"	
Trim	8-3/8" x 10-7/8"	
Safety/live area	7-7/8" x 10-3/8"	
Non-bleed ad	7"x 10"	
Full-Page PI space		\$2,200
1/2 Page	7"x 5"	\$2,100
1/3 Page	2-1/4" x 10"	\$1,500
1/4 Page	3-1/2" x 5"	\$1,200

### Options we can create for you

Products-at-a-Glance	2-1/4" x 5"	\$500
Highlighted Listing with Logo		\$300

## Premium placement commands attention

### Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

### First Right-Hand Page/Page 1

Faces the inside front cover

### New Product Showcase

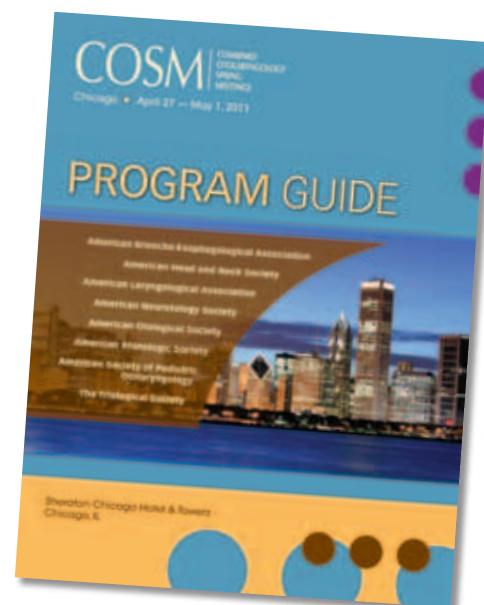
Offer buyers a quick visual reference to the hottest products at market. Your ad is placed alphabetically.

- You supply:
- Color photo
  - 50-word description
  - Contact information

### Highlighted Listing with Logo

Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo.

- You supply:
- Company logo



Official 2012 COSM

# DOCTOR'S BAG

## Audience and distribution

Delivered to 900 hotel rooms the morning of April 20, 2012

## Content

Showcases promotional literature and educational items

## Insert information

DELIVERY DATES	April 20, 2012
RATE	\$2,500 per insert
QUANTITY*	1,075
BAG INSERT SIZE	Maximum size is 8-1/2" x 11" Maximum weight is 2 oz.
POCKET INSERT SIZE	Maximum size is 8-1/2" x 11"

## Insert deadlines

Space reservation/prototype/payment due: March 21, 2012

Materials due: March 28, 2012

## GET "OUTSIDE" EXPOSURE

Your logo and message is inserted into a clear pocket on one side of the bag. **\$5,000**

## Bag Premium deadlines

Space reservation/prototype/payment due: March 21, 2012

Materials due: March 28, 2012

**Restrictions:** Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered on a particular day. Ad materials subject to COSM approval. See mechanical specifications for more information.

*\*Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.*

These products are in compliance with 2012 PhRMA standards and ACCME guidelines.



**Contact your medical media account manager today to reserve your preferred placement.**

Suzee Dittberner  
913-344-1420  
Fax: 913-344-1492

[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)



2012 COSM

# INNOVATION THEATER

## Audience and distribution

Located in the exhibit hall and able to accommodate 50 attendees

## Content

Present your new products to otolaryngologists—head and neck surgeons.\* Advertisers may choose from nine 15-minute slots, which will be reserved on a first-come, first-served basis. Multiple slots are available for longer presentations.

## Opportunity includes

- Theater-style seating for up to 50 people
- Standing lectern
- Lectern microphone
- Technical assistance
- Recognition on COSM-approved signage
- Beverage service
- Recognition in the *Doctor's Bag, Program Guide and ePreview*

## Available dates and times

MONDAY, APRIL 18	12:05–12:20 p.m.
	12:23–12:38 p.m.
	12:41–12:56 p.m.
TUESDAY, APRIL 19	12:05–12:20 p.m.
	12:23–12:38 p.m.
	12:41–12:56 p.m.
WEDNESDAY, APRIL 20	12:05–12:20 p.m.
	12:23–12:38 p.m.
	12:41–12:56 p.m.

\$2,500 per 15-minute session

## Deadlines

Space reservation/payment due:  
March 16, 2012  
Materials due: March 23, 2012

\* COSM must approve program content. Advertiser is responsible for the production and distribution of all materials. COSM reserves the right to cancel the theater pending a minimum number of secured slots. If six slots are not sold by March 16, the room will be canceled.



2012 COSM

# ePREVIEW

## PUT YOUR MESSAGING ONLINE

Delivered to an opt-in email list from the COSM database before the meetings, these two eBlasts build your brand connections, drive traffic to the COSM 365 landing page and extend your reach before, during and after the COSM Spring Meeting 2012.

## Audience and distribution

Launched in early March and April 2012 to 3,500 COSM members

## Content

Generates registration, showcases event value, links to event-planning resources on COSM's website

## Launch dates

March 7 and April 4, 2012

## Deadlines

Space reservation/payment due: Feb. 22, 2012  
Materials due: Feb. 29, 2012

## ePREVIEW ADVERTISING OPTIONS

### Exclusive Tower Ad

Limited to one advertiser  
**\$3,500**

### 3:1 Rectangle Ad, 2nd Position

Limited to one advertiser  
**\$2,000**

### 3:1 Rectangle Ad, 3rd Position

Limited to one advertiser  
**\$2,000**

### ePreview Exclusive Tower Ad



ePreview Sample

### ePreview Rectangle Ad



## BUILD OUT YOUR ONLINE LISTING

### Highlighted Listing with Logo

- Add a colored background and logo to your full listing
- Your listing shows up on the page immediately after buyers load the page
- This option shows all contact information without buyers having to click your name for a drop-down box.

**\$300**

### Premier Category Position

- Your company will be the first attendees see when they search by a specific product category
- Includes Highlighted Listing with Logo

**\$400**



Highlighted Listing with Logo



Premier Category Position

2012 COSM

# ONLINE EXHIBITOR PRODUCT & RESOURCE GUIDE

The exclusive Online Exhibitor Product & Resource Guide lets decision-makers research companies, products and services easily.

Live throughout the year, the Online Exhibitor Product & Resource Guide allows you to fully manage your listing, expanding your brand and mapping to other marketing or product initiatives before, during and after the meetings.

## BANNER ADVERTISING

### Guide Leaderboard Ad

- High-impact placement positioned in the top center of the Exhibitor Product & Resource Guide
- Visible on all pages as users search and research companies

*Limited to five advertisers per six months*

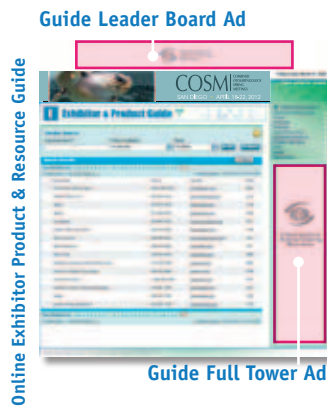
**\$1,400**

### Guide Full Tower Ad

- Offers right-hand positioning on the Exhibitor Product & Resource Guide
- Visible on all pages as users search and research companies

*Limited to five advertisers per six months*

**\$1,000**



Online Exhibitor Product & Resource Guide

Guide Leader Board Ad

Guide Full Tower Ad

## ENHANCE YOUR ONLINE LISTING

Maximize your participation by adding supporting materials such as rich media and content that will inform and connect your target customer.

### Marketing Materials

Perfect for press releases and show specials, brochures, PDFs and more.

Up to three postings at a time

**\$950**

### Audio

Consider presentations, podcasts and discussion boards.

Up to three postings at a time

**\$1,050**

### Video

Perfect for commercials, product demonstrations and roundtable discussions.

Up to three postings at a time

**\$1,050**

### Photo Gallery

Present photos and brief 20-word descriptions of your best products-at-a-glance.

Up to 20 pictures at a time

**\$500**

## ON-SITE MARKETING OPPORTUNITIES

# GUARANTEE BIG VISIBILITY

### Registration Bags

Put your message everywhere attendees look. Your logo/ advertisement appears on 1,500 canvas bags distributed at registration. Ad may be product-specific. Company provides bags, subject to COSM approval.

**\$5,000** exclusive  
**\$2,500** co-supporter\*

### Welcome Banner

Be the first message attendees see as they walk into the exhibit hall at Manchester Grand Hyatt. Design and artwork must be provided by company, subject to COSM approval. Fulfillment production and rigging costs are the responsibility of the advertiser, subject to COSM approval. Banner must be produced and hung by official show contractors.

**\$5,000** exclusive

### Internet Café

Get repeat exposure as attendees check e-mail and stay connected. Company receives wallpaper screen savers, entrance signage and four Internet stations. Company may provide notepads, pens and mouse pads for the area, subject to COSM approval.

**\$8,000** exclusive  
**\$4,000** co-supporter\*

### Sticky Notes

Leave your message with attendees on sticky note pads handed out at registration. Sticky notes will feature company's corporate or product logo. Company provides sticky notes, subject to COSM approval.

**\$3,800**, exclusive

### Speaker-Ready Room

Put your message in front of more than 250 leaders in the field of otolaryngology from 6 a.m. to 6 p.m. daily with an exclusive support opportunity of the Speaker-Ready Room. Company receives 22' x 28' signage in the registration area and outside the Speaker-Ready Room as well as a company logo on directional signage. Company may provide mouse pads and place a company logo on screen savers, subject to COSM approval.

**\$5,000** exclusive  
**\$2,500** co-supporter\*

### Poster Receptions

Reach industry leaders with your company message in the scientific poster area. Company receives acknowledgement on a hanging banner in the poster area and on signage at either end of the poster area of the exhibit hall. During the two poster receptions, COSM will provide napkins with black-and-white company logo and booth number, subject to COSM approval. Poster reception dates are April 19 and 20, 2012.

**\$7,000** one reception  
**\$10,000** both receptions  
**\$3,750** co-supporter one\*  
**\$5,000** co-supporter two\*

## All companies receive the following:

- Recognition on signage in registration area.
- Acknowledgment in *COSM Program Guide*.
- Recognition on exhibit hall entrance unit.
- First right of refusal for 2013.
- Badge ribbons acknowledging your support.
- Acknowledgment on COSM website.

### Attendee Luncheons

Highlight your company message at an attendee luncheon. Company receives one 22" x 28" sign inside and outside the entrance hall and three 8-1/2" x 11" easel back signs on buffet tables. Luncheon dates are April 19, 20 and 21, 2012.

**\$6,000** per luncheon  
**\$3,000** co-supporter\*

### Lanyards

Put your message around every attendee's neck. Company can place a product-specific logo/advertisement on 2,000 lanyards to be distributed at registration counters. Company provides lanyards (must include a clip for attaching a badge holder), subject to COSM approval.

**\$5,000** exclusive

### Charging Station

Charge up your corporate branding and connect with attendees at the charging stations located in key locations throughout the convention center. This program offers self-service stations for attendees to recharge laptops and cell phones. Sponsor receives charging station signage.

**\$6,000**

### Hotel Key Cards

Meet attendees coming and going with your message on hotel key cards. It's the one thing they won't leave "home" without. Company is responsible for all costs associated with the production and distribution of key cards, subject to COSM approval, and must provide enough key cards for the entire hotel.

**\$4,000** exclusive

### Coffee Breaks

Connect with attendees over coffee with your support of a morning or afternoon coffee break. Company receives a 22" x 28" sign outside the exhibit hall entrance and three 8-1/2" x 11" easel back signs on the coffee tables. Company may provide napkins and cups imprinted with product-specific advertising or a company logo, subject to COSM approval. Two coffee breaks available each day April 19, 20 and 21, 2012.

**\$2,000** per coffee break exclusive  
**\$1,000** co-supporter\*

*\* Co-supporter opportunity allows advertiser to split the marketing opportunities in half. Call your medical media account manager for more details.*

*All rates are net. Cancellations are non-refundable. These products are in compliance with 2012 PhRMA standards and ACCME guidelines.*

Contact your medical media account manager today to reserve your preferred placement.

Suzee Dittberner  
913-344-1420  
Fax: 913-344-1492  
[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC  
All advertising subject to COSM approval.

**COSM** | COMBINED  
OTOLARYNGOLOGY  
SPRING  
MEETINGS

SAN DIEGO • APRIL 18-22, 2012

Please complete the following information:

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_

Billing Information:  Agency  Advertiser Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

COSM ePreview Job #122030		COSM Marketing Opportunities Job #124130	
Full Tower Ad [ROS]	_____ \$3,500	Welcome Banner	_____ \$5,000 exclusive
Rectangle Ad:1	_____ \$2,000	Registration Bags	_____ \$5,000 exclusive _____ \$2,500 co-supporter
Rectangle Ad:2	_____ \$2,000	Internet Café	_____ \$8,000 exclusive _____ \$4,000 co-supporter
<b>COSM Doctor's Bag Job #120325</b>		Sticky Notes	_____ \$3,800 exclusive
Bag Premium	_____ \$5,000	Attendee Luncheons	_____ \$6,000 per luncheon exclusive _____ \$3,000 co-supporter
Bag insert	_____ \$2,500 per insert	Poster Receptions	_____ \$7,000 one receptions _____ \$10,000 both receptions _____ \$3,750 co-supporter, one _____ \$5,000 co-supporter, two
<b>COSM Program Guide Job #121151</b>		Lanyards	_____ \$5,000 exclusive
<b>Size</b>	<b>Four-color</b>	Speaker-Ready Room	_____ \$5,000 exclusive _____ \$2,500 co-supporter
<b>Premium options</b>		Hotel Key Cards	_____ \$4,000 exclusive
Back Cover	_____ \$4,850	Coffee Breaks	_____ \$2,000 per coffee break exclusive _____ \$1,000 co-supporter
Inside Front Cover	_____ \$4,250	Charging Station	_____ \$6,000 exclusive
First Right-Hand Page	_____ \$4,200	Innovation Theater	_____ \$2,500 exclusive
Inside Back Cover	_____ \$3,950	<b>Online Exhibitor Product &amp; Resource Guide Job #122251</b>	
<b>Standard options</b>		<b>Banner advertising</b>	
Full Page	_____ \$3,000	Guide Leader Board Ad	_____ \$1,800
Full Page P.I. (black & white)	_____ \$2,200	Guide Full Tower Ad	_____ \$1,500
1/2 Page	_____ \$2,100	<b>Build your listing</b>	
1/3 Page	_____ \$1,500	Highlighted Listing with Logo	_____ \$500
1/4 Page	_____ \$1,200	Premier Category Position	_____ \$600
<b>Options we can create for you</b>		<b>Listing enhancements</b>	
New Product Showcase	_____ \$500	Marketing Materials	_____ \$1,300
Highlighted Listing with Logo	_____ \$300	Audio	_____ \$1,450
		Video	_____ \$1,450
		Photo Gallery	_____ \$750

Please write your initials next to selected ad sizes & color.

Total Amount: \$ \_\_\_\_\_

## Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are non-refundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

## Option to pay by credit card

VISA  MasterCard  American Express  Discover Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_ Authorized Signature \_\_\_\_\_

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title \_\_\_\_\_

PO# (if necessary) \_\_\_\_\_

## Deadlines

### ePreview

Space reservation/payment due:  
Feb. 8, 2012

Materials due: Feb. 22, 2012

### Program Guide

Space reservation/payment due:  
Feb. 23, 2012

Materials due: March 1, 2012

### Doctor's Bag insert

Space reservation/payment due:  
March 21, 2012

Prototype due: March 21, 2012  
Materials due: March 28, 2012

### Doctor's Bag premium

Space reservation/payment due:  
March 21, 2012

Materials due: March 28, 2012

### Marketing Opportunities

Space reservation/payment due:  
March 16, 2012

Materials due: March 23, 2012

## Sales contacts

Suzee Dittberner  
913-344-1420  
Fax -913-344-1492  
sdittberner@ascendintegratedmedia.com

Please remit payments to:  
Ascend Integrated Media LLC  
P.O. Box 870939  
Kansas City, MO 64187-0939 USA

Payment types available:

- Credit card
- Wire transfer
- Check

All payments must be paid in U.S. dollars through a U.S. bank.

Sign and return to:



**Suzee Dittberner**  
Ascend Integrated Media LLC  
7015 College Blvd., Suite 600  
Overland Park, KS 66211 USA

Fax: +1-913-344-1492

# COSM | COMBINED OTOLARYNGOLOGY SPRING MEETINGS

Advertising representative:  
ASCEND INTEGRATED MEDIA  
7015 College Blvd., Suite 600  
Overland Park, KS 66211

Contact your medical media  
account manager today to  
reserve your preferred placement.

Suzee Dittberner  
913-344-1420  
Fax: 913-344-1492  
[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)



## MAKE SURE YOUR MESSAGE GETS TO THE SURFACE

You can be sure you're reaching the right audience in the otolaryngology field when you advertise in these official print, digital and on-site 2012 Combined Otolaryngology Spring Meetings opportunities.