

Dates and Deadlines

Exhibitor Booths and Housing

Exhibit Hall Deadlines

- NOV 6** Exhibit contract deadline for priority booth assignments
- NOV 7** 50% booth cancellation fee begins, including downsizing of booth size
- DEC/JAN** Exhibitor Service Kit available online
- JAN 15** Exhibit booth renderings due for exhibits 400 sq. ft. or larger
 - Notification of Intent to Use an Exhibitor Appointed Contractor/Non-official Contractor form due
 - Certificate of Liability Insurance form due
 - Exhibits Giveaways and Booth Activity form due
 - Meeting suite renderings due
- JAN 31** Final booth payments due
- FEB 1** 100% booth cancellation fees begin, including downsizing of booth
- FEB 5** Product/company descriptions and company logo due for AAN Mobile App
- MAR 3** Warehouse receiving begins
- MAR 31** Warehouse receiving ends
- APR 2/3** Designated early move-in booths 8:00 a.m.–4:30 p.m. (Refer to target floorplan for dates and times)
- APR 4** All exhibitors move in from 8:00 a.m.–4:30 p.m.
- APR 17** Exhibitor booth dismantling after 4:00 p.m.

Booth Staff Registration and Housing

- NOV 11** Exhibitor housing requests open
- NOV 22** Exhibitor housing requests priority deadline
- DEC 11** Assignments sent to requests submitted by November 22
- FEB 21** Group rooming list deadline
- MAR 21** Exhibit booth staff registration due

Dates and Deadlines—continued

Advertising

First Pre-Meeting Direct Mail

DEC 20 Order form and payment due

JAN 3 Graphic file due for approval

JAN 9 Final (approved) graphic files due

Second Pre-Meeting Direct Mail

JAN 10 Order form and payment due

JAN 17 Graphic file due for approval

FEB 24 Final (approved) graphic files due

Digital Advertising

JAN 31 Order form and payment due

FEB 14 Graphic/video file due for approval

FEB 28 Final (approved) file due

Email Advertising

JAN 24 February marketing email order form and payment due

JAN 31 February marketing email graphic file due for approval

FEB 7 February marketing email final approved graphics due

FEB 21 March marketing email and industry-focused email order form and payment due

FEB 28 March marketing email and industry-focused email graphic file due for approval

AM Daily, Thank You, and Recording Access Reminder emails order form and payment due

MAR 7 March marketing email and industry-focused email final approved graphics due

AM Daily, Thank You, and Recording Access Reminder emails graphic file due for approval

MAR 14 AM Daily, Thank You, and Recording Access Reminder emails final approved graphics due

Annual Meeting Daily

FEB 21 Order form and payment due

FEB 28 Graphic files due for approval

MAR 7 Final (approved) graphic files due

Mobile App

FEB 14 Order form and payment due

FEB 28 Graphic file due for approval

MAR 7 Final (approved) graphic files due

Attendee List

MAR 7 Order form and payment due

MAR 14 Deadline to provide marketing sample to the AAN for approval

MAR 17 Pre-Meeting Attendee List becomes available (to those who have AAN approved marketing piece)

MAR 26 Deadline to send to pre-meeting attendee list

APR 9 Post meeting attendee list become available (to those who have an AAN-approved marketing piece)

APR 23 Final deadline to send post-meeting attendee list marketing piece

Out-of-home Advertising

NOV/DEC Offerings become available

Dates and Deadlines—continued

Sponsorship

Hotel Door Drops

- JAN 1** Order Form and Payment Due
- JAN 3** Door Drop Bag graphic file due from company to AAN for approval
- JAN 17** Final approved Door Drop Bag due
- JAN 31** Insert graphic files sent to AAN for approval
- FEB 14** Materials to fulfillment house, if company is printing
- FEB 21** Artwork to Taylor, if Taylor is printing

Business Administrator Day

Carpet Graphics

Exhibit Hall Opening Luncheon

Footprints

Hanging Aisle Banner

Lunch Line Dividers

Park Benches

Tabletop Graphics

- FEB 4** Order Form and Payment Due
- FEB 11** Graphic file due to the AAN for AAN approval
- FEB 18** Final (approved) graphic due

Buzz Cafes

Charging Options

Escalator Clings

Exhibit Hall Door Clings

Exhibit Hall Exit Decal/Banner

Hydration Stations

SketchBot Mosaic

Puppy Park

Street Lamps and Flower Beds

- JAN 28** Order Form and Payment Due
- FEB 4** Graphic file due to the AAN for AAN approval
- FEB 11** Final (approved) graphic due

**Late graphics may be subject to penalty charges*

Hotel Key Cards and Card Holders

- JAN 1** Order form and payment due
- FEB 14** Graphic file due to the AAN for approval
- FEB 21** Final (approved) graphic files due

Hotel Do Not Disturb Signs

- JAN 31** Order form and payment due
- FEB 7** Graphic file due to the AAN for approval
- FEB 14** Final (approved) graphic files due

Exhibit Hall Passport

Exhibit Hall Networking Crawl

- FEB 7** Order form and payment due
- FEB 28** Logo due to the AAN for approval
- MAR 7** Final (approved) graphic files due

Dates and Deadlines—continued

Industry Therapeutic Updates

- DEC 6** Return Agency of Record form for ITU related activities
- JAN 3** Submit program topic area
- JAN 17** Submit official ITU program title to the AAN
- JAN 31** Submit official ITU description and presenter names to the AAN
- MAR 7** Submit promotional materials to the AAN for approval
- MAR 26** Deadline to send pre-meeting emails/mailers

Specifications

Exhibit Hall Opportunities

Offering	Details	Color	Acceptable File Formats
Exhibit Hall Passport	Company/Product Logo	4 Colors	High-resolution Transparent PNG, vector EPS, or AI format

Advertising Opportunities

Offering	Details	Size	Live Space	Color	Acceptable File Formats
Annual Meeting Emails	Top/Middle or Bottom Ad	650 × 200 px	N/A	RBG	PNG or JPG (PNG preferred)
Digital Advertising	Lobby C Video Wall	27' × 6'—2640 × 704 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
	Lobby D Video Wall	20' × 11.5'—1920 × 1080 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
	Ballroom 20 Video Wall	12' × 6.5'—1920 × 1080 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
Annual Meeting Daily	Quarter-Page Vertical Ad	3.5" × 3.75" plus 0.125" bleed margins or border	3.25" × 3.5"	4 Colors	<ul style="list-style-type: none"> • High-resolution, press quality PDFs with bleeds and crop marks • 2-page spreads should be provided as reader spreads
	Half-page Horizontal Ad	8.25" × 4.4375" plus 0.125" bleed margins	7.25" × 3.4375"	4 Colors	
	Half-page Vertical Ad	4.025" × 10.875" plus 0.125" bleed margins	3.025" × 9.875"		
	Full-page Ad	8.25" × 10.875" plus 0.125" bleed margins	7.25" × 9.875"		
	Spread Ad	16.5" × 10.875" plus 0.125" bleed margins	7.25" × 9.875" each		
	Cover Tip	8" × 6" plus 0.125" bleed margins	7" × 5"		

Specifications—continued

Offering	Details	Size	Live Space	Color	Acceptable File Formats
	Interstitial Ad	1536×3840, 3840×1536	N/A	RBG	PNG files only, 2MB maximum
Mobile App	Push Notification Ad	N/A	N/A	N/A	<p>Copy for each section of message.</p> <ul style="list-style-type: none"> • Message Subject: Max 60 characters including spaces • Message Body: Max 375 characters including spaces • Only include link, max 512 characters • Display Text for link, only external links are applicable, 512 characters <p>Image limited to 2 MB and size less than 1500×1500px</p>
	Carousel Ads	640×80, 960×80, 2048×107, 2732×107, 1242×120	N/A	RBG	PNG files only, 2MB maximum

Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
Buzz Cafes	(2) 87"×77" graphic panels on the sides of main unit (2) 27"×44" graphic panels on the ends of main unit (2) 26"×46" graphic panels on corner unit (2) 40" diameter circular table decals (3) 30" diameter circular table decals	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Carpet Graphics at Hall Entrance	8'×8' decal carpet decal	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Footprints	2'×2' decals placed on exhibit hall aisle carpet to create a clear path to your booth.	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Portable Charging Kiosk	Sizing template to be sent once opportunity is purchased		
Exhibit Hall Charging Lounges	(4) 27"×36" graphic panels on ends of tables (4) 95"×12" graphic panels on table dividers	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Charging Seating Options	(2) 82"×51" graphic panel on back wall (2) 17"×14" graphic panel on charging cube	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Exhibit Hall Charging Table	71.875"×27.75" decal	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Specifications—continued

Offering	Details	Color	Acceptable File Formats
Hydration Station	(1) 360" × 96" wall cling or fabric wall (2) 36" diameter tabletop clings	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Meeting Pods	(2) 18" × 45" window clings (1) 28" × 45" door cling	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Meeting Pods Digital Display	604 × 1073 px (9:16)	RGB	JPG, GIF, MP4 (video files)
Lunch Line Divider	66" W × 36" H	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Entrance Door Clings	41.5" × 112" graphic cling per door	4 Color	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Exhibit Hall Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
Park Benches	(2) 82" × 51" graphic on back wall (2) 36" × 36" floor decals		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Street Lamp Posts and Flower Beds	(10) Lamp posts with 16" × 36" double-sided banners on each side (20) flower boxes with a 14" × 14.5" graphic on the outer ends		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Wayfinding Map Sponsorship	15" × 30" decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Logo on Exhibit Hall Map	The logo will be automatically centered on the booth space, so consider the shape of the booth that you are adding the image on top of as well as the size of the booth		High-resolution PNG, JPG, or GIF. 10MB Max.
Convention Center Escalator Clings	Sizing template to be sent once opportunity is purchased		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Pillar Marketing	(4) 4' × 12' banners		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Tabletop Graphics	30" round table decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Digital Billboard	12-second static, digital spots to loop every 60 seconds		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Specifications—continued

Hotel Opportunities

Offering	Details	Color	Acceptable File Formats
Hotel Key Cards and Card Holders	Envelope Live Area for non-bleed area: 2.99"×2.13" and 2.10"×1.88"	4 Colors	Vector is preferred, high quality PDFs are accepted
	Key Card RFID Live Area: 3.125"×1.875" Front and Back, Bleed Area 3.625"×2.375"		
	Key Card Mag Card Live Area Front: 3.125"×1.875" Back: 3.125"×1.25" Bleed Area 3.625"×2.375"		
Hotel Do Not Disturb Signs	Trim: 4.25×11 Bleed Area: 4.375"×11.125"	4 Colors	AI, EPS or High quality PDF
Hotel Door Drop Bag Sponsorship	12×15 digital full-color oxo-biodegradable die cut bag Bag Size: 12"×15" Imprint Area: 11.5"×14"	4 Colors	AI, EPS or High quality PDF
Hotel Door Drop Insert	The inserts maximum size is 8.5"×11" Maximum weight: 5oz	4 Colors	