

COSM

COMBINED
OTOLARYNGOLOGY
SPRING MEETINGS

GAYLORD NATIONAL RESORT AND CONVENTION CENTER

NATIONAL HARBOR, MARYLAND

APRIL 18-22, 2018

EXHIBITS: APRIL 19-21, 2018

2018 PARTICIPATING SOCIETIES

American Academy of Facial Plastic
and Reconstructive Surgery

American Broncho-Esophagological
Association

American Head and Neck Society

American Laryngological Association

American Neurotology Society

American Otolological Society

American Rhinologic Society

American Society of Pediatric
Otolaryngology

The Triological Society



ADVERTISING OPPORTUNITIES

INSIDE

DIGITAL

COSM Website
Mobile Event App

PRINT

Program Guide
Registration Bag Inserts

GAYLORD NATIONAL RESORT

Hotel Room Key Cards
Premium Hotel Room Drop

LOWER ATRIUM (EXHIBITS)

Poster Reception
Exhibit Hall Lunch
In-Booth Food & Beverage
Carpet Clings
Welcome Banner
Exhibit Hall Sign Covers

EXHIBITS & MARYLAND BALLROOM (REGISTRATION & SCIENTIFIC SESSIONS)

Water Cooler Inserts
Elevator Clings
Charging Table
WiFi
Walkway Banners
Mirror Clings

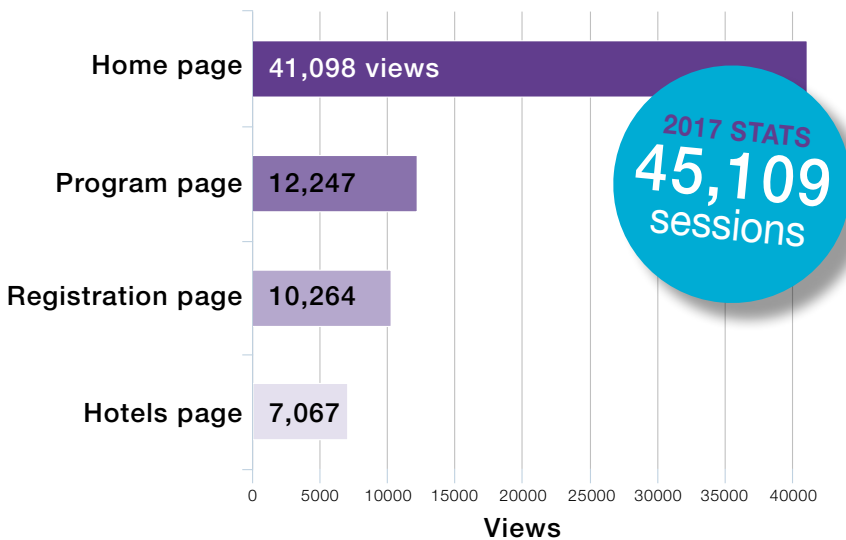
For opportunities including recognition in the Program Guide, support must be secured by February 27.

OFFICIAL COSM WEBSITE

cosm.md is the go-to meeting site connecting COSM members, attendees, and exhibitors to important information and resources. Reinforce your brand, promote events, and drive booth and site traffic with prominently displayed digital advertising.

SPECIAL NOTES

- Ads will be placed prior to the meeting and run for three months following COSM 2018
- Ads cannot rotate or be animated
- Ads can link to desired website URL



ADVERTISING POSITION, DIMENSIONS, AND RATES

Leaderboard Ads	Dimensions	Rates
Home Page	300 x 250	\$1,500
Program Information	275 x 60	\$475
Registration	275 x 60	\$475
Hotel & Transportation	275 x 60	\$475
Industry/Exhibits	275 x 60	\$475
Exclusive Takeover for all positions		\$3,600

MOBILE EVENT APP

The COSM mobile event app provides everything attendees need to navigate the meeting on their mobile devices. Cutting-edge technology allows them to customize their meeting itinerary and navigate the meeting like never before. As a supporter, you can enrich the meeting by providing attendees with a truly immersive digital experience and receive the highest level of exposure for your marketing message.

ADVERTISING PACKAGES INCLUDE

AD Type	Dimensions (pixels)	File Specifications
Rotating Banner <ul style="list-style-type: none"> Placed at the top of the navigational dashboard Links to in-app landing page ad 	640w x 110h	PNG or JPG @ 300 ppi
Landing Page <ul style="list-style-type: none"> Links to exhibitor listing or desired external URL 	320w x 418h 640w x 1008h 1536w x 1920h 1408w x 1408h 2160w x 3840h <i>Please provide website URL if an external link is desired</i>	PNG or JPG @ 300 ppi
Enhanced Exhibitor Listing <ul style="list-style-type: none"> Company name listing highlight Logo recognition on listing & exhibitor detail page Opportunity to upload product literature (up to 5 PDF handouts) Upgrade your listing by including a video! 		Logo: PNG or JPG @ 300 ppi Video: MP4, MOV, or MPG 30 seconds or less <i>Upload instructions will be provided upon space commitment. Additional fee applies.</i>



LEARN MORE ABOUT ADVERTISING OPPORTUNITIES ON THE APP

2017 ANALYTICS



21,601
Dashboard Visits



10,903
Events added to My Schedule



14,959
Events List Opened

SUPPORTERS RECEIVE

- Rotating banner ad placed at the top of the navigational dashboard (banner ad clicks to an in-app landing page ad)
- Landing page ad (links to in-app exhibitor page and/or external website)
- Complimentary Enhanced Exhibitor Listing
- Recognition in the official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

- February 27 Support confirmation/payment
- March 9 Ad materials due (corporate logo, banner, and landing page ads)

ADVERTISING RATE

\$4,700 per supporter (three opportunities available)

ENHANCED EXHIBITOR LISTING

Bring attention to your exhibitor listing with these unique features to connect and engage attendees!

LOGO RECOGNITION

Highlight your company in the COSM 2018 event app exhibitor list AND brand your in-app company detail page with one simple upload of your 4/color logo.

COMPANY NAME LISTING HIGHLIGHT

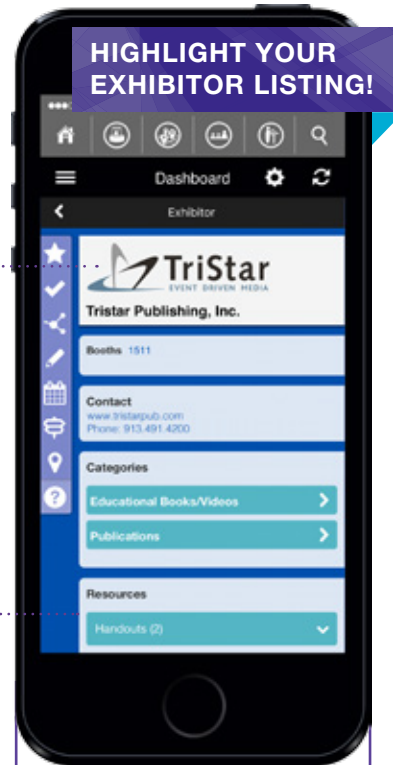
At a glance, app users are drawn to your listing with this color highlight. Include product literature handouts, and the handout "badge" icon in the listing to alert users you have resources to share! Purchase the video upgrade, and a video "badge" icon highlights your media.

PRODUCT LITERATURE

Educate attendees on your products and services with PDF document distribution through the app. Upload up to five PDF documents for maximum exposure!

DEADLINES

March 16
Exhibitor Portal open for logo & PDF collateral uploads



ADVERTISING RATE

\$350

\$500

with video upgrade

PROMOTIONAL ALERT

Attendees will receive meeting announcements and highlights via the mobile app alert notification system. Create a custom message to encourage COSM attendees to visit your booth, website, or event.

ADVERTISING RATE

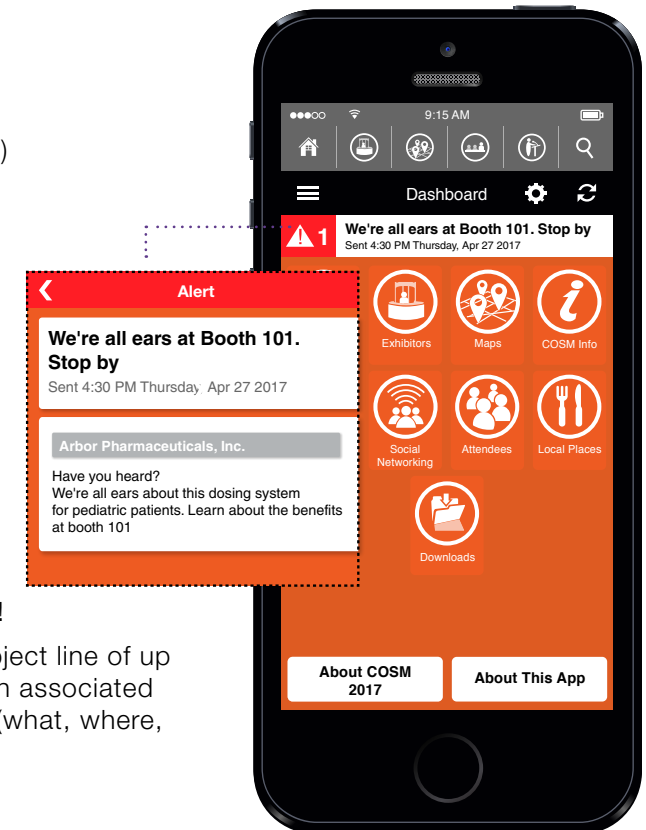
\$750 per notification
(limited to two per day)

SPECIAL NOTE

- Promotional alerts will be sold independently of the support package. Paid Alerts are limited to two per day and will be available on a first-come, first-served basis. Act now to reserve your promotional window!
- Please include a subject line of up to 29 characters with associated description content (what, where, when, who, etc.).

DEADLINES

March 30
Alert confirmation & messaging due



PROGRAM GUIDE

This comprehensive program guide is an attendee favorite for touring the exhibit and poster hall and planning day-to-day activities. With distribution to all attendees, your exposure is guaranteed.

CONTENT

- General meeting information
- Schedule-at-a-glance
- Daily schedules by society
- Poster sessions
- Business and social events
- Exhibitor listings
- Convention center floor plans
- Poster and exhibit hall floor plans



DEADLINES

February 27 Ad space/payment
 March 21 Ad materials due

QUANTITY

3,000

DISTRIBUTION

Registration handout



ADVERTISING DIMENSIONS AND RATES

Size	Dimensions	4/color
Full-page bleed	8 5/8" x 11 1/8"	\$3,600
trim	8 3/8" x 10 7/8"	
non-bleed	7 3/8" x 9 7/8"	
Full-page PI		\$2,600
Half-page (horizontal)	7" x 5"	\$2,500
Half-page (vertical)	4 5/8" x 7 1/2"	\$2,500
One-third page	2 1/4" x 10"	\$1,690
Quarter page	3 1/2" x 5"	\$1,315
Showcase ad	2 1/4" x 5"	\$200
Highlighted listing	Includes 4/color corporate logo placed on a colored background. Background color to be determined.	\$130

PREMIUM POSITIONS

Rates include 4/color charge.

- Back cover **\$5,700**
 - Inside back cover **\$4,700**
 - Inside front cover **\$5,000**
 - Across from schedule-at-a-glance . . . **\$3,300**
 - Across from table of contents **\$4,700**
 - Bellyband **\$7,100**
- Advertiser must supply printed bellybands.
- Map advertising **\$5,500**

Includes a banner to be placed below the map plus one full-page, 4/color ad to run before or after the map.

Bellyband and map advertising specifications supplied at space commitment.

REGISTRATION BAG INSERTS

This opportunity guarantees your promotional information will be in the hands of every COSM attendee.

DEADLINES

March 9 Ad space/prototype/payment
March 16 Ad materials due

QUANTITY

3,000

ADVERTISING RATE

\$4,000 per insert

PROTOTYPE SUBMISSION

Email PDF prototype to Maria Berry
(mberry@tristarpub.com)



HOTEL ROOM KEY CARDS



Greet attendees as they arrive at the Gaylord National Resort with a customized hotel room key card. Each attendee guest receives two key cards per room.

SUPPORTER RECEIVES

- Company or product-specific logo printed on one side of each key card
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

March 2 Ad space/prototype/payment
March 9 Ad materials due

QUANTITY

2,500
(includes two cards per room)

ADVERTISING RATE

\$17,000

PREMIUM HOTEL ROOM DROP



The premium hotel room drop is designed to deliver your promotional material to guests' hotel rooms. This opportunity allows your company to get the attention of conference attendees while providing elite exposure for your booth, product, service, and/or event.

DEADLINES

March 23 Ad space/prototype/payment
April 9 Samples due to TriStar
(quantity 10)
April 16 Final materials due to hotels

ADVERTISING RATE

\$9,500 per drop outside the room

QUANTITY

1,250 (includes overage)

AVAILABLE DISTRIBUTION DATES

April 18, 19, 20, 21

SPECIAL NOTES

Each daily participant is allowed to distribute one promotional piece.

See page 11 for more information.

POSTER RECEPTION

The Poster Receptions draw large numbers of attendees with hors d'oeuvres and beverages. As a supporter of a Poster Reception, your company will be recognized in all COSM printed materials. Sponsor is welcome to provide napkins with company name or logo to be distributed at bar and/or food stations.

SUPPORTER RECEIVES

- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md
- Recognition on signage at the exhibit hall entrance during the poster receptions held Thursday, April 19 and Friday, April 20 from 5:30 to 7:00 p.m.



THURSDAY PRESENTERS

- American Broncho-Esophagological Association
- American Academy of Facial Plastic and Reconstructive Surgery
- American Head and Neck Society
- American Laryngological Association
- American Rhinologic Society

FRIDAY PRESENTERS

- American Neurotology Society
- American Otological Society
- American Society of Pediatric Otolaryngology
- The Triological Society

DEADLINES

February 27 Ad space/payment

ADVERTISING RATE

\$7,000 per day (three days available)

EXHIBIT HALL LUNCH

Treat attendees to lunch in the exhibit hall either Thursday, Friday or Saturday, or choose all three days. Sponsor is welcome to provide napkins with company name or logo to be distributed at bar and/or food stations.

SUPPORTER RECEIVES

- Recognition in the official 2018 Program Guide
- Recognition on signage placed near food stations
- Recognition on official COSM website, cosm.md

DEADLINES

February 27 Ad space/payment

ADVERTISING RATE

\$10,000 per day (three days available)



IN-BOOTH FOOD AND BEVERAGE

Energize attendees by treating them to a tasty snack or beverage in your booth.

OPPORTUNITY INCLUDES

- Distribution of selected food and beverage items
- Recognition on signage acknowledging in-booth refreshment supporters
- Recognition in the mobile event app

DEADLINES

February 27 Ad space/payment

ADVERTISING RATE

\$4,000

SPECIAL NOTES

Supporter is responsible for food and beverage costs and other associated fees. Items selected are subject to COSM approval. All food and beverage must be secured through Gaylord National Resort.

If any design or artwork is used, it must also be provided by the advertiser and is subject to written COSM approval.



CARPET CLINGS

Stop show attendees in their tracks with an eye-catching carpet cling featuring your logo.



SUPPORTER RECEIVES

- Corporate or product logo printed on carpet cling
- Recognition in the official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

ADVERTISING RATE

\$6,500 - Per Package

3' x 3' in exhibit hall (2 packages of 6 clings available)

\$7,200 - 4' x 4' entering the exhibit hall (limited to one)

SPECIAL NOTE

Inquire with your TriStar representative for available carpet locations. Carpet logo design must be approved by COSM.

WELCOME BANNER



Create name and brand recognition among your target audience throughout COSM 2018 as attendees arrive to the exhibit hall.

SUPPORTER RECEIVES

- Corporate or product messaging displayed on banner
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

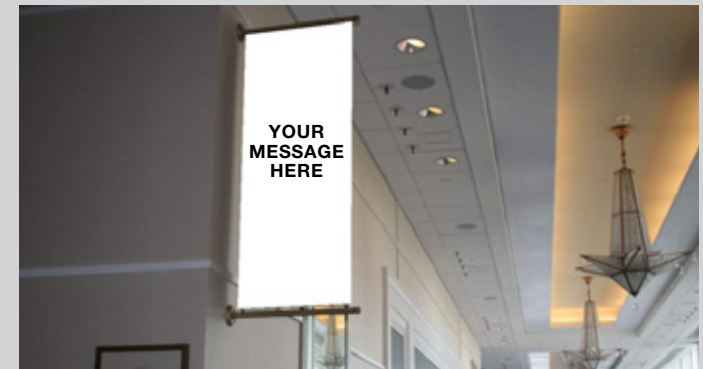
ADVERTISING RATE

\$12,200

DIMENSIONS

26'-6" x 2'-6" single-sided

EXHIBIT HALL SIGN COVERS



Showcase your product, corporate, or booth advertising with signs that lead attendees to your place in the exhibit hall.

SUPPORTER RECEIVES

- Corporate or product messaging displayed on two signs located in the pre-function area outside the exhibit hall
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

ADVERTISING RATE

\$3,700 - Package of two

DIMENSIONS

23' W x 61.125' H x 1" D double-sided

WATER COOLER INSERTS

This unique opportunity provides attendees with a refreshing drink and an up-close look at your marketing message.



SUPPORTER RECEIVES

- Corporate or product messaging displayed on two water coolers
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

LOCATIONS

- One water cooler stationed near the exhibit hall
- One water cooler stationed near the Maryland Ballroom (registration and sessions)

ADVERTISING RATE

\$1,300 - (includes two water coolers)

DIMENSIONS

15"H x 10"D x 34" circumference

ELEVATOR CLINGS



Promote your company image with eye-catching clings placed on the outside of elevator doors.

SUPPORTER RECEIVES

- Corporate or product messaging on two elevators
- Recognition in the official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

ADVERTISING RATE

\$5,000 - for two elevators near the Maryland Ballroom
\$5,000 - for two elevators near the exhibit hall

DIMENSIONS

Maryland Ballroom - 48"W x 86"H
Exhibit hall - 48"W x 83.5"H

CHARGING TABLE

Connect attendees to your corporate/booth message! Placed near registration and the exhibit hall, charging tables provide attendees a convenient way to power up their phones and other hand-held devices.



SUPPORTER RECEIVES

- Corporate and booth messaging on four designated panels
- Recognition in the official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

ADVERTISING RATE

\$4,900

DIMENSIONS

29.625"W x 13"H per panel

WIFI

Enjoy high-profile company exposure while providing attendees with essential WiFi service throughout the convention center meeting rooms.

SUPPORTER RECEIVES

- Customized splash page that is accessed as attendees log onto network
- Designated URL redirect
- Corporate acknowledgment in all areas promoting availability of the wireless network
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md
- WiFi Cards printed with company specific password distributed onsite

DEADLINES

March 2 Ad space/payment
March 9 Ad materials due

ADVERTISING RATE

\$26,000

MARYLAND WALKWAY BANNERS

Welcome attendees to the COSM 2018 sessions by displaying your corporate message in the Maryland Walkway.

SUPPORTER RECEIVES

- Corporate messaging displayed on banner
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

ADVERTISING RATE

\$7,900 - per banner
(two opportunities available)

DIMENSIONS

8'H x 25'W

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

MIRROR CLINGS

Attract attendees with bold mirror clings displayed throughout the Maryland Hallway in four locations.



SUPPORTER RECEIVES

- Corporate messaging displayed on four mirrors
- Recognition in official 2018 Program Guide
- Recognition on official COSM website, cosm.md

DEADLINES

February 16 Ad space/payment
February 23 Ad materials due

ADVERTISING RATE

\$8,200

DIMENSIONS

40"W x 128"H

SPECIAL NOTES | TERMS AND CONDITIONS

REGISTRATION BAG INSERTS

- All inserts must be submitted to TriStar for final approval by COSM. A copy of the insert must be approved by COSM regardless of prior approval for other promotional opportunities at the meeting.
- TriStar will notify advertiser of approval. If changes are necessary, a copy of the corrected insert must be resubmitted, and TriStar will notify advertiser of final approval.
- TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
- Do not ship bag inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
- Insert specifications: maximum dimensions are 8 ½" x 11"; maximum weight is 4 ounces.
- Price based on average-sized insert. Insert fee is subject to change at publisher's discretion.
- Due to weight and bulk of magazines, newspapers, and other publications, distribution may not be permitted in the bag.

PREMIUM HOTEL ROOM DROP

- Advertiser is allowed to distribute one piece per opportunity.
- All advertisements and featured products subject to COSM approval, including portion and serving sizes.
- Fee is subject to change pending advertiser's selection of collateral.
- Advertiser to supply all promotional materials.

- All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped. Quantities may vary due to hotel policies and staff availability.
- Distribution provided at select hotels only.
- Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to distribute at guest check-in or deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

GENERAL NOTES

- All advertisements are subject to approval by COSM.
- Circulation is based on projected attendance and room blocks at the time of rate card printing.
- The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
- TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar will refund monies paid for participation in canceled publications or services.

- TriStar is not obligated to offer or replace canceled publications or services with any other advertising vehicle.

FINANCIAL CONSIDERATIONS

- All signed agreements are firm. No cancellations accepted.
- Payment due upon space commitment.
- Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have a 3 percent fee added to the total purchase price. This fee cannot be waived.
- No agency commission or cash discounts permitted. Rate card prices are NET.
- Penalties apply for noncompliance with the shipping instructions or failure to fully complete shipping labels provided.
- A minimum \$650 late fee will be charged for materials received after specified due dates.
- Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.



READY TO ADVERTISE?

BRENNAH TATE

btate@tristarpub.com

FOR MATERIAL RELATED QUESTIONS CONTACT

Maria Berry

mberry@tristarpub.com



NAN BLUNK

nblunk@tristarpub.com

SEND PAYMENTS TO

Accounts Payable

TriStar Publishing, Inc.
7285 West 132nd Street, Suite 300
Overland Park, Kansas 66213

TriStar

Tel: 913.491.4200 | Fax: 913.491.4202

HILARY BAIR

hbair@tristarpub.com

PAYMENT OPTIONS

Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have a 3% fee added to the total purchase price. This fee cannot be waived.



FILE SUBMISSION SPECIFICATIONS

Acceptable file formats

- Adobe InDesign
- Fonts: Adobe Type 1 or outlined
- Images: at least 300 dpi at the desired print size
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK

Color proofs

- Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

Submitting files

- DVD/CD/Flash drive
- FTP: Contact your TriStar representative for login information and upload instructions.
- Email: Files less than 10MB can be emailed to ads@tristarpub.com with the subject line specifying the publication name and the advertiser name.

Unacceptable programs

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability.

Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

MOBILE EVENT APP

Banner ad

Must contain button graphic including text such as "Click Here," "Go," or "More Information."
Suggestion: Include company's booth number in ad.

Landing page ad

Suggestion: Include "action" button graphic with text such as "Click Here," "Go Here," or "More Info," along with booth number.