

COSM 2022 DALLAS

APRIL 27 - MAY 1, 2022

COSM.MD

ADVERTISING & MARKETING BROCHURE

American Academy of Facial Plastic and Reconstructive Surgery	American Broncho-Esophagological Association	
American Head and Neck Society	American Laryngological Association	American Neurotology Society
American Otological Society	American Rhinologic Society	American Society of Pediatric Otolaryngology
The Triological Society		

COSM COMBINED
OTOLARYNGOLOGY
SPRING MEETINGS

MORE INFORMATION
AVAILABLE AT
WWW.COSM.MD

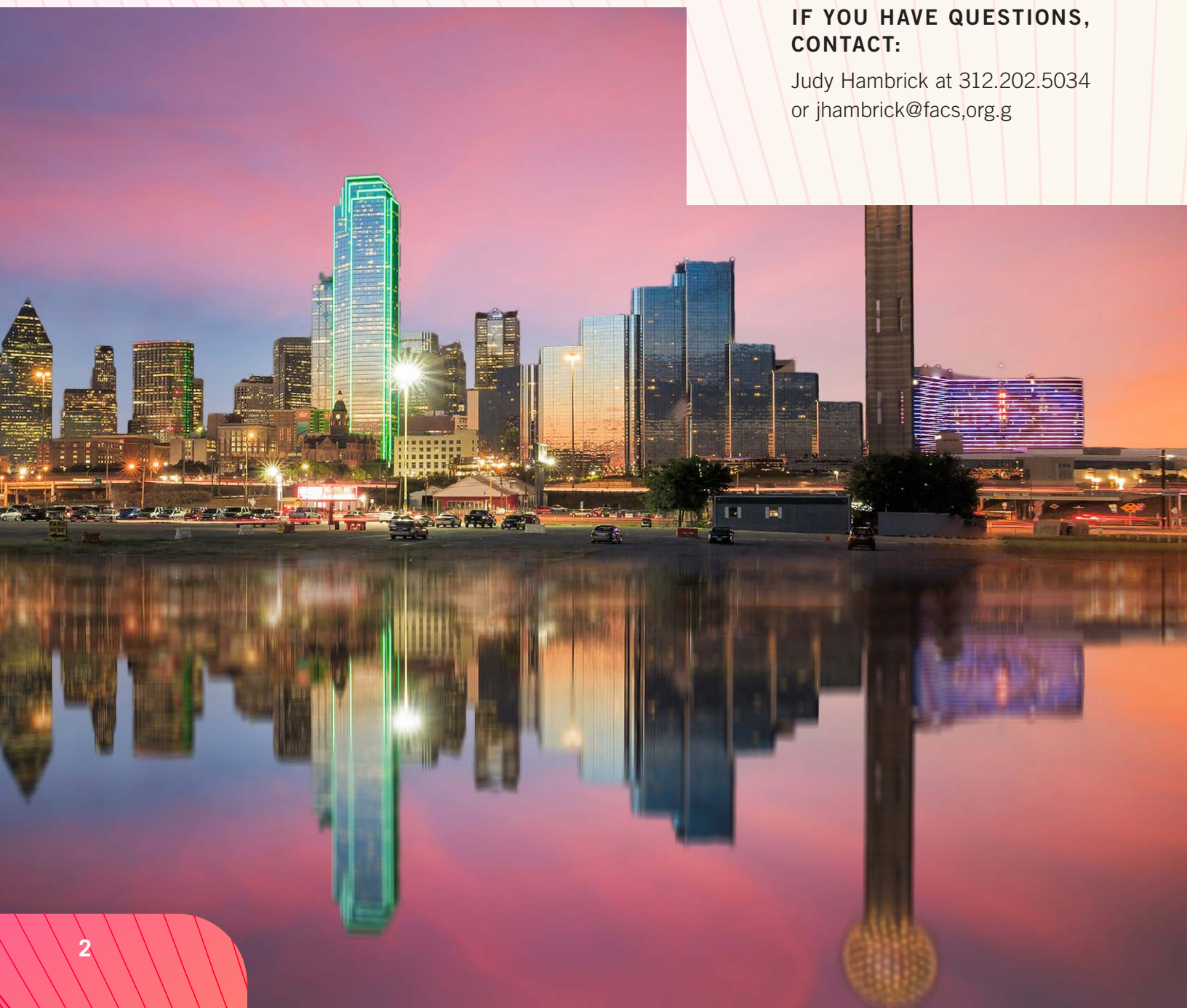
Welcome!

Thank you for your interest in advertising & marketing opportunities at the 2022 COSM Meeting.

We offer several opportunities to advertise or market your product or services.

**IF YOU HAVE QUESTIONS,
CONTACT:**

Judy Hambrick at 312.202.5034
or jhambrick@facs.org



Cadmium Platform Opportunities

LEFT NAVIGATION AD

COST: \$5,000 PER AD

COSM will offer On-Demand access after the meeting via the Cadmium Platform. Left Navigation Ads are available on the Cadmium Platform.

- Ad will rotate (in same location) on several pages of platform
- Ad can be linked to company website
- Rotating ads (other ads will be shown in rotation)

Size: 280w x 280h

File Format: High Resolution .eps logo file

Analytics: Analytics will be provided after the meeting

Maximum ads available: 3

Maximum # available: 1 ad per company

SCROLLING LOGOS

COST: \$650 PER LOGO

COSM will offer On-Demand access, after the meeting, via the Cadmium Platform. Scrolling Logos are available on the Cadmium Platform.

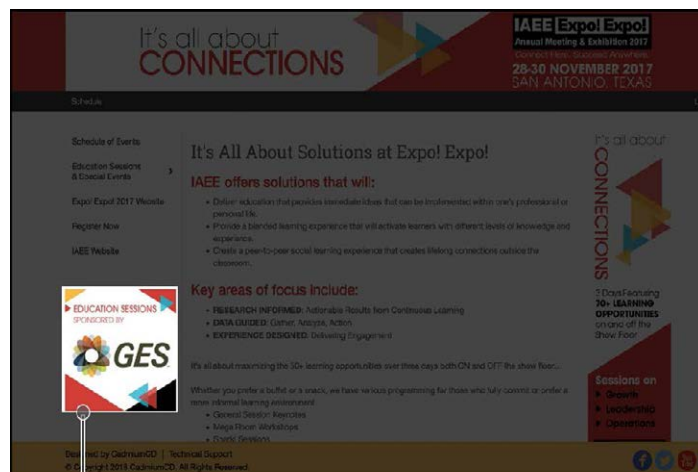
Scrolling Logos

- Ads will rotate (horizontal) at bottom of Welcome Page
- Ad can be linked to website
- Rotating ads (other ads will be shown in rotation)

File Format: High Resolution .eps logo file

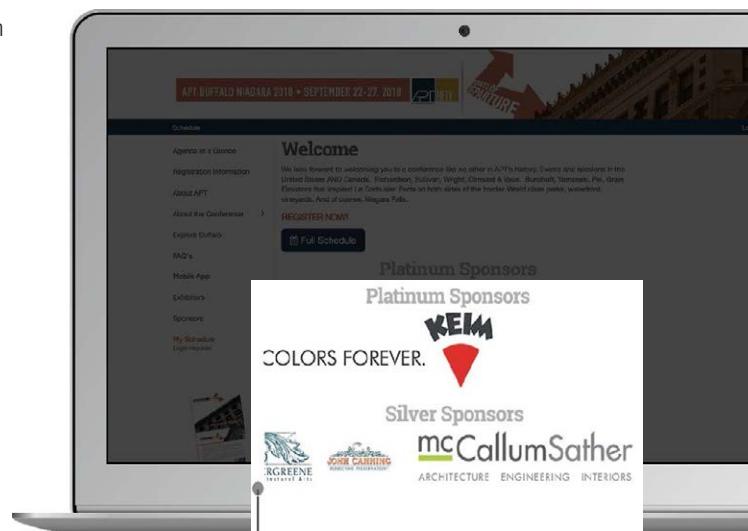
Analytics: Analytics will be provided after the meeting

Maximum # available: Unlimited



Left Navigation Ad

Appears in the main navigation and can link to an external website. This is prime real estate because the ad shows on all pages of the event website.



Scrolling Logos

Horizontally scrolls a list of sponsor logos. These can be separated into categories such as tiers. Logos can also link to external webpages.

COSM Mobile App

SPONSORSHIP

COST: \$12,000 PER SPONSOR

COSM is seeking 2 sponsors for COSM Mobile App.

Sponsorship includes:

- **Rotating Banner at Top** – Banner ad placed at the top of the navigation dashboard with link to in app landing page ad
- **Landing Page** – links to exhibitor listing or desired external URL
- **Enhanced Exhibitor Listing** – Company name highlighted; logo recognition on listing exhibitor detail page
- **Uploads** - Opportunity to upload product literature (up to 3 PDF handouts)
- **Optional** - Upgrade your listing by including a video (0:30 seconds or less, MP4, MOV or MPG. Additional fee applies

SPLASH SCREEN ADVERTISEMENT

COST: \$6,000

Splash Screen advertisement

- Ad can be linked to website

File Format: High Resolution .eps logo file

Analytics: Analytics will be provided after the meeting

Maximum # Available: 1

ROTATING ADS ON HOME SCREEN

COST: \$3,000

Splash Screen advertisement

- Ads will rotate (horizontal) at bottom of Home Screen
- Ad can be linked to website
- Rotating ads (other ads will be shown in rotation)

File Format: High Resolution .eps logo file

Analytics: Analytics will be provided after the meeting

Maximum # Available: Unlimited

PUSH NOTIFICATIONS

COST: \$750

Push Notification is a short message sent to mobile app users

Dates available:

Wednesday, April 27

Thursday, April 28

Friday, April 29

Saturday, April 30

Sunday, May 1

- Limited Characters message
- Message appears in message area on phone

Cost: \$750 per message (1 notification per company)

Maximum # Available: 3 notifications per day



COSM Website

Place your ad on COSM website to build your online presence.

- One ad per location.
- All ads will be posted when received.
- Ads will run for three months after meeting.
- Ads cannot be animated.
- Ads can be linked to website.

Ad Locations: (Visit www.cosm.md to view ad locations)

Ad request deadline: April 4, 2022

Ad Submission Deadline: April 15, 2022

Location	Size	Price
HOME PAGE (NEXT TO MISSION STATEMENT)	300 x 250 pixels	\$1,500
PROGRAM PAGE	275 x 60 pixels	\$1,000
REGISTRATION PAGE	275 x 60 pixels	\$1,000
HOTEL PAGE	275 x 60 pixels	\$1,000
MEDICAL STUDENT AWARDS PAGE	275 x 60 pixels	\$500
INDUSTRY PAGE	275 x 60 pixels	\$500
ALL LOCATIONS		\$5,000 (savings of \$500)

Exhibit Resource eBook

The COSM Exhibit Resource eBook provides a resource for COSM attendees.

The eBook includes general COSM information, Future COSM dates/locations, 2022 Exhibitors with descriptions and advertisements.

The eBook will be posted, on COSM Website, beginning Friday, April 29, through July 30, 2022.

ADVERTISEMENT OPTIONS:

FULL PAGE (8 ½ X 11)

Ad layout: Vertical

Format: PDF

Cost: \$1,000

HALF PAGE (8 ½ X 5 ½)

Ad Layout: Horizontal only

Format: PDF

Cost: \$750

Ad request deadline: April 4, 2022

Ad Submission Deadline: April 15, 2022





Wi-Fi Sponsorship

COST: \$25,000 EXCLUSIVE

- Sponsor will provide complimentary Wi-Fi to attendees during the meeting dates (April 27 – May 1)
- Sponsor will be able to customize Wi-Fi Password
- COSM will distribute Wi-Fi cards to attendees when they check-in at COSM registration desk
- COSM will manage all Wi-Fi details with Hyatt Regency



Morning or Afternoon Break Sponsorship

Sponsor morning or afternoon break for attendees. Coffee service for morning breaks and cold beverage for afternoon breaks

COST: \$6,000 PER MORNING OR AFTER-NOON BREAK

COST: \$50,000 EXCLUSIVE

Dates available:

Wednesday, April 27 (am or pm)
Thursday, April 28 (am or pm)
Friday, April 29 (am or pm)
Saturday, April 30 (am or pm)
Sunday, May 1 (am only)

- Sponsor can supply custom napkins to be placed near refreshments (napkin cost not included in fee)
- COSM Management will handle all F&B services



Lunch Sponsorship

Sponsor lunch for COSM attendees during meeting.

COST: \$10,000 PER LUNCH, PER DAY

COST: \$25,000 EXCLUSIVE

Available dates/times:

Thursday, April 28 • Noon – 1:00pm
Friday, April 29 • Noon – 1:00pm
Saturday, April 30 • Noon – 1:00pm

- Sponsor can supply custom napkins to be placed near lunch (napkin cost not included in fee)
- COSM Management will handle all F&B services

The Hyatt Regency Dallas Hotel offers the following branding opportunities for COSM Exhibitors. If you have any questions, please contact Judy Hambrick, jhambrick@facs.org or **312.202.5034**



Hotel Key Card

Customize the Hyatt Regency Dallas Hotel key cards with your corporate logo/message. COSM attendees receives 2 keys per room.

HOTEL KEY CARD FEE: \$15,000

Fee Includes:

- 2,400 Custom Hotel Key Cards
- Each attendee receives two key cards per room.
- Company logo or product imprinted on front and/or back of key cards
- Fee includes: 2,400 cards, Hotel and PLI setup fees and shipping costs.
- Company responsible for design and artwork.
- Recognition in the COSM Mobile App
- Recognition on the official COSM website
- Artwork must be submitted for approval by March 21, 2022
- Final proof must be approved by March 28, 2022



Premium Hotel Door Drop

Have your company message placed outside attendee guest rooms. All door drop will be delivered early am on the day of your choice.

MARKETING FEE: \$10,000

Total copies required: 1,250 (includes overage)

Dates Available:

Wednesday, April 27

Thursday, April 28

Friday, April 29

Saturday, April 30

Fee Includes:

- Company responsible for design and artwork of material.
- Company responsible for shipping 1,250 copies to COSM Management. (Shipping information will be sent in confirmation.)
- Only one promotion piece per door drop.
- Only one premium door drop per company.
- Recognition in the official COSM Mobile App
- Recognition on the official COSM website
- Artwork must be submitted for approval by March 7, 2022.
- Copies must be shipped to COSM Management to arrive by Friday, April 8, 2022.

Elevator Doors Advertising

Place your advertisement on the exterior of all 6 elevator doors at Hyatt Regency Dallas Hotel.

**COST: \$25,000 FOR ALL 6 ELEVATORS,
\$5,000 FOR 1 ELEVATOR DOOR**

Fee includes:

- Ads will be displayed beginning Wednesday, April 27 through Sunday, May 1
- COSM, Hyatt Regency, FEDX branding fees
- Ads must be submitted to Hyatt Regency FedEx office for printing, installation and dismantle.



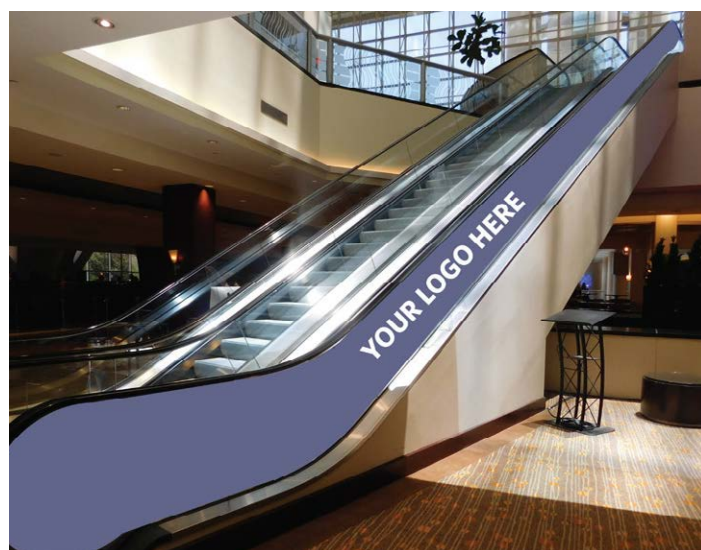
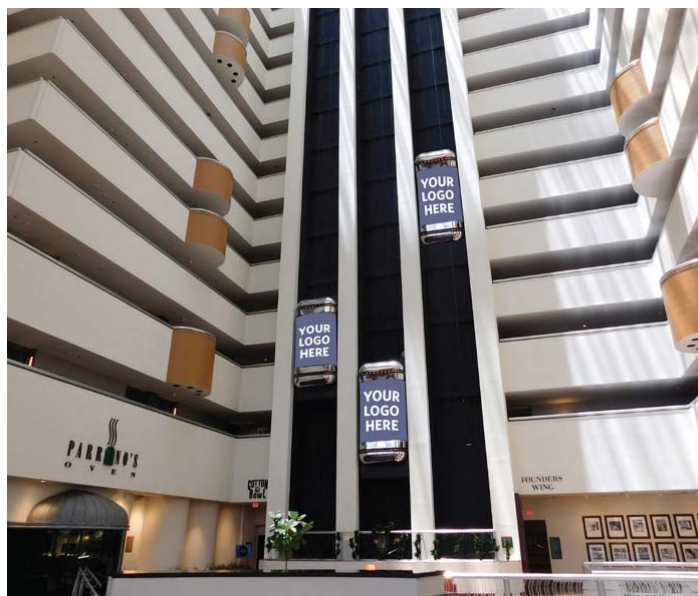
Atrium Elevators (Exterior) Advertising

Place your advertisement on all 3 atrium facing elevators that can be seen from anywhere in the atrium.

**COST: \$20,000 FOR ALL 3 ATRIUM ELEVATORS,
\$7,500 FOR 1 ATRIUM ELEVATOR**

Fee includes:

- Ads will be displayed beginning Wednesday, April 27 through Sunday, May 1
- COSM, Hyatt Regency and FedEx branding fees
- Ads must be submitted to Hyatt Regency FedEx office for printing, installation and dismantle.



Escalator advertisement

Place your advertisement on the escalators that run from the hotel lobby to atrium level.

COST: \$25,000 EXCLUSIVE

Fee includes:

- Ads can be displayed on outside or middle of escalator beginning Wednesday, April 27 through Sunday, May 1
- COSM, Hyatt Regency and FedEx branding fees
- Ads must be submitted to Hyatt Regency FedEx office for printing, installation and dismantle.



Coffee Cups and/or Sleeves Opportunities

Customize the coffee cups and sleeves purchased in the 24-hour Coffee shop in the hotel lobby

COST: \$12,000 EXCLUSIVE

Fee includes:

- Ads will be displayed on coffee cups and sleeves beginning Wednesday, April 27 through Sunday, May 1
- COSM, Hyatt Regency branding fees
- Ads must be submitted to Hyatt Regency FedEx office for printing, installation and dismantle.

Guestroom Video

Play a promotional or information video on dedicated channel in every guestroom.

COST: \$6,000 EXCLUSIVE

Fee includes:

- Video will be shown beginning Wednesday, April 27 through Sunday, May 1
- COSM and Hyatt Regency branding fees
- Ads must be submitted to Hyatt Regency Hotel (details sent once confirmed)





In-Booth Food & Beverage

Drive Traffic to your booth by treating attendees to a snack or beverage.

COST: \$7,000

- 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 Hyatt Regency Dallas
- Recognition on signage acknowledging in-booth refreshment supporters
- Recognition in the mobile event app
- Popcorn, peanuts and jellybeans are not allowed.

Exhibit Hall Floor Decals

Place your logo or product on exhibit floor for an eye-catching look! Logo can be placed near entrance of exhibit hall or near your booth.

COST: \$3,000 PER DECAL (LIMIT 6 FLOOR DECALS)

Fee includes:

- Logos will be displayed beginning Thursday, April 28 through Saturday, April 30
- COSM, Hyatt Regency and FedEx branding fees
- See Floor Decal locations below

Maximum size: 24" in diameter

Limit: One decal per company

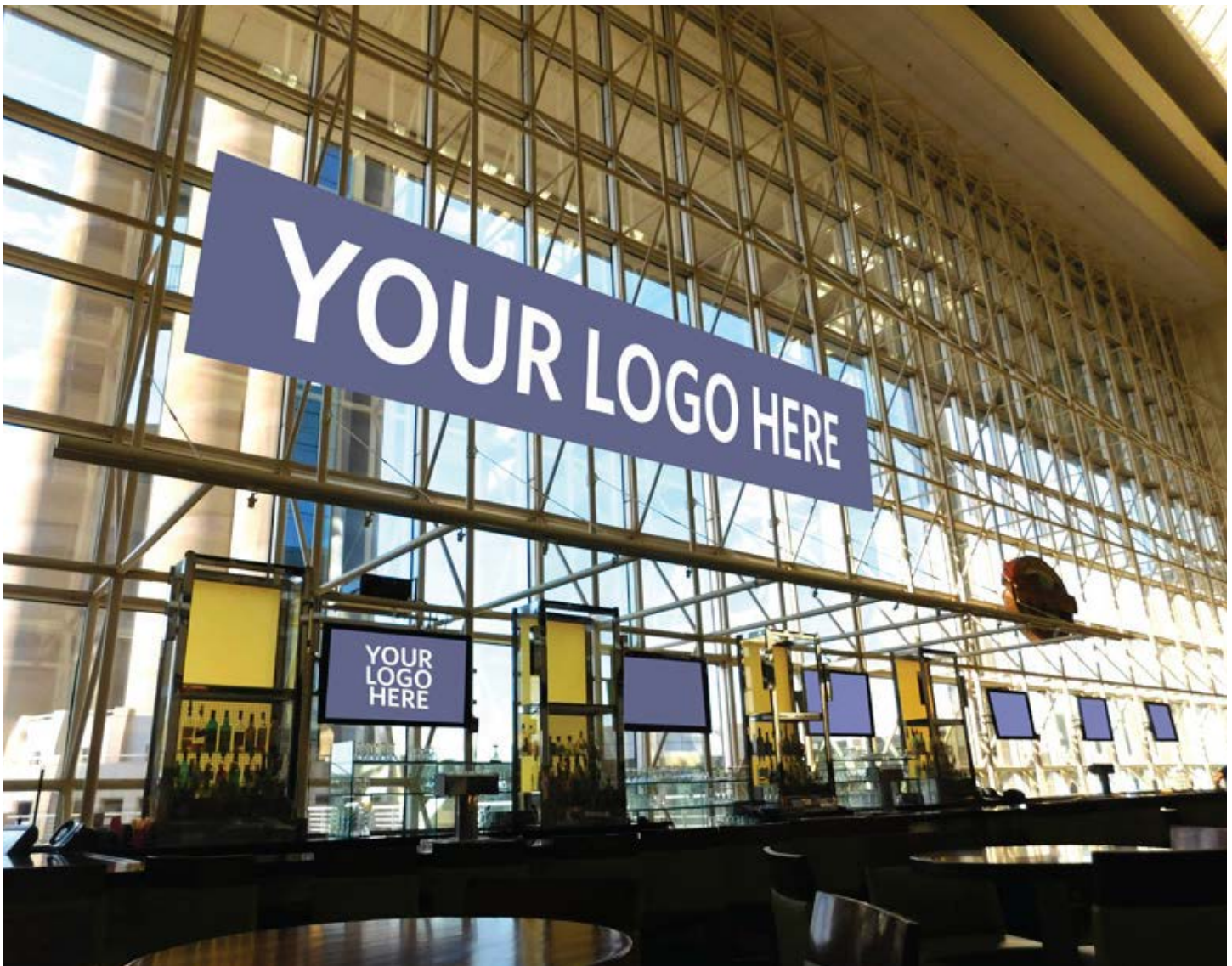
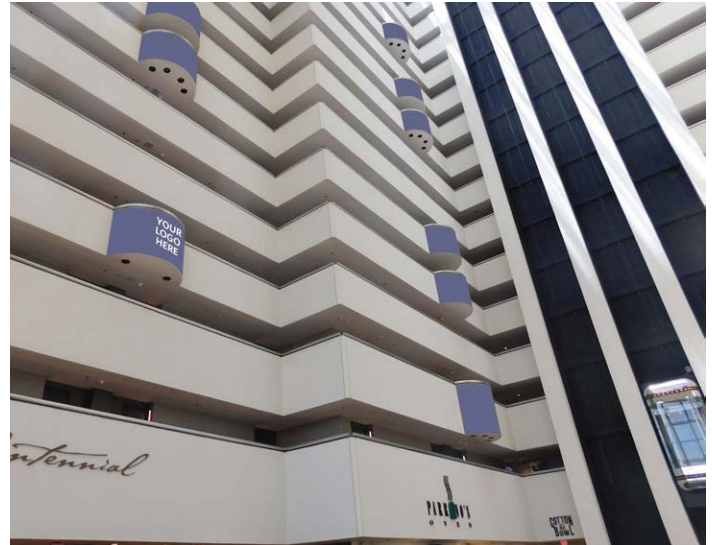
Other Hyatt Regency Opportunities

Hyatt Regency Back Bar Iron Grid

Hyatt Regency Bar TV Screens

Hyatt Regency Atrium Balconies

Call for quote.....



Information

- To secure opportunities, all advertisers must complete jotform and payment. Confirmation will be sent to confirm.
- All materials due Friday, April 8, 2022, except where noted otherwise.
- All advertisements and featured products subject to COSM approval.
- Fee is subject to change pending advertiser's selection of collateral.
- The advertiser and/or its agency (representative) assumes liability for all advertising content published by COSM.
- COSM reserves the right to update the rate card based on project developments.

COSM Website/Exhibitor Resource eBook

- Deadline for submitting ads is Friday, April 15, 2022.

Premium Door Drops

- Exhibitor responsible for shipping door drop copies to COSM office by Friday, April 8, 2022.
- Exhibitor needs to ship 1,250 copies by deadline. 1,250 includes extra copies, so no need to increase quantity.
- Circulation is based on projected attendance and room blocks at the time of rate card distribution.
- The advertiser is responsible for sending the correct number of pieces. COSM will not be responsible for shortages due to an incorrect number of pieces being received.
- Due to stringent hotel labor policies, COSM is not held liable for a hotel's failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

Advertising Information:

- All advertisements must be submitted to COSM for approval. COSM will notify advertisers of approval. If changes are necessary, a copy of the corrected insert must be resubmitted, and COSM will notify advertisers of final approval.
- Once approved, exhibitor can submit final ad for insertion. A copy of the ad must be approved by COSM regardless of prior approval for other promotional opportunities at the meeting.

Hotel Key Cards

- Hotel key cards will be distribution at Hyatt Regency Dallas only.
- Due to stringent hotel labor policies, COSM is not liable for a hotel's failure to distribute or deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

HOW TO RESERVE?

Go to COSM Exhibitor portal to reserve and pay for advertising & marketing opportunities. Receipts can be printed from the exhibitor portal.

After payment has been received, further details/instructions will be sent.

INVOICES

All invoices are payable in US Dollars and may be paid via check, ACH, credit card or wire transfer.

SEND CHECKS (PAYABLE TO COSM 2022) TO:

COSM 2022
c/o American College of Surgeons
633 N. St. Clair St., Suite 2200
Chicago, IL 60611

Terms and Conditions

- All signed agreements are firm. No cancellations accepted.
- The advertiser and/or agency (representative), if a third party is used, shall be jointly and severally liable for all monies due and payable to COSM.
- No agency commission or cash discounts permitted. Rate card prices are NET.
- Full payment is due upon space reservation and/or agreement signature for all hotel branding and hotel tactics, without exception.
- Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement when applicable.
- Additional fees may be incurred for noncompliance with the shipping instructions or failure to fully complete shipping label provided.
- A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the material deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
- COSM will not be able to reformat any materials.
- COSM will not provide any refunds or discounts on advertisements due to issues beyond COSM control.
- All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer.
- Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
- COSM reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of COSM shall relieve the agency of its liability for outstanding amounts due.
- COSM reserves the right to prohibit future advertising if an account is past due 90 days.
- COSM reserves the right to cancel any opportunity. COSM shall refund monies paid for participation in the publications or service. COSM is not obligated to offer or replace the canceled publication or service.

File Submission Specifications

ACCEPTABLE FILE FORMATS

- Press/print ready PDF (PDF/X compliant)
- High Resolution .eps logo file
- Upload details for all Hyatt Regency branding will be sent under separate cover

Submitting Files

To upload advertisements and other graphics, [click here](#) to access Exhibitor Portal. See Exhibit Space Confirmation email for Exhibitor Portal username and password. If you have questions, contact Judy Hambrick at jhambrick@facs.org.

Third-Party Ad Tags

PERSONALLY-IDENTIFIABLE INFORMATION (PII) COLLECTION

No advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users.

Specifically, advertisers may not use such pixel to collect any PII with respect to any user of the site referenced in this rate card.

Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

How to reserve advertising opportunities?

Go to Cadmium Exhibitor Portal to reserve (and make payment) for any advertising and marketing opportunities.

See confirmation letter for link and password to Exhibitor Portal.

Thank you for your interest in advertising & marketing opportunities at the 2022 COSM Meeting.

Questions, contact:

Judy Hambrick at 312.202.5034
jhambrick@facs.org

MORE INFORMATION
AVAILABLE AT
WWW.COSM.MD