



**35th Annual San Diego Shoulder Course
Arthroscopy, Arthroplasty & Fractures
Hilton Bayfront San Diego, California
June 20-23, 2018**

ADVERTISEMENT REGISTRATION FORM

San Diego Shoulder Institute (SDSI) is pleased to offer the following advertisement/promotional opportunities. Requests are awarded on a first come/first served basis and are considered as independent transactions from commercial support funding:

COMPANY NAME: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

TELEPHONE: (____) _____ FAX: (____) _____

YOUR NAME: _____ EMAIL ADDRESS: _____

Please indicate your choice(s) by checking the appropriate box(es) below:

- **FINAL PROGRAM ADVERTISEMENTS (full page)**
 - Inside of Front cover
 - Front of First Page
 - Back of First Page
 - Inside of back cover
 - **\$1500** per ad x ____ ads
- **MOBILE APPLICATION:** This feature allows registrants to download course schedules, hotel and area maps, and specific attendee information on cell phones, computers, and other electronic devices. Vendors will have the option to send customized notifications to attendees.
 - **\$1500:** Banner Ad. Your company logo and direct link to your web site will be displayed in revolving format on the top of our mobile application screen. The banner will be displayed as soon as we open the mobile application (and receive your company logo and web site link). We plan to open the application no later than May 1, 2017. Your banner will remain on the application for a month after the course has ended. **SPACE IS LIMITED TO 10 COMPANY BANNERS**
 - **\$500 per notification:** Customized “push” notifications. Vendors can send customized notifications to all attendees who have downloaded the app. These messages will come in the form of text messages. Invite attendees to your exhibit booth, or send other special messages to our attendees. Notifications are approved and formatted by SDSI staff and must meet ACCME requirements. No notifications will be sent during the time, space, or place of CME activities. Please check your desired dates, times and indicate first choice, second choice, etc. by 1, 2, 3, 4, etc.
 - ____ Tuesday June 19 (all day. Time designated by SDSI staff)
 - ____ Wednesday June 20 7:00-8:00 a.m.
 - ____ Wednesday June 20 12:00-1:00 p.m.
 - ____ Wednesday June 20 4:10-4:40 p.m.
 - ____ Wednesday June 20 6:30-8:30 p.m.
 - ____ Thursday June 21 6:30-8:30 a.m.
 - ____ Thursday June 21 8:30-9:15 a.m.
 - ____ Thursday June 21 3:20-3:50 p.m.
 - ____ Thursday June 21 6:00-7:00 p.m.
 - ____ Friday June 22 6:45-7:30 a.m.
 - ____ Friday June 22 9:30-10:00 a.m.

• OTHER

- **ATTENDEE BAGS: COST: \$500 Processing Fee** Cost of bags to be distributed to all attendees. Logo and design must be approved by SDSI by May 1, 2018
- **BAG INSERTS: Company promotional flyers, cards or pens.** Items must be approved by SDSI, shipped directly to Freeman, and received by May 25, 2018. Attn: Larky Blunck SDSI Registration Desk. Refer to exhibit shipping information at www.shoulder.com **COST: \$500 Processing Fee**
- **ELEVATOR DOOR CLINGS: \$5900 per elevator, includes cling**
- **ESCALATOR CLING:** Placed on Escalator ascending from Indigo Level (exhibits and labs) to Aqua Level (cadaver labs and break-out sessions) **COST: \$10,000 Includes cling**
- **FLOOR CLINGS: \$4000 per cling, includes 4x4 cling**
- **GULL STREET GLASS CLINGS: \$4,500 to \$4,700 depending on location**
- **KEY CARDS:** Recommended 2/room \$6/room, cost of key production not included
- **FOR ADDITIONAL ADVERTISING OPTIONS AND/OR LOCATIONS PLEASE CONTACT US FOR PRICING**

General Guidelines:

1. All ads must be approved and arranged through San Diego Shoulder Institute. Contact SDSI_info@shoulder.com or 760-940-2066 or 951-695-6800.
2. Ads are awarded on a first come/ first served basis.
3. SDSI and the Hilton Bayfront request that all concepts represent professionalism.
4. All ads must be approved by May 15, 2018.
5. Requesting company is responsible for all vendor associated fees and shipping costs.
6. Any vendors associated with installation must be approved by SDSI and the Hilton.
7. The requesting organization is responsible for any labor incurred with installation.
8. The requesting organization is responsible for any damages to hotel property.
9. The above pricing does not include tax, surcharge, or labor and does not include product production unless otherwise noted.
10. **No other signs or promotional products may be displayed in hallways without the approval of SDSI. No advertisements are allowed during or in the vicinity of CME activities.**

PAYMENT

TOTAL AMOUNT ENCLOSED _____

A \$100 administrative fee will be retained upon cancellation. No refunds will be made after May 15, 2017

- Credit Card Number: _____
 - Expiration Date _____ Security Code _____
 - Signature for Credit Card Charges _____

Make checks payable to: **San Diego Shoulder Institute**
San Diego Shoulder Institute Tax ID #87-0765789

REGISTER ASAP TO ENSURE SPACE AVAILABILITY

Return signed form with payment to:

San Diego Shoulder Institute
P.O. Box 890850
Temecula, CA 92589-0850

Phone: (760) 940-2066 or 951-695-6800
Fax: (951) 695-6801
Email: sdsi_info@shoulder.com