ATTENDEE NEWSLETTERS

Key to promoting ICAAC/ICC 2015, these monthly newsletters provide attendees with important meeting, registration and housing information. Capture the attention of your target audience by advertising on the leaderboard ad placed at the top of each newsletter.

ISSUE DATES, DEADLINES & DISTRIBUTION

<table>
<thead>
<tr>
<th>MONTHLY ATTENDEE NEWSLETTER</th>
<th>AD SPACE/PAYMENT</th>
<th>AD MATERIALS DUE</th>
<th>ESTIMATED DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 5 <strong>SOLD!</strong></td>
<td>June 5</td>
<td>June 12</td>
<td>2,000</td>
</tr>
<tr>
<td>August 26</td>
<td>July 10</td>
<td>July 17</td>
<td>3,750</td>
</tr>
<tr>
<td>September 15</td>
<td>July 17</td>
<td>July 24</td>
<td>4,500</td>
</tr>
</tbody>
</table>

DISTRIBUTION METHOD

Emails to pre-registrants in August and September

ADVERTISING RATE

$9,000 for 2 remaining newsletters

Includes leaderboard ad on the late August and September newsletters

Leaderboard ads can change out each issue

LEADERBOARD DIMENSIONS

570 pixels wide x 90 pixels high

*Recommended format: JPEG with link to designated website

2014 DISTRIBUTION QUANTITIES AND OPEN RATES

48% OPEN RATE  
June: 1,853

51% OPEN RATE  
July: 3,259

50% OPEN RATE  
August: 4,115
YOUR MESSAGE AT THEIR FINGERTIPS

MOBILE EVENT APP

Attendees enjoy on-the-go information at their fingertips with the mobile event app. The app provides real-time information on schedules, room changes, abstracts, sessions, social media, exhibitor listings and interactive maps. The app will be natively compatible for iPhone, Android, some Blackberry smartphones, as well as iPads. The web app will be available for other connected devices.

DEADLINES
June 16   Ad space/payment
August 14  Banner & landing page materials due

ADVERTISING INCLUDES
• One of three rotating banners on the main dashboard with a clickable link
• Booth highlight on the map
• Complimentary exhibitor listing upgrade (see right for details)
• Corporate recognition on mobile event app promotional materials [print and electronic] for exclusive support only

ADVERTISING RATE
$7,800 per participant (limited to three companies)
$20,160 exclusive supporter

2014 STATISTICS
4,451 DOWNLOADS
82,567 DASHBOARD VISITS

ICAAC/ICC 2015 Advertising Opportunities

Darcey Tenbrink, Event Media Strategist  |  913-491-4200  |  dtenbrink@tristarpub.com
REGISTRATION BAG INSERTS

This opportunity puts your advertisement in the hands of nearly every attendee.

DEADLINES
August 21  Ad space/prototype/payment
August 28  Ad materials due

QUANTITY
6,500 (includes overage)

ADVERTISING RATE
$6,300 per insert

SYMPOSIA AND PRODUCT THEATER EVENT DISCOUNT
Receive a 15% discount when purchasing advertising space in the registration bags

SUBMIT PROTOTYPE TO
Paige Johnson (pjohnson@tristarpub.com)
Please mark the subject line “ICAAC/ICC 2015 registration bag insert”

SPECIAL NOTES
Inserts should not exceed 8½” x 11” and four pages in length

VIRTUAL INSERTS

Go Digital at ICAAC/ICC 2015!
Enhance your presence, promote your brand and connect with attendees anytime, anywhere with our all-new Virtual Insert program! In an increasingly digital world, there is no better way to reach attendees than through their smartphone, tablet or laptop. Your Virtual Insert will be distributed to attendees via multiple digital resources, including the main meeting website, social media and the mobile app.

The Virtual Insert user-friendly platform allows you to quickly create and customize your insert to include details about your booth activities and giveaways, information about your Satellite Symposia or Product Theaters, links to your corporate and/or product websites, and more! Virtual Inserts offer a cost-effective way to get your message to attendees and provide you with the metrics to support your investment.

DEADLINES
July 17  Ad space/payment
July 24  Design completed on platform

DISTRIBUTION METHOD
A link to the virtual insert website will be included in the following:
- Homepage of meeting website
- Attendee Newsletters (3)
- Mobile Event App, including dedicated reminder alert
- ASM’s Facebook and Twitter pages leading up to and during the meeting

ADVERTISING RATE
Registration Bag Participants  $150
Virtual Insert Participants only  $1,000
The Final Program is a comprehensive guide to navigate ICAAC/ICC 2015. By providing readers with everything from general information to details on the scientific programs, your advertisement is sure to be seen by attendees when received in their registration bags.

### Deadlines
- July 10: Ad space/payment
- July 17: Ad materials due

### Quantity
6,500

### Method of Distribution
Inserted into the registration bags

### Advertising Dimensions
- **Full-Page**
  - bleed: 8 ½” x 11 ½”
  - trim: 8 ½” x 10 ⅝”
  - non-bleed: 7 ⅝” x 9 ⅛”

### Content to Include
- Scientific Sessions
- Schedule-At-A-Glance
- ICAAC Program Committee
- General Information
- Supporter Recognition
- ICAAC Awards, Lectures, and Travel Grants

### Premium Advertising
- Back Cover: $20,000
- Inside Back Cover: $10,000
- Inside Front Cover: $10,000
- Exclusive Advertiser: $50,000

Darcey Tenbrink, Event Media Strategist | 913-491-4200 | dtenbrink@tristarpub.com
MEETING & EXHIBIT GUIDE

This guide offers comprehensive, current tools for attendees to navigate the meeting and locate your company in the exhibit hall.

CONTENT TO INCLUDE
- Schedule-At-A-Glance Information
- Satellite and Product Theater Information
- Supporter Recognition
- Exhibitor Listing/Descriptions
  & Product Category Breakdown
- Exhibit & Convention Center Maps
- City & Entertainment Options

DEADLINES
July 17    Ad space/payment
July 24    Ad materials due

QUANTITY
6,500

METHOD OF DISTRIBUTION
Inserted into the registration bags

ADVERTISING RATES & DIMENSIONS

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>B/W</th>
<th>4/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td></td>
<td>$4,725</td>
<td>$5,600</td>
</tr>
<tr>
<td></td>
<td>bleed</td>
<td>8⅛” x 11⅛”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>trim</td>
<td>8¾” x 10⅛”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>non-bleed</td>
<td>7⅛” x 9⅛”</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td></td>
<td>$3,615</td>
<td>$4,620</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>7” x 5”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>vertical</td>
<td>4¾” x 7½”</td>
<td></td>
</tr>
<tr>
<td>Third page</td>
<td></td>
<td>$3,000</td>
<td>$3,860</td>
</tr>
<tr>
<td></td>
<td>vertical</td>
<td>2¾” x 10”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>square</td>
<td>4¾” x 4¾”</td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td></td>
<td>$2,300</td>
<td>$3,200</td>
</tr>
<tr>
<td>Business Card Ad</td>
<td></td>
<td>3½” x 2”</td>
<td>$475</td>
</tr>
<tr>
<td>Bellyband</td>
<td></td>
<td>18” x 20” x 2”</td>
<td>See premiums for rate.</td>
</tr>
<tr>
<td>Exhibit Hall Floor Plan Banner</td>
<td>15¾” x 1¼”</td>
<td>See premiums for rate.</td>
<td></td>
</tr>
</tbody>
</table>
SHUTTLE BUS ADVERTISING

Packed with maximum visibility, your custom artwork will be displayed on the official shuttle buses providing service from the hotels to the convention center.

DEADLINES
July 10  Ad space/payment
July 17  Ad materials due

ADVERTISING RATE
$27,750

RIBBON SPECIFICATIONS
2’ tall x 39’ long

ADVERTISING INCLUDES
- Corporate logo or product recognition on exterior bus signage operating throughout San Diego (Thursday – Monday)
- Production of seven (7) bus ribbons placed on the passenger boarding side of the motorcoaches
- Corporate logo recognition on hotel lobby signs
- Corporate logo recognition on shuttle flyers

INCREASE YOUR EXPOSURE
Headrest covers, driver-side and rear banners are available as optional upgrades. Contact your TriStar Publishing event media strategist for pricing.
EXHIBIT HALL PRESENCE

AISLE SIGNS
Prominently displayed in the exhibit hall, the aisle signs hang above the exhibit floor to increase your corporate/product presence and drive traffic to your booth.

**DEADLINES**
- August 7: Ad space/prototype/payment
- August 14: Ad materials due

**QUANTITY**
9 aisle signs; three packages including three signs

**ADVERTISING RATE**
$25,000 per package

**ADVERTISER RECEIVES**
Product or corporate messaging

**DIMENSIONS**
4’x 4’

**AISLE SIGN LOCATIONS**
Aisle signs will be distributed randomly throughout the exhibit hall to provide equal exposure to all participants

**HANGING BANNERS**
Grab attendees’ attention with banners that are strategically placed in the exhibit hall. Banners reinforce your message, increase brand awareness and drive booth traffic.

**DEADLINES**
- August 7: Ad space/prototype/payment
- August 14: Ad materials due

<table>
<thead>
<tr>
<th>BANNER LOCATION</th>
<th>QUANTITY</th>
<th>DIMENSIONS</th>
<th>ADVERTISING RATE</th>
<th>ADVERTISER RECEIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBIT &amp; POSTER HALL</td>
<td>2 double-sided</td>
<td>20’ x 5’</td>
<td>$14,300 per banner</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Placed between the exhibit and poster halls</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REGISTRATION</td>
<td>2 single-sided</td>
<td>20’ x 20’</td>
<td>$19,000 per banner</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Placed near registration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REGISTRATION &amp; EXIT</td>
<td>2 single-sided</td>
<td>20’ x 20’</td>
<td>$19,000 per banner</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Placed near registration and the exhibit and poster hall exit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EXHIBIT HALL RELAX & RECHARGE LOUNGE

Treat ICAAC/ICC 2015 attendees to complimentary WiFi access! The Relax & Recharge Lounge is the place to take a break from exhibits, get online, recharge mobile devices and submit CE credit. This specially designed advertising package is an amazing opportunity to promote your product and services throughout the meeting.

SUPPORTER BENEFITS
- Product/corporate logo recognition on recharging ottomans
- Upon entering the WiFi network, attendees will be directed to supporter’s website
- Product/corporate recognition on banner above lounge
- Product/corporate recognition on meter board sign
- Corporate logo recognition in the ICAAC/ICC Final Program

LOUNGE INCLUDES
- 80’ x 40’ space in main aisle of the exhibit hall
- Complimentary WiFi internet
- Five recharging ottomans
- Ten cocktail rounds with four chairs each
- Five couches
- Ten lounge chairs

DEADLINES
August 7 Ad space/payment
August 14 Logo artwork due

ADVERTISING RATE
$39,000

LOGO SUBMISSION
Send logo artwork in EPS file to Paige Johnson (pjohnson@tristarpub.com)

BADGE HOLDER LANYARDS

Provided to every attendee at registration, lanyards ensure the participating advertiser maximum visibility with meeting attendees.

ADVERTISING INCLUDES
Corporate logo on lanyard offering exposure to all ICAAC/ICC 2015 attendees

DEADLINES
May 1 Ad space/payment
May 8 Logo artwork due

QUANTITY
7,500

ADVERTISING RATE
$21,400

LOGO SUBMISSION
Send logo artwork in EPS file to Paige Johnson (pjohnson@tristarpub.com)

Darcey Tenbrink, Event Media Strategist | 913-491-4200 | dtenbrink@tristarpub.com

ICAAC/ICC 2015 Advertising Opportunities
EXHIBIT HALL PASSPORT

As a supporting participant of the ICAAC/ICC 2015 Exhibit Hall Passport, your company can join in the fun while greatly increasing your booth traffic. Participating attendees will visit supporting booths to have their passport stamped for a chance to win prizes.

DEADLINES
July 17  Ad space/payment
July 24  Logo artwork due

ADVERTISING INCLUDES
Corporate logo recognition on the Exhibit Hall Passport card distributed in the ICAAC/ICC 2015 registration bags

QUANTITY
7,000

SUPPORT FEE
$1,000
Limited to 20 participants

LOGO SUBMISSION
Send logo artwork in EPS file to Paige Johnson (pjohnson@tristarpub.com)

“The passport program was such a success at bringing visitors to our booth to learn about our PrimeSuite™ product range, we have recommended other global conferences we are attending to follow suit.”

Longhorn Vaccines & Diagnostics LLC
Participated in the passport program at ICAAC 2014
—Chris Helm, Director of International Business
HANGING BANNERS

Strategically placed banners in high traffic areas will announce your corporate messaging and presence at ICAAC/ICC 2015.

DEADLINES
August 7 Ad space/prototype/payment
August 14 Logo artwork due

<table>
<thead>
<tr>
<th>BANNER LOCATION</th>
<th>QUANTITY</th>
<th>DIMENSIONS</th>
<th>ADVERTISING RATE</th>
<th>ADVERTISER RECEIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ST FLOOR LOBBY</td>
<td>3 double-sided</td>
<td>10’ diameter</td>
<td>$20,000 per banner</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Located on the 1st floor lobby outside of exhibit and poster hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOP OF ESCALATOR</td>
<td>1 single-sided</td>
<td>17’9” x 12’</td>
<td>$21,000</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Located on the 2nd floor at the top of the escalator</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2ND FLOOR GLASS RAIL #1</td>
<td>1 double-sided</td>
<td>50’ x 36”</td>
<td>$35,000</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Located on the 2nd floor and placed on the glass rail next to main escalator</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2ND FLOOR GLASS RAIL #2</td>
<td>1 double-sided</td>
<td>23’ x 36”</td>
<td>$30,000</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Located on the 2nd floor and placed on the glass rail next to main escalator</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20D SESSION HALLWAY</td>
<td>4 double-sided</td>
<td>21’ x 3’</td>
<td>$13,000 per banner</td>
<td>Product or corporate messaging</td>
</tr>
<tr>
<td>Located on the 2nd floor outside of the 20D session hallway</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For hanging banner location photos, please contact your event media strategist.

*Photo may not be representative of exact location.
HOTEL ROOM KEY CARDS

Hotel room key cards feature the supporter’s advertisement and are given to meeting attendees at guest check-in. Each attendee guest receives two key cards per room.

DEADLINES
July 31  Ad space/prototype/payment
August 7  Ad material due

QUANTITY
7,500 (3,750 rooms based on peak night quantities at the participating hotels; two cards per guest)

ADVERTISING RATE
$31,000

SPECIFICATIONS
To be provided upon space commitment

DEADLINES
August 14  Ad Space/Prototype/Payment
August 21  Ad Materials Due

SPECIFICATIONS & ADVERTISING RATE
Contact your event media strategist for details
<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporter Fee: $100,000</td>
<td>Supporter Fee: $50,000</td>
<td>Supporter Fee: $25,000</td>
</tr>
<tr>
<td>Advance Pre-Reg List</td>
<td>Advance Pre-Reg List</td>
<td>Advance Pre-Reg List</td>
</tr>
<tr>
<td>Pre-Reg List</td>
<td>Pre-Reg List</td>
<td></td>
</tr>
<tr>
<td>Post-Show List</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four (4) additional scientific registrations</td>
<td>Two (2) additional scientific registrations</td>
<td>One (1) additional scientific registration</td>
</tr>
<tr>
<td>Corporate logo and acknowledgment of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Meeting &amp; Exhibit Guide</td>
<td>Corporate logo and acknowledgment of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Meeting &amp; Exhibit Guide</td>
<td>Corporate logo and acknowledgment of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Meeting &amp; Exhibit Guide</td>
</tr>
<tr>
<td>Expanded, 150-word listing in the Meeting &amp; Exhibit Guide with corporate logo</td>
<td>Expanded, 150-word listing in the Meeting &amp; Exhibit Guide with corporate logo</td>
<td>Expanded, 150-word listing in the Meeting &amp; Exhibit Guide with corporate logo</td>
</tr>
<tr>
<td>Corporate logo and acknowledgment of your support on the ICAAC/ICC 2015 supporter thank you page of meeting website, with link to your corporate website</td>
<td>Corporate logo and acknowledgment of your support on the ICAAC/ICC 2015 supporter thank you page of meeting website, with link to your corporate website</td>
<td>Corporate logo and acknowledgment of your support on the ICAAC/ICC 2015 supporter thank you page of meeting website, with link to your corporate website</td>
</tr>
<tr>
<td>Mobile App booth traffic alert</td>
<td>Mobile App booth traffic alert</td>
<td></td>
</tr>
<tr>
<td>Virtual Insert</td>
<td>Virtual Insert</td>
<td></td>
</tr>
<tr>
<td>Corporate logo and acknowledgement of your support on the homepage of the virtual insert website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo highlighted on “Supporter” section of meeting homepage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Points — 15</td>
<td>Priority Points — 10</td>
<td>Priority Points — 5</td>
</tr>
</tbody>
</table>
REGISTRATION BAG INSERTS
1. All inserts must be submitted to TriStar for final approval by ASM. A copy of the insert must be approved by ASM regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. Do not ship bag inserts to TriStar Publishing. The advertiser will be responsible for cost incurred to ship to the insertion fulfillment house.
5. Insert Specifications: maximum dimensions are 8½” x 11” and four pages in length.
6. Due to weight and bulk of magazines, newspapers and other publications, distribution will not be permitted in the registration bag.

GENERAL NOTES
1. All advertisements are subject to approval by ASM.
2. Circulation is based on projected attendance at the time of rate card printing.
3. The advertiser is responsible for sending the correct number of pieces.
4. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.

FINANCIAL CONSIDERATIONS
1. All signed agreements are firm. No cancellations accepted.
2. Payment is due upon space commitment.
3. No agency commission or cash discounts permitted. Rates are net.
4. Penalties apply for non-compliance with the shipping instructions or failure to fully complete shipping label provided.
5. A minimum $500 late fee will be charged for materials received after the specified due date.
6. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service with any other advertising vehicle.

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.

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

MOBILE EVENT APP
Specifications provided upon space commitment.

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