

The ACEP Doctor's Bag program features a "Doctor's Bag" containing promotions, invitations, educational materials, and more. You provide the content, and we deliver it to the hotel rooms of 3,500 ACEP17 attendees on three days during the event. The Doctor's Bag is a great way to maximize your show-related marketing potential!

How to Participate:

DEADLINES

- **Sept. 8, 2017:** Reserve space in the Doctor's Bag. Choose one, two or all three days of the event.
- **Sept. 8, 2017:** Provide a sample prototype of your Doctor's Bag insert to ACEP for approval. All inserts must be approved by ACEP.
- **Sept. 15, 2017:** Deliver your approved inserts. A \$500 late fee will be charged for materials received after the due date. All signed agreements are final. Cancellations cannot be accepted.

SPECIFICATIONS

- Quantity per day: 3,500
- Doctor's Bags are delivered on Saturday evening, Oct. 28, Monday morning, Oct. 30, and Tuesday morning, Oct 31
- Maximum printed insert size: 8 1/2" x 11"
- Maximum insert weight: 8 ounces

ADDITIONAL COSTS

Additional costs will be incurred for noncompliance with shipping instructions or failure to meet deadline for final materials or both. Contact us for more information.



ATTENTION

The following must appear on inserts for approved CME events not sponsored by ACEP:

"This symposium is not a part of the official Scientific Assembly educational program as planned by ACEP's Educational Meetings Committee."

IMPORTANT INFORMATION

Price is based on an average-sized insert. Contact your sales representative for other options and pricing. Circulation is based on the projected attendance and room blocks at the time of media kit printing.

QUESTIONS?

Contact :

Kevin Dunn/Cynthia Kucera
Cunningham Associates, Inc.
201-767-4170

Email: kdunn@cunnasso.com
or ckucera@cunnasso.com



Scientific Assembly
WASHINGTON, DC 17

Doctor's Bag 2017



SPACE RESERVATION AND APPROVAL FORM

Please Indicate the Days for Your Doctor's Bag Promotion:

_____ **October 28, 2017:** Saturday Evening
_____ **October 30, 2017:** Monday Morning
_____ **October 31, 2017:** Tuesday Morning

COMPANY: _____

PRODUCT: _____

INSERT DESCRIPTION: _____

HEADLINE: _____

NET COST \$5,200 / item per day

CONTACT INFORMATION

AGENCY: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

NAME: _____

SIGNATURE: _____

TITLE: _____

CONTACT INFORMATION:

Kevin Dunn/Cynthia Kucera
Cunningham Associates, Inc.
Email: kdunn@cunnasso.com or ckucera@cunnasso.com
Phone: 201-767-4170

Please send...
an electronic prototype of
your insert with this form for
approval by ACEP to:
Kevin Dunn/Cynthia Kucera
kdunn@cunnasso.com
ckucera@cunnasso.com

If changes are necessary,
an electronic copy of the
corrected prototype must
be resubmitted. You will be
notified with final approval.



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WASHINGTON, DC

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