

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media)
All advertising subject to SHM approval.



March 26-29, 2023 | Austin, Texas

	Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name				
Contact Name				
Address				
City, State Zip				
Contact Phone				
Contact Email				

MEETING NEWS AND NAVIGATION PRODUCTS

Attendee Welcome Guide

Exclusive Sponsorship _____ \$20,000

Meeting News Central

ROS Banner Advertising (four available) _____ \$20,000

Interesting Stories _____ \$8,000

HOTEL ROOM MARKETING

Individual Hotel Room Drop

March 26 _____ \$12,750

March 27 _____ \$12,750

March 28 _____ \$12,750

March 29 _____ \$12,750

SHM Converge 2023 is planned as an in-person meeting in Austin, TX. If the meeting must be canceled or converted to virtual, SHM and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Thursday, Feb. 9, 2023.

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Suzee Dittberner | Ascend Media | sdittberner@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media Account Manager Signature Date

Advertiser/Sponsor/Agency Signature Date

Ascend Media Account Manager Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64083

PO Box 1411
Lee's Summit, MO 64063

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



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All ads, inserts and promotional items require approval by SHM. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before association approval is received. SHM is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email. Email to the materials contact listed below.

Item	Prototype Due	Ad Materials/ Printed Materials Due	Maximum Weight	Maximum Dimensions	Materials Contact
ePreview	Jan. 30, 2023	Feb. 13, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Attendee Welcome Guide	Feb. 7, 2023	Feb. 21, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	Feb. 23, 2023	March 9, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights	Feb. 23, 2023	March 9, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Individual Hotel Room Drops	Feb. 23, 2023	March 9, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Meeting News Central	Ongoing	Ongoing	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

Individual Room Drop Submission

- Inserts are considered to be one 8.5" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.
- Handling fees for shipments received by hotels may apply.
- A \$500 late fee will be charged for materials received after the deadline.
- Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.
- After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Media will supply a shipping label with complete shipping information.
- Please do not ship any inserts to Ascend Media, or you may incur additional costs.
- The advertiser is responsible for sending the correct number of inserts.
- If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages.
- Ascend Media will not be responsible for shortages due to an incorrect number of inserts received.
- For Doctors Bags please submit an additional 3% to 5% overage to allow for potential increase in room blocks.
- For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. The association will review bulk items on a case-by-case basis.

Send to:
Kate Hegarty | Ascend Media
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

*Please include the following information with the insert/promotional item for approval:

- Name of Advertiser/Exhibiting Company
- Insert/Promotional Item Title
- Planned Insertion Date

PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)



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Attendee Welcome Guide Dimensions (width x height)



Bleed: 7.25" x 7.25"
Trim: 7" x 7"
Safety/Live Area: 6.5" x 6.5"

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media account manager.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Media representative.

Printed proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting recommended printed proofs

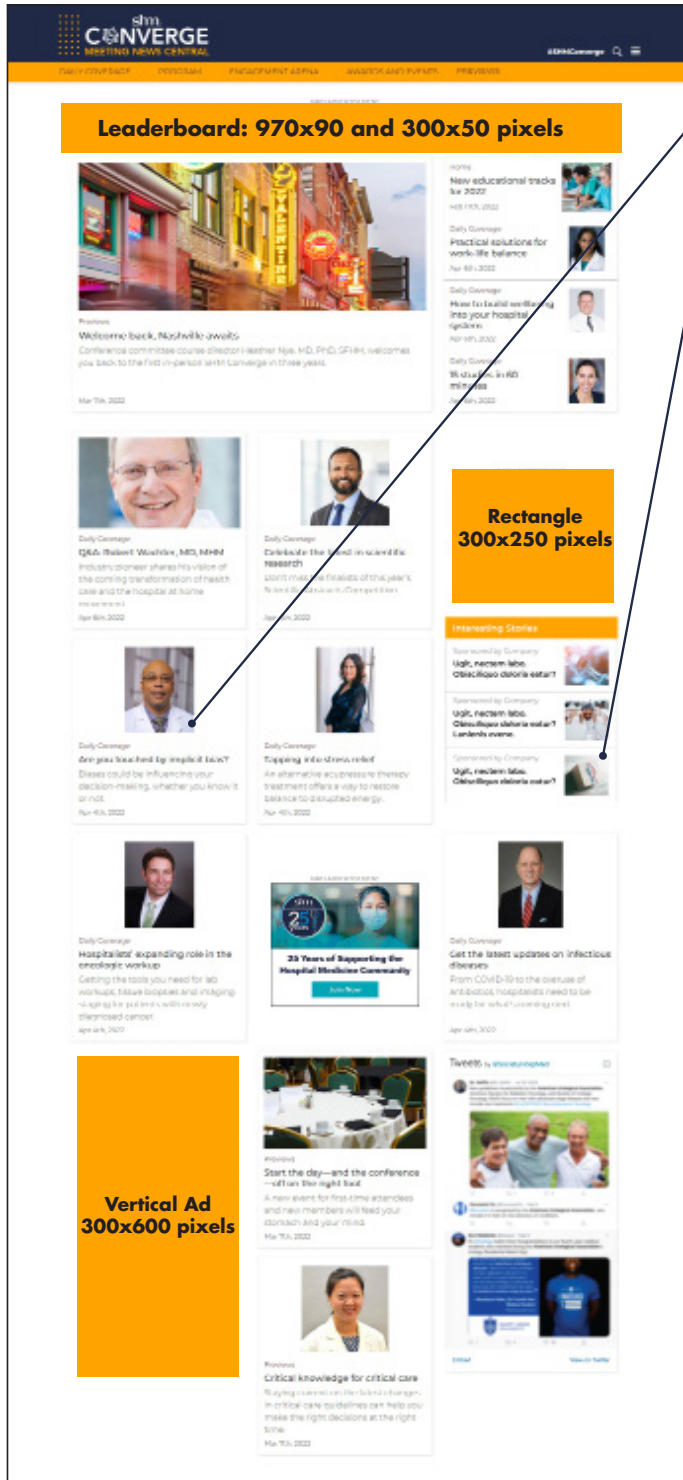
Mail proofs to: Ascend Media LLC
Attn: SHM 2023
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

Important notes

- Only exhibitors may advertise.
- All advertising is subject to SHM approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Meeting News Central Specifications



Interesting Stories

Hero Image

Horizontal, minimum 300 dpi

Company name (will be included in headline)

Headline:

Up to 75 characters

Teaser:

40-250 characters

Body copy:

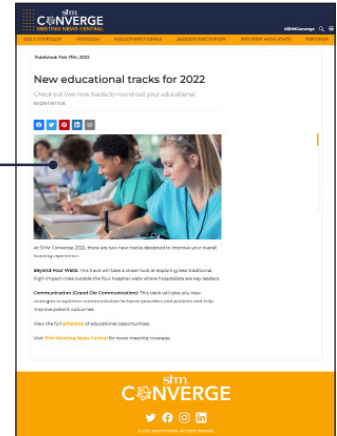
Up to 1,000 words

Optional elements may include:

Video: embed link from a video hosted on YouTube

White papers/other documents: PDF

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.



ROS Advertising

- Leaderboard, rectangle and vertical ad 300 x 600 must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of SHM.
- The maximum ad file size is 100kb-125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

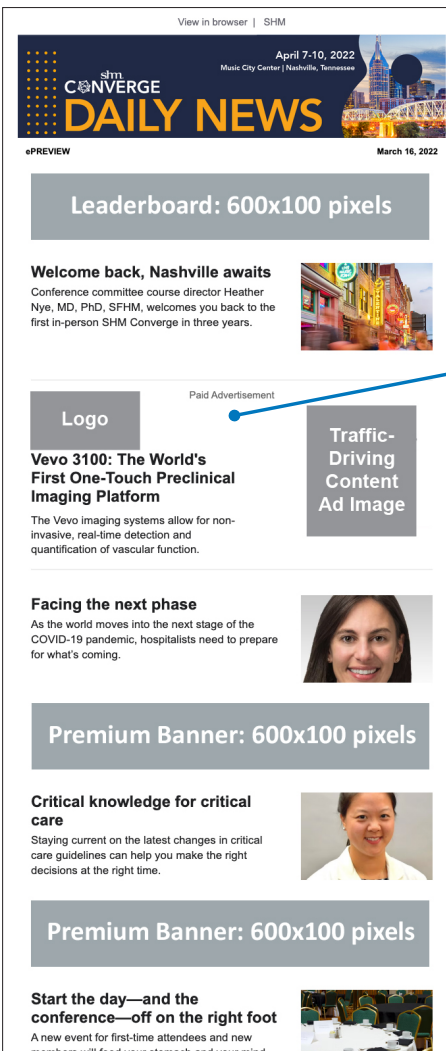
Ascend Ad Tagging Policy

- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information on landing pages or other websites.
- For advertising on landing pages and other websites, we allow:
 - JavaScript Double-Click (DCM) Ad Tags
 - We also support all ad tags that are supported by Google Ad Manager.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

All Individual Hotel Room Drop supporters will have an article related to their insert in the Interesting Stories block of Meeting News Central.

- **Hero Image:**
Horizontal, minimum of 300 dpi
- **Headline:**
No more than 8-10 words
- **Teaser:**
No more than 15 words
- **Body copy:**
250 words

ePreview, eDaily and eHighlights



Ad Dimensions

Leaderboard

600 x 100 pixels

Premium Banner

600 x 100 pixels

Traffic-Driving Content Ad

- Up to 1,000-word article
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

Specifications for ePreviews, eDaily and eHighlights

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of SHM. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb–125kb.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
- We can only provide ad metrics for ads that have an associated hyperlink.

Ascend Ad Tagging Policy for emails

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.