



Advertising Opportunities

Each advertising opportunity will include the following: Company name, logo and web link will appear on the ASC 2018 website and on appropriate signage displayed during the meeting. Advertisers will also be acknowledged in the conference transactions (selected peer reviewed papers scheduled to be published in a special issue of IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY).

AdMag

NEW THIS YEAR! ASC 2018 is excited to offer an opportunity to advertise in the first edition of the ASC AdMag (full-color magazine). The ASC AdMag will include important conference information such as the Schedule at a Glance, facility map, student information, awards, and exhibitor listing and company description. Copy **deadline** for advertising in the AdMag is **September 14, 2018**.

ASC'18 EXHIBITORS

Outside back cover	\$2,800
Advertorial internal	\$2,600
Inside front cover	\$2,400
Inside back cover	\$2,400
Full page internal	\$1,000
Half-page enhanced exhibitor profile	\$ 500

(includes logo and profile on horizontal ½ page)

ASC'18 NON-EXHIBITORS

Outside back cover	\$3,200
Advertorial internal	\$3,000
Inside front cover	\$2,800
Inside back cover	\$2,800
Full page internal	\$1,500
Half-page internal	\$1,000

Conference Bag

ASC 2018 has selected a great messenger bag for the conference attendees. The giveaway item will feature up to 8 company **logos at \$1,500 each** using the "Golden Age of Travel" luggage labels on the front of the bag. Each conference bag advertiser will have the opportunity to include one promotional item in the bag at no additional cost! The deadline for receiving your company logo is **June 22, 2018**.

Promotional Materials & Inserts for Conference Bags*

Individual items of use to conference participants may be provided by the advertiser and included in the delegate bags (approximate quantity = 1700). **Each item is \$1,200** and, with the exception of the pen, is limited to one advertiser (e.g., the conference bags will not contain more than one notepad). Examples of accepted items are listed below. Other branding opportunity ideas are welcome!

Pens (3)	Flash drive	Sticky note book or set	"Visit us at our Booth!" coupon (Halloween goody bag)
Note pad	Highlighter	20 Year pocket calendar	Promo company leaflet or tri-fold
Stylus	Luggage tags	Business Card Holder	Microfiber eyeglasses/phone cloth

**The organizers reserve the right to decline ad copy and promotional material deemed unacceptable in tone or character or that may detract from the scientific and educational nature of the conference. Pre-approval is required.*

All materials for insertion into conference bags must be received by GES Services, the contracted ASC 2018 exhibits decorator by **October 15, 2018**. Information concerning shipping materials to GES will be provided along with the invoice. No refunds or returns will be given for materials received after the deadline and not inserted into conference bags.

Poster Session Banner

New this year! ASC 2018 is offering the opportunity to advertise your company name/logo on one of the three poster session banners that are hung in the exhibit hall during the official days of the Exhibit. Each banner (Large Scale, Materials, and Electronics) will feature the ASC 2018 logo and the advertiser logo. **The cost per banner is \$1,000**. This is a great opportunity to have your company name visible at the conference in the exhibit hall. The deadline for receiving your company logos is **September 14, 2018**.

Conference Lanyards for Badge Holders

One company logo or company name will be printed on the lanyards for badge holders and distributed to all conference participants, companies and guests. The ASC logo will also appear on the lanyard. **The cost for this opportunity is \$3,500**.