

# CREATE A BIGGER IMPACT

Enhanced Promotional  
Opportunities

CONTACT US TODAY

(604) 661-4967

[Meighan.Jury@mci-group.com](mailto:Meighan.Jury@mci-group.com)



**MEIGHAN JURY**

SENIOR MANAGER, STRATEGIC PARTNERSHIPS



Dear Valued Partners,

Thank you for participating at IPCC 2017 this coming August. In our commitment to ensure all our partners have great success, we are pleased to provide you with a selection of tools that will assist you in reaching IPCC 2017 delegates before, during and after the conference.

We invite you to peruse the options below and/or discuss with us other ways to maximize your participation at IPCC 2017.

## ADVERTISEMENT & PROMOTIONAL OPPORTUNITIES



Conference Program ..... 2



Conference Website ..... 3



Conference eNewsletter ..... 4



Official Conference App ..... 5



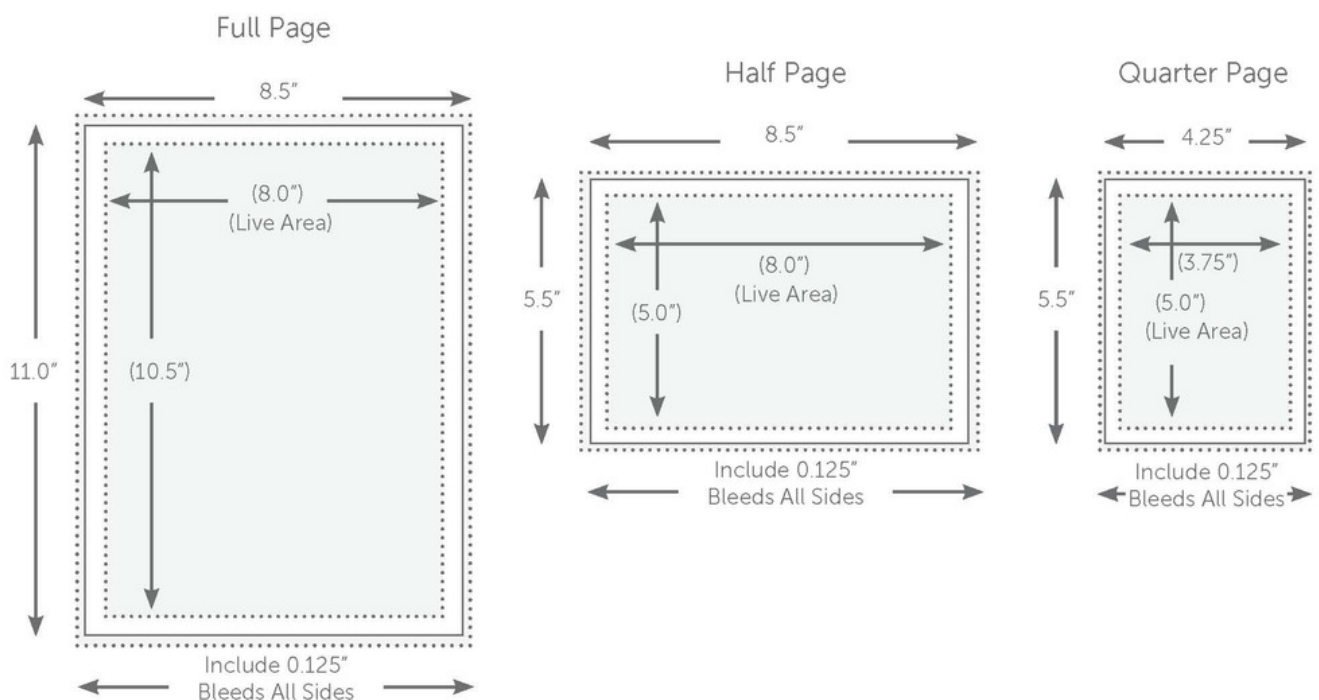
Conference Signage ..... 7



## ADVERTISEMENT IN THE CONFERENCE PROGRAM

Whether you're promoting your session at the conference, your booth location, or your products, placing an ad in the final program is an excellent way to reach delegates. The program is distributed to all delegates and will be used throughout the conference as a reference guide for the happenings that week.

- ~~Inside or Outside of Back Cover (color) - \$3,500.00 USD~~ **SOLD**
- Full Page (Color) - \$2,500.00 USD
- Half Page (Color) - \$1,500.00 USD
- Quarter Page (Color) - \$750 USD
- Business Card (Color) - \$500 USD





# ADVERTISEMENT ON CONFERENCE WEBSITE

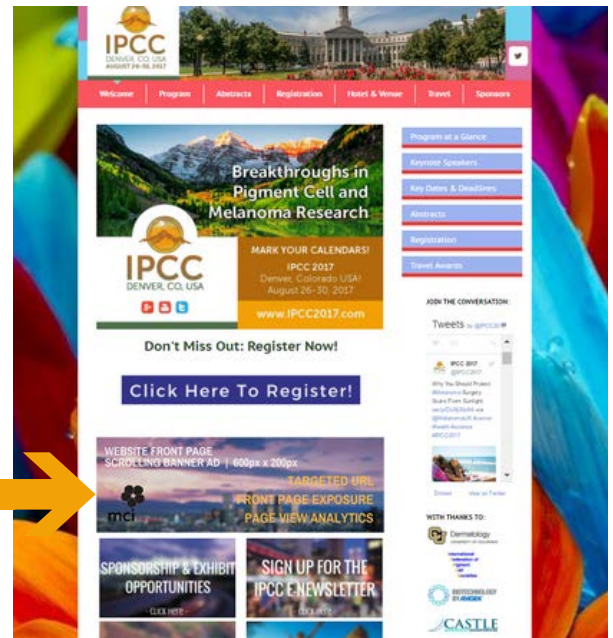
The IPCC 2017 conference website is the main platform for people to learn more about the conference. Since its launch, we have a monthly average of 3,000+ unique visitors and an average of 10,000+ hits.

## Scrolling Banner on the Front Page

**\$1,000** /per banner

Enjoy front page exposure by placing a scrolling banner on the IPCC 2017 front page until August 31, 2017

600px 200px Full Color

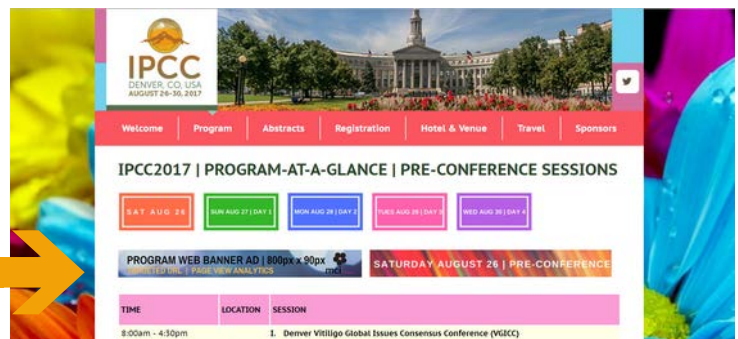


## Banner on Target Page

**\$1,000** /per banner

Place your message strategically on the page your target audience will visit the most

Banner size & location to be discussed  
Full Color





# ADVERTISEMENT ON CONFERENCE ENEWSLETTER

## Banner AD on IPCC eNewsletter

**\$500** /per banner

Capture delegate attention with your custom message in our eNewsletter

560px x 165px - Full Color

*Placement of banner to be determined by conference organizer based on eNewsletter content & layout*



Thank you for registering to attend the upcoming IPCC 2017, "Breakthroughs in Pigment Cell and Melanoma Research". We look forward to welcoming you in Denver! Below is some information about the conference.

### HOTEL & CONFERENCE VENUE

IPCC 2017 will be taking place at the **Sheraton Denver Downtown**. To ensure you are at the center of the action, [reserve your room now!](#)

The conference has a preferential rate of **\$179 USD** + taxes, which you can either book by [clicking the button below](#), or by calling +1 888.627.8405.

**Book Your Hotel Now!**



### IMPORTANT DATES

**July 13: Registration Cancellation Deadline**  
All cancellations after this date are 100% non-refundable

**July 26: Accommodation Deadline**  
Book before this deadline to receive the reduced conference rate!

**August 1: Launch of the Official IPCC 2017 App!**




## Exclusive eBlast

**\$4,000** /per eblast




Provide your messaging to all registered delegates prior to the conference to help promote your marketing initiatives at the conference.

Only 2 remaining so book your spot TODAY!



**Exclusive eblast** **mci**  
Building Community

- To registered delegates
- Entire eblast with your custom messages
- Targeted URL
- Analytics & Reports



## Engage with IPCC Delegates on Conference App

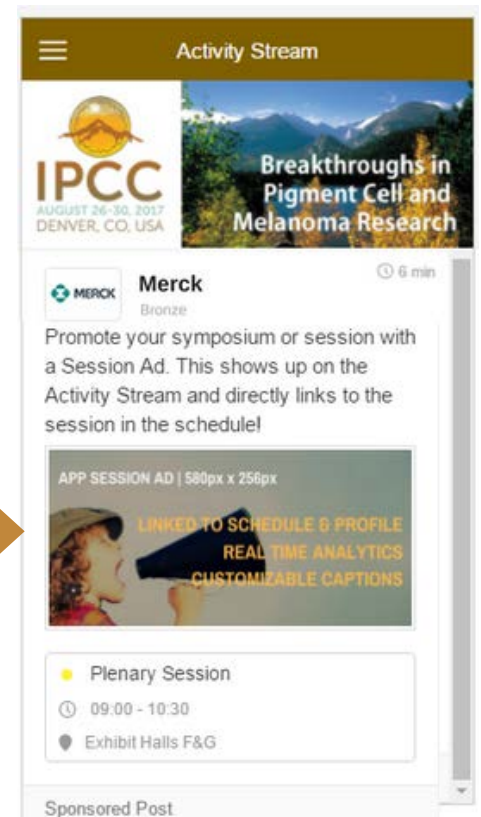
The IPCC 2017 mobile app will be used by delegates before, throughout, and after the conference. The app provides great exposure and creates a unique way to connect with the Pigment Cell and Melanoma community.

### Banner Ad Post \$500 /day

A Banner Ad is an efficient way to promote your organization to IPCC 2017 delegates. Ads includes a caption, image, button label and targeted URL.

Banners size: 580px x 256px  
Caption text length: 140 characters max

*Ads are set up based on the conference program for maximum exposure and can be moved to the top of the Activity Stream up to 5 times based on your package.*



### App Download Post \$500 /day

Do you have a company app which you'd like to promote? This is the perfect way to reach the IPCC 2017 community. Post includes a caption, image, button label, App Store URL, Google Play URL, and indicate frequency of the post for a customized promotion.

Banners size: 580px x 256px  
Caption text length: 140 characters max





## Engage with IPCC Delegates on Conference App

### Document Download Post

**\$500 /day**

Have a brochure, flyer or a scientific document you would like to share with the IPCC 2017 community? Easy to do with a Document Download post! The post includes a caption, image, document, and call to action button label.

Banners size: 580px x 256px

Caption text length: 140 characters max

Document files: PDF, DOC, DOCX or PPT (1 document max)

### Promotional Gallery Post

**\$500 /day**

Photos are a great way to promote your brand and products. With the Gallery Promotional Post option, you can showcase your new products or onsite presence with imagery for a larger impact.

Image size: 476px x 476px

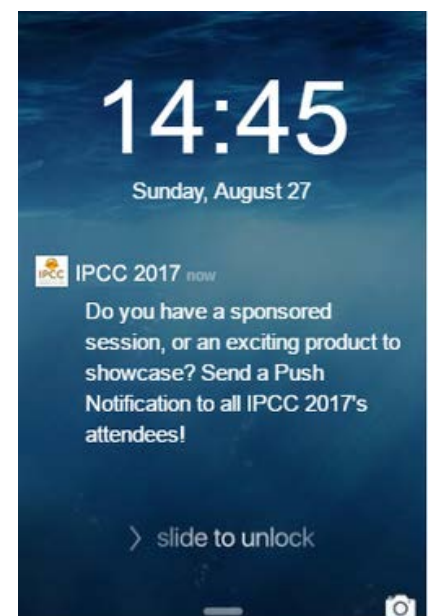
Caption text length: 140 characters max

Max photos in gallery: 8 photos (jpg/png)

### Push Notifications **\$250 /per notification**

Have your message in front of IPCC 2017 delegates through scheduled Push Notifications on the app

Length: 100 characters, including all spaces and punctuation





## Advertisement on Venue Signage

### Elevator Wrap

**\$5,000**

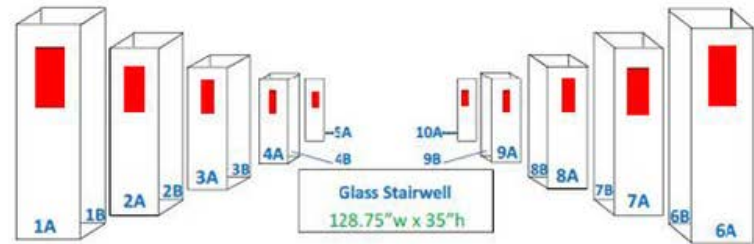
/for 2 elevators  
(total 4 panels)



### Foyer Pillar Wrap

**\$1,500 / panel**

**\$4,200 / 4 panels**



### Column Banner (inside Exhibit Hall)

**\$1,000 / panel**





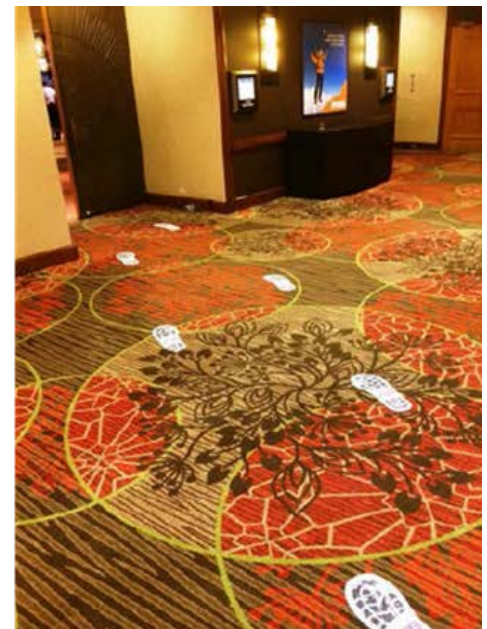


## Advertisement on Venue Signage

**Floor Decal**     **\$750 / 5 dots**

Floor decals are an efficient and cost effective way to direct delegates to your booth or session. Limited quantities available!

Decal size should be within 20"x20" range



**CONTACT US TODAY**

**(604) 661-4967**

**Meighan.Jury@mci-group.com**



**MEIGHAN JURY**

**SENIOR MANAGER, STRATEGIC PARTNERSHIPS**