

**Sponsorship &
Program Opportunities**

American Association of Kidney Patients
34th Annual Convention

August 30 - September 2, 2007

Adam's Mark® Hotel St. Louis
St. Louis, MO

aakp
American Association
of Kidney Patients



AAKP 34th Annual Convention

Founded more than 35 years ago, the American Association of Kidney Patients (AAKP) exists to serve the needs, interests and welfare of all kidney patients and their families. Its mission is to improve the lives of fellow kidney patients and their families by helping them deal with the physical, emotional and social impact of kidney disease.

AAKP is a national organization of more than 12,000 members, including patients, family members, renal professionals, friends and institutional members. AAKP reaches more than 1 million individuals affected by kidney disease annually. It is the only national kidney patient organization directed by kidney patients for kidney patients.

We are pleased to invite you to participate in our 34th Annual Convention. AAKP's Annual Convention is a unique program that educates and inspires the nation's largest gathering of kidney patients and their families. AAKP is expecting 500 attendees for the 2007 Annual Convention. Sponsorship is vital to the success of the Annual Convention and demonstrates your support and corporate commitment to AAKP and the kidney patient population.

Sponsorship Recognition

AAKP Annual Convention sponsors receive acknowledgement for their support:

- On large AAKP donor board placed at the registration desk
- In the official program book distributed to all Convention attendees
- On the back of the official Convention t-shirt, which is given to all attendees registering for a full Convention package (*company logo, color must match imprint color selected by AAKP*)
- During opening remarks by the AAKP President
- During the Annual Awards Dinner and Banquet Saturday evening
- On the AAKP Web site

Additional recognition opportunities exist with specific sponsorships.



Sponsorship Opportunities

AAKP Educational Programs:

Sponsors of educational programs receive recognition on a printed announcement in the attendee handout binders and on the signage outside the session room. The binders feature handouts for nearly every session and are made available to all Annual Convention attendees. Please call the AAKP office for a complete list of available educational sessions.

NEW! Audience Response System Keypads:

Annual Convention attendees have always enjoyed the interactive features AAKP strives to provide during the educational sessions. Response system keypads are an educational tool that allows audience members to interact with session speakers. Keypads are available for 175 participants in each session. Keypads and question screens can be branded with your company logo. Sponsor has access to data generated during the sessions, but is not able to control questions asked during the sessions.

Welcoming Reception:

This reception hosted by the AAKP Board and Chapters welcomes attendees to this year's Convention. Attendees are invited to a sneak-peek of the exhibit hall on Thursday (Aug. 30) evening. Sponsor receives recognition through tent cards prominently placed on hors d'oeuvres tables and drink stations and a one-color company logo printed on beverage napkins. Anticipated attendance is 300.

First-Time Attendee Luncheon:

Held the official first day of the Annual Convention (Thursday, Aug. 30), this luncheon for first-time attendees is aimed at helping them make the most of their time at the AAKP Annual Convention and optimizing their educational experience. Sponsors are recognized through signs at the luncheon as well as Annual Convention promotional materials.

Chapter Leadership Training:

AAKP has volunteer-run Chapters across the U.S. The Chapter Leadership Training is an opportunity to reach AAKP's Chapter leaders. Chapter programs, education, fundraising and other pertinent topics are addressed during the well attended meeting. A working breakfast is also served to participants. Many members of the AAKP National Board of Directors attend this event. This opportunity also includes scholarships for qualifying Chapters to send leaders to attend the Convention. The anticipated attendance is 60 and occurs Thursday, Aug. 30. Sponsors are recognized through signs at Training as well as Annual Convention promotional materials.

Welcoming Ceremonies and CKD Awards:

The Welcoming Ceremonies is the official Annual Convention kick-off celebration. It is the most popular and well attended social event of the Convention. With an anticipated attendance of 500 patients, family members and professionals, sponsors receive recognition through tent cards on each table, inclusion on event tickets and an announcement during the AAKP Executive Director/CEO's welcoming address.

Exhibit Hall Continental Breakfast and/or Coffee Breaks:

The continental breakfasts and afternoon breaks are always well attended by Annual Convention participants. The continental breakfasts and breaks are held in the exhibit hall and attract up to 500 individuals at each occurrence. Sponsors receive recognition through tent cards prominently placed on the buffet tables/drink stations and a 1-color company logo printed on beverage paper napkins.

- *Continental Breakfast: (call for price)*
- *Afternoon break: (call for price)*

AAKP Annual Banquet and Awards Ceremony:

The Annual Banquet and Awards Ceremony is the highlight of the Annual Convention. Anticipated attendance is 400. Sponsorship is available for the Banquet as well as the Reception that precedes this prestigious social event. AAKP distributes its most prominent awards during the Annual Banquet which occurs Saturday, Sept. 1, in the evening. Sponsors receive recognition through tent cards on each table, inclusion on event tickets and an announcement during the AAKP President's welcoming address.

- *Pre-Awards Banquet Reception: (call for price)*
- *Annual Banquet and Awards Ceremony: (call for price)*
- *Pre-Awards Banquet Reception and Annual Banquet/Awards Ceremony: (call for price)*

President's Breakfast:

During the President's Breakfast, which is the final social event of the Annual Convention, AAKP's President discusses issues facing AAKP, the kidney disease community, and goals and objectives for the upcoming year. With an anticipated attendance of 400, this is a unique opportunity to participate in addressing the membership of AAKP. Sponsors receive recognition through tent cards on each table, inclusion on event tickets and an announcement during the AAKP President's address.

Sponsorship Opportunities

Lunch with the Experts:

Lunch with the Experts is an increasingly popular event that has grown tremendously during the past few years. During this event, nine participants have a round-table discussion with a chosen expert. Boxed lunches are provided to the participants. Because of its popularity, this event has sold out each year. Sponsorship is available per table. Sponsors receive recognition through tent cards on each table sponsored and inclusion on event tickets. For a listing of table topics, please see the AAKP Convention Brochure (available in May) or call (800) 749-2257. Sponsorship does not include cooler bags (please see below) and does not include logo inclusion on Convention t-shirt.

Annual Convention Lunch Cooler Bags:

Your company's name and the AAKP logo are prominently displayed on the lunch coolers distributed to all Convention registrants attending the popular Lunch with the Experts sessions. Lunch sessions are held on Friday and Saturday, and each day has an attendance of 250. The lunch coolers serve as a souvenir of the Annual Convention and will be used again and again by attendees. *(Company name or logo to appear on bag must match print color chosen by AAKP.)*

Annual Convention and Exhibition Tote Bag:

Receive recognition on the official Annual Convention tote bag. All attendees receive a complimentary bag at registration featuring the AAKP logo and corporate recognition. *(Company name or logo to appear on bag must match print color chosen by AAKP.)*

NEW! Note-Taking Pens:

The AAKP Convention offers educational seminars during Friday, Saturday and Sunday. All Convention attendees receive a pen to assist with the note-taking process. The pens are included in the attendee tote bag. *(Company name to appear on pen must match print color chosen by AAKP.)*

NEW! Portfolio with Writing Pad:

All Convention attendees receive a portfolio with writing pad. This new offering provides attendees with more opportunities for taking notes and sharing the information learned with others. The sponsor receives recognition on the front cover of the portfolio along with the AAKP logo. *(Company name or logo to appear on front cover must match print color chosen by AAKP.)*

Handout Binders:

Handout binders include handouts from nearly every educational session taking place during the AAKP Annual Convention. The sponsor is recognized on the back cover of the binder. A full page ad printed and provided in appropriate quantities by sponsor may be included inside the binder.

AAKP Annual Convention Neck Wallets:

Every Annual Convention attendee must have a badge for entrance into the educational sessions, exhibit hall and social events. Neck wallets are a convenient solution to keeping badges handy. Neck wallets are printed with the AAKP logo and the sponsor company name/logo and serve as a souvenir that may be used again and again by attendees. *(Company name or logo to appear on neck wallet must match print color chosen by AAKP.)*

Registration Booth:

Sponsorship of the AAKP Registration Booth provides your company an opportunity to reach all attendees. Sponsor is recognized by a sign placed at the registrations booth, where attendees check in once they arrive, and re-visit periodically throughout the Convention.

Dialysis Transportation:

For those individuals who choose to use AAKP's arranged Convention dialysis provider, complimentary transportation is provided to and from the dialysis centers. Sponsors are recognized through signage on the transportation service vehicle.

NEW! Hotel Key Cards:

Reach attendees through hotel key card sponsorship. Place your 2-color product logo on keys at the Adams Mark Hotel St. Louis, our Convention hotel. Keys are in use for the duration of the Annual Convention for all rooms within the AAKP room block.

NEW! Speaker Ready Room:

Convention speakers are provided a room to serve as their preparation area. Speakers may use the room to prepare for their presentations or relax between presentations. The room features refreshments, Internet connection, computers and a printer for speaker use. The room is open all day on Friday and Saturday (7:30 a.m. - 5:00 p.m.). The sponsor receives recognition through table tent cards placed on refreshment tables and a poster placed outside the Speaker Ready Room.

2006 Convention Sponsors

Abbott Renal Care

Amgen

Astellas Pharma US, Inc.

Dialysis Clinic, Inc.

Fresenius Medical Care

Fresenius Medical Care, The Patient Travel Service

Genzyme Renal

NxStage Medical, Inc.

Medical Education Institute

Ortho Biotech Products, LP

Renal Physicians Association

Roche

Shire Pharmaceuticals

Important Dates to Remember

June 15, 2007	Sponsorship agreement deadline
June 20, 2007	Company logos for printed material needed
July 31, 2007	Sponsorship payment due date

Sponsorship Application

**American Association of Kidney Patients
34th Annual Convention
August 30 – September 2, 2007**

Deadline for Receipt: June 15, 2007

Company Name: _____

Contact Name & Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Authorized Signature: _____

Payment enclosed **Payment will follow (must be received by July 31, 2007)**
If payment is not received by due date, sponsor will not receive acknowledgement.

Sponsorship Opportunities

Please place a check mark on the line provided next to the item(s) you wish to sponsor.

- ____ **AAKP Educational Programs**(call for price)
Please specify session(s): _____
- ____ **Audience Response System Keypads**(call for price)
- ____ **Welcoming Reception**(call for price)
- ____ **First-Time Attendee Luncheon**(call for price)
- ____ **Chapter Leadership Training**(call for price)
- ____ **Welcoming Ceremonies and CKD Awards**(call for price)
- ____ **Exhibit Hall Continental Breakfast**.....(call for price)
Please specify day: Friday Saturday
- ____ **Exhibit Hall Afternoon Breaks**.....(call for price)
Please specify day: Friday Saturday
- ____ **AAKP Annual Banquet and Awards Ceremony**(call for price)
- ____ **Pre-Awards Banquet Reception**(call for price)
- ____ **Pre-Awards Banquet Reception and Annual Banquet/Awards Ceremony**(call for price)
- ____ **President's Breakfast**(call for price)

Sponsorship Application

Sponsorship Opportunities (continued)

_____ Lunch with the Experts(call for price)

Please specify topic(s) and day(s): _____

_____ Annual Convention Lunch Cooler Bags(call for price)

_____ Annual Convention and Exhibition Tote Bag (call for price)

_____ Note-Taking Pens..... (call for price)

_____ Portfolio with Writing Pad(call for price)

_____ Handout Binders(call for price)

_____ AAKP Annual Convention Neck Wallets(call for price)

_____ Registration Booth(call for price)

_____ Dialysis Transportation(call for price)

_____ Hotel Key Cards.....(call for price)

_____ Speaker Ready Room(call for price)

Paying by Credit Card

Visa MasterCard American Express Discover

Card Number: _____

3 or 4-digit security code: _____

Expiration Date: _____

Amount: \$ _____

Signature: _____

Please make checks payable to:

American Association of Kidney Patients. AAKP's Tax ID is 11-2306416.

Thank you for your support of AAKP!

AAKP USE ONLY
 Date approved: _____
 By: _____
 Date Not Approved: _____
 By: _____

Focus Group Request

**American Association of Kidney Patients
 34th Annual Convention
 August 30 – September 2, 2007**

FOCUS GROUPS MAY BE SCHEDULED ONLY DURING THE FOLLOWING TIMES:

Thursday, August 30.....starting 3 pm/ending 6 pm
 Friday, August 31.....starting 5 pm/ending 7 pm
 Saturday, September 1.....starting 5 pm/ending 7 pm
 Sunday, September 2.....starting 12 pm/ending 7 pm

Deadline for Receipt: July 1, 2007

Approval of this application authorizes the program sponsor, its agent(s), or company to proceed with making arrangements for the proposed activity. The program sponsor is responsible for contacting the hotel, securing function space and payment to the Adam's Mark Hotel St. Louis. AAKP charges a fee, plus any incurred postage charges to hold a focus group. Mailings to AAKP Convention attendees must be approved by AAKP. After approval of the focus group, AAKP will contact the individual submitting the request to discuss mailing needs. Payment for the focus group is required by July 20. Payment will be required before any advertising or mailing for the focus group is initiated. AAKP sends the mailing to Convention attendees announcing the focus group, however, the company hosting the focus group provides the text for the letter. Text for the mailing must be sent to AAKP by Wednesday Aug. 1. If your company prefers to include a flier in addition to the letter, you must send the appropriate number of fliers to AAKP by Aug. 1.

Note: In the event approval for the function or focus group is not granted by AAKP, the AAKP will not be held accountable for any hotel contractual agreements between the program sponsor and the Adam's Mark Hotel St. Louis.

Individual Submitting Application

Name: _____ Company: _____

Name of Event: _____

Date of Event: _____ Start/End Time: _____

Proposed Location of Event: _____

Describe the Proposed Activity: _____

Supporting Organization: _____

(organization financially supporting the event)

Contact Name: _____

Contact Telephone: _____ Fax: _____ Email: _____

Address: _____

Organizer of the Proposed Activity, if applicable: _____

(organization handling the details [i.e., communications company, agency, etc])

Contact Name: _____

Contact Telephone: _____ Fax: _____ Email: _____

Address: _____

Onsite Contact Information (required):

Contact Name: _____

Contact Telephone: _____ Email: _____

Please make checks payable to:
**American Association
 of Kidney Patients.**
 AAKP's Tax ID is 11-2306416.

AAKP USE ONLY
 Date approved: _____
 By: _____
 Date Not Approved: _____
 By: _____

Exhibitor Opportunities

Space Rental Fees

Tabletop Exhibit Space	(call for price)
Tabletop Exhibit Space (non-profit) (proof of 501(c)(3) status required)	(call for price)
10'x10' Exhibit Booth	(call for price)
10'x20' Exhibit Booth	(call for price)

Exhibit Hall Hours

Thursday, Aug. 30	6:00 p.m. – 8:30 p.m.
Friday, Aug. 31	7:30 a.m. – 4:30 p.m.
Saturday, Sept. 1	7:30 a.m. – 3:00 p.m.

Dismantling or packaging can begin only after the close of the Exhibit Hall on Saturday.

Meeting Location

Adam's Mark St. Louis
Fourth and Chestnut
St. Louis, MO 63102
314-241-7400
www.adamsmark.com

Booth Provisions

The following are included in the price of an exhibit booth (10'x10' or 10'x20'):

- 8' high WHITE back drape, 3' high BLUE side dividers
- One 7"x44" one-line identification sign

The following are included in the price of a table top exhibit:

- One 6' BLUE draped table
- Two chairs
- One 7"x44" one-line identification sign

Housing

A block of rooms at the Adam's Mark Hotel St. Louis has been set aside for exhibitors and attendees. Please call the Adam's Mark (800-444-2326) and identify yourself as being with the American Association of Kidney Patients to receive the preferred room rate of \$105 per night. Please make your reservations early, as our Convention hotel has sold out in past years.

NEW! Passports

To increase the flow of traffic to the exhibit hall, Convention attendees are provided passports to encourage them to visit each booth inside the exhibit hall. A booth attendant from each company/organization is required to sign the passport in a spot designated by the booth number as proof the attendee visited the booth. Before the close of the final day of the exhibition, a prize will be awarded to a randomly selected attendee whose passport has signatures representing each company/organization booth inside the exhibit hall.

Eligibility to Exhibit

For your application to be accepted by AAKP, your products and services must be of interest to individuals with renal failure (hemodialysis and/or peritoneal dialysis), kidney transplants or chronic kidney disease and you must be in good financial standing with AAKP.

AAKP has the right to withhold approval of the exhibition of products and services that, in its judgment, do not further the educational or medical needs of its members and attendees. At the request of AAKP, an exhibitor shall remove any product or service included in the display for which approval has not been given.

Space Assignment

All applicants for exhibit space are required to complete and submit the Exhibitor Application/Contract provided by **June 22, 2007**. No request for exhibit space is accepted by telephone or fax. Space assignments will be sent directly to exhibitors by July 30, 2007.

Terms of Payment

A 50% deposit is required with the Application/Contract; balance is due on or prior to July 30, 2007. No request for exhibit space is accepted without deposit. Failure to submit same can result in the cancellation of assigned space. Full payment must accompany applications postmarked after July 30, 2007, however, applications received after the deadline date (June 22, 2007) are subject to a 10% late fee.

Sharing Space

Subletting or sharing of space is not permitted.

Space Requirements

Materials for your company's exhibit must fit within the booth space purchased. This includes promotional and giveaway items. If your company requires extra space for promotional/giveaway items, you must purchase additional booth space.



Exhibitor Opportunities

Number of Exhibitors

Each booth is allowed 3 exhibit staff. Each exhibit staff must be a full time employee of the exhibiting company. Additional exhibit staff badges can be purchased. Exhibit staff names must be provided to AAKP by Aug. 10, 2007 in order to ensure a name badge. Any changes made to exhibitor staff after Aug. 10, 2007 are subject to a late fee, per change. Onsite changes to exhibit staff will result in a fee for each name badge. This onsite late fee must be paid at time of change.

Exhibit badges may be used to enter educational sessions. However, *exhibit badges do not allow entry into any meal functions (including the Lunch with the Experts sessions)*. Discount tickets may be purchased for the Friday Night Welcoming Ceremonies.

Cancellation of Space

Notification of cancellation of space must be in writing and received prior to July 13, 2007, for a full refund. If an exhibitor cancels space on or after July 14, 2007, but prior to Aug. 1, 2007, 50% of the total contracted booth space fee is retained by AAKP. If an exhibitor cancels on or after Aug. 1, 2007, 100% of the total contracted booth space fee is retained by AAKP. Any space not claimed or occupied by 5 p.m., Thursday, Aug. 30, may be reassigned by AAKP without refund.

Fire and Safety Regulations

- Empty boxes and crates may not be stored in exhibit booth or behind drapery.
- Exhibit booths shall be constructed of noncombustible or limited combustible materials. Decorations must be flameproof, and all hangings must clear the floor.
- Only those individuals directly responsible for the erection and dismantling of the booth will be permitted in the exhibit hall during move-in/move-out times.

Trade Show Services

For the convenience of exhibitors, AAKP has designated The Audie Group to serve as your one point of contact for all services. From floral to electrical to shipping, The Audie Group can answer all your questions related to exhibiting.

Contact Information

The Audie Group
1825 S. Division Ave.
Orlando, FL 32805
(407) 841-2000
(407) 841-2006 (fax)

Customer Care Center

The Audie Group will have staff available at the show site at the Exhibitor Services Center as follows:

Thursday, Aug. 30, 2007 8 a.m. – 8:30 p.m.
Friday, Aug. 31, 2007 7:30 a.m. – 5 p.m.
Saturday, Sept. 1, 2007 7:30 a.m. – 5 p.m.

Installation

Thursday, Aug. 30, 2007 8 a.m. – 3 p.m.
All exhibits must be fully installed by Thursday, Aug. 30, 2007 at 3 p.m.

Dismantle

Saturday, Sept. 1, 2007 3 p.m. – 7 p.m.
Dismantling or packaging can begin only after the close of the Exhibition on Saturday, Sept. 1, at 3 p.m. Exhibitors who begin dismantling before 3 p.m. will be penalized.

Important Dates to Remember

June 22, 2007:

Deadline to submit exhibitor application
(50% deposit required with application)

July 26, 2007:

Deadline for hotel reservations

July 30, 2007:

Deadline for remainder of booth payment

July 30, 2007:

Space assignments distributed to exhibitors

August 10, 2007:

Exhibitor names due

Exhibitor Application/Contract

**American Association of Kidney Patients
34th Annual Convention
August 30 – September 2, 2007**

Deadline for Receipt: June 22, 2007

Booth Space and Cost

Tabletop Exhibit Space (call for price)
Tabletop Exhibit Space (501(c)(3) nonprofits only)
(proof of 501(c)(3) status required) (call for price)
10'x10' Exhibit Booth (call for price)
10'x20' Exhibit Booth (call for price)

IMPORTANT: Please type or print this application. Submit only one application per company.

Company Name: _____

Address: _____

City: _____ State: ____ ZIP: _____

Phone Number: _____ Fax Number: _____

Email: _____ Web site: _____

Contact Person: _____

Title: _____

All correspondence will be with the person listed above. The contact person is responsible for forwarding all materials to agents and/or representatives.

Booth Selection

- 10 x 20 Exhibit Booth
- 10 x 10 Exhibit Booth
- Tabletop Exhibit Space
- Nonprofit Table Top Exhibit Space

Which is most important?

- Having a corner booth
- Being located away from companies listed below
- Location of booth (prefer front of exhibit hall)

AAKP cannot guarantee a company will receive the location requested.

We would prefer to avoid having our exhibit adjacent to or opposite from the following companies:

(Exhibitor Application/Contract Continued on Reverse)

Exhibitor Application/Contract

Product Information

A description of products or services must be completed. Only those products listed below and approved by AAKP may be exhibited at the 2007 Annual Convention. Please provide a brief description of your products and services below. If extra space is needed, please attach an additional sheet.

Companies that have not previously exhibited at an AAKP meeting must submit product brochures and a photograph or sketch of the exhibit. We agree to abide by all the rules and regulations governing the exhibition as printed on this contract, as well as the provisions of the official rules and regulations as published in the AAKP Exhibit Opportunities packet. Further, we agree to pay rental charge (minus the deposit) in full on or before July 30, 2007. We acknowledge AAKP will not secure our exhibit space until the 50% deposit is paid and mailed with the signed contract. Should the exhibitor cancel after July 13, 2007 and before Aug. 1, 2007, AAKP reserves the right to retain 50% of the booth fee. After Aug. 1, 2007, AAKP reserves the right to retain 100% of the booth fee.

Any space not claimed by 3 p.m. on Aug. 30, may be reassigned without refund of booth fee to the exhibitor involved.

A 50% deposit of the booth fee is due with this contract. Please make checks payable to the American Association of Kidney Patients.

Name (please print): _____

Authorized Signature: _____

Title: _____

Date: _____

Our organization would like to purchase _____ number of discounted tickets to the Friday night Welcoming Ceremonies. Please enclose payment with application.

Please list the names of your exhibit staff (three staff are included in booth price):

A fee is assessed for additional exhibit staff.

Exhibit Staff:

Paying By Credit Card:

VISA MasterCard American Express Discover

Card Number: _____

3 or 4-digit security code: _____ Expiration Date: _____

Amount: \$ _____

Signature: _____

Please make checks payable to: **American Association of Kidney Patients.**

AAKP's Tax ID is 11-2306416.

AAKP USE ONLY

Date approved: _____

By: _____

Date Not Approved: _____

By: _____

Program Book Advertising Opportunities

Program Book Circulation

A minimum of 1,000 copies of the Convention Program Book are printed and distributed. Those receiving the Program Book are patients, family members and healthcare professionals from across the United States.

Program Book Details

- Each attendee, speaker and exhibitor receives the Convention Program Book.
- Ads are mixed with details of the Convention.
- Each page is 8 1/2" X 11".
- The Program Book is four-color.

Ad Prices

Placement	Size	Cost
Inside Front Cover	8 1/2" X 11"	call for price
Inside Back Cover	8 1/2" X 11"	call for price
Outside Back Cover	8 1/2" X 11"	call for price
Full Page	8 1/2" X 11"	call for price
Half Page	8 1/2" X 5 1/2"	call for price
Quarter Page	4 1/4" X 5 1/2"	call for price
Centerfold (2 pages)	(2)8 1/2" X 11"	call for price

You may furnish desired wording along with your company logo or business card, and AAKP will design the layout at an additional cost.

Production Data

Media

Preferred format is CD-ROM or DVD-ROM. E-mails less than 5MB are also accepted.

Desktop File Format

Accepted: Print-ready PDF files, or InDesign CS2 live files with all support documents.

Images, Scans, Logos and Artwork

All images and artwork must be: TIFF or EPS, 300 dpi or higher (at final size), black & white photos must be grayscale, color images must be CMYK, all images, photos and artwork must be placed at 100 percent size. Avoid rotation and cropping of images in Quark Press.

Fonts

Preferred font format: Postscript Type 1 fonts or true type. If ad is created in Adobe Illustrator, please select all fonts and convert to outlines.

What to Send On Your Disk

Please send the digital ad itself, all screen and printer fonts used, and high-resolution versions of any images, scans, logos, etc.

What to Send With Your Disk

All digital material must be accompanied by the following information: name of advertiser, name and phone number of contact person, a list of disk's contents (you may want to print the disk window), a laser printout of the final version of your ad (this is required for proper placement of your ad).

What to Send Through E-mail

All ads sent through e-mail must be no larger than 5MB (use Stuffit or Zip file). A PDF must accompany the ad through e-mail for proofing (PDF files are not accepted for printing). All screen and printer fonts used in the ad must be included as well as a high-resolution version of any images, scans, logos, etc.

Please Note

Publisher is not responsible for any error in reproduction if ad/file is in any other format than required. All ads should be provided in native application files (Mac platform), QuarkXpress, Adobe Photoshop & Adobe Illustrator. Please do not submit JPEG or GIF files; and do not send files in RGB. All ads submitted should be suitable to print as is and at their final size. There should not be any printer's crop marks or notes included.

Deadline to Submit Insertion Order and Advertisement is June 29, 2007

Ad Specifications

Publication trim size: 8.5" x 11"

Actual Size	Description	Width	Height	Text Live Area
8.5" x 11"	Full page			
	w/ bleed	9"	11.5"	8.25" x 10.75"
	no bleed	8"	10.5"	8.5" x 10.5"
8.5" x 5.5"	1/2 page			
	no bleed	8"	5"	8" x 5"
4.25" x 5.5"	1/4 page			
	no bleed	3.75"	5"	3.75" x 5"

Images used on preferred cover positions must be 9" x 11.5" at 300 dpi or higher. This should be the resolution of the original scan. Please do not enlarge images with a photo program.

Program Book Insertion Order

**American Association of Kidney Patients
34th Annual Convention
August 30 – September 2, 2007**

Deadline for Receipt: June 29, 2007

Ad Prices

Placement	Size	Cost
Inside Front Cover	8 1/2" X 11"	call for price
Inside Back Cover	8 1/2" X 11"	call for price
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Full Page	8 1/2" X 11"	call for price
Half Page	8 1/2" X 5 1/2"	call for price
Quarter Page	4 1/4" X 5 1/2"	call for price
Centerfold (2 pages)	(2)8 1/2' X 11"	call for price

IMPORTANT: Please type or print this application. Submit only one application per company. **Payment for advertisement must accompany insertion order.**

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Fax Number: _____

Email: _____ Web site: _____

Contact Name: _____

Title: _____

Please select ad size:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Full Page
- Half Page
- Quarter Page
- Centerfold (2 pages)

Paying By Credit Card

- VISA MasterCard American Express Discover

Card Number: _____

3 or 4-digit security code: _____

Expiration Date: _____

Amount: \$ _____

Signature: _____

Preferred placement available on a first-come, first-served basis.

Please enclose camera-ready copy for your advertisement or furnish your desired wording with your company logo.

Please make checks payable to: **American Association of Kidney Patients.**
AAKP's Tax ID is 11-2306416.

AAKP USE ONLY

Date approved: _____

By: _____

Date Not Approved: _____

By: _____

Tote Bag Insertion Order

**American Association of Kidney Patients
34th Annual Convention
August 30 – September 2, 2007**

Deadline for Receipt: July 7, 2007

Fee Schedule

One sheet:
8 1/2 X 11 paper or a single brochure.. *(call for price)*

Two sheets:
8 1/2 X 11 paper or two brochures *(call for price)*

AAKP will insert your company's promotional literature or samples in attendee registration packets for a minimal fee. Materials for insertion must be approved by AAKP. Please attach sample of item for insertion into attendee portfolios. AAKP has the right to reject any items. If approved by AAKP for distribution, 600 copies of the item(s) must arrive at the AAKP National office no later than August 3, 2007.

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Fax Number: _____

Email: _____ Web site: _____

Contact Name: _____

Title: _____

Paying By Credit Card

VISA MasterCard American Express Discover

Card Number: _____

3 or 4-digit Security Code: _____

Expiration Date: _____

Amount: \$ _____

Signature: _____

**Full payment and sample item are required with this application.
If not approved, payment will be returned promptly.**

Please make checks payable
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