



Syllabus Advertising

Conference On-Site Syllabus:

Circulation: approximately 8,000

The On-Site Syllabus is an indispensable reference guide for attendees, consisting of a complete program including educational objectives, room locations, and other significant information. Based on prior conferences, more than 8,000 copies of the On-Site Syllabus will be distributed to registrants.

Exhibitors will receive a 20 percent discount on advertising in the On-Site Syllabus. Camera-ready copy must be received by The Erickson Foundation by October 5, 2009.

Available advertisement sizes

Black & White Ads:

Full page	\$1050	7 3/4" wide x 10 1/4" high	Exhibitor Discount: \$840
Half page horizontal	\$750	7 3/4" wide x 5" high	Exhibitor Discount: \$600
Half page vertical	\$750	3 3/4" wide x 10 1/4" high	Exhibitor Discount: \$600

4-Color Process Ads: B&W rate + \$575 (*additional fee – no discount – please add to above charges*)

Please include a sample of your ad with your application. **Final artwork must be submitted by October 5, 2009.**

Art Specifications:

Final trim size: 8 3/8" x 10 7/8", saddle stitched. Paper is gloss white.

Art must be submitted in PDF format with all fonts embedded. A hard copy proof is required with all electronic files.

For the best quality advertisement, the minimum resolution for continuous tone images is 300 dpi. 1200 dpi is highly recommended for the highest quality print.

Please save all files as CMYK (for color advertisements) or Grayscale (for black & white ads). For colors that are incorrectly defined, a color conversion could produce unintended results. The Milton H. Erickson Foundation reserves the right to match PMS color. For additional information, please contact marketingdepartment@erickson-foundation.org or call 602-956-6196 ext. 212.

Free-Take One Literature Table

The Milton H. Erickson Foundation will arrange display materials such as brochures, pamphlets, leaflets, and other types of handouts, on strategically located literature tables. Tables are for paid Free-Take-One Exhibitors. Materials will be placed on the tables and replenished by the Foundation and its staff members only. In order to reserve space(s), a sample of each type to be displayed must be sent to the Erickson Foundation for approval. There is a fee of \$400 per type of material displayed. A minimum of 1,000 and a maximum of 3,000 copies of each should be shipped to the Official Contractor. No materials should be sent directly to the hotel, Convention Center or The Erickson Foundation. **UNUSED MATERIALS WILL NOT BE RETURNED.**

Additional handling fees by the Official Contractor may also apply.

The Evolution of Psychotherapy Conference

December 9-13, 2009 • Anaheim Hilton & Towers and Anaheim Convention Center
Sponsored by: The Milton H. Erickson Foundation, Inc.

Advertising / Free-Take-One Table Application Form

Please complete all applicable information. This Application becomes a Binding Contract when signed by both parties. All Applications must be received by October 5, 2009. Limited space is available; all applications will be approved on a "first-come, first-served" basis.

A. CONFERENCE ON-SITE SYLLABUS ADVERTISING:

- | | | | |
|---|--------|------------------------|--|
| <input type="checkbox"/> Full Page: | \$1050 | 7 ¾" wide X 10 ¼" high | <input type="checkbox"/> Exhibitor Discount: \$840 |
| <input type="checkbox"/> Half Page Horiz: | \$750 | 7 ¾" wide X 5" high | <input type="checkbox"/> Exhibitor Discount: \$600 |
| <input type="checkbox"/> Half Page Vert: | \$750 | 3 ¾" wide X 10 ¼" high | <input type="checkbox"/> Exhibitor Discount: \$600 |

Optional:

- 4-color process** B&W rate + \$575 (*additional fee - no discount - please add to above charges*)

Please include a sample of your ad with your application. **Final artwork must be submitted by October 5, 2009.**

B. FREE-TAKE-ONE LITERATURE TABLE:

- Reserve _____ space(s) @ \$400 per piece displayed = \$_____ (minimum of 1,000 copies of each). (Please include a sample of each piece to be displayed with your application.) Material to be shipped to the Official Contractor. (Note: Additional handling fees by the Official Contractor may also apply.)

C. PAYMENT: Amount enclosed: \$ _____

◆ Credit card

- VISA MasterCard AMEX Discover

Card number: _____ Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

- ◆ Check - If you are paying by check, DO NOT FAX THIS FORM. We cannot process your application without FULL PAYMENT. **Please make check payable to The Milton H. Erickson Foundation, Inc.** • Check # _____

D. In making this application we agree to conform to the Exhibit Regulations of The Milton H. Erickson Foundation, Inc., sponsors of The Evolution of Psychotherapy Conference, December 9-13, 2009, at The Anaheim Hilton & Towers and The Anaheim Convention Center.

Name of company applying _____

Name of person authorized to sign (Please Print) _____

Signature _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Telephone No. _____ Fax _____

E-Mail _____ Date _____

**Return completed Application Form to:
Exhibit/Advertising Manager
The Milton H. Erickson Foundation, Inc.
3606 N. 24th St.
Phoenix, AZ 85016-6500 USA**

For further information regarding
Syllabus advertising contact:
Inge Glees, Marketing Director
Tel: 602-956-6196 / Fax: 602-956-0519
E-mail: inge@erickson-foundation.org
or Karen Haviley: mhreg@aol.com