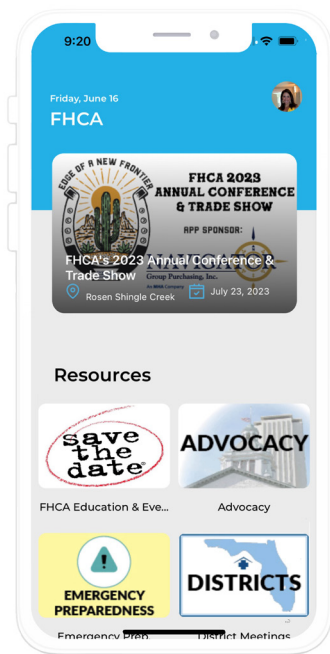


# FHCA ANNUAL CONFERENCE MOBILE APP ADVERTISING

ELEVATE YOUR EVENT EXPERIENCE  
ENGAGE THE ATTENDEES  
EVALUATE YOUR ANALYTICS



## ABOUT THE APP

- Create Custom Agenda
- Connect with Attendees
- Post pictures in the Feed
- Download CE Session Handouts
- Navigate the Trade Show
- And More!

## ENGAGEMENT STATISTICS FROM 2023

- Over 80% of all Conference Attendees downloaded and actively engaged in the Conference App.
- Over 125 posts were made to the News Feed over the course of the Conference Week
- Agenda was viewed over 600 times
- Trade Show Map was viewed over 300 times

## ADVERTISING OPPORTUNITIES

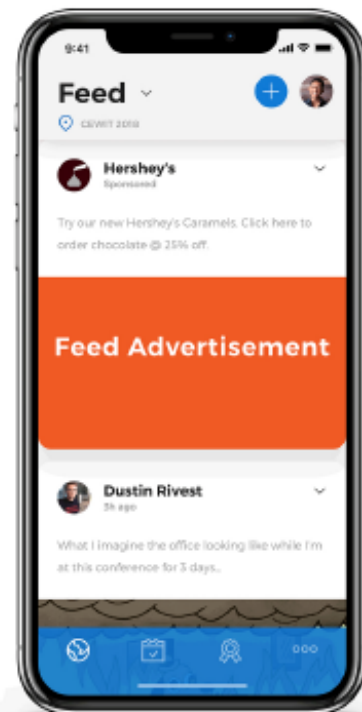
The News Feed is the Conference's in-app social media engagement where attendees can share photos, comments, likes, and more. Showcase your ad where Conference memories are being captured.

### NEWS FEED

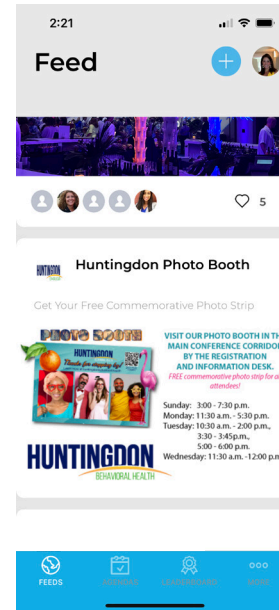
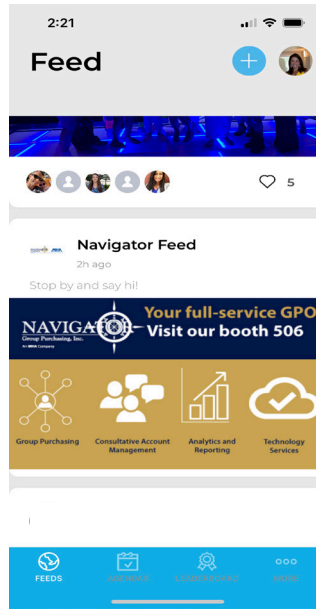
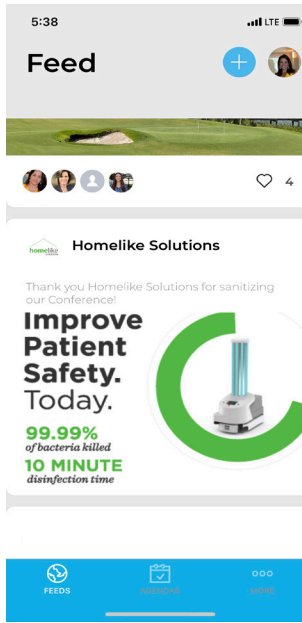
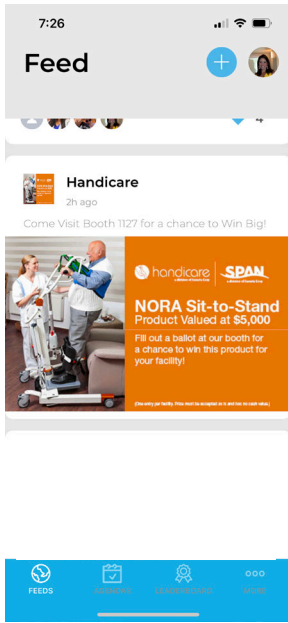
- \$500 per ad
- Ads run every 4th post
- Ads are put into a rotation with the other purchased ads
- Ads will begin running once the Conference App becomes live

### SPECIFICATIONS

- 428w x 264h (width x height)
- jpeg format
- no flashing logos
- Submission deadline is three weeks prior to the start of Conference.



# 2023 FEED ADVERTISING EXAMPLES



## ORDER FORM

Specifications:

Ad Specs:

- PNG, GIF or JPEG file
- Size: 672 pixels x 540 pixels

Ad Type:

\$500 Per Ad

Please indicate the # of ads below:

\_\_\_\_\_

CONTACT INFORMATION (please print clearly)

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

PAYMENT INFORMATION (please note that ads must be prepaid)

Check Enclosed (make payable to FHCA)

Charge My:  American Express  Master Card  VISA  Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ CVV \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Authorized Amount \$ \_\_\_\_\_

### Advertising Policies

FHCA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Association. The appearance of an advertisement does not constitute an FHCA endorsement.

**Dual responsibility for payment:** In the event of nonpayment, the publisher reserves the right to hold the advertiser/and or its advertising agency jointly and severally liable for payment due.

**Publisher's Copy Protective Clause:** Advertisers and their agencies assume liability for the content of printed advertising. The publisher is not liable for errors in key numbers or for any inquiries or mail received by advertisers resulting from the ad.

**Cancellations:** Ads may not be cancelled after the ad is posted. In the event that an ad is pulled after this initial date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.