



# DOCTOR'S BAG

The ACEP **Doctor's Bag** has always been a valuable and popular program. These **Doctor's Bags** containing promotions, invitations, educational materials and more are delivered to attendees' rooms at ACEP convention hotels during the Scientific Assembly.



## How to Participate

1. Reserve your space and supply a prototype of your insert for approval by ACEP no later than August 5, 2011. A copy of your insert must be approved by ACEP before acceptance in the **Doctor's Bag** program (regardless of prior approvals for other promotions at the Scientific Assembly). Send the attached form and two copies of your prototype via overnight service to:

Attn: ACEP **Doctor's Bag**  
Elsevier Society News Group  
60 Columbia Road, Bldg B  
Morristown, NJ 07960

2. If changes are necessary, a copy of the corrected prototype must be re-submitted.
3. Once approved, inserts are due by September 22, 2011.

**Net Rate: \$5,000/item per day**

## Specifications

Quantity: 3,000  
Delivery Dates: October 14 (Friday evening)  
October 16 (Sunday morning)  
Maximum printed insert size: 8-1/2" x 11"  
Maximum insert weight: 8 ounces

## Deadlines and Terms

Reservations & Prototype Due: September 8, 2011  
Approved Materials Due: September 22, 2011

A \$500 late fee will be charged for materials received after the due date. All signed agreements are final. Cancellations will not be accepted.

## Additional Costs

Additional costs will be incurred under the following circumstances:  
Noncompliance with shipping instructions.  
Failure to meet deadline for final materials.

## Important Information

Price is based on an average-sized insert. Contact your sales representative for other options and pricing. Circulation is based on the projected attendance and room blocks at the time of media kit printing. NOTE: A minimum of four pieces from advertisers must be reserved (per day) in order for the **Doctor's Bag** to be delivered.

The following language must appear on inserts for approved CME events not sponsored by ACEP:  
**"This symposium is not a part of the official Scientific Assembly educational program as planned by ACEP's Educational Meetings Committee."**

## Where to Ship Inserts?

Please contact Yvonne Evans Struss, at the Elsevier Society News Group production department, at 240-221-2410 or e-mail [y.evans@elsevier.com](mailto:y.evans@elsevier.com) for instructions.

## Advertising Sales Contacts

### Product/Service

**Jim Brady**  
516-742-7960  
[jtbrady1@verizon.net](mailto:jtbrady1@verizon.net)

### Satellite Symposia

**Mark Branca**  
973-290-8246  
[m.branca@elsevier.com](mailto:m.branca@elsevier.com)

### Recruitment

**Robert Zwick**  
973-290-8226  
[r.zwick@elsevier.com](mailto:r.zwick@elsevier.com)





**ELSEVIER  
SOCIETY  
NEWS GROUP**

**2011 ACEP Scientific Assembly – Doctor’s Bag Program  
SPACE RESERVATION AND APPROVAL FORM**

**Dates:** \_\_\_\_\_ **October 14, 2011**  
\_\_\_\_\_ **October 16, 2011**

**COMPANY:** \_\_\_\_\_

**PRODUCT:** \_\_\_\_\_

**INSERT DESCRIPTION:** \_\_\_\_\_

**HEADLINE:** \_\_\_\_\_

**NET COST**                      **\$5,000/item per day**

**CONTACT INFORMATION:**

**AGENCY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Title** \_\_\_\_\_

**PLEASE SEND TWO PROTOTYPE COPIES OF YOUR INSERT VIA OVERNIGHT SERVICE WITH THIS FORM FOR APPROVAL BY ACEP TO:**

Elsevier Society News Group  
60 Columbia Road, Bldg B  
Morristown, NJ 07960  
Attn: ACEP Scientific Assembly Doctor’s Bag Program

973-290-8200

**IF CHANGES ARE NECESSARY, A COPY OF THE CORRECTED PROTOTYPE MUST BE RE-SUBMITTED. YOU WILL BE NOTIFIED WITH FINAL APPROVAL.**