

**CRITICAL CARE CONGRESS**  
*Advertising Order Form*

This Agreement, entered into on \_\_\_\_\_ (date), between the Society of Critical Care Medicine (“SCCM”) and the below named company (“Company”), is binding to the following terms and conditions.

The Company agrees to purchase advertising space in one of the following publications and/or websites and agrees to the Terms and Conditions.

**Company Information:**

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Advertising Vehicle Options**

Place a check next to the appropriate option. Descriptions of the items can be found on the following pages.

Check options	Option	Cost
	<b>Critical Connections, Fall Quarterly (print and online)</b> _____ Full-page 4-color ad _____ Half-page 4-color horizontal ad <i>Final PDF due October 21, 2022</i>	\$5,245 (full-page) \$4,010 (half-page)
	<b>Critical Connections, Congress Edition, premium banner ad</b> _____ Nov 10 _____ Dec 8 _____ <del>Jan 10</del> <i>Ad consisting of a horizontal banner ad of 650 x 136 pixels (jpg, png, or gif) and a URL link due one week before issue date.</i>	\$6,600 per issue
	<b>Critical Connections, Congress Edition, text ad</b> _____ Nov 10 _____ Dec 8 _____ Jan 10 <i>Ad consisting of a horizontal banner ad of 650 x 136 pixels (jpg, png, or gif) and a URL link due two weeks before issue date.</i>	\$3,850 per issue (limit of 5 ads per issue)
	<b>Congress Special Events and Sessions Brochure</b> _____ Full-page, 4-color ad _____ Half-page horizontal, 4-color ad <i>Hi-res PDF due November 23, 2022</i>	\$4,125 (full page) \$2,835 (half page)
	<b>Congress Daily Update</b> <b>Select issue date for one horizontal banner premium position ad per day.</b> _____ Jan 20 _____ Jan 21 _____ Jan 22 _____ Jan 23 _____ Jan 24 <i>Ad consisting of a horizontal banner ad of 650 x 136 pixels (jpg, png, or gif) and a URL link due two weeks before issue date.</i>	\$6,600 per issue
	<b>Congress eDaily Update, Industry Partner Resource Section (maximum of 5 ads per day)</b> _____ Jan 20 _____ Jan 21 _____ Jan 22 _____ Jan 23 _____ Jan 24 <i>Ad copy and URL link due two weeks before issue date.</i>	\$3,850 per issue
	<b>Hotel Door Drop (in-person) _____</b> <i>Preprinted materials due December 30, 2022.            Hi-res PDF must be preapproved by SCCM before submission.</i>	\$5,500
	<b>Hotel Door Drop (2 for in-person) _____</b> <i>Preprinted materials due December 30, 2022.            Hi-res PDFs must be preapproved by SCCM before submission.</i>	\$9,500
	<b>Pre- and/or Post-Congress mailing list _____</b>	\$1,100
	<b>Event mobile app notification _____</b> <i>Text limit of 230 characters and desired day and time must be submitted to SCCM for review by January 14.</i>	\$1,650
	<b>Banner ad on event mobile app _____</b> <i>Specs supplied upon request. Ad materials due December 16, 2022.</i>	\$16,500
	<b>Additional Option:</b>	\$

**BUNDLE AND SAVE**

Choose two advertising vehicles: \$1,000 discount  
Choose three advertising vehicles: \$1,500 discount  
Choose four advertising vehicles: \$2,000 discount  
(excludes mailing list and event app notification)

<b>Discount:</b>	\$
<b>Total:</b>	\$

By signing this Agreement, the Company agrees to this insertion order and the Terms and Conditions.

By: \_\_\_\_\_  
Title:

\_\_\_\_\_ Date

**Advertising Vehicle Options: Descriptions**

**Critical Connections, Congress Edition**

eNewsletter issued November 10, December 8, and January 10  
Nonregistrant circulation: 75,000, with an open rate of 31.7%

**Congress Special Events and Sessions Brochure**

This digital brochure is emailed to all SCCM active contacts (approximately 59,000) before Congress. Highlights include master classes, educational symposia, Industry Insights sessions, virtual in-booth education, and other special events. The brochure will also be posted on SCCM’s Congress attendee information web page. Open rate is 33.3%.

**Congress eDaily Update**

Five issues of this eNewsletter are delivered to Congress attendees (circulation approximately 5,000). The first and last issues are delivered to a bonus audience of non-attendees, bringing the circulation to 85,000. The open rate is 33.3%. Ad consists of brief copy and preferred URL, subject to SCCM approval.

**Hotel Door Drop**

SCCM will distribute your product literature, sales brochures, or other promotional materials to attendees’ hotel rooms in time for the first day of Congress.

**Pre- and Post-Congress Mailing List**

This list may be purchased for a postal mailing or for viewing purposes. Fee is waived for Industry Education Workshops and Industry Insights Sessions sponsors one time only. SCCM must approve the sponsored piece before sending the list.

**Event Mobile App Notification**

Attendees who have downloaded the app will receive a notification reminding them to visit your virtual exhibit or activity during Congress. The notification will be sent in the early morning or during a break in the schedule. The message cannot conflict with SCCM notifications or accredited continuing education sessions. This is a text-only message. Images, links, and HTML are not supported. SCCM must approve notifications and scheduling. There is a maximum of two pushes from industry partner per day. There is a maximum of four pushes per industry partner.

**Banner Ad on the Event Mobile App**

These banner ads are displayed on specific pages of the app, which can be linked to URLs. They show only in SCCM-permitted areas. Limit of four advertisers.

Advertiser’s initials \_\_\_\_\_



## INSERTION ORDER *Terms and Conditions*

The Society of Critical Care Medicine (“SCCM”) is the owner of *Critical Connections* and other publications and/or websites (collectively referred to as “SCCM Content”) as stated on the insertion order. The following are the Terms and Conditions for SCCM Content. Companies are required to agree to these Terms and Conditions when completing the Insertion Order. An advertisement will not be accepted if a signed insertion order has not been completed.

### ACCEPTANCE OF ADVERTISING

All advertisements are subject to SCCM’s review and approval. SCCM may, at its discretion, require edits or reject any advertisement submitted by the Company. All advertisements must clearly and prominently identify the Company by trademark, logo, service mark, or name.

Products or services with no direct relation to the medical industry may be eligible to advertise if approved by SCCM. Advertisements that conflict or have the appearance of conflicting with SCCM’s policies are prohibited.

The fact that an advertisement for a product, service, or company has appeared in a previous publication shall not be referred to in collateral advertising.

Any reference to SCCM or its affiliate’s products, services, or standards in advertisements or promotional material by the Company or the agency is prohibited. Promotion of products, services, or meetings that compete directly with those offered by SCCM or its affiliates is prohibited. SCCM reserves the right to decline advertising for any educational course, meeting, or related event or function if the advertised event or function falls within ninety (90) days before or after an event held by SCCM or its affiliates.

Membership solicitation by organizations other than SCCM or its affiliates is strictly prohibited. Fundraising by organizations or individuals other than SCCM is strictly prohibited.

Advertisement must be factual and in good taste, and all claims must be fully supportable. All claims of fact must be fully supportable and should be meaningful in terms of performance and any other benefit.

Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group, or other organization must be accompanied by written consent for use from the quoted individual or entity.

The Company should avoid the use of claims whose validity depends on extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.

Complete scientific and technical data, whether published or unpublished, concerning the product or service’s safety, operation, and usefulness may be required. Samples of the products are not to be submitted. The Company may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim being made.

Comparisons to any of SCCM’s products or services or comparisons to a competitor’s products or services is prohibited.

The use of the Society of Critical Medicine (SCCM) or any other affiliate’s name, logo, trademark, or service mark is prohibited without prior written approval.

All advertisements are accepted and published by SCCM on the warranty of the Company and agency that both are authorized to publish the entire contents and subject matter of the advertisement.

The inclusion of an advertisement in SCCM Content is not to be construed or publicized as an endorsement or approval by SCCM or its affiliates, nor may the Company promote that its advertising claims are approved or endorsed by SCCM or its affiliates.

Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. SCCM reserves the right to insert the word “Advertisement” above or below any copy to avoid confusion.

Advertising is separate from content. The Company has no advance knowledge of SCCM’s editorial content, nor do the editors shape content to accommodate advertising. The Company does not influence any of SCCM’s editorial decisions or advertising policies. Advertising that appears on SCCM’s website must be clearly distinguishable from any editorial content.

SCCM does not release to the Company any personally identifiable data on the users of its websites.

### LIMITATION OF LIABILITY

SCCM will endeavor to publish advertisements promptly and accurately. The Company shall immediately notify SCCM of any errors. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by SCCM. This shall constitute the sole remedy for any errors. SCCM shall not be liable for failure to publish any advertisement accepted by SCCM. SCCM shall not be held liable to the Company for any loss that results from the incorrect publication of an advertisement.

The Company agrees to indemnify and hold harmless SCCM and its affiliates for all damages, costs, or expenses of any nature, including court costs and legal fees, for which SCCM may become liable by reason of its publication of the Company’s advertisement.

SCCM assumes no responsibility for verifying statements contained in an advertisement. Nor is SCCM responsible for printer or clerical errors, typographical errors, or incorrect insertions. Further, SCCM is not responsible for advertising placements near competing products unless an agreement has been made in writing between SCCM and the Company prior to such placement. SCCM will not make corrections to ad artwork. All ad artwork must be submitted in final format. SCCM will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted.

All efforts are made to preserve advertising materials in their original condition. However, SCCM is not responsible for lost or damaged advertising materials after production.

SCCM will not be bound by any condition appearing on insertion orders, contracts, or copy instructions submitted by or on behalf of the Company, when such condition conflicts with any provision on the insertion order or with these terms and conditions.

### GENERAL TERMS

All matters and questions not specifically covered are subject to the final decision of SCCM. SCCM reserves the right to change these terms and conditions at any time, for any reason.

*Cancellation.* SCCM, at its sole discretion, reserves the right to reject requests for advertisements, cancel, or not renew previously approved advertisements, at any time for any reason or no reason at all. The Company may cancel or change an insertion within this Agreement by providing notice in writing to SCCM within fifteen (15) days after signing this Agreement. Any insertions cancelled after the deadline will incur the full cost of the insertion as indicated on the insertion order form. In instances of cancellation after the advertising space closing deadline, SCCM reserves the right to resell the advertising space. The Company is not relieved of any obligations made in the Agreement should SCCM resell the advertising space. Premium positions and transition ads cannot be cancelled.

*Governing Law.* This Agreement will be construed and interpreted under the laws of the State of Illinois. All disputes will be subject to the exclusive jurisdiction of the Illinois State Courts of Cook County, Illinois, USA (or, if

there is federal jurisdiction, the United States District Court for the Northern District of Illinois, USA), and the parties consent to the personal and exclusive jurisdiction of these courts.

*Modification.* This Agreement may be amended or modified only by a written instrument signed by the parties.

*Notices.* All notices required to be delivered in writing hereunder will be given to the other party either through email or through delivery via certified or registered mail, delivered to the party at the address above.

Advertiser's initials \_\_\_\_\_