



XPERIENCE DESIGN PROJECT
POWERED BY ASAE

Events are fleeting moments in time. Experiences, on the other hand, create emotional connections that last long after the event is over. Experiences leave your guests feeling inspired and mobilized to create real change.

Join us on **April 19 and 20, 2018** at the Gaylord National Resort & Convention Center, National Harbor, MD for the industry's most thought provoking meeting experience - XDP. Quickly XDP has become the strategic model for success in the new meetings era. This dynamite new experience fuses everything together - venue, environment, programing, marketing and entertainment. After the first year event, nearly 75% of attendees reported that they will make changes to their own association's meetings as a result of attending XDP.

The XDP Playbook aids the journey through the experience and becomes the inspirational resource for participants once they return to their association offices.

Your customers are here!

Limited Space Available in the XDP Playbook!

RATE

Full Page, 4-Color ad in the XDP Playbook \$8,500 gross

DEADLINE & SUBMISSION

SPACE DEADLINE:

February 5, 2018

MATERIAL DEADLINE:

February 12, 2018

AD MATERIAL SUBMISSION:

Please upload display ad to the FTP site:

<http://upload.asaecenter.org>

USERNAME: anupload

PASSWORD: @nfiles

Must send high resolution color proof to match.

Note: We do not accept ads via email.

PLAYBOOK SPECS

Without bleed: 7 in x 10.125 in

With bleed: 7.25 in x 10.3767 in

Live area: 5.6667 in x 8.7917 in

**TO RESERVE YOUR OPPORTUNITY,
PLEASE CONTACT YOUR ACCOUNT MANAGER,
EMAIL [INDUSTRYPARTNERRELATIONS@
ASAECENTER.ORG](mailto:INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG), OR CALL 202-626-2889.**