



2022 Advertising Opportunities
 Get the word out about your AAD Innovation Academy booth with engaging marketing placements

Overview

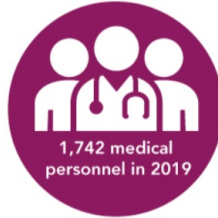


Exhibit Hall Dates and Hours
 Thursday, July 21, 6-7:30 p.m.
 Friday, July 22, 9 a.m.-5 p.m.
 Saturday, July 23, 9 a.m.-3:30 p.m.

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Engagement Packages

| Opportunity | Price range | Space reservation deadline | Materials due |
|------------------------|-------------|----------------------------|---------------|
| Branding | \$20,115 | Varies | Varies |
| Lead Generation | \$15,200 | Varies | Varies |
| Budget Meeting Package | \$6,550 | Varies | Varies |

Meeting News and Navigation Products

| Opportunity | Price range | Space reservation deadline | Materials due |
|------------------------|------------------|----------------------------|----------------|
| Advance Announcement | \$5,380-\$12,500 | March 25, 2022 | March 31, 2022 |
| Mobile App Advertising | \$20,000 | July 7, 2022 | July 14, 2022 |
| Meeting News Central | \$4,500-\$10,200 | Varies | Varies |
| Attendee Welcome Guide | \$12,500 | June 7, 2022 | June 14, 2022 |

Email Products

| Opportunity | Price range | Space reservation deadline | Materials due |
|-----------------------------|-----------------|----------------------------|---------------|
| Registration Emails | \$2,625 | April 1, 2022 | April 8, 2022 |
| AAD Official Meeting Emails | \$20,000 | Varies | Varies |
| ePreviews | \$4,380-\$5,640 | Varies | Varies |
| Exclusive Exhibitor Email | \$12,750 | June 17, 2022 | June 24, 2022 |

| | | | |
|-------------|-------------------|---------------|---------------|
| eDaily | \$13,005-\$17,105 | June 27, 2022 | July 5, 2022 |
| eHighlights | \$4,380-\$6,140 | July 6, 2022 | July 13, 2022 |

Personal Deliveries

| Opportunity | Price range | Space reservation deadline | Materials due |
|----------------------------|-------------|----------------------------|---------------|
| Individual Hotel Room Drop | \$14,025 | June 20, 2022 | July 18, 2022 |
| Doctors Bag Insert | \$7,500 | June 22, 2022 | June 29, 2022 |
| Doctors Bag Premium | \$12,735 | June 22, 2022 | June 29, 2022 |
| Retargeting | \$7,000 | June 22, 2022 | June 29, 2022 |

Hotel Advertising: Fairmont Pacific Rim

| Opportunity | Price range | Space reservation deadline | Materials due |
|--------------|-------------|----------------------------|---------------|
| Dark Channel | \$5,000 | June 15, 2022 | June 22, 2022 |

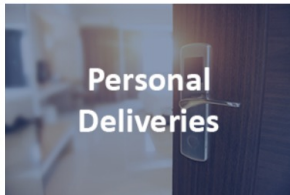
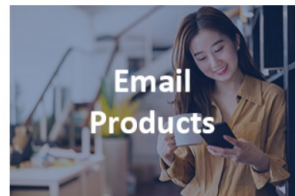
DermWorld Opportunities

| Opportunity | Price range | Space reservation deadline | Materials due |
|--------------------------------------|-----------------|----------------------------|---------------|
| DermWorld July Issue | \$3,810-\$8,910 | May 26, 2022 | June 2, 2022 |
| DermWorld Magazine Stand Sponsorship | \$5,000 | May 31, 2022 | June 6, 2022 |

AAD's 2022 Innovation Academy is planned as an in-person meeting in Vancouver. If the meeting must be canceled or converted to virtual, AAD and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

All rates are net. No agency discounts apply. Cancellations are non-refundable.
 All quantities are based on projected attendance and room blocks.
 Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Opportunities



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innovation academy

JULY 21-24, 2022 • VANCOUVER, BC

Official Exhibitor Supplier



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