

Meeting News and Navigation Products

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Attendee
Welcome Guide

Innovation
Academy
Announcement

Meeting
Concierge
Program

Meeting News
Central

Mobile App
Advertising



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Attendee Welcome Guide

Your brand is front and center as the exclusive sponsor of this publication delivered to attendees as they arrive at their hotels!

Reach: Meeting attendees.

Distribution:

- Onsite at headquarter hotels front desks.
- Included as a link in AAD's Know-Before-You-Go email sent to attendees.
- Also available on the front page of Meeting News Central.

Content: Key details attendees need to find what they're looking for and get their meeting experience off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on Meeting News Central.

INSERTION ORDER/SPECS

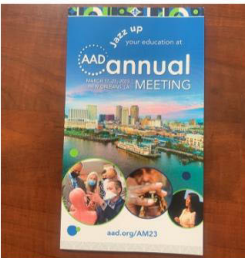
Deadlines

Space reservation: June 28, 2023
Materials due: July 5, 2023

Rate

\$12,500

Exclusive sponsorship opportunity



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Innovation Academy Announcement

NOW AN EXCLUSIVE SINGLE SPONSORSHIP!

All new for 2023!

- The Innovation Academy Announcement is now a tri-fold publication, 18" x 10.5" (flat).
- Advertiser receives a half panel ad.

Reach: Mailed to more than 16,000 members in May.

Content: Includes valuable information attendees need to efficiently plan their time at the meeting.

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 24, 2023
Materials due: April 7, 2023

Rate

\$35,000

Exclusive sponsorship opportunity

New creative should be submitted to AAD prior to the material deadline for approval.



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Meeting Concierge Program

- Sponsor the highly visible "Ask Me" team at the meeting for multiple touchpoints of interaction with AAD attendees!
- Professional, trained representatives dressed in "Ask Me" vests with your logo and booth number greet and guide attendees throughout the convention center.
- Equipped with iPads and the meeting Mobile App, 8-10 professionals (at peak times) roam high-traffic areas of the convention center, including main lobbies, registration, exhibit hall entrances and busy corridors outside session rooms, answering questions and providing directions for attendees.
- Sponsor receives additional recognition in the meeting Mobile App, the eDaily, Meeting News Central and the attendee Know-Before-You-Go email.

INSERTION ORDER/SPECS

Deadlines

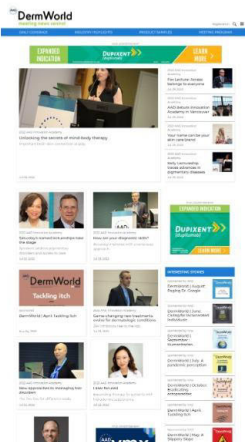
Space reservation: TBD
Materials due: TBD

Rate

\$35,000

Production fees included

Exclusive sponsorship opportunity



Meeting News Central

Huge exposure for your message on the 24/7 central location for conference coverage before, during and after the meeting!

Meeting News Central is the hub for the Innovation Academy ePreviews, eDailies and eHighlights, as well as sponsored content. As the push publications are read, each click on an article brings the reader to Meeting News Central. An extensive retargeting campaign also drives attendees, members and other professionals to the site.

[View the Meeting News Central site](#)

Ads rotate in all display ad positions throughout Meeting News Central during the entire event cycle.*

Run-of-site ad packages include the following display ads on the home page and news channel pages:

- Leaderboard (970 x 90) and mobile leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard also appears on the Industry Highlights channel.

INSERTION ORDER/SPECS

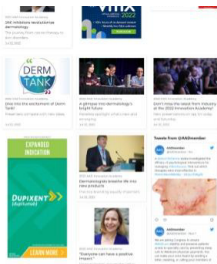
Deadlines

Space reservation: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by June 16, 2023.

Meeting News Central is regularly updated, which allows for a confirmation of your plans at any time until the limited ad positions are sold out.

Rates	
ROS Advertising (all available display ads on the home page and news channel pages)	\$10,200 (five available)
Interesting Stories	\$6,500
Product Sample	€3,500



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2022 site metrics:

- 23,236 pageviews
- 8,454 users

Data collected June 6-Dec. 31, 2022.

ROS ads in some channels populate with content level.

All display advertisers receive at least 20% SOV.

[Interesting Stories \(click for details\)](#)

[Product Sample Channel \(click for details\)](#)

Reach: 19,000+ AAD members and AAD Innovation Academy registrants via ePreviews, eDailies and eHighlights.

Content:

- Science presented at the conference.
- Information on schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Product Sessions.
- Hot-button topics and can't-miss sessions

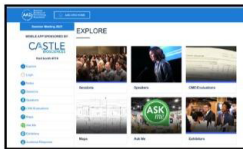
An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AAD Individual Hotel Room Drop supporters will have their insert loaded as an "article" within this channel and labeled as "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily.

**Length of advertiser exposure dependent on date of purchase.*

Months of exposure!

Meeting News Central will launch in July 2023. You can link your advertorials, programs and resources on this official AAD branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2024 AAD Annual Meeting ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)



click to enlarge

Mobile App Advertising

Your brand in the hands of attendees!

AAD's mobile app is the meeting program and primary navigation resource for attendees.

Reach: Innovation Academy attendees.

Content: User-friendly app allows attendees to access pertinent information, such as sessions and events, how to claim CME and submit evaluations, exhibitors, maps, e-Posters, "Ask Me" FAQs, city guide and more.

- Ads are located on the "Explore" page, immediately following the opening splash page.
- Ad is yours exclusively. No rotating with others.
- Ads link to a single URL of your choice.
- Ads can be corporate or branded.
- Advertisers are also on the "Ask Me" page with their name and a link.
- Additional exposure on the Desktop version of the Mobile App.

2022 Mobile App Metrics

- 1,359 impressions
- 601 downloads
- Average engagement time per session: 3.5 min
- Average engagement time per session: 13.5 min

Channel

Promote your industry program or booth with Interesting Stories for huge visibility

INSERTION ORDER/SPECS

Deadlines

Space reservation: July 6, 2023
Materials due: July 13, 2023

Rate

\$25,000 (three available)

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.



innovation academy

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