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Engagement Packages

| Opportunity | Price range | Space reservation deadline | Materials due |
|------------------------|-------------|----------------------------|---------------|
| Budget Meeting Package | \$6,580 | Varies | Varies |
| Goal: Branding | \$18,860 | Varies | Varies |
| Goal: Lead Generation | \$16,690 | Varies | Varies |

Meeting News and Navigation Products

| Opportunity | Price range | Space reservation deadline | Materials due |
|---------------------------------------------|----------------------|----------------------------|---------------|
| Innovation Academy Announcement SOLD | \$35,000 SOLD | March 24, 2023 | April 7, 2023 |
| Mobile App Advertising | \$25,000 | July 6, 2023 | July 12, 2023 |
| Meeting Concierge Program | \$35,000 | TBD | TBD |
| Meeting News Central | \$2,500-\$10,200 | Varies | Varies |
| Attendee Welcome Guide | \$12,500 | June 28, 2023 | July 5, 2023 |

[Hosting a program?](#)

Email Products

| Opportunity | Price range | Space reservation deadline | Materials due |
|----------------------------------|------------------|----------------------------|---------------|
| Registration Emails | \$3,500-\$6,000 | March 31, 2023 | April 7, 2023 |
| AAD Official Meeting Emails | \$20,000 | Varies | Varies |
| ePreviews | \$4,380-\$6,140 | Varies | Varies |
| Exclusive Exhibitor Email | \$12,750 | June 17, 2023 | June 24, 2023 |
| eDaily | \$3,515-\$16,605 | July 18, 2023 | July 25, 2023 |
| eHighlights with Product Samples | \$4,380-\$6,140 | July 26, 2023 | Aug. 2, 2023 |

Personal Deliveries

| Opportunity | Price range | Space reservation deadline | Materials due |
|----------------------------|-------------|----------------------------|---------------|
| Individual Hotel Room Drop | \$14,025 | July 11, 2023 | Aug. 8, 2023 |
| Retargeting | \$7,000 | Varies | Varies |

Hotel Advertising: Embassy Suites by Hilton Tampa Downtown Convention Center

| Opportunity | Price range | Space reservation deadline | Materials due |
|---------------------------------------|-------------|----------------------------|---------------|
| Convention Center Skybridge (Inside) | \$7,000 | June 30, 2023 | July 10, 2023 |
| Convention Center Skybridge (Outside) | \$10,000 | June 30, 2023 | July 10, 2023 |
| Elevator Clings | \$11,900 | June 30, 2023 | July 10, 2023 |
| Front Desk Branding | \$9,000 | June 30, 2023 | July 10, 2023 |

| | | | |
|--------------------------|----------|---------------|---------------|
| Front Entrance Branding | \$10,000 | June 30, 2023 | July 10, 2023 |
| Lobby Branding Package 1 | \$10,000 | June 30, 2023 | July 10, 2023 |
| Lobby Branding Package 2 | \$9,750 | June 30, 2023 | July 10, 2023 |
| Lobby Lounge Doors | \$3,500 | June 30, 2023 | July 10, 2023 |

Hotel Advertising: Tampa Marriott Water Street

| Opportunity | Price range | Space reservation deadline | Materials due |
|-------------------------|-------------|----------------------------|---------------|
| Lobby Banner and Gobo 1 | \$7,000 | June 30, 2023 | July 10, 2023 |
| Lobby Banner and Gobo 2 | \$7,000 | June 30, 2023 | July 10, 2023 |
| Single Lobby Gobo | \$3,500 | June 30, 2023 | July 10, 2023 |

Hotel Advertising: JW Marriott Water Street

| Opportunity | Price range | Space reservation deadline | Materials due |
|-------------------|-----------------|----------------------------|---------------|
| Column Wraps | \$6,000 | June 30, 2023 | July 10, 2023 |
| Escalator Package | \$6,000 | June 30, 2023 | July 10, 2023 |
| Floor Clings | \$2,500 | June 30, 2023 | July 10, 2023 |
| Wall Cling | \$5,000-\$6,500 | June 30, 2023 | July 10, 2023 |
| Window Clings | \$5,000 | June 30, 2023 | July 10, 2023 |

DermWorld Opportunities

| Opportunity | Price range | Space reservation deadline | Materials due |
|--------------------------------------|-----------------|----------------------------|---------------|
| DermWorld Magazine Stand Sponsorship | \$7,000 | June 21, 2023 | June 28, 2023 |
| DermWorld August Issue | \$3,905-\$9,140 | June 22, 2023 | July 6, 2023 |

AAD's 2023 Innovation Academy is planned as an in-person meeting in Tampa, Florida. 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed. Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

About the Meeting



2,027 total attendees
in Tampa in 2021



1,056 medical
personnel in Tampa
in 2021



Reach 19,000+
AAD members!

Welcome Reception with Exhibitors:
Thursday, Aug. 10: 6-7:30 p.m.

Exhibition Dates and Hours:
Friday, Aug. 11: 9 a.m.-5 p.m.
Saturday, Aug. 12: 9 a.m.-3:30 p.m.

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innovation academy

AUGUST 10-13, 2023 • TAMPA, FL

Official Exhibitor Supplier

