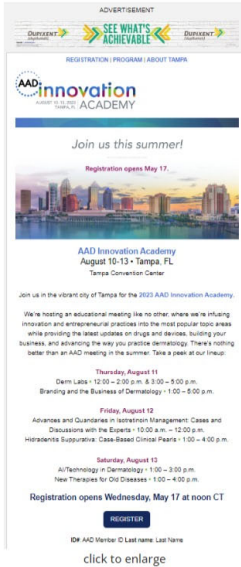


Email and Social Media

Print this page

AAD Official Meeting Emails	eDaily	eHighlights	ePreviews
Exclusive Exhibitor Email	Registration Emails	Retargeting	



AAD Official Meeting Emails

Your brand exclusively reaches AAD members - up to 10 times!

Content: Informative emails deployed by the AAD to members, providing details on meeting registration, sessions, events and updates on all things Innovation Academy related. Your 728 x 90 banner is at the top of each email and links to the URL of your choice.

Distribution: Up to 10 emails depending on when sponsorship is secured.

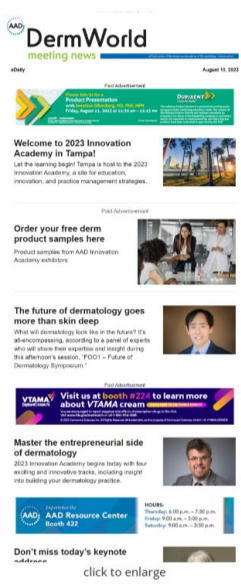
2023 metrics:

- 163,674 emails delivered
- 23% average open rate
- 9% average click through rate

INSERTION ORDER/SPECS

Deadlines
Space reservation: Space is limited and available until sold out.
Materials due: For inclusion in first email, please submit materials by March 28, 2024. Later deadlines also available.

Rate
\$20,000
Exclusive sponsorship opportunity.



eDaily

Now a single-sponsored opportunity!

Be the sole advertiser in three days of live meeting news. You will receive the leaderboard, two premium banner ads and one Traffic-Driving Content Ad to drive attendees to your booth or program (see image).

Reach: 19,000+ members and Innovation Academy attendees.

Content: Live event coverage and session recaps.

2023 average unique open rate: 53.4% compared to the healthcare industry average of 21.72%.*

eDailies are sent on Aug. 1, 2 and 3, 2024.

Link your corporate or product video to your banner ad!

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines
Space reservation: July 9, 2024
Materials due: July 16, 2024

Rates	
Per day	\$10,000
All three days	\$25,000



eHighlights

Now a single-sponsored opportunity!

Be the only advertiser in this critical meeting wrap-up email sent to all AAD members. You will receive the leaderboard, two premium banner ads and one Traffic-Driving Content Ad (see image).

Reach: 19,000+ AAD members and Innovation Academy attendees.

INSERTION ORDER/SPECS

Deadlines
Space reservation: July 17, 2024
Materials due: July 24, 2024

Rate
\$9,500
Exclusive sponsorship opportunity.

Order your free derm product samples here

Product samples from AAD Innovation Academy exhibitors

Don't ignore the power and persistence of itch

More than a head of hair

On the rare side of skin cancer

Business as usual?

click to enlarge

reach: 19,000+ AAD MEMBERS and INNOVATION ACADEMY attendees in early August.

Content: Wrap-ups of the entire meeting, including the most important sessions, speakers and science.

2023 average unique open rate: 52.1% compared to the healthcare industry average of 21.72%.*

Link your corporate or product video to your banner ad!

*According to MailChimp's email benchmark report, 2022.

EXCLUSIVE sponsorship opportunity

Microneedling has global appeal

Taking a closer look

Transcending burnout

Epionce Skin Care is Better for the Barrier - Here's Why

Dermatology's history, role in treating STIs

click to enlarge

ePreviews

ePreviews #1 and #2 now available for single sponsorship!

Be the sole advertiser in emails announcing meeting programs, science and activities. You will receive the leaderboard, two premium banner ads and one Traffic-Driving Content Ad (see image).

Reach: 19,000+ AAD members and Innovation Academy attendees.

Content: Topics to be presented at the meeting, industry events and exhibit hall activities.

2023 average unique open rate: 47.2% compared to the healthcare industry average of 21.72%.*

Link your corporate or product video to your banner ad!

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
ePreview #1: Early July	June 11, 2024	June 18, 2024
ePreview #2: Late July	July 3, 2024	July 11, 2024

Rates		
ePreview #1 Exclusive Sponsorship		\$9,500
ePreview #2 Exclusive Sponsorship		\$9,500

EXPERT ADVICE AND EDUCATION

Adbry

PROFESSIONAL LUNCHTIME PRODUCT SESSION

START NOW

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Exclusive Exhibitor Email

EXCLUSIVE AND LIMITED!

Deliver your message in an exclusive email to both 2024 Annual Meeting and 2024 Innovation Academy attendees!

Increase the attendance at your program and traffic at your booth with a direct invitation!

Reach: Your email message is sent to both 2024 Annual Meeting and 2024 Innovation Academy attendees.

Content: Advertiser-supplied materials, subject to AAD approval. Content must be a booth driver or a meeting-related event invitation (such as an industry program) and should not be product specific. Post-event content can include follow up meeting announcements or tease upcoming news. If necessary, please include a QR code or a link to PI information.

2023 average unique open rate: 58.5% compared to the healthcare industry average of 21.72%.*

Include a calendar link to get your program or event on attendee schedules!

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

- Limit one each day of the meeting and two the week after the meeting.
- Work with your account manager to select a date.

Deadlines
Space reservation: June 21, 2024
Materials due: June 28, 2024

Rate
\$12,750

Reach Annual Meeting and Innovation Academy attendees with your own exclusive email!

Banner Ad

Dear Prospects

There are only a few days left to register for the 2024 AAD Summer Meeting taking place in Tampa, Florida, Aug 6-8, 2024. A summary of your registration is provided below. Please print this acknowledgment of your registration and bring to your session.

REGISTRATION FEE: \$2,500 (Early Bird Registration is available until June 15, 2024. Registration fee includes access to all sessions, meals, and materials.)

CHANGES: MAKE A CHANGE TO SESSION TICKETS OR HOUSING RESERVATIONS: \$250.00 to go to the Already Registered area of the Registration & Housing system.

Registration Emails

Kickstart your brand exposure early - just as attendees are registering for the meeting!

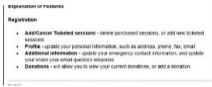
Your brand reaches meeting attendees with your 728 x 90 banner at the top of registration emails sent from AAD. Each email is an exclusive opportunity. Banner links to a URL of your choice.

Reach: Innovation Academy attendees.

INSERTION ORDER/SPECS

Deadlines
Space reservation: April 12, 2024
Materials due: April 19, 2024

Rates		
Per email		\$3,500



click to enlarge

Registration & Housing Confirmation Email

- Launches in May 2024.
- Sent to all attendees when they complete or make updates to their registration, or if they cancel their registration.

Post Meeting Confirmation Email

- Launches approximately one week after the meeting.
- Sent to registrants who verified their Advance or Onsite registration while at the meeting.

Both emails \$6,000

These emails are not utilized for guest or exhibitor registration.



click to enlarge

Retargeting

Drive prospects through your marketing funnel and increase conversions with retargeting!

Your ads will follow this highly targeted AAD audience on social media.

INSERTION ORDER/SPECS

Deadlines are customizable. Please contact your Account Manager.

Rate
\$7,000 per 25,000 impressions
(other quantities available at same CPM)

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

AUGUST 1-4, 2024 • SEATTLE, WA

Official Meeting Provider