



2024 Advertising Opportunities

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Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Innovation Academy Announcement	\$35,000	March 15, 2024	March 22, 2024
Meeting Concierge and Mobile App Program	\$25,000	May 28, 2024	June 3, 2024
Mobile App Advertising	\$20,000	June 26, 2024	July 3, 2024
Meeting News Central	\$2,500-\$10,200	Varies	Varies
Attendee Welcome Guide	\$13,125	June 26, 2024	July 3, 2024

Email and Social Media

Opportunity	Price range	Space reservation deadline	Materials due
Registration Emails*	\$3,500-\$6,000	April 12, 2024	April 19, 2024
AAD Official Meeting Emails*	\$20,000	Varies	Varies
ePreviews*	\$9,500	Varies	Varies
Exclusive Exhibitor Email*	\$12,750	June 21, 2024	June 28, 2024
eDaily*	\$10,000-\$25,000	July 9, 2024	July 16, 2024
eHighlights*	\$9,500	July 17, 2024	July 24, 2024
Retargeting	\$7,000	Varies	Varies

*Exclusive sponsorship opportunity

DermWorld Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld Magazine Stand Sponsorship	\$7,000	June 13, 2024	June 20, 2024
DermWorld July Issue	\$4,010-\$9,390	May 30, 2024	June 6, 2024

AAD's 2024 Innovation Academy is planned as an in-person meeting in Seattle, WA. 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



Reach 19,000+ AAD members with many meeting products!

Attended by member and non-member physicians and residents.

Many exclusive opportunities for your message!

Welcome Reception with Exhibitors:
Thursday, Aug. 1: 6-7:30 p.m.

Exhibition Dates and Hours:
Friday, Aug. 2: 9 a.m.-5 p.m.
Saturday, Aug. 3: 9 a.m.-3:30 p.m.

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innovation academy

AUGUST 1-4, 2024 • SEATTLE, WA

Official Meeting Provider