

Meeting News and Navigation Products

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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, the official meeting news site for the conference.

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

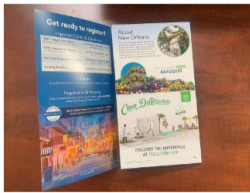
Deadlines

Space reservation: June 26, 2024
 Materials due: July 3, 2024

Rate

\$13,125

Exclusive sponsorship opportunity



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Innovation Academy Announcement

An exclusive single sponsorship!

The Innovation Academy Announcement is a tri-fold publication, 18" x 10.5" (flat).

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

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

Advertiser receives a half panel ad.

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 15, 2024
 Materials due: March 22, 2024

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 and Mobile App Program

Be the team that guides attendees through the meeting!

Every time an attendee seeks meeting information—either on the mobile app or from the roaming concierge staff—your brand will be there!

Sponsorship includes:

- One ad in the official meeting mobile app. This app is the meeting program and the primary resource for everything attendees need to know.
- Exclusive sponsorship of the Meeting Concierge Program
 - Professional, trained representatives dressed in "Ask Me" vests with your logo and booth number on the front and back 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

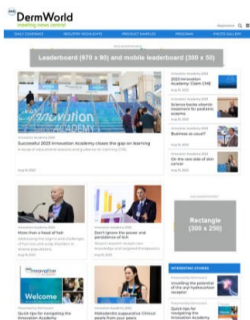
Deadlines

Space reservation: May 28, 2024
 Materials due: June 3, 2024

Rate

\$25,000

Production fees included



Meeting News Central

View the Meeting News Central Site!

ROS ads and premium placements put your brand message in front of your target audience!

Meeting News Central is the official meeting news site 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.

Run-Of-Site Ads

INSERTION ORDER/SPECS

Deadlines

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

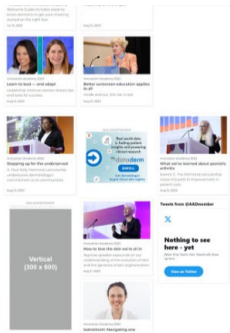
Materials due: For exposure from first launch, we encourage materials be sent by June 11, 2024.

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 All Positions

€10,200



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High-Performance Ads

Product Sampling Program

Site metrics (2023):*

- 30,070 pageviews
- 12,276 users

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.
- Hot-button topics and can't-miss sessions

**Data collected July 6-Nov. 13, 2023.*

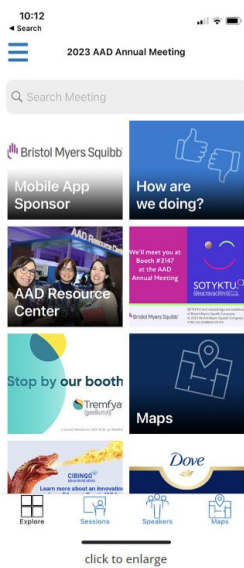
(three available)	\$4,730
ROS Leaderboard (two available)	\$4,730
ROS Rectangle (two available)	\$3,150
ROS Vertical (two available)	\$2,630
High-Performance Ads	\$6,500
Product Sampling Program	\$2,500

2023 Innovation Academy Product Sample advertiser received 900+ leads!

Months of exposure!

Meeting News Central will launch in June 2024. 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 2025 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. **Everything** attendees need to know is found in the mobile app!

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.

2023 Mobile App Metrics

- 2,900 total users
- 12,100 total sessions
- Average engagement time per session: 3.35 min
- Average engagement time per session: 16.1 min

INSERTION ORDER/SPECS

Deadlines

Space reservation: June 26, 2024
Materials due: July 3, 2024

Rate

\$20,000 (two 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.

