



2022 Advertising Opportunities
 Discover exciting opportunities to maximize engagement with attendees at the largest U.S. dermatology conference.

Overview



AAD Annual Meeting medical personnel represent **18,640,900** patients per year



18,436 attendees in 2019



Email products reach **19,000+** members and attendees

Exhibit Hall Dates and Hours
 Friday, March 25, 10 a.m.-5 p.m.
 Saturday, March 26, 10 a.m.-5 p.m.
 Sunday, March 27, 10 a.m.-5 p.m.

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Engagement Packages

Opportunity	Price range	Space reservation deadline	Materials due
Branding	\$30,000	Varies	Varies
Lead Generation	\$17,000	Varies	Varies
Traffic Building	\$31,000	Varies	Varies
Budget Meeting Package One	\$3,200	Varies	Varies
Budget Meeting Package Two	\$6,300	Varies	Varies

Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Advance Announcement	\$7,800-\$16,250	Sept. 10, 2021	Sept. 29, 2021
Mobile App Advertising	\$30,000	Dec. 8, 2021	Dec. 15, 2021
Annual Meeting News	\$1,030-\$24,165	Feb. 3, 2022	Feb. 10, 2022
Attendee Welcome Guide	\$25,000	Feb. 10, 2022	Feb. 17, 2022
Meeting News Central	\$5,000-\$30,000	Dec. 28, 2021	Jan. 4, 2022

Email Products

Opportunity	Price range	Space reservation deadline	Materials due
Attendee Registration Emails	\$20,000-\$25,000	Varies	Varies
AAD Official Meeting Emails	\$40,000	Varies	Varies
ePreviews	\$4,900-\$6,500	Varies	Varies
Morning Agenda Email	\$15,000	Feb. 24, 2022	March 3, 2022
eDaily	\$6,500-\$23,000	Feb. 24, 2022	March 3, 2022
eHighlights	\$5,000-\$14,000	Varies	Varies
Exclusive Exhibitor Emails	\$25,000	Feb. 25, 2022	March 4, 2022

Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag	\$12,350-\$26,825	Feb. 9, 2022	Feb. 16, 2022
Individual Hotel Room Drop	\$27,500	Feb. 23, 2022	March 22, 2022
Retargeting	\$7,000	Feb. 25, 2022	March 4, 2022

DermWorld Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld Magazine Stand Sponsorship	\$11,500	Feb. 1, 2022	Feb. 8, 2022
DermWorld Meeting Issue	\$1,670-\$5,868	Feb. 3, 2022	Feb. 10, 2022

Hotel Advertising: The Westin Boston Seaport District

Opportunity	Price range	Space reservation deadline	Materials due
Lobby Bar Branding Package	\$30,000	Feb. 11, 2022	Feb. 25, 2022
D Street Entrance	\$35,000	Feb. 11, 2022	Feb. 25, 2022
Convention Center Skywalk Branding	\$40,000	Feb. 11, 2022	Feb. 25, 2022
Lobby Jumbotron	\$25,000 per day	Feb. 11, 2022	Feb. 25, 2022
Mezzanine Escalator and Column	\$40,000	Feb. 11, 2022	Feb. 25, 2022
Center Lobby Column, Glass Panels and Elevator Runner	\$30,000	Feb. 11, 2022	Feb. 25, 2022
Front Desk Columns and Floor Clings	\$20,000	Feb. 11, 2022	Feb. 25, 2022
Harborside Escalator Glass Panels and Columns	\$30,000	Feb. 11, 2022	Feb. 25, 2022
Digital Screen at Concierge Desk	\$10,000 per day	Feb. 11, 2022	Feb. 25, 2022

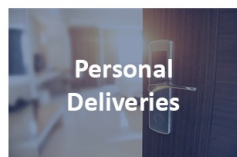
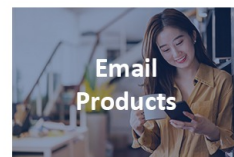
Hotel Advertising: Omni Boston Hotel at the Seaport

Opportunity	Price range	Space reservation deadline	Materials due
Convention Center Underpass	\$40,000	Feb. 11, 2022	Feb. 25, 2022
Gala Pre-Function, Receptions and Affiliate Meeting Branding on Level Two	\$20,000	Feb. 11, 2022	Feb. 25, 2022
Elevator Doors on Level Two	\$10,000	Feb. 11, 2022	Feb. 25, 2022
Affiliate Meeting Branding on Level Three	\$10,000	Feb. 11, 2022	Feb. 25, 2022
Elevator Doors on Level Three	\$8,500	Feb. 11, 2022	Feb. 25, 2022
INC Program and Affiliate Meeting Branding on Level Five	\$8,500	Feb. 11, 2022	Feb. 25, 2022

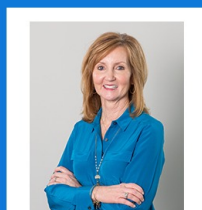
AAD's 2022 Annual Meeting is planned as an in-person meeting in Boston. If the meeting must be canceled or converted to virtual, AAD and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare 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 are based on projected attendance and room blocks.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Opportunities



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annual meeting

MARCH 25-29, 2022 • BOSTON, MA

Official Exhibitor Supplier



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