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Make a direct connection with AAD members and Annual Meeting attendees!



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Doctors Bag



Increase your booth traffic and program participation with a delivered invitation!

Reach: Meeting attendees at headquarters hotels and in the convention center on March 25 and 26, as well as AAD members via a link in the eDaily on those dates. Advertiser selects distribution date.

Content: Advertiser-supplied* booth announcements, promotions and industry event presentation invitations, including Industry Product Sessions and Industry Non-CMEs.

Distribution: Doctors Bags are delivered the mornings of March 25 and 26 to attendee hotel rooms at headquarters hotels and distributed throughout the convention center. In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

New Feature for 2022!

An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Premium insert advertisers in the AAD Doctors Bag will have their articles pinned at the top of this channel page. A link to the Industry Highlights page will be included in each days' eDaily.

Bag Premium: Maximize your brand impact by advertising on the outside of the Doctors Bag delivered to attendees! We'll place your insert in a clear pocket on one side. Premium insert advertisers will have their article highlighted within this channel.

Industry Program Bonus for 2022!

All Industry Program inserts for each day will be included in a video hosted prominently on the industry Highlights channel of AAD's Meeting News Central, and promoted in that day's eDaily to all attendees and AAD members. Video will have AAD branding and include information and images from each day's inserts.

**inserts subject to AAD approval.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 9, 2022
Materials due: Feb. 16, 2022

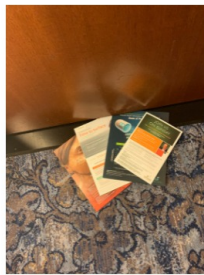
Rates

Bag Premium	\$26,825 each
Insert	\$12,350 each

Maximum insert size is 8.5" x 11".

A minimum of four inserts per day must be reserved for a Doctors Bag to be delivered.

Icon Key



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Individual Hotel Room Drop



Stand out with a personal direct delivery to select attendee hotel rooms

Distribution: Inserts are delivered to select hotel rooms on March 25, 26, 27 and 28, 2022. In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

Content Includes: Advertiser-provided brochures and program or booth invitations. Advertiser provides items to be distributed, subject to AAD approval.

Bonus for 2022!

Each Individual Room Drop will have a video created and placed on AAD's Industry Highlights channel on Meeting News Central, along with an "article" on Meeting News Central to include highlights from their insert. (See specifications for details.)

Advertiser arranges production and shipping details for Individual Hotel Room Drop, and has items delivered to hotels each morning. Ascend Media manages distribution only.

AAD and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 23, 2022
Materials due: March 22, 2022

Rate

\$27,500 per day



Retargeting



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

Your ads will follow this highly targeted AAD audience as they visit other websites



INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 25, 2022
Materials due: March 4, 2022

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 are based on projected attendance and room blocks.



annual meeting
MARCH 25-29, 2022 • BOSTON, MA
Official Exhibitor Supplier



