



**2023 Advertising Opportunities**  
 Make your booth a must-see with placements that command attention

**Overview**

15,200  
total attendees  
in 2022

7,500+  
medical personnel  
in 2022

Email products reach  
19,000+ members  
and attendees

**Exhibit Hall Dates and Hours**  
 Friday, March 17, 10 a.m.-5 p.m.  
 Saturday, March 18, 10 a.m.-5 p.m.  
 Sunday, March 19, 10 a.m.-3 p.m

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**Opportunities**

**Engagement Packages**

**Meeting News and Navigation Products**

**the DermWorld**  
**Email Products**

**Personal Deliveries**

**the DermWorld**  
**DermWorld**  
**Opportunities**

**Hotel Advertising:**  
**Hilton New Orleans**  
 Riverside



## Engagement Packages

Opportunity	Price range	Space reservation deadline	Materials due
Branding	\$22,450	Varies	Varies
Lead Generation	\$8,000	Varies	Varies
Traffic Building	\$36,100	Varies	Varies
Budget Meeting Package One	\$3,850	Varies	Varies
Budget Meeting Package Two	\$7,200	Varies	Varies

## Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Annual Meeting Announcement	\$35,000	Aug. 31, 2022	Sept. 8, 2022
<i>DermWorld Meeting News Preview Edition</i>	\$25,000-\$35,000	Nov. 14, 2022	Jan. 13, 2023
Mobile App Advertising	\$40,000	Dec. 7, 2022	Dec. 14, 2022
Meeting Concierge Program	\$50,000	Dec. 16, 2022	Dec. 23, 2022
<i>DermWorld Meeting News Newsstand</i>	\$15,760-\$21,750	Jan. 24, 2023	Jan. 31, 2023
<i>DermWorld Meeting News</i>	\$1,030-\$24,165	Jan. 26, 2023	Feb. 2, 2023
Attendee Welcome Guide	\$26,250	Feb. 2, 2023	Feb. 9, 2023
<i>DermWorld Meeting News Post Edition</i>	\$25,000-\$35,000	March 3, 2023	March 10, 2023
Meeting News Central	\$1,750-\$30,000	Varies	Varies

## Email Products

Opportunity	Price range	Space reservation deadline	Materials due
Attendee Registration Emails	\$50,000	Sept. 13, 2022	Sept. 20, 2022
AAD Official Meeting Emails	\$40,000	Varies	Varies
ePreviews	\$5,145-\$6,500	Varies	Varies
Exclusive Exhibitor Emails	\$28,000	Feb. 6, 2023	Feb. 13, 2023
Morning Agenda Email	\$20,000	Feb. 6, 2023	Feb. 13, 2023
eDaily	\$5,750-\$22,800	Feb. 16, 2023	Feb. 23, 2023
eHighlights #1	\$10,770-\$14,000	March 2, 2023	March 9, 2023
eHighlights #2 with Product Samples	\$7,500-\$10,770	March 9, 2023	March 16, 2023

## Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag	\$12,350-\$26,825	Feb. 3, 2023	Feb. 10, 2023
Individual Hotel Room Drop	\$27,500	Feb. 20, 2023	March 15, 2023
Retargeting	\$7,000	Varies	Varies
Attendee Engagement Box	\$75,000	Nov. 1, 2022	TBD

## DermWorld Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
<i>DermWorld Magazine Stand Sponsorship</i>	\$12,075	Jan. 24, 2023	Jan. 31, 2023
<i>DermWorld Meeting Issue</i>	\$3,810-\$4,455	Jan. 26, 2023	Feb. 2, 2023

## Hotel Advertising: Hilton New Orleans Riverside **SOLD OUT**

Opportunity	Price range	Space reservation deadline	Materials due
Spirits Bar Gobos	\$6,500-\$9,000	Feb. 2, 2023	Feb. 9, 2023
Atrium Floor in Hotel Lobby	\$15,000	Feb. 2, 2023	Feb. 17, 2023

Opportunity	Price range	Space reservation deadline	Materials due
Bell Desk Branding	\$25,000	Feb. 3, 2023	Feb. 17, 2023
Chemin Royale Foyer Banner	\$10,000	Feb. 3, 2023	Feb. 17, 2023
Concierge Desk Package	\$50,000	Feb. 3, 2023	Feb. 17, 2023
Driveway Window Clings	\$50,000	Feb. 3, 2023	Feb. 17, 2023
Front Desk Branding	\$20,000	Feb. 3, 2023	Feb. 17, 2023
Glass Half-Wall Around Le Croissant Restaurant	\$25,000	Feb. 3, 2023	Feb. 17, 2023
Guest Elevator Advertising	\$35,000	Feb. 3, 2023	Feb. 17, 2023
Main Entrance Branding	\$40,000	Feb. 3, 2023	Feb. 17, 2023
Shuttle Bus Entrance Branding	\$75,000	Feb. 3, 2023	Feb. 17, 2023

### Hotel Advertising: Sheraton New Orleans **SOLD OUT**

Opportunity	Price range	Space reservation deadline	Materials due
Elevator Clings	\$25,000	Feb. 3, 2023	Feb. 17, 2023
Exterior Window Clings on Canal Street	\$30,000-\$50,000	Feb. 3, 2023	Feb. 17, 2023
Welcome Banner	\$15,000	Feb. 3, 2023	Feb. 17, 2023
Large Lobby Banner	\$35,000	Feb. 3, 2023	Feb. 17, 2023

### Hotel Advertising: New Orleans Marriott Warehouse Arts District Hotel **SOLD OUT**

Opportunity	Price range	Space reservation deadline	Materials due
Front Entrance Doors	\$15,000	Feb. 3, 2023	Feb. 17, 2023
Lobby Reader Board	\$3,500	Feb. 3, 2023	Feb. 17, 2023
Second Floor Railing	\$7,000	Feb. 3, 2023	Feb. 17, 2023

AAD's 2023 Annual Meeting is planned as an in-person meeting in New Orleans. 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.

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**annual meeting**  
 MARCH 17-21, 2023 • NEW ORLEANS, LA  
**Official Exhibitor Supplier**

