

Personal Deliveries

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Deliver your message directly to AAD members and Annual Meeting attendees!

Icon Key

- Traffic building product
- Reach all meeting attendees
- Reach all members
- Push Product
- Personal Delivery
- Lead-generating product
- Product has frequency
- Branding product



[click to enlarge](#)

Doctors Bag



Deliver real-time invitations to attendee hotel rooms in New Orleans!

Reach: Meeting attendees at headquarters hotels and in the convention center, 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 evenings of March 16 and 17 to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on March 17 and 18.
- In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

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." 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.

**Inserts subject to AAD approval.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 3, 2023
 Materials due: Feb. 10, 2023

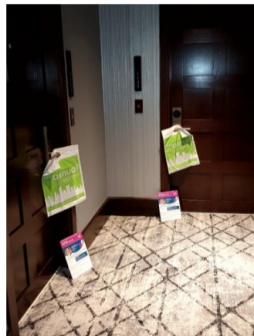
Rates

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.

Promote your industry program or booth with "Interesting Stories" on Meeting News Central for huge visibility!



[click to enlarge](#)

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 17, 18, 19 and 20, 2023. 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.

An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each days' eDaily

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

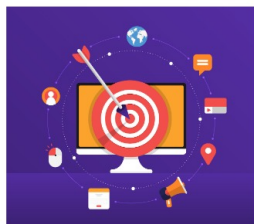
Deadlines

Space reservation deadline: Feb. 20, 2023
 Materials due: March 15, 2023

Rate

\$27,500 per day

Promote your industry program or booth with "Interesting Stories" on Meeting News Central for huge visibility!



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 are customizable. Please contact your Account Manager.

Rate

\$7,000 per 25,000 impressions (other quantities available at same CPM)



AAD members and Annual Meeting attendees

see your ad on the internet

and on social media!

Proven to maximize ROI



Attendee Engagement Box



Make a huge impression on attendees with this very special delivery!

Send attendees your product sample, advertising insert or program invitation with our fun New Orleans-themed promotional items!

Distribution: 1,000 boxes will be shipped to attendees in early March.

Advertiser branding is on the inside lid and on the two (short) sides of the outside of box.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Nov. 1, 2022

Materials due: TBD

Rate

\$75,000

Icon Key

Traffic building product

Reach all meeting attendees

Reach all members

Push Product


Personal Delivery

Lead-generating product

Product has frequency


Branding product

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.*



annual meeting
MARCH 17-21, 2023 • NEW ORLEANS, LA

Official Exhibitor Supplier



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