



## Rates and Deadlines

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### Engagement Packages

Opportunity	Price range	Space reservation deadline	Materials due
Exhibitor Spotlight Package	\$2,000	Jan. 15, 2024	Jan. 22, 2024
Budget Meeting Package	\$4,940	Varies	Varies
Branding	\$25,910	Varies	Varies
Lead Generation	\$12,000	Varies	Varies
Traffic Building	\$31,500	Varies	Varies

### Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Annual Meeting Announcement	\$35,000	Sept. 15, 2023	Oct. 6, 2023
<i>DermWorld Meeting News</i> Newsstand	\$15,760-\$21,750	Jan. 16, 2024	Jan. 23, 2024
Mobile App Advertising	\$40,000	Jan. 18, 2024	Jan. 25, 2024
Attendee Welcome Guide	\$26,250	Jan. 25, 2024	Feb. 1, 2024
Convention Center Map	\$20,000	Jan. 25, 2024	Feb. 1, 2024
<i>DermWorld Meeting News</i>	\$1,030-\$24,165	Jan. 25, 2024	Feb. 1, 2024
<i>DermWorld Meeting News</i> Preview and Post Editions	\$35,000-\$50,000	Varies	Varies
Meeting News Central	\$2,000-\$30,000	Varies	Varies
Photo Gallery Sponsorship	\$15,000	Varies	Varies
Product Sampling Program	\$5,000-\$7,500	Varies	Varies

[Hosting a program?](#)

### Email Products

Opportunity	Price range	Space reservation deadline	Materials due
Official Meeting Promotional Emails	\$40,000	Varies	Varies
Attendee Registration Emails	\$50,000	Sept. 20, 2023	Sept. 20, 2023
ePreviews	\$5,000-\$6,500	Varies	Varies
Exclusive Exhibitor Emails	\$28,000	Jan. 22, 2024	Jan. 29, 2024
Morning Agenda Email	\$20,000	Feb. 8, 2024	Feb. 15, 2024
eDaily	\$5,750-\$22,800	Feb. 9, 2024	Feb. 16, 2024
eHighlights	\$7,500-\$14,000	Varies	Varies

### Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
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Doctors Bag	\$12,350-\$26,825	Jan. 26, 2024	Feb. 2, 2024
Individual Hotel Room Drop	\$26,250-\$48,500	Feb. 15, 2024	March 6, 2024
Retargeting	\$7,000	Varies	Varies

## DermWorld Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld Magazine Stand Sponsorship	\$12,075	Jan. 16, 2024	Jan. 23, 2024
DermWorld Meeting Issue	\$4,010-\$4,695	Jan. 25, 2024	Feb. 1, 2024

## Hotel Advertising: Marriott Marquis

Opportunity	Price range	Space reservation deadline	Materials due
Bar Napkins	\$5,500	Jan. 18, 2024	Feb. 1, 2024
Column Wraps <b>SOLD</b>	<del>\$20,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Columns on Harbor Drive <b>SOLD</b>	<del>\$75,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Digital Floor Display <b>SOLD</b>	<del>\$12,025</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Elevator Door Clings <b>SOLD</b>	<del>\$40,000-\$45,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Escalator Clings <b>SOLD</b>	<del>\$25,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Exterior South Wall Strip <b>SOLD</b>	<del>\$75,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Front Desk Monitors <b>SOLD</b>	<del>\$6,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby: North Tower Header <b>SOLD</b>	<del>\$16,500</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby: South Tower Header <b>SOLD</b>	<del>\$25,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lower Level Entrance <b>SOLD</b>	<del>\$40,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lower Level Video Monitor <b>SOLD</b>	<del>\$10,750</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Main Hotel Entrance <b>SOLD</b>	<del>\$38,500</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
North Tower Video Monitor	\$5,750	Jan. 18, 2024	Feb. 1, 2024
South Tower Foyer Gobo	\$9,350	Jan. 18, 2024	Feb. 1, 2024
South Valet Wall <b>SOLD</b>	<del>\$38,500</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Wall Cling at Top of Escalator <b>SOLD</b>	<del>\$20,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024

## Hotel Advertising: Omni Hotel

Opportunity	Price range	Space reservation deadline	Materials due
Outdoor Banners	\$40,000	Jan. 18, 2024	Feb. 1, 2024

## Hotel Advertising: Manchester Grand Hyatt

Opportunity	Price range	Space reservation deadline	Materials due
Harbor Foyer Banner	\$5,000	Jan. 18, 2024	Feb. 1, 2024
Harbor Tower Escalator Surround <b>SOLD</b>	<del>\$15,400</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby Bar Overlook	\$14,520	Jan. 18, 2024	Feb. 1, 2024
Lobby Escalator <b>SOLD</b>	<del>\$22,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby Video Wall	\$12,000-\$18,000	Jan. 18, 2024	Feb. 1, 2024
Second Floor Landing Video Wall	\$9,000	Jan. 18, 2024	Feb. 1, 2024

## Hotel Advertising: Hilton San Diego Bayfront

Opportunity	Price range	Space reservation deadline	Materials due
Bar Napkins	\$5,500	Jan. 18, 2024	Feb. 1, 2024
Center Lobby Column Wrap <b>SOLD</b>	<del>\$25,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Column Wraps on Gull Street	\$22,00-\$33,000	Jan. 18, 2024	Feb. 1, 2024
Elevator Door Clings	\$40,000-\$45,000	Jan. 18, 2024	Feb. 1, 2024
Escalator Clings and Promenade Column Wraps <b>SOLD</b>	<del>\$35,200</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Front Desk Overhead Cling <b>SOLD</b>	<del>\$15,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Hotel Entrance Doors <b>SOLD</b>	<del>\$20,000</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby Column Wraps <b>SOLD</b>	<del>\$26,400</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Lobby Escalator Railing	\$13,200	Jan. 18, 2024	Feb. 1, 2024
Lobby Light Wall Clings	\$7,500	Jan. 18, 2024	Feb. 1, 2024
Odysea Lobby Bar Tabletops	\$30,000	Jan. 18, 2024	Feb. 1, 2024
Outdoor Column Wraps and Welcome Banners at Hotel Entrance <b>SOLD</b>	<del>\$15,000-\$16,500</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024
Window/Door Clings: Gull Street Doors to Convention	<del>\$16,500</del> <b>SOLD</b>	Jan. 18, 2024	Feb. 1, 2024

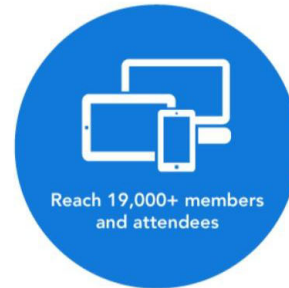
## Year-Round Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld Year In Review Email	\$6,500	Nov. 21, 2023	Nov. 28, 2023
DermWorld	\$4,010-\$4,695	Varies	Varies
Exclusive Advertiser Email	\$35,000	Varies	Varies

AAD's 2024 Annual Meeting is planned as an in-person meeting in San Diego. 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed. Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

## About the Meeting



### Exhibit Hall Dates and Hours

Friday, March 8: 10 a.m.-5 p.m.  
Saturday, March 9: 10 a.m.-5 p.m.  
Sunday, March 10: 10 a.m.-3 p.m.

## Contact



**Bridget Blaney**

Company Names: A-D  
773-259-2825  
bblaney@ascendmedia.com



**Cathleen Gorby**

Company Names: E-L  
913-344-1305  
cgorby@ascendmedia.com



**Maureen Mauer**

Company Names: M-Z  
913-344-1321  
mmauer@ascendmedia.com



annual meeting

MARCH 8-12, 2024 • SAN DIEGO, CA

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