

Personal Deliveries

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Doctors Bag

Individual Hotel Room Drop

Retargeting



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Doctors Bag

Deliver real-time invitations to attendee hotel rooms in San Diego!

Reach: Meeting attendees at headquarters hotels and in the convention center. In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below). Advertiser selects distribution date.

Content: Advertiser-supplied* booth announcements, promotions and program invitations.

Distribution:

- Doctors Bags are delivered the evenings of March 7 and 8, 2024, to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on the mornings of March 8 and 9, 2024.
- In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

Bonus exposure on the official AAD meeting news site!

An Industry Highlights channel will be published on [AAD Meeting News Central](#), which will include a schedule of Industry Programs. All AAD Doctors Bag and Individual Hotel Room Drop supporters will have their insert within this channel labeled as "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: Jan. 26, 2024
 Materials due: Feb. 2, 2024

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.

Hosting a program?



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 8, 9, 10 and 11, 2024. 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 Doctors Bag and Individual Hotel Room Drop supporters will have their insert within this channel labeled as "paid advertising content." A link to the Industry Highlights page will be included in each days' eDaily

Promote your industry program or booth with a High-Performance Ad on Meeting News Central for huge visibility!

Packaged products may not exceed 6 oz. and must be in sealed bags.

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: Feb. 15, 2024
 Materials due: March 6, 2024

Rates

3,000 deliveries outside the room	\$27,500
3,000 deliveries inside the room (March 8, 9 and 10 only)	\$48,500
1,500 deliveries inside the room (March 8, 9 and 10 only)	\$26,250
750 deliveries outside the room (evening of March 6 or morning of March 7 only)	\$7,500



Retargeting

- Your ads on LinkedIn are served to AAD members and meeting prospects anytime they are on the platform.
- Use for branding, driving registrations to programs or any kind of lead-generating activity.

One retargeting advertiser in 2022

INSERTION ORDER/SPECS

Deadlines are customizable. Please contact your Account Manager.

Rate

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



One retargeting advertiser in 2023
received more than 500 clicks!

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
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.*



annual meeting
MARCH 8-12, 2024 • SAN DIEGO, CA
Official Exhibitor Supplier



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