

Advertising Opportunities



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Rates and Deadlines

Engagement Packages

Opportunity	Price range	Space reservation deadline	Materials due
Navigation Package	\$54,000	Varies	Varies
Budget Meeting Package	\$5,090	Varies	Varies
Branding Package	\$26,065	Varies	Varies
Lead Generation Package	\$12,000	Varies	Varies
Traffic Building Package	\$31,675	Varies	Varies

Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Annual Meeting Announcement	\$37,500	Sept. 16, 2024	Sept. 23, 2024
Meeting News Preview Edition (<i>DermWorld Meeting News</i>)	\$37,500	Jan. 3, 2025	Jan. 15, 2025
<i>DermWorld Meeting News</i> Newsstands	\$16,235-\$22,405	Jan. 14, 2025	Jan. 21, 2025
Mobile App Advertising	\$40,000	Jan. 17, 2025	Jan. 24, 2025
Meeting News Daily (<i>DermWorld Meeting News</i>)	\$1,060-\$24,890	Jan. 21, 2025	Jan. 28, 2025
Meeting News Post Edition (<i>DermWorld Meeting News</i>)	\$37,500	April 3, 2025	April 17, 2025
Meeting News Central	\$7,500-\$30,000	Varies	Varies
Navigation Package	\$54,000	Varies	Varies
Photo Gallery Sponsorship	\$15,000	Varies	Varies
Product Sampling Program	\$7,500-\$10,000	Varies	Varies

Email and Social Media

Opportunity	Price range	Space reservation deadline	Materials due
Attendee Registration Emails	\$50,000	Sept. 18, 2024	Sept. 25, 2024
ePreviews	\$5,300-\$6,695	Varies	Varies
Exclusive Exhibitor Emails	\$30,000	Jan. 24, 2025	Jan. 31, 2025
Morning Agenda Email	\$20,000	Feb. 6, 2025	Feb. 13, 2025
eDaily	\$5,750-\$22,800	Feb. 7, 2025	Feb. 14, 2025
eHighlights	\$10,000-\$14,000	Varies	Varies
Meeting Information Emails to Members	\$15,000-\$20,000	Varies	Varies
Retargeting	\$7,000	Varies	Varies

Hotel Room Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag Insert	\$12,350	Jan. 24, 2025	Jan. 31, 2025
Doctors Bag Premium	\$26,825	Jan. 24, 2025	Jan. 31, 2025
Hotel Room Deliveries	\$2,700-\$43,500	Feb. 7, 2025	March 4, 2025

DermWorld Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld Magazine Stand Sponsorship	\$12,400	Jan. 14, 2025	Jan. 21, 2025
DermWorld Meeting Issue	\$4,080-\$4,785	Jan. 23, 2025	Feb. 5, 2025

Hotel Advertising: Hyatt Regency Orlando

Opportunity	Price range	Space reservation deadline	Materials due
Balcony Overlooking Front Lobby	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Coffee Shop Digital Signage	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Convention Center Entrance/Exit	\$40,000	Jan. 10, 2025	Jan. 31, 2025
Descend 21 Lounge and Restaurant	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Digital Signage in Hallway	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Engagement Area	\$30,000	Jan. 10, 2025	Jan. 31, 2025
Escalator and Skybridge to Convention Center	\$30,000	Jan. 10, 2025	Jan. 31, 2025
Exclusive Meeting Area Framed Digital Signage	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Front Desk Digital Signage	\$15,000-\$30,000	Jan. 10, 2025	Jan. 31, 2025
Front Entrance Columns	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Grab 'N Go Branding	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Guest Elevators	\$20,000-\$30,000	Jan. 10, 2025	Jan. 31, 2025
INC Program Digital Signage	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Lounge Branding	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Lounges Glass Cling	\$7,500	Jan. 10, 2025	Jan. 31, 2025
Lobby Nooks	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Pillars	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Meeting Area Column Wraps	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Meeting Area Escalator and Glass Surround	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Meeting Area Glass Railing	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Meeting Area Ladder Wall	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Meeting Area Overhead Digital Signage	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Oversight Pedestrian Bridge #2 from Hyatt to West Concourse	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Wall Display and Planter Boxes	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Hotel Room Deliveries	\$11,250-\$18,000	Feb. 7, 2025	March 4, 2025

Hotel Advertising: Hilton Orlando

Opportunity	Price range	Space reservation deadline	Materials due
Additional Doors to Front Drive	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Arch Wall Display	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Concierge Wall Panels	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Convention Center Entrance/Exit and Pedestrian Bridge	\$30,000	Jan. 10, 2025	Jan. 31, 2025
Escalator to Shuttle Buses	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Front Desk Columns	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Front Entrance Branding	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Grab 'N Go Wall Display	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Guest Elevators	\$35,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Glass Clings	\$25,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Lounge Branding	\$20,000-\$30,000	Jan. 10, 2025	Jan. 31, 2025
Shuttle Bus Area Branding	\$15,000-\$38,000	Jan. 10, 2025	Jan. 31, 2025
Hotel Room Deliveries	\$7,200-\$13,050	Feb. 7, 2025	March 4, 2025

Hotel Advertising: Rosen Centre

Opportunity	Price range	Space reservation deadline	Materials due
Convention Center Skywalk	\$45,000	Jan. 10, 2025	Jan. 31, 2025
Escalators/Stairs to Convention Center Skywalk	\$25,000	Jan. 10, 2025	Jan. 31, 2025

Front Entrance Branding	\$37,000	Jan. 10, 2025	Jan. 31, 2025
Guest Elevators	\$25,000-\$35,000	Jan. 10, 2025	Jan. 31, 2025
Hallway to Convention Center Skywalk	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Gobo	\$5,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Lounge Napkins and Cups	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Window Clings	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Hotel Room Deliveries	\$5,400-\$8,700	Feb. 7, 2025	March 4, 2025

Hotel Advertising: Rosen Plaza

Opportunity	Price range	Space reservation deadline	Materials due
Column Wraps to Convention Center Skybridge	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Convention Center Skybridge	\$30,000	Jan. 10, 2025	Jan. 31, 2025
Front Entrance Branding	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Guest Elevators	\$20,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Column Wraps	\$15,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Gobo	\$5,000	Jan. 10, 2025	Jan. 31, 2025
Lobby Lounge Branding	\$10,000	Jan. 10, 2025	Jan. 31, 2025
Hotel Room Deliveries	\$2,700-\$4,350	Feb. 7, 2025	March 4, 2025

Hotel Advertising: Doubletree by Hilton Orlando at SeaWorld

Opportunity	Price range	Space reservation deadline	Materials due
Hotel Room Deliveries	\$3,600-\$5,800	Feb. 7, 2025	March 4, 2025

Year-Round Opportunities

Opportunity	Price range	Space reservation deadline	Materials due
DermWorld	\$4,080-\$4,785	Varies	Varies
DermWorld Aesthetics News	\$6,500	Varies	Varies
Exclusive Advertiser Email	\$35,000	Varies	Varies
DermWorld Year In Review Email	\$6,500	Nov. 16, 2024	Nov. 27, 2024


The 2025 AAD Annual Meeting is planned as an in-person meeting in Orlando. 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



19,800+ total attendees
in 2024



9,900+
medical personnel
in 2024



Reach 19,000+ members
and attendees

Exhibit Hall Dates and Hours
 Friday, March 7: 10 a.m.-5 p.m.
 Saturday, March 8: 10 a.m.-5 p.m.
 Sunday, March 9: 10 a.m.-3 p.m.

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annual meeting
MARCH 7-11, 2025 • ORLANDO, FL
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