

Hotel Room Marketing

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Doctors Bag Insert

Doctors Bag Premium

Hotel Room Deliveries



click to enlarge

Doctors Bag Insert

Opportunity:

- Advertiser-supplied* booth announcements, promotions and program invitations inserted into a Doctors Bag.
- Maximum insert size: 8.5" x 11"

Reach:

- Meeting attendees at headquarters hotels and in the convention center.
- Attendees and AAD members via a link to inserts online in the eDaily (details in dropdown below).

Distribution:

- Delivered the evening of March 6, 2025, to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on the morning of March 7, 2025.

Deadlines

Space reservation: Jan. 24, 2025
 Materials due: Jan. 31, 2025

Rate

\$12,350 per insert

A minimum of four inserts per day must be reserved for a Doctors Bag to be delivered.

Online distribution details +

Prize giveaway +

**Inserts subject to AAD approval.*



click to enlarge

Doctors Bag Premium

Opportunity:

- Advertiser-supplied* booth announcements, promotions and program invitations inserted into a clear pocket on the outside of the Doctors Bag.
- Maximum insert size: 8.5" x 11"

Reach:

- Meeting attendees at headquarters hotels and in the convention center.
- Attendees and AAD members via a link to inserts online in the eDaily (details in dropdown below).

Distribution:

- Delivered the evening of March 6, 2025, to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on the morning of March 7, 2025.

Deadlines

Space reservation: Jan. 24, 2025
 Materials due: Jan. 31, 2025

Rate

\$26,825 per day

A minimum of four inserts per day must be reserved for a Doctors Bag to be delivered.

Online distribution details +

**Inserts subject to AAD approval.*



click to enlarge

Hotel Room Deliveries

Opportunity:

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

Reach:

- Meeting attendees at five key hotels:
 - Hyatt Regency Orlando
 - Hilton Orlando
 - Rosen Centre
 - Rosen Plaza
 - Doubletree by Hilton Orlando at SeaWorld
- Attendees and AAD members via a link to inserts online in the eDaily (details in dropdown below).

Distribution: Delivered to select hotel rooms on March 5, 6, 7, 8 and/or 9, 2025.

Deadlines

Space reservation: Feb. 7, 2025
 Materials due: March 4, 2025

General rates
 (combined buy for
 all hotels listed) +

Hyatt Regency
 Orlando rates +

Hilton Orlando rates +

Rosen Centre rates +

Online distribution details +

Promote your industry program or booth with a

High-Performance Ad on Meeting News Central!

**inserts subject to AAD approval.*

Rosen Plaza rates +

Doubletree by Hilton
Orlando at SeaWorld
rates +

Advertiser provides items to be distributed, subject to AAD approval. 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.

*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 7-11, 2025 • ORLANDO, FL

Official Meeting Provider



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