



## 2021 Marketing Opportunities

Innovative new opportunities to showcase your brand and drive traffic to your program or booth

Welcome back to face-to-face meetings!

### Overview



ACAAI Annual Scientific Meeting physician attendees represent **2 million patients** per year



57% of ACAAI members are practicing allergists in the U.S. and Canada



Approximately 2,000 allergists, internists, pediatricians and other healthcare professionals attend

Data collected from the 2019 ACAAI Annual Scientific Meeting.

### Exhibit Hall Dates and Hours

Friday, Nov. 5, 2-6 p.m. | Saturday, Nov. 6, 9 a.m.-4:30 p.m. | Sunday, Nov. 7, 9 a.m.-1:30 p.m.

#### Meeting News

Opportunity	Price range	Space reservation deadline	Materials due
On-Site Meeting Newspaper	\$650-\$7,835	Sept. 10, 2021	Sept. 17, 2021
Newsstand Sponsorship	\$4,370-\$6,575	Sept. 8, 2021	Sept. 15, 2021
Attendee Welcome Guide	\$15,000	Sept. 16, 2021	Sept. 23, 2021

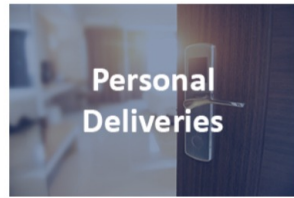
#### Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag Insert	\$2,415-\$3,845	Sept. 24, 2021	Oct. 1, 2021
Doctors Bag Premium	\$7,210	Sept. 24, 2021	Oct. 1, 2021

The ACAAI 2021 Annual Scientific Meeting includes livestreamed programming and the in-person meeting in New Orleans. If the in-person portion of the meeting must be canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein. For advertising specific to a booth or program, advertisers 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 are based on projected attendance and room blocks. Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

### Opportunities



## Contact



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# Meeting News

## Products that tell attendees what's happening at ACAAI 2021

Icon Key

**Build a Bundle!**  
 Bundle the ACAAI marketing opportunities that best meet your needs and save! Spend \$20,000 or more and take 10% off your package.



click to enlarge

**Attention 10' x 10' and 10' x 20' exhibitors:**  
 Products and Services Showcase ads are heavy on exposure, light on the budget!

### On-Site Meeting Newspaper

**Frequency and placement are key to an effective brand campaign.**  
 Engage your target audience multiple times over three days in three formats!

- PRINT**  
For purchase decisions, print ads create more trust than any other type of advertisement. (Marketing Sherpa)
- EMAIL**  
Added push strategy delivers your message to the inbox of all meeting attendees.
- COMPLETE**  
Readers see your message again and again, when and how they choose to consume it.

- Reach:** Meeting attendees\*
- Content:** Essential meeting news, speaker information, exhibitor information and more.
- Distribution:**
- Registration issue (in registration bags and newsstands): Nov. 5, 2021
  - Mid-meeting issue (via newsstands): Nov. 7, 2021
  - Additional reach to all ACAAI members and meeting attendees via a flipbook on the ACAAI website.
- Premium placement details (print and flipbook):**
- Exhibit Hall Map Premium:** A Full Page ad adjacent to the floor map page, a banner ad on the map page, and your booth highlighted on the map.\*\*
  - Front Page Banner Ad:** Placed at the bottom of the front page.
  - Cover Tip:** Placed on either issue of the On-Site Meeting Newspaper. Opportunity includes a Full Page ad.\*\*\*
  - Newsstand Sponsorship:** Feature your brand on three newsstands placed in high-traffic areas of the convention center!\*\*\*\*

\*If the in-person ACAAI 2021 is canceled, the On-Site Daily Newspaper will be emailed as a flipbook with additional distribution to all ACAAI members.

\*\*If the in-person ACAAI 2021 is canceled, the Map Premium will maintain their Full Page ad in the Daily, as well as a Products & Services Showcase Ad.

\*\*\*Advertiser provides printed Cover Tip.

\*\*\*\*If the in-person ACAAI 2021 is canceled, the Newsstand Sponsor will instead receive a Full Page ad and a Products & Services Showcase ad in the On-Site Daily Newspaper. If the Newsstand Sponsorship was purchased with a Full Page ad, sponsor will receive a Full Page ad in the Daily, as well as an insert in the Nov. 5 Doctors Bag. (Insert to be provided by sponsor and approved by ACAAI.)

#### INSERTION ORDER/SPECS

**Newsstand Sponsorship Deadlines**  
 Space reservation deadline: Sept. 8, 2021  
 Materials due: Sept. 15, 2021

**On-Site Meeting Newspaper Deadlines**  
 Space reservation deadline: Sept. 10, 2021  
 Materials due: Sept. 17, 2021

Standard Rates	
Full Page	\$3,990
Full Page PI (B/W)	\$3,385
Junior Page	\$3,330
Half Page	\$2,840
Product & Services Showcase Ad	\$650

Premium Rates	
Cover Tip (includes a Full Page ad)***	\$7,835 per day
Cover Tip Only***	\$5,055
Map Premium**	\$6,000
Back Cover	\$5,030
Inside Front Cover	\$4,475
Inside Back Cover	\$4,200
Front Page Banner Ad	\$4,040
Newsstand Sponsorship****	\$4,370
Newsstand Sponsorship with a Full Page****	\$6,575



click to enlarge

### Attendee Welcome Guide

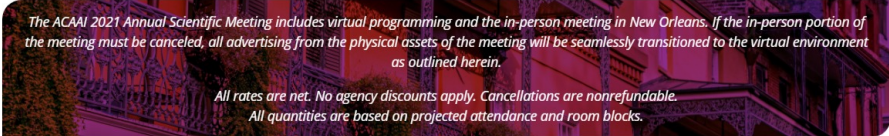
**Big presence for your brand as you help welcome ACAAI attendees to the meeting!**

- Reach:** Meeting attendees as they check in to their hotels.
- Distribution:** Onsite at official hotels front desks.
- Content:** Badge pick-up information and other key meeting details attendees need to find what they're looking for and get their meeting experience off to a great start.
- Advertiser receives a logo on the Front Cover and a full-page ad on the back cover.

#### INSERTION ORDER/SPECS

**Deadlines**  
 Space reservation deadline: Sept. 16, 2021  
 Materials due: Sept. 23, 2021

**Rate**  
 \$15,000  
 Exclusive sponsorship opportunity



*The ACAAI 2021 Annual Scientific Meeting includes virtual programming and the in-person meeting in New Orleans. If the in-person portion of the meeting must be canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein.*

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



## Personal Deliveries

Get your message directly into the hands of attendees

Icon Key



Your insert is placed in the Doctors Bag



Your message is delivered in the morning to attendees



More attendees in your booth for one-on-one meetings



More attendees at your industry program



click to enlarge

### Doctors Bag Insert



**Increase your booth traffic and program participation with a delivered invitation!**

**Reach:** Advertiser-supplied inserts delivered to 1,000 attendees on Nov. 5 and 1,500 attendees on Nov. 6.\*

**Content:** Advertiser-provided booth announcements, promotional materials and industry event invitations. Items are subject to ACAAI approval.

**Distribution:** Placed on attendees' hotel room doors the mornings of Nov. 5 and 6, 2021, with additional distribution in high-traffic areas at the convention center.

*\*If the in-person ACAAI 2021 is canceled, all inserts will be mailed to 1,500 U.S. meeting attendees to arrive one week prior to the virtual-only meeting. Inserts for ACAAI 2021 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.*

#### INSERTION ORDER/SPECS

##### Deadlines

Space reservation deadline: Sept. 24, 2021  
 Materials due: Oct. 1, 2021

##### Rates

Nov. 5 delivery	\$2,415 per insert
Nov. 6 delivery	\$3,845 per insert

##### Insert sizes:

Maximum size is 8.5" x 11".  
 Maximum weight is 2 oz.

### Build a Bundle!

Bundle the ACAAI marketing opportunities that best meet your needs and save! Spend \$20,000 or more and take 10% off your package.



click to enlarge

### Doctors Bag Premium



**Maximize your brand impact by advertising on the outside of the Doctors Bag!**

**Reach:** Advertiser-supplied inserts delivered to 1,000 attendees on Nov. 5 and 1,500 attendees on Nov. 6.\*

**Content:** Advertiser-provided booth announcements, promotional materials and industry event invitations.

**Distribution:** One premium per day is placed in a clear pocket on one side of the Doctors Bag for maximum visibility.

*\*If the in-person ACAAI 2021 is canceled and doctors bag inserts are mailed to 1,500 U.S. meeting attendees to arrive one week prior to the virtual-only meeting, the premium advertisers will share the branding of the ACAAI Doctors Bag mailer. Inserts for ACAAI 2021 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.*

#### INSERTION ORDER/SPECS

##### Deadlines

Space reservation deadline: Sept. 24, 2021  
 Materials due: Oct. 1, 2021

##### Rate

\$7,210

ACAAI 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 are based on projected attendance and room blocks.