

Meeting News

Critical products that tell attendees what's happening at the ACAAI 2022 Annual Scientific Meeting

PRINT THIS PAGE



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.
 Keeping attendees informed and on-track throughout the meeting!

Reach: Meeting attendees and ACAAI members*

Content: Essential meeting news, speaker information, exhibitor information and more.

Distribution:

- Registration issue (in registration bags and newsstands): Nov. 11, 2022
- Mid-meeting issue (via newsstands): Nov. 13, 2022

Premium placement details:

- **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.
- **Belly Band:** 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 2022 is canceled, the On-Site Daily Newspaper will be emailed as a PDF to all attendees and ACAAI members.*

****If the in-person ACAAI 2022 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 Belly Band.*

******If the in-person ACAAI 2022 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 Doctors Bag mailer. (Insert to be provided by sponsor and approved by ACAAI)*

INSERTION ORDER/SPECS

On-Site Meeting Newspaper Deadlines

Space reservation deadline: Sept. 16, 2022

Materials due: Sept. 23, 2022

Newsstand Sponsorship Deadlines

Space reservation deadline: Sept. 14, 2022

Materials due: Sept. 21, 2022

Standard Rates

Full Page	\$4,110
Full Page PI (B/W)	\$3,485
Junior Page	\$3,430
Half Page	\$2,925
Product & Services Showcase Ad	\$670

Premium Rates

Belly Band (includes a Full Page ad)***	\$8,070 per day
Belly Band Only***	\$5,205
Map Premium**	\$6,180
Back Cover	\$5,180
Inside Front Cover	\$4,610
Inside Back Cover	\$4,325
Front Page Banner Ad	\$4,160
Newsstand Sponsorship****	\$4,500
Newsstand Sponsorship with a Full Page****	\$6,770



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.

If the in-person ACAAI meeting must be virtual, the Attendee Welcome Guide will be emailed to all meeting attendees as a PDF via a link in the ACAAI Know-Before-You-Go email. Advertiser full-page ad will be moved to page two.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 22, 2022

Materials due: Sept. 29, 2022

Rate

\$15,500

Exclusive sponsorship opportunity

The ACAAI 2022 Annual Scientific Meeting includes livestreamed programming and the in-person meeting in Louisville. 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.