

## Personal Deliveries

Get your message directly into the hands of attendees

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

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Icon Key



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### 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. 11, 2022, and 1,500 attendees on Nov. 12, 2022.\*

**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. 11 and 12, 2022, with additional distribution in high-traffic areas at the convention center.

*\*If the in-person ACAAI 2022 is canceled, all inserts will be mailed to 1,500 U.S. meeting attendees to arrive before the virtual-only meeting. Inserts for ACAAI 2022 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. 30, 2022  
 Materials due: Oct. 7, 2022

##### Rates

Nov. 11 delivery	\$2,485 per insert
Nov. 12 delivery	\$3,960 per insert

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



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### 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. 11, 2022, and 1,500 attendees on Nov. 12, 2022.\*

**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 2022 is canceled and doctors bag inserts are mailed to 1,500 U.S. meeting attendees to arrive before the virtual-only meeting, the premium advertisers will share the branding of the ACAAI Doctors Bag mailer. Inserts for ACAAI 2022 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. 30, 2022  
 Materials due: Oct. 7, 2022

##### Rate

\$7,425

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.