

Opportunities

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Key meeting tools that reach your target audience

On-Site Meeting
Newspaper

Attendee Welcome
Guide

Doctors Bag Insert

Doctors Bag Premium



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**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. 10
- Mid-meeting issue (via newsstands and a distribution ambassador): Nov. 12

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 2023 is canceled, the On-Site Daily Newspaper will be emailed as a PDF to attendees and ACAAI members.*

***If the in-person ACAAI 2023 is canceled, the Map Premium will maintain its Full Page ad in the Daily, as well as a Products & Services Showcase Ad.*

****Advertiser provides printed Belly Band.*

*****If the in-person ACAAI 2023 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. 11, 2023

Materials due: Sept. 18, 2023

Newsstand Sponsorship Deadlines

Space reservation deadline: Sept. 21, 2023

Materials due: Sept. 28, 2023

Standard Rates

Full Page	\$4,235
Full Page PI (B/W)	\$3,590
Junior Page	\$3,535
Half Page	\$3,015
Product & Services Showcase Ad	\$690

Premium Rates

Belly Band (includes a Full Page ad)***	\$8,310 per day
Belly Band Only***	\$5,360
Map Premium**	\$6,365
Back Cover	\$5,335
Inside Front Cover	\$4,750
Inside Back Cover	\$4,455
Front Page Banner Ad	\$4,285
Newsstand Sponsorship****	\$4,500
Newsstand Sponsorship with a Full Page****	\$6,895



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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 cancelled, the Attendee Welcome Guide will be emailed to virtual 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. 21, 2023

Materials due: Sept. 28, 2023

Rate

\$15,500

Exclusive sponsorship opportunity



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. 10, and 1,500 attendees on Nov. 11.*

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

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 29, 2023

Materials due: Oct. 6, 2023

Rates

\$7,560 per



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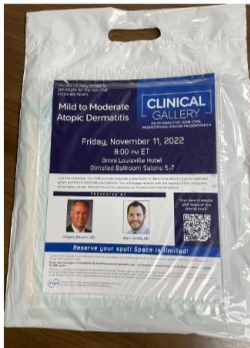
inserts for the in-person meeting. Inserts for ACAAI 2023 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.

Distribution: Placed on attendees' hotel room doors the mornings of Nov. 11 and 12, with additional distribution in high-traffic areas at the convention center.

**If the in-person ACAAI 2023 is canceled, all inserts will be mailed to 1,500 U.S. meeting attendees to arrive before the virtual-only meeting. Inserts for ACAAI 2023 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.*

Nov. 10 delivery	\$4,080 per insert
Nov. 11 delivery	\$4,080 per insert

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



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. 10, and 1,500 attendees on Nov. 11.*

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 2023 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 2023 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. 29, 2023
Materials due: Oct. 6, 2023

Rate

\$7,650

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

The ACAAI 2023 Annual Scientific Meeting includes livestreamed programming and the in-person meeting in Anaheim. 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.