

Opportunities

[Print this page](#)

[Attendee
Welcome Guide](#)

[Doctors Bag
Insert](#)

[Doctors Bag
Premium](#)

[Individual Hotel
Room Drop](#)

[On-Site Meeting
Newspaper](#)



[click to enlarge](#)

Attendee Welcome Guide

A welcome publication that puts your brand front and center with attendees!

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: Sept. 6, 2024

Materials due: Sept. 13, 2024

Rate

\$18,250

Exclusive sponsorship opportunity



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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 the evening of Oct. 24, and 1,500 attendees on the evening of Oct. 25.

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 evenings of Oct. 24 and 25, with additional distribution in high-traffic areas at the convention center.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 16, 2024

Materials due: Sept. 23, 2024

Rates	
Oct. 24 delivery	\$3,560 per insert
Oct. 25 delivery	\$5,080 per insert

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



[click to enlarge](#)

Doctors Bag Premium

Be the first message attendees see when they pick up their Doctors Bags!

Reach: Advertiser-supplied inserts delivered to 1,000 attendees on the evening of Oct. 24, and 1,500 attendees on the evening of Oct. 25.

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

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

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 16, 2024

Materials due: Sept. 23, 2024

Rate

\$8,650

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



[click to enlarge](#)

Individual Hotel Room Drop

Deliver your branded item to attendee hotel rooms!

Distribution: Inserts are delivered to 300 select hotel rooms on the evening of Oct. 23.

Content: Advertiser-supplied materials, subject to ACAAI approval. Suggested items include:

- Industry program invitations
- Booth announcements and demo schedules
- Promotional materials

All advertiser-supplied inserts are subject to ACAAI approval.

Packaged products may not exceed 6 oz. and must be in sealed bags.

Advertisers supply all inserts for hotel deliveries and arrange production and shipping details for Individual Hotel Room Drops. Handling fees for shipments received by hotels may apply. Ascend Media manages distribution only. 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 19, 2024

Materials due: Oct. 21, 2024

Rate

\$8,500 per insert



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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

Showcase your brand with attendees during 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): Oct. 25
- Mid-meeting issue (via newsstands and a distribution ambassador): Oct. 27

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!

*Additional print and production fees will apply.

INSERTION ORDER/SPECS

On-Site Meeting Newspaper

Deadlines

Space reservation: Aug. 23, 2024

Materials due: Aug. 30, 2024

Newsstand Sponsorship Deadlines

Space reservation: Aug. 27, 2024

Materials due: Sept. 4, 2024

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 per day
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

The ACAAI 2024 Annual Meeting is planned as an in-person meeting in Boston. If the meeting must be canceled or converted to virtual, ACAAI and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program 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 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.