

2021 Advertising and Marketing Opportunities

Innovative opportunities to showcase your brand and maximize engagement with meeting attendees

Welcome back
to face-to-face meetings!

Overview

ACEP19
Denver
Audience



11,275 total
attendees
7,939 professional
attendees



94% of attendees
visit the exhibit hall
more than once



81% recommend
products or services
to their institutions

Exhibit Hall Dates and Hours

Monday, Oct. 25, 9:30 a.m.-3:30 p.m. | Tuesday, Oct. 26, 9:30 a.m.-3:30 p.m. |
Wednesday, Oct. 27, 9:30 a.m.-3:30 p.m.

Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Pre-Meeting Mailer	\$4,500	Sept. 7, 2021	Sept. 13, 2021
Meeting News Central	\$1,655-\$5,000	Sept. 9, 2021	Sept. 16, 2021
Onsite Program	\$300-\$18,200	Sept. 13, 2021	Sept. 20, 2021
Attendee Welcome Guide	\$15,000	Sept. 10, 2021	Sept. 20, 2021

Email Products

Opportunity	Price range	Space reservation deadline	Materials due
ePreviews	\$4,500-\$6,000	Varies	Varies
eDaily	\$11,250-\$15,000	Oct. 8, 2021	Oct. 15, 2021
eHighlights	\$4,500-\$6,000	Varies	Varies

Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Door Hanger	\$25,000	Sept. 24, 2021	Oct. 1, 2021
Individual Hotel Room Drop	\$8,000-\$15,000	Sept. 24, 2021	Oct. 1, 2021

Hotel Advertising: The Westin Boston Seaport District

Opportunity	Price range	Space reservation deadline	Materials due
Concourse Escalators and Column	\$4,500	Sept. 20, 2021	Sept. 27, 2021

Mezzanine Escalator and Column	\$6,500	Sept. 20, 2021	Sept. 27, 2021
Skywalk Branding	\$5,500	Sept. 20, 2021	Sept. 27, 2021
Harborside Escalator Glass Panel and Column	\$6,500	Sept. 20, 2021	Sept. 27, 2021
Elevator Runner and Column	\$5,500	Sept. 20, 2021	Sept. 27, 2021
Front Desk Columns	\$5,500	Sept. 20, 2021	Sept. 27, 2021

ACEP21 includes virtual programming and the in-person meeting in Boston. 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 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

**Meeting News
and Navigation
Products**

**Email
Products**

**Personal
Deliveries**

**Hotel Advertising:
The Westin Boston
Seaport District**

Contact



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Meeting News and Navigation Products

Critical products that tell both in-person and virtual attendees what's happening at ACEP21

Icon Key

 Traffic-building product



[click to enlarge](#)

Pre-Meeting Mailer



Jump start your marketing!

Reaches ACEP21 attendees early as they begin to plan their time at the conference.

Reach: Approximately 4,500 pre-registered attendees and members.*

Content: Advertiser-supplied inserts, as well as essential information, such as meeting dates, can't-miss features and exclusive onsite offers.

Distribution: Mailed in late September.

**If the in-person ACEP21 must be canceled, the Pre-Meeting Mailer will be adjusted to reflect the virtual program and sent to approximately 4,500 virtual attendees and members. If inserts are specific to a booth or program, supporters are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

Advertiser supplies printed materials. Ad materials are subject to ACEP approval. See Advertising Policies and Materials Submission form for more information.

A minimum of five inserts must be reserved in order to produce the Pre-Meeting Mailer.

INSERTION ORDER/SPECS

Insert Deadlines

Space reservation deadline: Sept. 7, 2021

Materials due: Sept. 13, 2021

Rate

\$4,500 per insert



[click to enlarge](#)

Meeting News Central

NEW FEATURE FOR 2021!



Multichannel campaign drives attendees to your brand or advertorial again and again

Critical content for ACEP members and both in-person and virtual attendees increases your visibility.

Meeting News Central Visibility

Meeting News Central will be promoted through the following customized marketing initiatives designed to increase impressions and maximize ROI.



A 24/7 central location for the ACEP21 ePreviews, eDailies and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article's "read more" button brings the reader to Meeting News Central.

Reach: ACEP members, ACEP21 registrants and previous attendees via ePreviews, eDailies and eHighlights.

Content:

- Science presented at the conference
- Information on schedules of industry-supported educational programs
- Hot-button topics and can't-miss sessions

Banner Advertising

Advertorial Content

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 9, 2021

Materials due: Sept. 16, 2021

Deadlines are ongoing. Dates above are noted for maximum exposure.

Rates

Banner Advertising

Front Page Leaderboard	\$3,530 (four rotating in position)
Front Page Vertical 300 x 600	\$2,870 (four rotating in position)
Front Page Rectangles (two available)	\$2,205 (four rotating in position)
Front Page Video	\$5,000 (one available)
Channel Leaderboard	\$2,645 (three rotating in position per channel)
Channel Vertical 300 x 600	\$2,150 (three rotating in position per channel)
Channel Rectangles (two available)	\$1,655 (three rotating in position per channel)

Advertorial Content

Industry Programs	\$4,410
Industry Resources	\$2,870
Industry Supported Content	\$4,410

Up to 11 full months of exposure!

Meeting News Central will launch in early September and remain active through July 2022. You can link your advertorials, programs and resources on this official ACEP21 branded site to your own organizations.

Advertisement copy is provided at least 4 weeks in advance and is not to be removed long after the event is over!
(Content can be removed if required for compliance.)



click to enlarge

Attention 10' x 10' and 10' x 20' exhibitors:

Call attention to your free listing with a highlight and logo!

Onsite and Digital Program with Career Guide



Put your message in the hands of ACEP21 attendees and members with this critical publication

Engage your brand with attendees as they navigate the meeting.

Reach: ACEP members and meeting attendees – both in-person and virtual*

Content:

- Content includes general meeting information, event schedules, educational programming, comprehensive exhibitor listings and maps.
- Includes a **Career Guide section**** to assist attendees with managing their careers. Includes expert advice on:
 - Career choices
 - CV-building
 - Interviewing skills
 - EM workforce landscape
 - Changing careers
- The **Career Guide section**** also includes names and booth numbers of all Staffing and Recruitment exhibitors.

Distribution:

- Print Program is distributed to attendees at registration and throughout the convention center in three newsstands.
- A condensed digital version of the Program (with all advertising) will be emailed the week before the meeting to all ACEP members and meeting attendees – both in-person and virtual.
- The digital version of the Program will also be included as a link in each day's eDaily.

Print Premium Placement Details:

- **Tabbed Divider** includes your ad displayed on a heavy card stock tabbed page leading a major section (Event Schedules, Education Programs, Exhibits or Career Guide).
- **Cover Tip***** makes your message the first one readers see.
- **Map Premium** includes:
 - Full Page ad adjacent to foldout map page
 - Your logo on the front cover of the foldout map page
 - Booth highlight on foldout map page
 - Banner ad on map page
- **Two-Sided Bookmark***** is hand-inserted into the Onsite Program.
- **Newsstand Premium** includes your branding on the front and sides of three Onsite Program newsstands throughout the convention center. (Premium can be purchased with or without a full page in the Program.)

*If the in-person ACEP21 must be canceled, the Program content will be adjusted to reflect the virtual program and emailed to virtual attendees and members. Physical premiums such as maps and newsstands will be transitioned to digital premiums of equal value. If advertising is specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

**Career Guide section must contain a minimum of four ad pages in order to produce the section.

***Advertiser is responsible for printing and production fees.

****Includes title, contact information (company), contact name, phone, email and web address, and a Slogan/Description.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 13, 2021
Materials due: Sept. 20, 2021

Standard Placement Rates

Full Page	\$7,095
Full Page Pl (B&W)	\$5,805
Half Page (horizontal)	\$5,400
Third Page	\$3,070
Quarter Page	\$2,600

Premium Placement Rates

Gate Fold Cover	\$18,200
Map Premium	\$12,780
Back Cover	\$9,930
Inside Front Cover	\$9,220
Inside Back Cover	\$9,220
Two-Sided Bookmark***	\$9,105
Cover Tip***	\$8,840
Tabbed Divider (one side)	\$7,920
Full Page Opposite Table of Contents	\$7,900
Newsstand with Full Page	\$12,500
Newsstand Only	\$9,500

Big Impact on a Small Budget

Sixth Page + Highlighted Listing with Logo	\$1,300
Sixth Page	\$1,180
Classified Job Posting****	\$605
Highlighted Listing with Logo	\$300



click to enlarge

Attendee Welcome Guide



Your brand is front and center as the exclusive sponsor of this publication delivered to attendees as they arrive at their hotels!



DISTRIBUTION
ON-SITE
At the hotel upon check-in



HOUSED
ONLINE
Also available on ACEP21 Meeting News Central



EMAIL
Sent as a link with the digital version of the Onsite and Digital Program

Reach: ACEP21 meeting attendees – both in-person and virtual*

Distribution:

- Onsite at select hotels' front desks and main lobbies
- Emailed as a link to all attendees with the digital version of the Onsite and Digital Program
- Also available on the front page of Meeting News Central

Content: Information and key details both in-person and virtual attendees need to get their experience at ACEP21 off to a great start.

Advertiser receives front cover logo recognition and the back cover ad of the printed guide, as well as a 300 x 250 ad space on the digital version of the Onsite and Digital Program.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 10, 2021
Materials due: Sept. 20, 2021

Rate

\$15,000

Exclusive sponsorship opportunity

guide, as well as a 300 x 600 ad on the digital version on Meeting News Central.

If the in-person ACEP21 must be canceled, the Attendee Welcome Guide content will be adjusted to reflect the virtual program and sent to all virtual attendees. If advertising is specific to a booth or program, supporter is 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 are based on projected attendance and room blocks.*

Email Products

Add a push strategy to your marketing plan for high visibility!

Icon Key

 Traffic-building product



More than
37,500 ACEP
members and
attendees



Your message
delivered



Important
meeting info
enhances
readership of
your message



Brand
recognition
during event



click to enlarge

ePreviews



Build your brand connection to 37,500+ members and attendees before the meeting begins!

Broad exposure for your message as members get excited about returning to ACEP21.

Reach: More than 37,500 ACEP members plus ACEP21 preregistered attendees – both in-person and virtual.

Content: Topics to be presented at the meeting, industry events and exhibit hall activities.

2020 average unique open rate was 39.3%, compared to the healthcare industry average of 21.7%.*

ePreview #4 will feature schedules of industry-supported educational programs.

New for 2021!

ePreviews will also be published on the front page of Meeting News Central. ePreview content will move into an ePreview Channel when the eDaily is published, and advertisers will be included in the channel.

*According to MailChimp medical, dental, and healthcare industry averages, October 2019.

**Minimum ad placements must be achieved for ePreviews #2-#4 to be delivered.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1	Sept. 15, 2021	Sept. 22, 2021
ePreview #2**	Sept. 21, 2021	Sept. 28, 2021
ePreview #3**	Sept. 29, 2021	Oct. 6, 2021
ePreview #4**	Oct. 4, 2021	Oct. 11, 2021

Rates (per issue)	
ePreview and Channel Leaderboard	\$6,000
ePreview Premium Banner and Channel Rectangle	\$4,500 each

eDaily



4X frequency builds meeting brand recognition!

Daily visibility for your message to all ACEP members.

Reach: More than 37,500 ACEP members plus ACEP21 attendees – both in-person and virtual.

Content: Live event coverage and session recaps.

2020 average total open rate was 149%.

eDailies are sent on Oct. 25, 26, 27 and 28.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 8, 2021
Materials due: Oct. 15, 2021

Rates (all four issues)	
Leaderboard	\$15,000
Premium Banner (each)	\$11,250

Includes placement in all four issues.



click to enlarge



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eHighlights



Drive home your final message with a post-event follow-up
Connect with ACEP members and meeting attendees after the conference as they plan next steps.

Reach: More than 37,500 ACEP members plus ACEP21 attendees – both in-person and virtual.

Content:

- eHighlights #1: Summary wrap-up of the entire meeting, including key events, sessions and science.
- eHighlights #2 Innovation Roundup: Highlighting the innovations presented during ACEP21.

2020 unique open rate was 41.9%, compared to the healthcare industry average of 21.7%.*

*According to MailChimp medical, dental and healthcare industry averages, October 2019

Minimum ad placements must be achieved for eHighlights to be delivered

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
eHighlights #1	Oct. 18, 2021	Oct. 25, 2021
eHighlights #2	Oct. 25, 2021	Nov. 1, 2021

Rates (per issue)	
Leaderboard	\$5,000
Premium Banner	\$4,500

If the in-person ACEP21 must be canceled, all email products will deliver for the virtual event. If advertising is specific to a booth or program, supporter is 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 are based on projected attendance.*

Personal Deliveries

Get your message directly into the hands of attendees

Icon Key

 Traffic-building product



click to enlarge

Door Hanger



Increase your booth traffic and program participation with a custom hotel room door hanger!

Reach: Advertiser-supplied door hangers delivered to 4,500 attendees' hotel rooms.*

Distribution: Delivered door-to-door to in-person attendees at hotels on Oct. 25, 26, 27 and 28.

**If the in-person ACEP21 must be canceled, Door Hangers will be converted to an option of equal exposure and value.*

Advertiser arranges production and shipping details for Door Hanger, and has items delivered to hotels each morning. Ascend Media manages distribution only.

Ad materials are subject to ACEP approval. See Advertising Policies and Materials Submission for more information.

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$25,000 per day



click to enlarge

Individual Hotel Room Drop



Make a direct delivery to attendees' hotel rooms!

Reach: Distributed to 1,000 select hotel rooms on Oct. 25, 26, 27 and 28.*

Suggested items include brochures, booth announcements, program invitations and other marketing materials.

**If the in-person ACEP21 must be canceled, Individual Hotel Room Drops will be converted to an option of equal exposure and value.*

Advertiser arranges production and shipping details and coordinates item delivery to hotels each morning. Ascend Media manages distribution only.

Price is based on individual items. Contact your account manager for information on distributing more than one item.

Ad materials are subject to ACEP approval. See Advertising Policies and Materials Submission for more information.

INSERTION ORDER/SPECS

Deadlines

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

Rates

In-Room Delivery	\$15,000
Outside Room Delivery	\$8,000

ACEP 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.

Hotel Advertising: The Westin Boston Seaport District

Deadlines

Space reservation deadline: Sept. 20, 2021
Prototypes due: Sept. 23, 2021
Materials due: Sept. 27, 2021

Installation to be completed by 8 a.m. on Sunday, Oct. 24, 2021.
Dismantle begins after 5 p.m. on Wednesday, Oct. 27, 2021.

Icon Key

 Traffic-building product



[click to enlarge](#)

Concourse Escalators and Column



- Brand the escalators leading from the lobby down to the Concourse Level.
- Escalators and column are located outside hotel restaurant, Saucyety.

INSERTION ORDER/SPECS

Rate

\$4,500

Rights only. Additional production fees will apply.

Exclusive opportunity.



[click to enlarge](#)

Mezzanine Escalator and Column



- Yours will be the brand they see every time they visit Starbucks or head to the Convention Center Skywalk!
- Escalators take visitors up to the Skywalk on the Mezzanine Level.
- Escalators have high visibility from the lobby.
- Column is located on the Lobby Level.

INSERTION ORDER/SPECS

Rate

\$6,500

Rights only. Additional production fees will apply.

Exclusive opportunity.



[click to enlarge](#)

Skywalk Branding



- Own the Convention Center Skywalk!
- Your brand is above the double doors leading into the Skywalk and inward-facing on the windows within.
- Sponsor can also brand the bottom portion of the entry doors (under handrail bar).
- There are 48 windows on the Skywalk (24 left and right). Sponsor can choose how many to brand.

INSERTION ORDER/SPECS

Rate

\$5,500

Rights only. Additional production fees will apply.

Exclusive opportunity.



[click to enlarge](#)

Harborside Escalator Glass Panel and Column



- High visibility for your message as visitors enter the hotel front doors!
- Escalators go down to the Galleria and up to Harborside meeting rooms.
- Sponsor can choose to also brand the glass sides of the escalator.

INSERTION ORDER/SPECS

Rate

\$6,500

Rights only. Additional production fees will apply.

Exclusive opportunity.



Elevator Runner and Column



- Your message is placed on a wall runner leading to hotel guest elevators.
- Nearby column has wide visibility in the lobby.

INSERTION ORDER/SPECS

Rate

\$5,500

Rights only. Additional production fees will apply.

Exclusive opportunity.



[click to enlarge](#)



[click to enlarge](#)

Front Desk Columns



- Two columns greet guests as they arrive at the front desk, with visibility throughout the lobby.
- Can be full wraps or cigar bands as shown.

INSERTION ORDER/SPECS

Rate

\$5,500

Rights only. Additional production fees will apply.

Exclusive opportunity.

Deadlines

Space reservation deadline: Sept. 20, 2021

Prototypes due: Sept. 23, 2021

Materials due: Sept. 27, 2021

Installation to be completed by 8 a.m. on Sunday, Oct. 24, 2021.

Dismantle begins after 5 p.m. on Wednesday, Oct. 27, 2021.