

Personal Deliveries

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Icon Key

Traffic-building product



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Individual Hotel Room Drops



Deliver your branded item inside or outside attendee hotel rooms.

Reach: 4,000 attendee hotel rooms*

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

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations
- Product samples (Dependent on association and hotel policies. Contact your account manager for details.)

Distribution: Delivered to attendee hotel rooms on Nov. 12, 13, 14 or 15, 2021.

**If the in-person AHA Scientific Sessions 2021 is canceled, each insert will be mailed to 4,000 U.S. meeting attendees to arrive one week prior to the virtual-only meeting. Inserts for AHA Scientific Sessions 2021 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting. For materials specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

Ask your Account Manager about hotel-specific and other custom individual room drop options.

All advertiser-supplied inserts are subject to AHA approval.

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.

See Advertising Policies and Materials Submission for more information.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 4
 Materials due: Oct. 11

Rates

| | |
|-----------------------|------------------|
| In-Room Delivery | \$45,000 per day |
| Outside Room Delivery | \$28,050 per day |



click to enlarge

Doctors Bag Insert



Increase your booth traffic and program participation with a delivered invitation!



Delivered directly to thousands of hotel rooms each evening, with bonus handout at entrances of the convention center during the morning hours of Scientific Sessions 2021 for in-person attendees. Delivered digitally to all virtual and hybrid attendees via the [Daily Highlights Email](#).

Reach:*

- 4,000 hotel room and convention center deliveries to in-person attendees
- Plus 550,000+ AHA members and cardiovascular disease professionals via a link in the Daily Highlights Email

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

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations
- Product samples (Dependent on association and hotel policies. Contact your account manager for details.)

Distribution: Doctors Bag will be delivered to attendee hotel rooms the evenings of Nov. 12 and 13, 2021, and delivered digitally on Nov. 13 and 14, 2021.

New Feature for 2021! An Industry Highlights channel will be published on the [Conference Coverage Website](#), which will include a schedule of Industry Programs. All Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Doctors Bag Premium advertisers will also have a rotating leaderboard within this channel. In addition, a link to the Industry Highlights page will be included in each day's Daily Highlights.

**If the in-person AHA Scientific Sessions 2021 must be canceled, Doctors Bags inserts will still be delivered to all attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in the Daily Highlights Email. For materials specific to a booth or program, advertisers are encouraged to prepare*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 18
 Materials due: Oct. 25

Rates

| | |
|----------------------------|------------------------------|
| Early Bird Rate By June 30 | \$13,750 per insert, per day |
| Rate After June 30 | \$15,230 per insert, per day |

Insert sizes:

Maximum size is 8.5" x 11".
 Maximum weight is 2 oz.

**A minimum of four 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:*

- 4,000 hotel room and convention center deliveries to in-person attendees
- Plus 550,000+ AHA members and cardiovascular disease professionals via a link in the [Daily Highlights Email](#)

Content:

- Your message is inserted in an open, clear pocket on one side of the bag, drawing attention to your message without restricting access to it.
- Advertiser provides insert for pocket.

Distribution: Doctors Bag will be delivered to attendee hotel rooms the evenings of Nov. 12 and 13, 2021.

New Feature for 2021! An Industry Highlights channel will be published on the [Conference Coverage Website](#), which will include a schedule of Industry Programs. All Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Doctors Bag Premium advertisers will also have a rotating leaderboard within this channel. In addition, a link to the Industry Highlights page will be included in each day's Daily Highlights.

**If the in-person AHA Scientific Sessions 2021 must be canceled, Doctors Bags inserts will still be delivered to all attendees plus 550,000+ AHA members and cardiovascular disease professionals via a link in the Daily Highlights Email. Premium advertisers will be given exclusive leaderboard ads on the digital delivery of the Doctors Bag. For materials specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

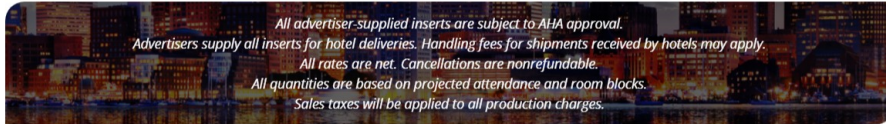
INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Oct. 18
Materials due: Oct. 25

Rates

| | |
|----------------------------|------------------|
| Early Bird Rate By June 30 | \$26,040 per day |
| Rate After June 30 | \$28,740 per day |



All advertiser-supplied inserts are subject to AHA approval.
Advertisers supply all inserts for hotel deliveries. Handling fees for shipments received by hotels may apply.
All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.
Sales taxes will be applied to all production charges.