

Hotel Room Marketing

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Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



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Hotel Key Cards



- Reach attendees at hotels with your promotional ad on hotel key cards!
- 16,000 cards will be distributed.

**If the in-person AHA Scientific Sessions 2022 must be canceled, this sponsorship will transition to an option of equal value and exposure.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 16
 Materials due: Sept. 23

Rate

\$25,000

Exclusive Opportunity

Rights only. Additional production fees will apply. Sponsor works directly with vendor on artwork and production details.



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Doctors Bag Insert



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



INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 28
 Materials due: Oct. 5

Rate

\$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.*

Promote your industry program or booth with "Interesting Stories" on the Conference Coverage Website for huge visibility!

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 2022 for in-person attendees. Delivered digitally to all virtual and hybrid attendees via a link in 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. 4 and 5, 2022, and delivered digitally on Nov. 5 and 6, 2022.

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." 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 2022 must be canceled, Doctors Bags inserts will 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 secondary general branding materials in case the meeting converts to virtual only.*



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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 23
 Materials due: Sept. 30

Rate

\$28,740 per day



click to enlarge

- 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. 4 and 5, 2022, and delivered digitally as a link in the Daily Highlights Email on Nov. 5 and 6 morning.

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." 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 2022 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.*

Promote your industry program or booth with "Interesting Stories" on the Conference Coverage Website for huge visibility!



click to enlarge

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. 4, 5, 6 or 7, 2022.

An Industry Highlights channel will be published on the [Conference Coverage Website](#), which will include a schedule of Industry Programs. All Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." 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 2022 is canceled, each insert will be mailed to 4,000 U.S. meeting attendees to arrive one week prior to the virtual-only 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

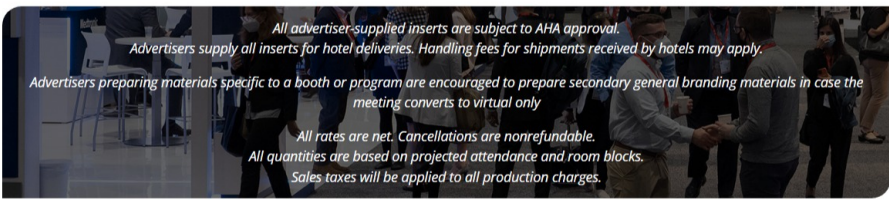
Space reservation deadline: Oct. 4
Materials due: Oct. 11

Rates	
In-Room Delivery	\$45,000 per day
Outside Room Delivery	\$29,000 per day

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Spread your message further with year-round advertising in AHA's Professional Heart Daily and Science News. Ask your account manager for details.



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.

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. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks. Sales taxes will be applied to all production charges.