

Hotel Room Marketing

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Doctors Bag Insert

Doctors Bag Premium

Hotel Key Cards

Individual Hotel Room Drops



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Promote your industry program or booth with High-Performance Ads on the Conference Coverage Website for huge visibility!

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. Inserts are also available to attendees online (see below).

Reach:*

- 4,000 hotel room and convention center deliveries to attendees.
- Daily Highlights Emails, sent to 550,000+ AHA members and cardiovascular disease professionals, will include a link to the online location of the inserts (see below).

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. 10 and 11, 2023, with bonus handout at the convention center the following morning. In addition, a link in each Daily Highlights drives attendees, AHA members and other professionals to the Industry Highlights channel of the [Conference Coverage Website](#), where the inserts are placed for online viewing (see below).

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 channel will be included in each day's Daily Highlights.

*If the AHA Scientific Sessions 2023 meeting must be converted to virtual, a link to the online Doctors Bag inserts will be included in the Daily Highlights Email, sent to 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.

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Oct. 6
 Materials due: Oct. 13

Rate
 \$15,690 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

Promote your industry program or booth with High-Performance Ads on the Conference Coverage Website for huge visibility!

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 attendees.
- Daily Highlights Emails, sent to 550,000+ AHA members and cardiovascular disease professionals, will include a link to the online location of the inserts (see below).

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. 10 and 11, 2023. In addition, a link in each Daily Highlights drives attendees, AHA members and other professionals to the Industry Highlights channel of the [Conference Coverage Website](#), where the inserts are placed for online viewing (see below).

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 channel will be included in each day's Daily Highlights.

*If the AHA Scientific Sessions 2023 meeting must be converted to virtual, a link to the online Doctors Bag inserts will be included in the Daily Highlights Email, sent to 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.

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Sept. 29
 Materials due: Oct. 6

Rate
 \$28,740 per day



click to enlarge

Hotel Key Cards

[VIEW ENVISION DETAILS](#)

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

**If the AHA Scientific Sessions 2023 meeting must be converted to virtual, this sponsorship will transition to an option of equal value and exposure.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 22
Materials due: Sept. 29

Rate

\$25,000

Exclusive Opportunity

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



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. 9, 10, 11 or 12, 2023.

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 AHA Scientific Sessions 2023 meeting must be converted to virtual, 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.

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

All advertiser-supplied inserts are subject to American Heart Association 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. 13
Materials due: Oct. 20

Rates

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

Professional Heart Daily and Science News

Spread your message further with year-round advertising! [Click for more information.](#)

Ask about your AHA exhibitor discount!

All advertiser-supplied inserts are subject to American Heart Association 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed. Sales taxes will be applied to all production charges.

