

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! [\(Click for details\)](#)

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.
- **Morning Agenda 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. 15 and 16, 2024, with bonus handout at the convention center the following morning. In addition, a link in each Morning Agenda Email 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 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 Morning Agenda Email.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Oct. 11, 2024
 Materials due: Oct. 18, 2024

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

Hosting a program? Check out the High-Performance Ads on the Conference Coverage Website! [\(Click for details\)](#)

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.
- **Morning Agenda 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. 15 and 16, 2024. In addition, a link in each Morning Agenda Email 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 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 Morning Agenda Email.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Oct. 4, 2024
 Materials due: Oct. 11, 2024

Rate

\$28,740 per day



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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.

INSERTION ORDER/SPECS

Deadlines

Space reservation: Sept. 27, 2024
 Materials due: Oct. 4, 2024

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. 15, 16, 17 or 18, 2024.

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 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 **Morning Agenda Email**.

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: Oct. 18, 2024

Materials due: Oct. 25, 2024

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.

