

## Hotel Room Marketing

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For more ways to get the word out about your program, check out [Booth Driver opportunities!](#)

### Doctors Bag Insert

### Doctors Bag Premium

### Hotel Key Cards

### Hotel Room Deliveries



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## Doctors Bag Insert

#### Opportunity:

- Advertiser-supplied\* marketing materials such as program invitations, booth announcements, demo schedules and special offers inserted into a Doctors Bag and delivered to headquarter hotel rooms.
- Maximum insert size: 8.5" x 11"
- Maximum weight: 2 oz.

#### Reach:

- 4,000 meeting attendees at select conference hotels and in the convention center.
- Plus bonus distribution to an additional 550,000+ cardiovascular disease professionals via links to advertiser material the **Morning Agenda Emails** (details in dropdown below).

#### Distribution:

- Delivered the evening of Nov. 7, 2025, to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on the morning of Nov. 8.

#### Deadlines

Space reservation: Oct. 3, 2025  
 Materials due: Oct. 10, 2025

#### Rate

\$15,690 per insert

*A minimum of four inserts must be reserved for the Doctors Bag to be delivered.*

[Online distribution details](#)



Promote your industry program or booth with High-Performance Ads on the [Conference Coverage Website!](#)

\*Inserts subject to AHA approval. Product samples are dependent on association and hotel policies. Contact your account manager for details.



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## Doctors Bag Premium

#### Opportunity:

- Advertiser-supplied\* marketing materials such as program invitations, booth announcements, demo schedules and special offers inserted into a clear pocket on the outside of the Doctors Bag and delivered to headquarter hotel rooms.
- Maximum insert size: 8.5" x 11"
- Maximum weight: 2 oz.

#### Reach:

- 4,000 meeting attendees at select conference hotels and in the convention center.
- Plus bonus distribution to an additional 550,000+ cardiovascular disease professionals via links to advertiser material the **Morning Agenda Emails** (details in dropdown below).

#### Distribution:

- Delivered the evening of Nov. 7, 2025, to attendee hotel rooms at headquarters hotels.
- Distributed throughout the convention center on the morning of Nov. 8.

#### Deadlines

Space reservation: Sept. 26, 2025  
 Materials due: Oct. 3, 2025

#### Rate

\$28,740

*A minimum of four inserts must be reserved for the Doctors Bag to be delivered.*

[Online distribution details](#)



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

\*Inserts subject to AHA approval. Product samples are dependent on association and hotel policies. Contact your account manager for details.



## Hotel Key Cards

- Reach attendees at hotels with your promotional ad on hotel key cards!
- Key card quantity TBD.

#### Deadlines

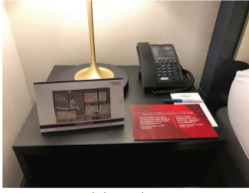
Space reservation: Aug. 15, 2025  
 Materials due: Sept. 12, 2025

#### Rate

\$45,000

*Sponsor works directly with vendor on artwork and production details.*

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## Hotel Room Deliveries

**Opportunity:** Deliver your branded items\* inside or outside attendee hotel rooms in headquarter hotels.

### Reach:

- 4,000 meeting attendees at select conference hotels and in the convention center.
- Plus bonus distribution to an additional 550,000+ cardiovascular disease professionals via links to advertiser material the **Morning Agenda Emails** (details in dropdown below).

**Distribution:** Delivered to select hotel rooms on Nov. 7, 8, 9, or 10, 2025.

### Online distribution details

### Deadlines

Space reservation: Oct. 10, 2025

Materials due: Oct. 17, 2025

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

*Advertiser provides insert to be distributed, subject to AHA approval. An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz.*

*Advertiser arranges production and shipping details for Hotel Room Delivery, and has items delivered to hotels. Ascend Media manages distribution only.*

*AHA 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.*

\*Items subject to AHA approval. Product samples are dependent on association and hotel policies. Contact your account manager for details.

*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.*