



**2022 Advertising Opportunities**  
Maximize engagement with attendees at the world's largest meeting of urologists and urology researchers

Welcome back to face-to-face meetings!

**Overview**



More than 85% of attendees are either primary decision-makers or have influence over the purchasing decisions.



11,000 registered professional attendees in 2019. 22,000 AUA members. Reach them all in 2022!



Attendance increased 14% the last time the Annual Meeting was in New Orleans!

**Science & Technology (S&T) Hall Schedule**

Friday, May 13, 9 a.m.-4 p.m.  
Saturday, May 14, 9 a.m.-6 p.m.  
Sunday, May 15, 9 a.m.-4 p.m.

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**Engagement Packages**

Opportunity	Price range	Space reservation deadline	Materials due
Branding	\$28,800	Varies	Varies
Traffic Building	\$22,100	Varies	Varies
Lead Generation	\$43,600	Varies	Varies

**Meeting News and Navigation Products**

Opportunity	Price range	Space reservation deadline	Materials due
Mystery Diagnosis	\$20,000	March 18, 2022	March 25, 2022
AUA Daily News	\$615-\$26,000	March 24, 2022	March 31, 2022
Attendee Welcome Guide	\$25,000	March 31, 2022	April 7, 2022
AUA Daily News Online	\$1,875-\$8,000	Jan 25, 2022	Feb. 1, 2022

**Email Products**

Opportunity	Price range	Space reservation deadline	Materials due
AUA Daily News ePreviews	\$2,850-\$5,000	Varies	Varies
Exclusive Exhibitor Emails	\$40,000	April 1, 2022	April 8, 2022
Virtual Platform Log-In Emails	\$20,000	April 6, 2022	April 13, 2022
AUA Daily eNews	\$5,000-\$11,025	April 14, 2022	April 21, 2022
AUA Daily News eHighlights	\$2,850-\$5,000	Varies	Varies

**Personal Deliveries**

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag Insert	\$10,500	March 28, 2022	April 4, 2022
Doctors Bag Premium	\$13,125	March 28, 2022	April 4, 2022
Individual Hotel Room Drop	\$35,000	April 8, 2022	May 9, 2022

**Hotel Advertising: Hilton New Orleans Riverside**

Opportunity	Price range	Space reservation deadline	Materials due
Shuttle Bus Entrance Branding	\$11,500	April 4, 2022	April 11, 2022

Main Entrance Branding	\$8,000	April 4, 2022	April 11, 2022
Concierge Floor Cling and Escalator to Front Desk	\$6,000	April 4, 2022	April 11, 2022
Guest Elevator Advertising	\$12,000	April 4, 2022	April 11, 2022
Glass Half-Wall Around Le Croissant Restaurant	\$9,000	April 4, 2022	April 11, 2022
Atrium Flags in Hotel Lobby	\$7,000	April 4, 2022	April 11, 2022
Bell Desk Branding	\$5,000-\$9,000	April 4, 2022	April 11, 2022
Front Desk Branding	\$12,000	April 4, 2022	April 11, 2022

**Hotel Advertising: New Orleans Marriott**

Opportunity	Price range	Space reservation deadline	Materials due
Lobby Valet Revolving Door	\$3,500	April 4, 2022	April 11, 2022
Curved Lobby Wall Banner	\$5,000	April 4, 2022	April 11, 2022
Canal Street Entrance Doors	\$8,000	April 4, 2022	April 11, 2022
Elevator Bank Floor Clings	\$3,500	April 4, 2022	April 11, 2022

**Hotel Advertising: Sheraton New Orleans**

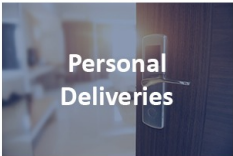
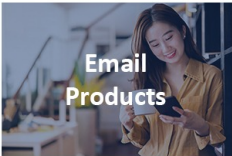
Opportunity	Price range	Space reservation deadline	Materials due
Lobby Gobo and Welcome Banner	\$5,000	April 4, 2022	April 11, 2022
Canal Street Hanging Banner	\$12,500	April 4, 2022	April 11, 2022
Elevator Clings	\$18,500	April 4, 2022	April 11, 2022

**For Out-of-Home opportunities, contact your Account Manager.**

*AUA2022 is planning for an in-person meeting with a number of virtual sessions offered for a remote audience. If the meeting must be canceled or converted to virtual, AUA and Ascend Media will transition advertisers to options of equal value and exposure. 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. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.*

**Opportunities**



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