

Engagement Packages

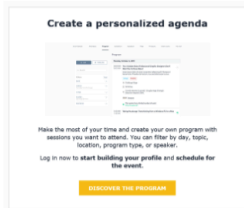
Print this page

Conference Essentials Package

Branding Package

Lead Generation Package

Traffic Building Package



click to enlarge

Conference Essentials Package

Exclusive sponsorship opportunity!

Opportunity:

- Own the meeting welcome and orientation experience for AUA2025 attendees and members!
- You will be the first to greet attendees at their hotels with the printed **Essential Guide to AUA2025** providing key meeting details and must-have information.
- You will be the sole advertiser in **six emails** to registered attendees providing log-in reminders and instructions for accessing the online sessions. These emails go to registered attendees onsite and those registered just for the online sessions.

Reach: Meeting attendees and AUA members and registrants not onsite.

Essential Guide to AUA2025 details +

Online Session Email details +

Deadlines

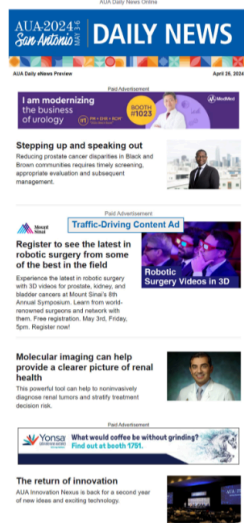
Space reservation: March 14, 2025
 Materials due: March 21, 2025

Rate

\$35,000

Exclusive sponsorship opportunity

Insertion Order/Specs



click to enlarge

Branding Package

A savings of more than \$6,000!

- **One AUA Daily News ePreview Leaderboard**
 - Your message is sent to 21,000 AUA members plus non-member registrants and previous attendees.
- **AUA Daily eNews Premium Banner**
 - 4X frequency; maximum exposure.
- **AUA Daily News Full Page**
 - Print and digital exposure all three days.

Some substitutions may apply if the above assets are sold out.

Deadlines vary. See individual product deadlines.

Rate

\$24,420

Three packages available

Insertion Order/Specs



Lead Generation Package

A savings of more than \$7,000!

- **Exclusive Exhibitor Email**
 - Your lead-generating email message is sent to AUA2025 attendees.
- **One High-Performance Ad on AUA Daily News Online***
 - Feature your content in a native ad spot located in a prominent position on the home page of the official meetings news site.

Some substitutions may apply if the above assets are sold out.

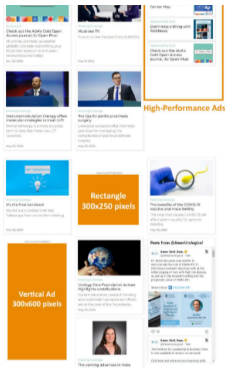
Deadlines vary. See individual product deadlines.

Rate

\$28,160

Three packages available

Insertion Order/Specs



click to enlarge

*Your materials can go live in late March 2025 and remain on the site until the first 2026 ePreview is prepared/sent.



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Traffic Building Package

A savings of \$4,800!

- **One AUA Daily News ePreview Premium Banner**
 - Announce your program or booth message early.
- **Doctors Bag Insert**
 - Door-to-door delivery for your booth or program invitation.
- **AUA Daily News Half Page**
 - Promote your booth message or program with print and email exposure all three days.
- **AUA Daily News eHighlights Premium Banner**
 - Continue visibility for your message or your program on demand.

Deadlines vary. See individual product deadlines.

Rate
\$24,875
Three packages available

Insertion Order/Specs

Some substitutions may apply if the above assets are sold out.

AUA2025 is planned as 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 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.

