

Hotel Room Marketing

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Make a direct delivery with ISC22 attendees!



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Hotel Key Cards



- Reach attendees at hotels with your promotional ad on hotel key cards!
- 2,600 cards will be distributed

If the in-person ISC22 must be canceled, AHA/ASA 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 15, 2021
 Materials due: Jan. 5, 2022

Rate

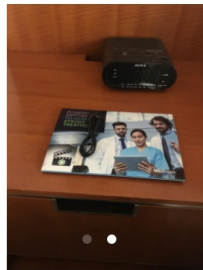
\$10,500

Exclusive Opportunity

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

Icon Key

Traffic-building product



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Individual Hotel Room Drops



Deliver your branded item inside or outside attendee hotel rooms.

Reach: 1,800 attendee hotel rooms

Content: Advertiser-supplied materials, subject to AHA/ASA 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 Feb. 8, 9, 10 and 11.

New Feature for 2022! 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." A link to the Industry Highlights page will be included in each day's ISC Daily Highlights.

If the in-person ISC22 is canceled, each insert will be mailed in an ISC-branded package to 1,800 U.S. meeting attendees to arrive one week prior to the virtual-only meeting. 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.

Ask your Account Manager about hotel-specific and other custom individual room drop options.

All advertiser-supplied inserts are subject to AHA/ASA 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: Jan. 19, 2022
 Materials due: Jan. 24, 2022

Rates

In-Room Delivery	\$33,250 per day
Outside Room Delivery	\$20,000 per day

