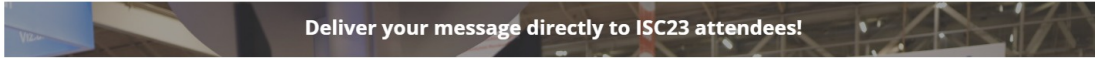


## Hotel Room Marketing

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### Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA/ASA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



click to enlarge

## 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 ISC23 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: Nov. 18, 2022  
Materials due: Dec. 2, 2022

**Rate**  
\$10,500

**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:** Up to 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. 7, 8, 9 and 10.

**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 ISC23 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. 20, 2023  
Materials due: Jan. 25, 2023

#### Rates

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

**Promote your industry program or booth with "Interesting Stories" on the Conference Coverage Website for huge visibility!**

**Spread your message further with year-round advertising in AHA's Professional Heart Daily and Science News. Ask your account manager for details.**

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product

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