

Hotel Room Marketing

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Hotel Key Cards



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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

INSERTION ORDER/SPECS

Deadlines

Space reservation: Nov. 15, 2024
Materials due: Dec. 2, 2024

Rate

\$14,500

Exclusive Opportunity

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

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. 4, 5, 6 and 7, 2025.

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 Morning Agenda.

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

Packaged products may not exceed 6 oz. and must be in sealed bags.

All advertiser-supplied inserts are subject to American Heart Association/American Stroke Association 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: Jan. 17, 2025
Materials due: Jan. 24, 2025

Rates

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

Promote your industry program or booth with High-Performance Ads on the Conference Coverage Website for huge visibility!

Professional Heart Daily and Science News

Spread your message further with year-round advertising! [Click for more information.](#)

Ask about your AHA/ASA exhibitor discount!

ISC25 is planned as an in-person meeting in Los Angeles. If the meeting must be canceled or converted to virtual, the American Heart Association/American Stroke Association 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 advertiser-supplied inserts are subject to American Heart Association/American Stroke 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.

