


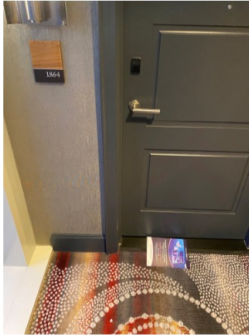
Hotel Room Marketing

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Deliver your message directly to select meeting attendees – plus digitally to SHM members!

Icon Key

-  Traffic-building product
-  Reach all meeting attendees
-  Reach all SHM members
-  Push product
-  Personal delivery
-  Lead-generating product
-  Product has frequency
-  Branding product



click to enlarge

Individual Hotel Room Drop



Stand out with a personal direct delivery to select attendee hotel rooms

Reach: Up to 1,500 attendee hotel rooms

Content: Advertiser-supplied materials, subject to SHM approval. Suggested items include:

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations

Distribution: Delivered to attendee hotel rooms on March 26, 27, 28 and 29.

Additional reach – an \$8,000 value!

All Individual Hotel Room Drop supporters will have an article related to their insert in the Interesting Stories block of **Meeting News Central** – reaching up to 14,000 SHM members, attendees and other hospitalists. Individual Hotel Room Drop inserts will be downloadable from this article.

See [Meeting News Central](#).

**If the in-person portion of SHM Converge 2023 is canceled, each insert will be mailed to up to 1,500 U.S. meeting attendees to arrive prior to the virtual-only meeting. For advertising linked to a booth or program, we encourage advertisers to prepare secondary general branding materials in case the meeting converts to virtual only.*

All advertiser-supplied inserts are subject to SHM 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: March 2, 2023
Materials due: March 9, 2023

Rate

\$12,750 outside room delivery

Promote your industry program or booth with "Interesting Stories" on Meeting News Central for huge visibility!

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All rates are net. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.