



# ADVERTISING OPPORTUNITIES

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# Annual Meeting Emails

## Email Opportunities\*

### Registration Marketing Emails

Get your message in front of **38,000 AAN members**. Emails sent to AAN members include general information about the meeting and encourage participation and attendance at the meeting.

### Pre-Annual Meeting Emails

Get your message in front of registered Annual Meeting attendees just prior to the event. Each email includes logistical information to help attendees get started at the conference.

### On-site Daily Emails to Conference Attendees

This email is delivered each day to registered attendees of the Annual Meeting in Denver and online-only attendees (April 13–18). The email is focused on promoting upcoming activities each day and includes images and a rich, digital experience for attendees.

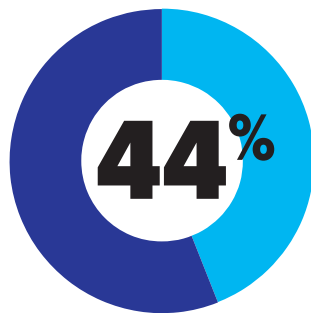
### Annual Meeting Thank You Email

Sent soon after the end of the meeting, the Annual Meeting thank you email provides helpful reminders to meeting attendees about how to receive CME, where to find program materials, and thanks them for their participation.

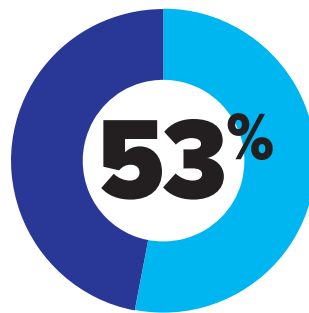
### Annual Meeting Recordings Access Reminder Email

Annual Meeting attendees have access to recordings through May 6, 2024. This email is sent several weeks after the close of the meeting to remind attendees that their access is for a limited time. This is the last opportunity to get in front of Annual Meeting attendees!

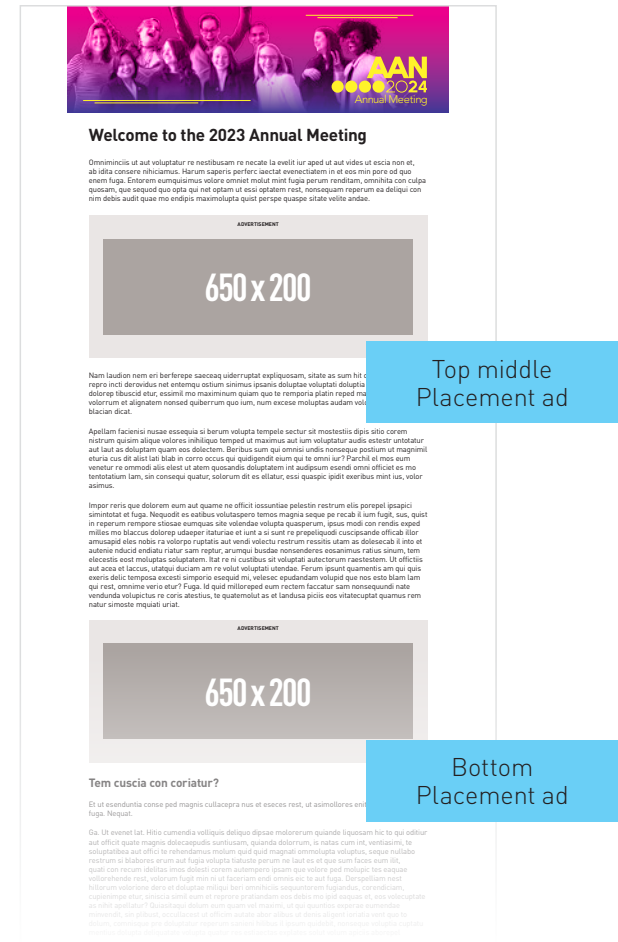
*\*Email Opportunities not eligible for Industry Roundtable discounts.*



2023 Annual Meeting Registration emails had a 44% average open rate



2023 Daily Conference emails had a 53% average open rate



# Email Opportunities—continued



Annual Meeting Emails	Location	Price	Date Assets Due	Date or Date Range Email Sent	Email Audience	Approximate Distribution
<b>February Registration Marketing Email</b>	Bottom placement	\$40,000	Feb 9, 2024	mid-February	<b>All members</b>	<b>38,000</b>
<b>March Registration Marketing Email</b>	Bottom placement	\$40,000	Mar 6, 2024	mid-March	<b>All members</b>	<b>38,000</b>
Pre-Annual Meeting Email 1	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Mar 30, 2024	Registered attendees	11,000
Pre-Annual Meeting Email 2	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Mar 30, 2024	Registered attendees	11,000
Daily Email Saturday, April 13	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 13, 2024	Registered attendees	11,000
Daily Email Sunday, April 14	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 14, 2024	Registered attendees	11,000
Daily Email Monday, April 15	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 15, 2024	Registered attendees	11,000
Daily Email Tuesday, April 16	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 16, 2024	Registered attendees	11,000
Daily Email Wednesday, April 17	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 17, 2024	Registered attendees	11,000
Daily Email Thursday, April 18	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 18, 2024	Registered attendees	11,000
Thank You Email	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 19, 2024	Registered attendees	11,000
Annual Meeting Recordings Access Reminder Email	Bottom Placement	\$30,000	April 13, 2024	Early May	Registered attendees	11,000

# Email Opportunities—continued

## Key Deadlines

### February Registration Marketing Email

**JAN 25** Order form and payment due

**FEB 1** Graphic file due for approval

**FEB 9** Final (approved) graphic files are due

### March Registration Marketing Email

**FEB 22** Order form and payment due

**MAR 1** Graphic file due for approval

**MAR 6** Final (approved) graphic files are due

### Annual Meeting Daily Email, Annual Meeting Thank You Email, and Annual Meeting Recordings Access Reminder Email

**MAR 8** Order form and payment due

**MAR 15** Graphic file due for approval

**MAR 22** Final (approved) graphic files due



# Annual Meeting Daily Rate Card

*Annual Meeting Daily* (formerly *AANextra*) will be distributed to approximately 4,000 Annual Meeting attendees each day in Denver Saturday through Wednesday mornings (April 13–17, 2024). The full-color magazine promotes popular events during these days, such as:

- Exhibit Hall highlights
- Educational courses
- Scientific poster sessions
- Hubs for unconventional learning
- Networking and social events

Your advertisement in this publication will enable you to further promote your corporate brand and products to this audience of committed, informed, and curious neurology professionals.

<i>Annual Meeting Daily</i>	Non-IRT Member Rate	IRT Member Rate
Half Page (single issue)	\$3,675	\$3,500
Half Page (all issues)	\$12,600	\$12,000
Full Page (single issue)	\$6,300	\$6,000
Full Page (all issues)	\$25,200	\$24,000
Full Page PI (single issue)	\$3,150	\$3,000
Full Page PI (all issues)	\$12,600	\$12,000
Spread Ad (single issue)	\$9,975	\$9,500
Spread Ad (all issues)	\$39,900	\$38,000
Inside Front Cover (single issue)	\$9,240	\$8,800
Inside Front Cover (all issues)	\$33,600	\$32,000
Inside Back Cover (single issue)	\$9,240	\$8,800
Inside Back Cover (all issues)	\$33,600	\$32,000
Outside Back Cover (single issue)	\$11,550	\$11,000
Outside Back Cover (all issues)	\$39,900	\$38,000
Cover Tip Ad with Half page (single issue)	\$17,325	\$16,500
Cover Tip Ad with Half page (all issues)	\$50,400	\$48,000



## Key Deadlines

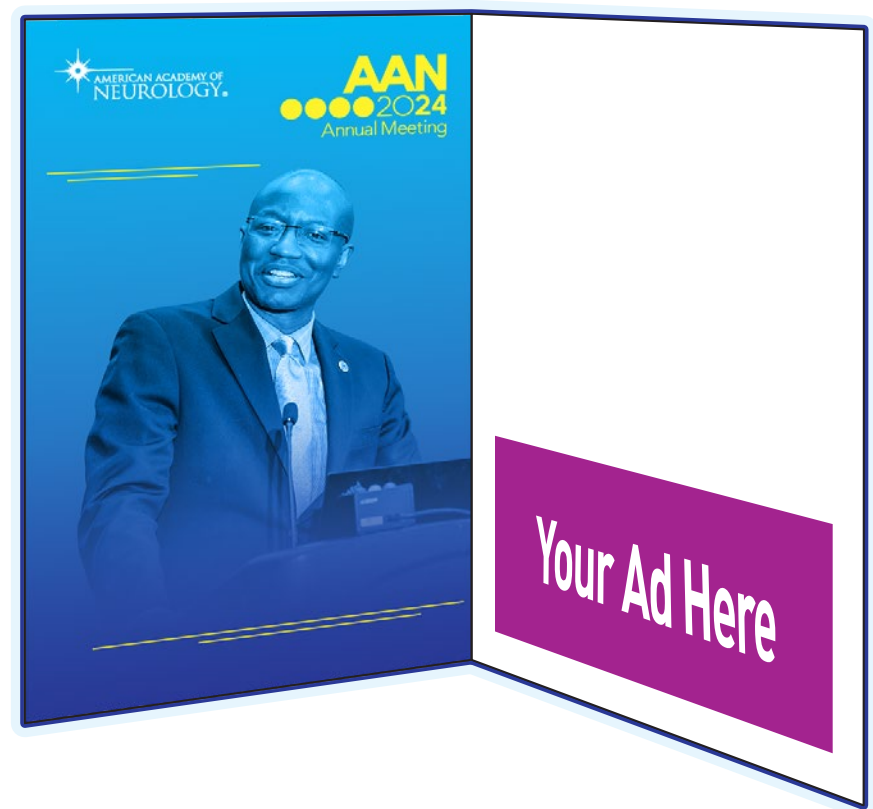
- FEB 8** Order form and payment due
- MAR 8** Graphic file due for approval
- MAR 15** Final (approved) graphic files due

# NEW! Pre-meeting Direct Mail

To maximize your exposure to 2024 Annual Meeting attendees, the AAN offers advertising in **two pamphlets** (one ad per pamphlet) mailed to 25,000+ registered and potential attendees. This short-form printed pamphlet includes information about abstracts or other programming with a high-impact advertising location for your product. Get prime real estate with maximum eyeballs ahead of the Annual Meeting.

**Sponsorship Fee:** \$25,000 per ad

Expand your reach with high-impact print to 25,000+ registered and potential US attendees.



## Key Deadlines

**JAN 26** Order form and payment due

**FEB 2** Graphic file due for approval

**FEB 9** Final (approved) graphic files due

# Mobile App Advertising Opportunities

The 2024 AAN Annual Meeting in Denver will be available in the AAN Conferences mobile app in March 2024. The app is the primary digital on-site programmatic navigational tool for attendees. Build awareness while establishing your company as a unique product provider in today's digital environment.

## 2023 Annual Meeting Mobile App

Statistics (April 3–May 31, 2023)

**67%**

of registered attendees logged into the mobile app at least once!

**140,000**

Total interstitial ad impressions  
**17,000** unique impressions

**20,000+**

Users (Unique Devices)

**5,000+**

Average sends and **23%** average rich page views per push notification



# Mobile App Advertising Opportunities—continued

## Interstitial Ad on the Mobile App only

Get in front of all app users right when they open the mobile app with a full-screen display of your ad. Attendees can click through to your website before entering the rest of the app. Benefits include:

- Corporate logo included in all pre- and on-site advertising, including web promotion, signs, and promotional emails.
- Advertising will appear for four seconds at a maximum of once per hour.

## Push Notifications on both the Mobile App and Online Platform

Engage users by sending push notifications to generate interest in your content. You can choose to include an image and send users to your website. One push notification offered before the start of the conference on Friday, April 12. Two push notifications offered per day April 13–15 and one push notification offered per day April 16–18.

## NEW! Carousel Ads on both the Mobile App and the Online Platform

Take advantage of this great opportunity that allows you to hit a captive audience at the exact time they are deciding their upcoming schedule. This is a great way to ensure learning more about your company is built into their schedule! Limit 5 advertisements.

### Maximize Your Reach!

Push notifications and carousel ads are the only way to reach ALL our attendees no matter if they are participating online only, in person, or a mix of both.





# Mobile App Advertising Opportunities—continued

Annual Meeting Mobile App	IRT Member Rate	Non-IRT Member Rate
EXCLUSIVE! Interstitial Ad (April 13–18)	\$125,000	\$140,000
One-time Daily Push Notification, April 12	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 13 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 14 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 15 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 16	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 17	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 18	\$35,000 each	\$38,500 each
Carousel Ad	\$25,000 each	\$28,500 each

## Key Deadlines

- FEB 16** Order form and payment due
- MAR 15** Graphic file due to AAN for approval
- MAR 22** Final (approved) graphic files due



# Attendee List Opportunity

*This is an opt-in attendee list. Only those who opt-in to receive industry communications will be listed.*

Let attendees know about products, services, job opportunities, and your presence at the 2024 AAN Annual Meeting in Denver before and after the meeting by renting use of the Annual Meeting Attendee List. **Exclusively available to registered exhibitors for one-time use.**

## Past List Sizes

The attendee list is comprised of only US attendees who have opted in to receive non-AAN mailings. This impacts the size of the list.

List	2022	2023
Pre-meeting	1,060	1,334
Post-meeting	1,097	1,519

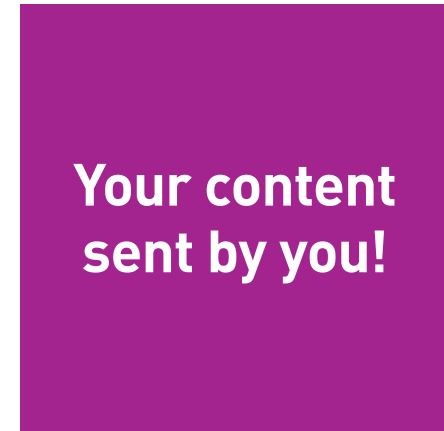
## Attendee List Pricing Table

- All actual selections and order placing will be handled online.
- List to be used in marketing in relation to AAN Annual Meeting.

Attendee List	Type	Cost
Pre-meeting	Email	\$3,000
	Mailing	\$3,000
	Both Email and Mailing	\$6,000
Post-meeting	Email	\$3,500
	Mailing	\$3,500
	Both Email and Mailing	\$7,000
Pre- and Post-meeting	Email	\$5,500
	Mailing	\$5,500
	Both Email and Mailing	\$11,000

## Guidelines

- The AAN does not distribute lists without an AAN-approved sample email/ mailing or marketing piece, i.e., an organization must send an approved email/ mailing piece to receive a list.
- Please note the date the list(s) become available. Samples of the materials proposed for the mailing or email marketing must be submitted for review and approved by the AAN for compliance with Guidelines and Sanctions prior to processing the order. Significant discrepancy between the material submitted for review and the final printed or emailed materials may result in forfeiture of future list usage and AAN sanctions.
- The attendee list may not be used to market any AAN education, science, or poster programming.
- The attendee list may not be used for the purpose of conducting a survey.
- Forward a sample of the mailing or email marketing piece for AAN review to Kate Andrews at [kandrews@aan.com](mailto:kandrews@aan.com). AAN review can take up to seven business days.
- Once the sample has been approved, lists are distributed via email attachment (Excel file).
- The use of the AAN brand logo or Annual Meeting logos on marketing materials is strictly prohibited.
- For any unauthorized use of the list, list renter must pay the fee plus a fine of \$500 per each unauthorized use.



## Key Deadlines

- MAR 22** Order form and payment due
- MAR 29** Deadline to provide marketing sample to the AAN for approval
- APR 1** Pre-meeting attendee list becomes available (to those who have AAN-approved marketing piece)
- APR 10** Deadline to send to pre-meeting attendee list
- APR 24** Post meeting attendee list becomes available (to those who have an AAN-approved marketing piece)
- MAY 6** Final deadline to send post-meeting attendee list marketing piece

# Out-of-home Advertising

Enhance your organization's overall presence with outdoor advertising. Reach your target audience and customize your message throughout Denver as attendees socialize and network with colleagues outside of the Colorado Convention Center. These highly visible opportunities allow your organization to increase brand awareness among attendees in a more expanded footprint.

## Available Opportunities include:

- Airport Banners and Digital Ads
- Area Billboards
- Transportation Advertising opportunities
- Many more

Out-of-home Advertising will be available in early November.

### Contact:

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