



2023 Annual Meeting Full Onsite Branding & Advertising Opportunities

[Click Here to Purchase Now in the Ads & Sponsorship Gallery!](#)

Onsite Advertising Opportunities

Click the links below to see each type and pricing

- Digital Advertising Opportunities
 - [Annual Meeting Emails](#)
 - [ASHG Newsletters and Web Pages](#)
 - [Online Planner and Mobile App](#)
- [Onsite Digital Signage at Convention Center](#)
- Print Advertising Opportunities
 - [Convention Center – Flat Fee Items + Bag Inserts](#)
 - [Convention Center – Marketing Fee Items](#) *(marketing fee to ASHG, plus production costs to supplier)*
 - [HQ Hotel – Marriott Marquis](#)

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

Digital Advertising Opportunities

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Digital Advertising Opportunities

Annual Meeting Emails

- Banner ads in attendee-exclusive emails, featuring:
 - The Daily Meeting Digest
 - *Sent the morning of each meeting day*
 - Exhibit Hall Preview
 - ~~Industry Events Preview~~ **SOLD OUT!**
 - ~~Know Before You Go~~ **SOLD OUT!**
 - QR Code email – exclusive top-position ad, no other sponsors
 - *Every attendee must open this to pick up their badge onsite!*
 - Post-Show Wrap Up



[Download the ASHG media kit here for ad specs and guidelines](#)

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Digital Advertising Opportunities

Annual Meeting Emails – Price List

Item	Ad Position	Sale Price
Registration Early Bird Reminder SOLD	Top – Exclusive	\$6,000.00
Exhibit Hall Preview SOLD	Top	\$4,000.00
Exhibit Hall Preview	Middle	\$2,700.00
Career Fair + Prof. Development	Top	\$2,500.00
Career Fair + Prof. Development	Middle	\$1,800.00
Industry Events Preview SOLD	Top	\$4,000.00
Industry Events Preview SOLD	Middle	\$2,700.00
QR Code Email	Top – Exclusive	\$8,000.00
Know Before You Go SOLD	Top	\$6,000.00
Know Before You Go SOLD	Middle	\$4,000.00
Know Before You Go SOLD	Bottom	\$2,000.00

Item	Ad Position	Sale Price
Daily Digest, Wednesday SOLD	Top	\$3,500.00
Daily Digest, Wednesday	Middle	\$2,500.00
Daily Digest, Thursday SOLD	Top	\$3,700.00
Daily Digest, Thursday SOLD	Middle	\$2,700.00
Daily Digest, Friday	Top	\$3,700.00
Daily Digest, Friday	Middle	\$2,700.00
Daily Digest, Saturday	Top	\$3,000.00
Daily Digest, Saturday	Middle	\$2,200.00
Post-Show Wrap Up	Top	\$2,500.00
Post-Show Wrap Up	Middle	\$1,800.00

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Digital Advertising Opportunities

ASHG Newsletters, Web Pages, and Career Center Ads

- Banner ads in our member-exclusive Friday newsletter *The SNP*
 - Sent every Friday morning (around 10 am eastern) excluding major holidays, the week before the meeting, and the week of the meeting
 - Sent to full opted-in member database
 - ~6,000 members and >95% opt-in rate!
- Rotating ads on select ASHG.org and Annual Meeting landing pages
- Job listings and banner ads on the [ASHG Career Center](#)



[Download the ASHG media kit here for full SNP and web ad specs and guidelines](#)

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Digital Advertising Opportunities

ASHG Newsletters – Price List

Newsletter Ads: Position & Size	Shoulder Rates: Aug. 1 – Sept. 15	Peak Rates: Sept. 16 – Annual Meeting	Standard Rates <i>(all other times)</i>
Top Position, 660w x 88h	\$2,250	\$3,000	\$1,500
Middle Position, 660w x 175h	\$1,500	\$2,000	\$1,000
Bottom Position, 660w x 175h	\$750	\$1,000	\$500

Reach out to switney@ashg.org for current availability by week and by position

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

Digital Advertising Opportunities

ASHG Web Pages – Price List

Web Ads: Position & Size	1 Month	3 Months	6 Months
Run of Site, Top Leaderboard, 728w x 90h**	\$2,500	\$6,000	\$12,500
Journal Landing Pages: Sidebar, Skyscraper, 120w x 600h*	\$2,000	\$5,000	\$9,500
Journal Landing Pages: Sidebar or Inline, Boombox, 336w x 280h*	\$1,200	\$3,000	\$5,500
Journal Landing Pages: Sidebar or Inline, Square, 250w x 250h*	\$1,200	\$3,000	\$5,500
Non-Journal Landing Pages: Sidebar, Skyscraper, 120w x 600h*	\$1,000	\$2,700	\$5,000
Non-Journal Landing Pages: Sidebar or Inline, Boombox, 336w x 280h*	\$700	\$1,800	\$3,500
Non-Journal Landing Pages: Sidebar or Inline, Square, 250w x 250h*	\$700	\$1,800	\$3,500
<p>* Peak schedule premiums for sidebar and inline ads:</p> <ul style="list-style-type: none"> • Aug. 1 – Sept. 15: \$300 per ad • Sept. 16 to Annual Meeting: \$500 per ad • Aug. 1 to Annual Meeting: \$700 per ad 	<p>** Peak schedule premiums for run of site leaderboard ads:</p> <ul style="list-style-type: none"> • Aug. 1 – Sept. 15: \$700 per ad • Sept. 16 to Annual Meeting: \$1,000 per ad • Aug. 1 to Annual Meeting: \$1,500 per ad 		

Reach out to swhitney@ashg.org for current availability
by month and position

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Digital Advertising Opportunities

ASHG Career Center Ads – Job Posting Price List

Standard Packages	ASHG Member Rate	Non-Member Rate
30-Day Internship Posting	Free	Free
30-Day Job Posting	\$295	\$495
60-Day Job Posting	\$419	\$675

Job Posting Enhancements	ASHG Member Rate	Non-Member Rate
Featured Job	Free	Free
Digi-Me Video	\$295	\$495
Social Recruiting	\$419	\$675
ASHG Annual Meeting Exhibitor Highlight	Varies	Varies

Visit <https://careers.ashg.org/employers/>
for full rates and packages and to order

Digital Advertising Opportunities

ASHG Career Center Ads – Banner Ad Price List

Career Center Banner Ad: Position & Size	1 Month	3 Months	6 Months
Top Banner, 468w x 60h	\$750	\$2,100	\$4,000
<i>* Peak schedule premiums for Career Center banner ads:</i> <ul style="list-style-type: none">• Aug. 1 – Sept. 15: \$250 per ad• Sept. 16 to Annual Meeting: \$350 per ad• Aug. 1 to Annual Meeting: \$500 per ad			

Reach out to swhitney@ashg.org for current availability by month

Digital Advertising Opportunities

Online Planner and Mobile App



- Offering enhanced exhibitor listings, push notifications, and in-app ads
- Robust ad retargeting also available – reach attendees everywhere they go online!

[Download the TriStar rate card here for details and pricing](#) or contact Steve Smyth at ssmyth@tristarpub.com to get started!

Mobile App & Online Planner
The **PRIMARY** attendee tool to navigate this year's meeting!

The 2022 in-person meeting reported outstanding attendee participation, including:

 5,496 APP DOWNLOADS	 18,642 ONLINE PLANNER USERS
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The graphic also features a smartphone displaying the ASHG Annual Meeting 2023 app interface.



DEADLINES

September 1
September 6

Ad space/payment
Ad materials due



Onsite Digital Signage

Provided Exclusively by Digital Conventions
Walter E. Washington Convention Center



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Digital Branding Opportunities, WEWCC

WDSs (Wall-Mounted Digital Signs), Mt. Vernon/South Bldg

- 89” vertical LED displays
- Exclusive rental – no competing ads
- **Only 2 available**, near L Street doors
 - WDS-014 facing inside
 - WDS-015 facing L Street doors
(reverse side of column shown here,
visible from street)
- Run Dates: Full Meeting, November 1-5
- Price: \$5,000 per unit



Digital Branding Opportunities, WEWCC

Mobile Digital Posters

- Single-sided mobile LED video wall, 4'w x 6.5'h – position it where you need it most!*
- Exclusive rental – no competing ads
- ~~Only 5 available~~
 - **2 sold, 3 available**
- Run Dates: November 2-4 (exhibit hall days)
- Price: \$5,000 per unit



**Locations subject to ASHG approval*

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Digital Branding Opportunities, WEWCC

Registration + WDS Bundle

- ***One of only 3 rotating ad slots***, among ASHG content, in 7 high-profile locations
 - Grand Lobby – South Skywalk Video Wall (facing main doors near registration)
 - Registration – West Salon digital flags x 2 (back sides only)
 - 4 locations – Wall-mounted Digital Signs (WDS), 89” vertical displays
- Run Dates: Full Meeting, November 1-5
- Price: \$15,000 per slot
 - That’s just \$3,000 a day for high-impact, large format advertising!

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – South Skywalk Video Wall



View from Mt. Vernon Place entrance

Print sponsor banners (above in green) sold out

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – West Salon Flags



View on Mezzanine facing Mt. Vernon Place entrance

Same art will display on both flags

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – WDSs, 4 Locations



Level 1



Level 2

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Digital Branding Opportunities, WEWCC

Digital Content Guidelines

- File Type, Still Graphics
 - JPG or PNG accepted
 - Sizes: 1G max per file
- File Type, Video
 - MP4 or .MOV/Quicktime (H.264), bit rate between 4-9 megabits
 - Sizes: 1G max per file
 - No audio capability
- Content Requirements
 - Ads in Registration + WDS Bundle may not promote daytime industry sessions to avoid conflicts of interest with consecutive ASHG programming messages

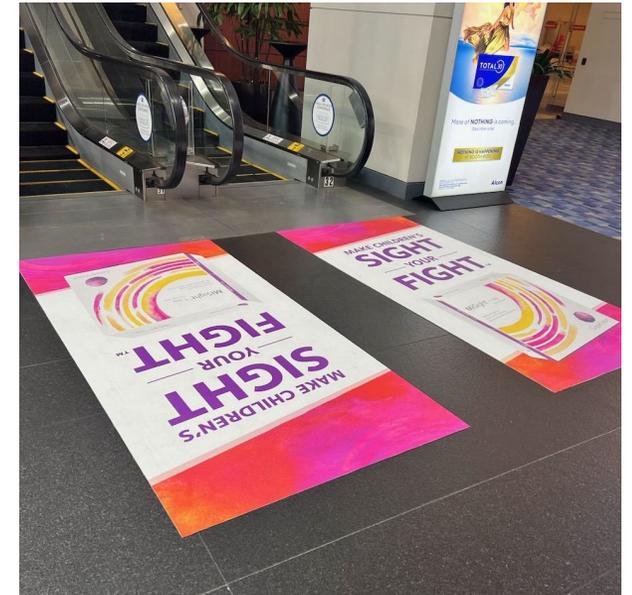
Print Advertising Opportunities

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Print Advertising Opportunities

Flat Fee Items + Bag Inserts

- Flat Fee to ASHG, includes production
 - Floor decals – 3 sizes to choose from!
 - *Can position in lobby, concourse, or exhibit hall*
 - Printed meterboards, double-sided, 1M x 87"
 - ~~Hanging aisle/poster signs in Exhibit & Poster Hall **SOLD OUT!**~~
 - ~~14 hanging aisles signs with your logo and call to visit your booth!~~
 - ~~Lanyards **SOLD OUT!**~~
 - ~~Attendee meeting bags **SOLD OUT!**~~
- ~~Hotel Key Cards – marketing fee to ASHG, plus production costs **SOLD OUT!**~~
- Bag Inserts – marketing fee to ASHG, plus materials
 - Meeting bag fliers / inserts – *sponsor provides QTY 6000 units to ASHG*
 - Choose from: meeting pen, ~~notebook **SOLD OUT!**~~, or 8.5" x 11" or smaller flier (up to 5 slots)



Floor Decals in Lobby
See next page for pricing

Print Advertising Opportunities

Flat Fee Items + Bag Inserts Pricing

Advertisement	Location	ASHG Fee
Floor Decal, Small (3' x 3')	Exhibit Hall or Concourse	\$1,200
Floor Decal, Small (3' x 3')	Registration/Lobby	\$2,000
Floor Decal, Medium (5' x 5')	Exhibit Hall or Concourse	\$2,000
Floor Decal, Medium (5' x 5')	Registration/Lobby	\$3,500
Floor Decal, Large (8' x 4')	Exhibit Hall or Concourse	\$5,000
Floor Decal, Large (8' x 4')	Registration/Lobby	\$7,500
Meterboard Sign, Double Sided (limit 5)	Registration/Lobby	\$3,500
Meterboard Sign, Double Sided	All other locations*	\$2,700
Aisle and Poster Signs Branding SOLD	Exhibit Hall	\$10,000
Meeting Bag Inserts – Flier or Postcard (limit 5)	Meeting Bag	\$4,000 plus materials
Meeting Bag Inserts – Pen (limit 1)	Meeting Bag	\$4,000 plus materials
Meeting Bag Inserts – Notebook SOLD	Meeting Bag	\$4,000 plus materials

**Meterboard placement options include exhibit hall, Concourse, in front of rented exhibitor suites, and in front of industry education rooms up to and during sponsor session, with ASHG approval.*

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Print Advertising Opportunities

Conv. Center Banners - Marketing Fee + Production

- Banners – Grand Lobby facing front doors, by registration, 8'W x 10'H

- Options include:

- Banner S-46 (west/left)
- Banner S-47 (east/right)

- Marketing Fee to ASHG: \$7,500 each

- Estimated Freeman Cost: \$2,764 each

- *Art must be approved by October 3 discount deadline or rates increase*

Freeman¹



SOLD OUT!

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

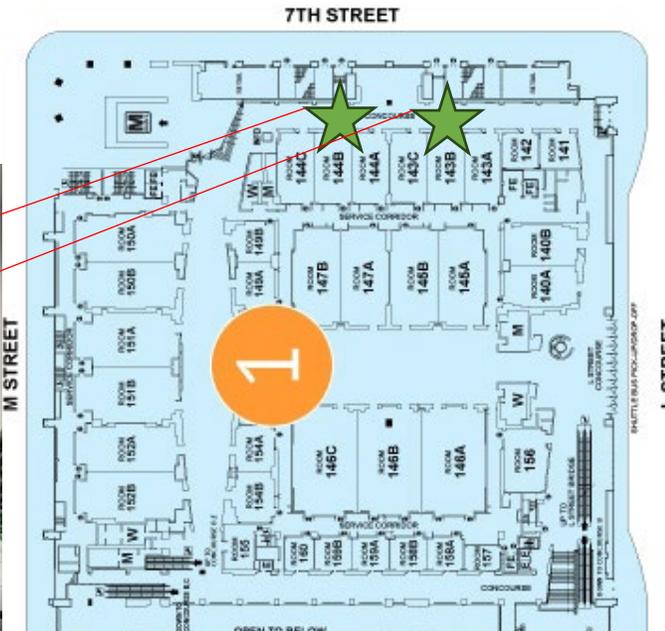
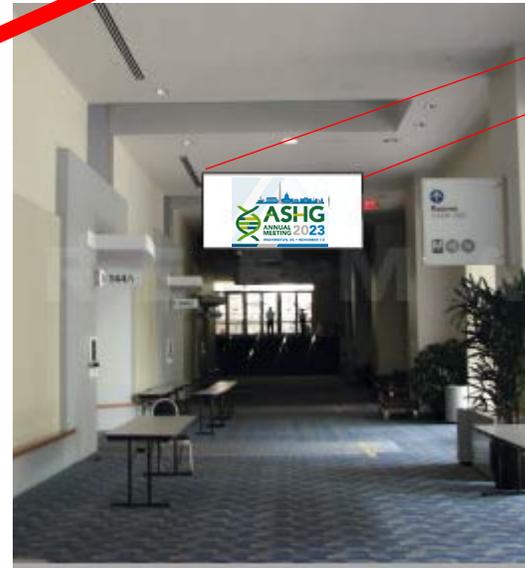
Print Advertising Opportunities

Conv. Center Banners - Marketing Fee + Production

- Banners – Industry Education session room hallway, 8'W x 4'H
 - Banner S-31 (outside room 144B) or
 - Banner S-32 (outside room 143B)
- Marketing Fee to ASHG: \$1,500 ea.
- Est. Freeman Cost: \$2,552 ea.
 - Art must be approved by October 3 discount deadline or rates increase

SOLD OUT!

Freeman[®]



Print Advertising Opportunities

Conv. Center Balcony Clings - Marketing Fee + Production

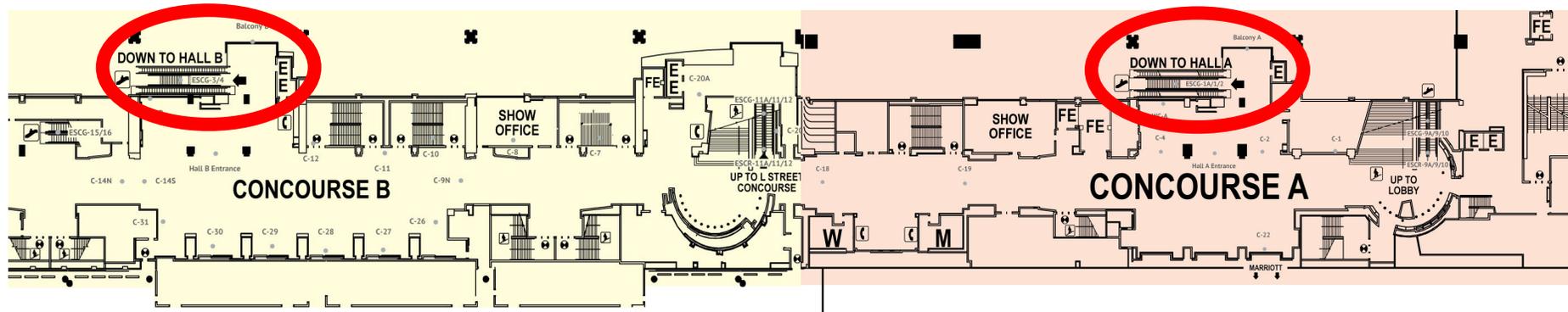
- Balcony A and Balcony B glass clings – overlooking exhibit hall at Hall A and Hall B entrances
 - 8 glass panels – sizes in photo
 - Balcony A Marketing Fee to ASHG: \$6,500 for full package/all 8 panels
 - Balcony B Marketing Fee to ASHG: \$4,000 for full package/all 8 panels
 - Estimated Freeman Cost: \$12,858 for full package per balcony
 - *Art must be approved by October 3 discount deadline or rates increase*



Print Advertising Opportunities

Escalators, Exhibit Hall Entrances - Mktg Fee + Prod.

- Hall B Entrance (yellow) – 2 escalators, 4 total glass clings available
- Hall A Entrance (pink) – 3 escalators, 6 total glass clings available
- No runner options (glass clings only)

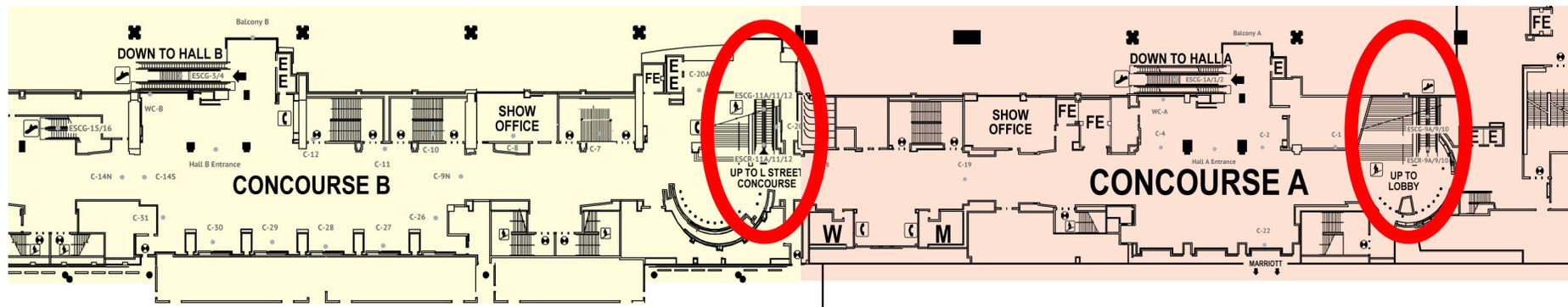


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Print Advertising Opportunities

Escalators, Concourse to Level 1 - Mktg Fee + Prod.

- From L Street bldg to Concourse B (yellow)
 - 3 escalators, 6 total graphics available
 - ~~4 runners available~~ *2 sold, 2 available*
- From Reg to Concourse A (pink)
 - 3 escalators, 6 total graphics available
 - 4 runners available

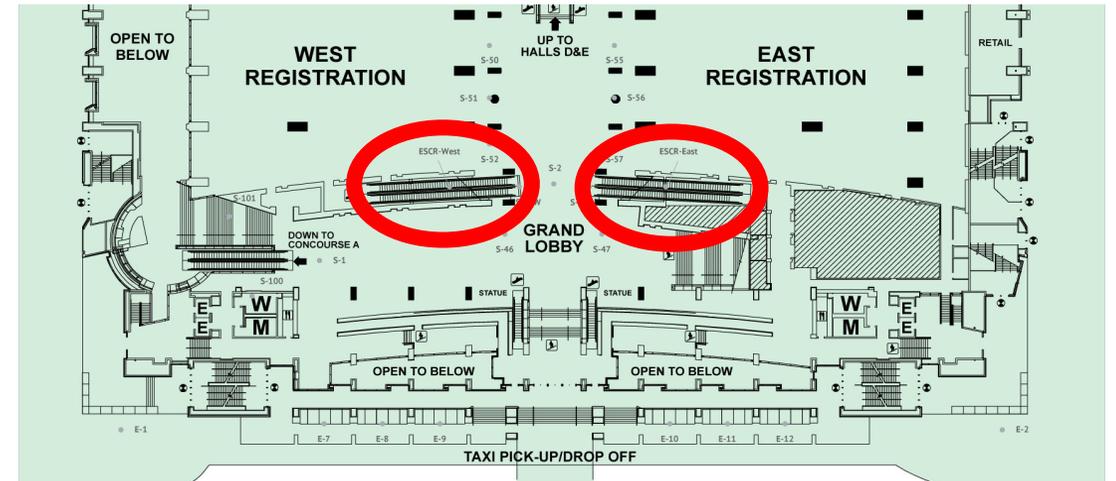


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Print Advertising Opportunities

Escalators, L1 to L2, Mt. Vernon Place Bldg - Mktg Fee + Prod.

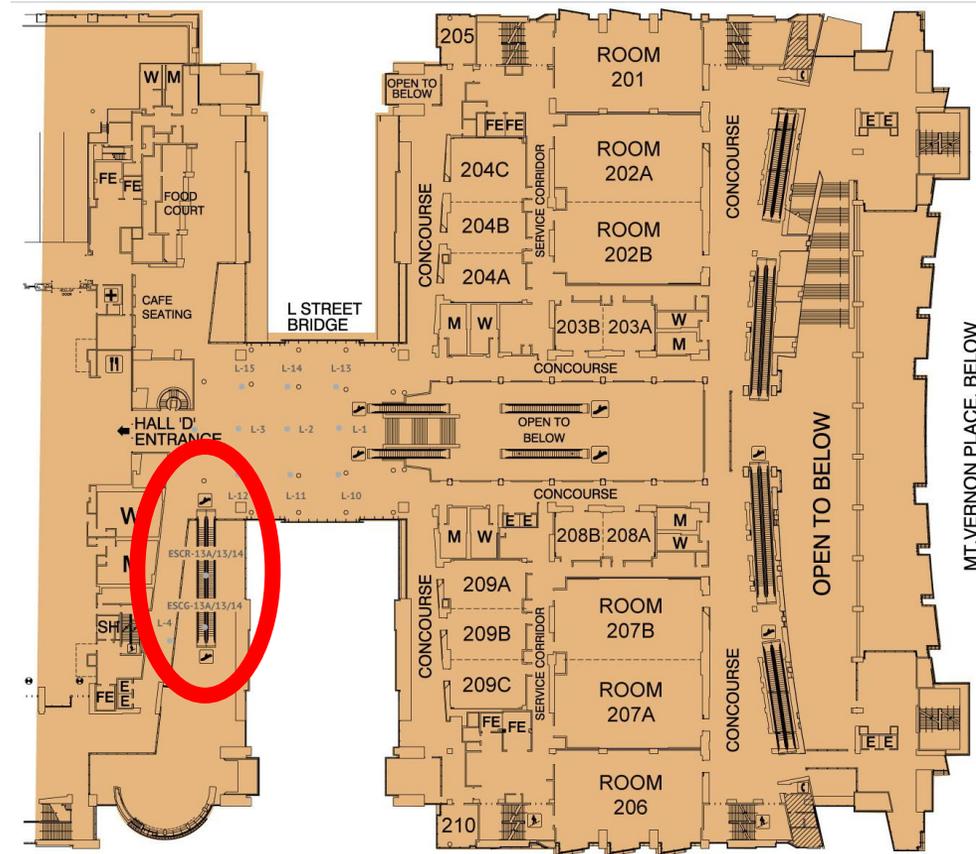
- From Reg to Level 2, West side (left)
 - ~~3 runners available~~
 - *Center runner sold, 2 outer runners still available*
 - No glass options (runners only)
- From Reg to Level 2, East side (right)
 - ~~3 runners available~~
 - *Center runner sold, 2 outer runners still available*
 - No glass options (runners only)



Print Advertising Opportunities

Escalators, L1 to L2, L Street Bldg/Bridge - Mktg Fee + Prod.

- 3 escalators, 6 total graphics available
- ~~4 runners available~~
 - *2 sold, 2 available*



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Print Advertising Opportunities

Escalator Glass Clings – Package Pricing per Location

Reach out to swhitney@ashg.org for individual escalator pricing

Advertisement	Location	ASHG Mktg Fee (package)	Est. Freeman Production Costs*
Escalator Glass Clings package - from Concourse Down to Hall A, 3 escalators	Exhibit Hall, hall A entrance - 6 total graphics	\$10,000	\$39,247.50
Escalator Glass Clings package - from Concourse Down to Hall B, 2 escalators	Exhibit Hall, hall B entrance - 4 total graphics	\$6,000	\$26,165.00
Escalator Clings package - from Reg down to Concourse A, 3 escalators	Mt. Vernon Street bldg, Concourse to Level 1, by Reg - 6 total graphics	\$12,000	\$39,486.00
Escalator Glass Clings package - from L Street first floor (session rooms) down to Hall B, 3 escalators	L Street bldg, Concourse to Level 1 - 6 total graphics	\$5,000	\$39,486.00
Escalator Glass Clings package - from L Street second floor (session rooms) down to first floor, 3 escalators	L Street bldg, Level 1 to Level 2 - 6 total graphics	\$5,000	\$42,984.00

**Art must be approved by October 3 discount deadline or rates increase.*

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Print Advertising Opportunities

Escalator Runners – Individual Pricing

Reach out to swhitney@ashg.org for package pricing

Advertisement	Location	ASHG Mktg Fee	Est. Freeman Production Costs*
Escalator Runner - West escalators from Reg to Level 2	Mt. Vernon Street bldg, by Reg - 3 total available	\$1,000 per runner	\$2,050-\$2,820 per runner
Escalator Runner - East escalators from Reg to Level 2	Mt. Vernon Street bldg, by Reg - 3 total available	\$1,000 per runner	\$2,050-\$2,820 per runner
Escalator Runner (between bays) - from Reg down to Concourse A	Mt. Vernon Street bldg, down from Reg - 4 total available	\$1,000 per runner	\$1,800-\$2,110 per runner
Escalator Runner (between bays) - from L Street first floor (session rooms) down to Concourse near Hall B	L Street bldg, Concourse and Level 1 - 4 total available	\$1,000 per runner	\$1,800-\$2,250 per runner

**Art must be approved by October 3 discount deadline or rates increase.*

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Print Advertising Opportunities

HQ Hotel - Marketing Fee + Production

- 3 meeting levels of branding opportunities!
 - Glass clings surrounding escalator/stair wells
 - Elevator door clings, interior and exterior options
 - Escalator glass clings and runners
 - Select column wraps



[Download the Marriott Marquis FedEx Branding Guide here for photos and locations](#)
and reach out to swhitney@ashg.org for specific marketing fees

Note: Opportunities available for general/public spaces on Meeting Levels 1, 2, and 4 only, no opportunities are available for Meeting Level 3 or sleeping room levels. Doors/headers/wall clings on spaces for ancillary events, workshops, or receptions (i.e. Marquis Ballroom on M2, Liberty Ballrooms on M4, etc.) are not eligible for branding.

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Thank You!

Ready to Book Your Ads or Have Questions?
Contact Sara Whitney at swhitney@ashg.org or 301-634-7318