



2023 Annual Meeting Print Advertising Opportunities

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

Print Advertising Opportunities

Click the links below to see each type and pricing

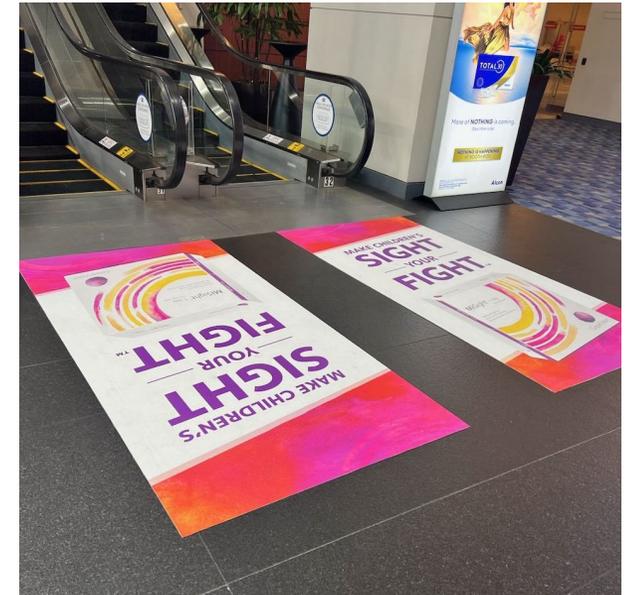
- [Flat Fee Items + Bag Inserts](#)
- Marketing Fee Items (marketing fee to ASHG, plus production costs to supplier)
 - ~~[Banners, Grand Lobby](#)~~ **SOLD OUT!**
 - ~~[Banners, Industry Education Hallway](#)~~ **SOLD OUT!**
 - [Balcony Clings](#)
 - [Escalators – Glass Clings and Runners](#)
- [HQ Hotel – Marriott Marquis](#)
- [More ASHG 2023 Advertising Opportunities](#)

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

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

Banners

SOLD OUT!

- 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

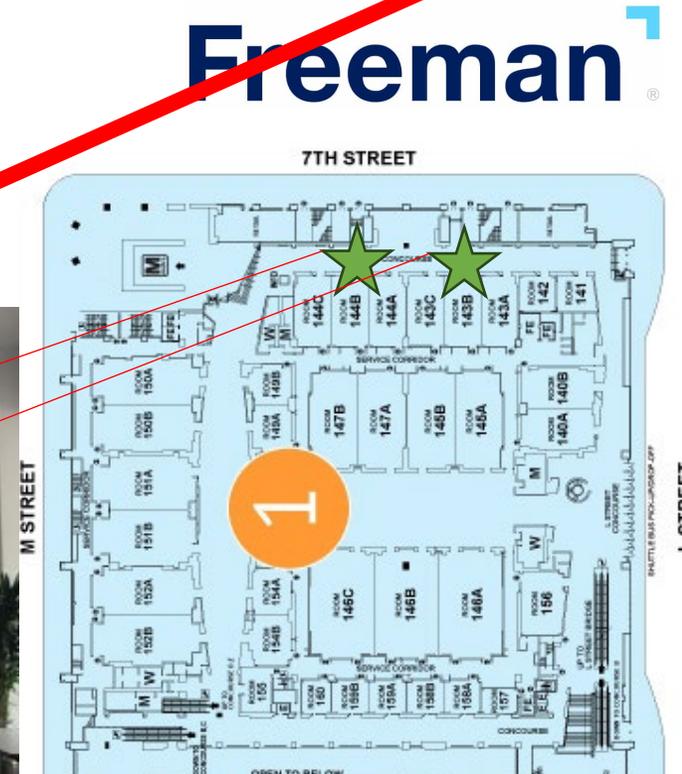


Print Advertising Opportunities

Banners

- Banners – Industry Education session 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!



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Print Advertising Opportunities

Balcony Clings

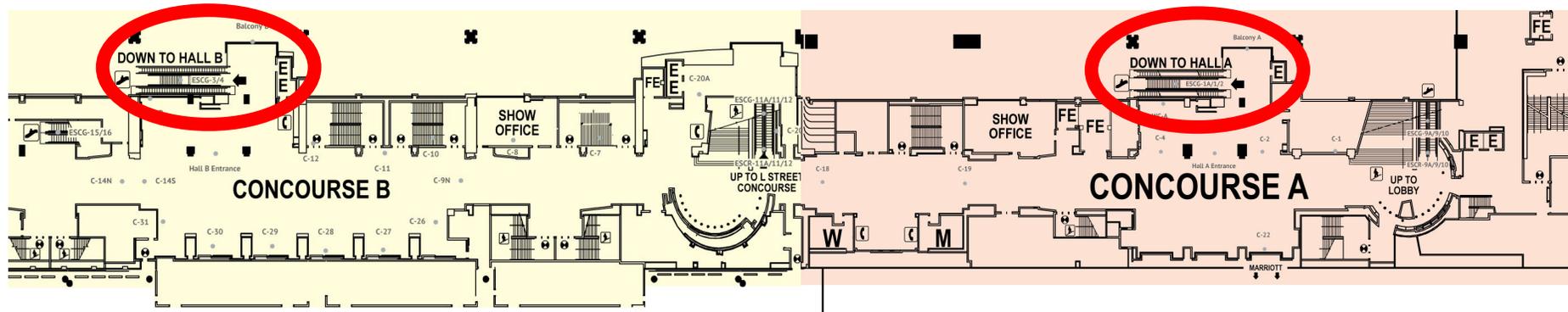
- Balcony A and Balcony B glass clings – overlooking exhibit hall at Hall A and Hall B entrances
 - 8 glass panels – sizes in photo
 - Balcony A Marketing Fee to ASHG: \$6,500 for full package/all 8 panels
 - Balcony B Marketing Fee to ASHG: \$4,000 for full package/all 8 panels
 - Estimated Freeman 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

- 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)

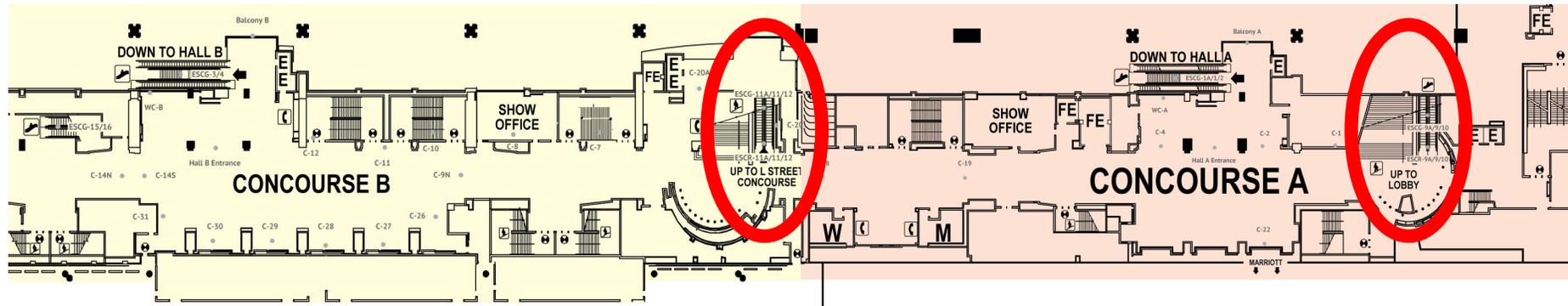


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Print Advertising Opportunities

Escalators, Concourse to Level 1

- 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

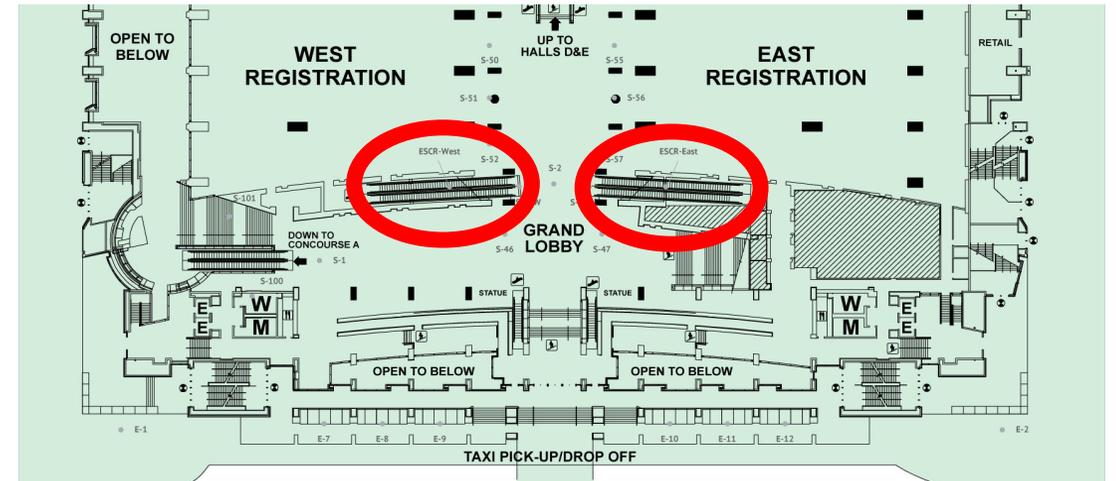


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Print Advertising Opportunities

Escalators, Level 1 to Level 2, Mt. Vernon Place Bldg

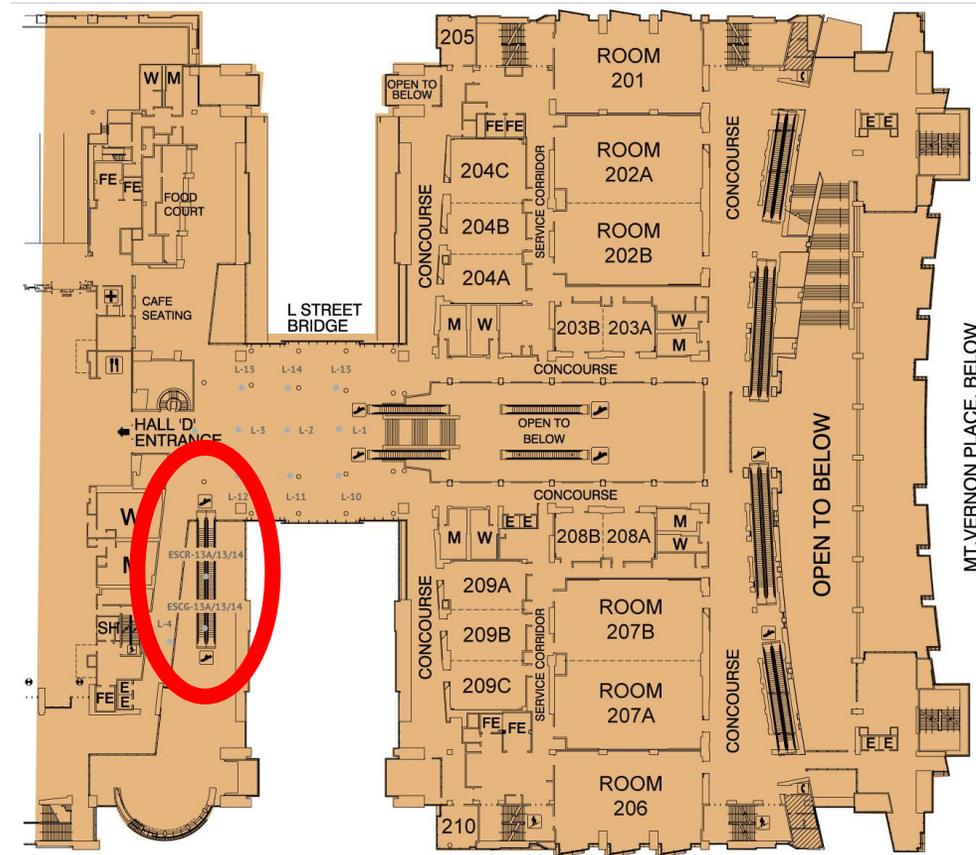
- From Reg to Level 2, West side (left)
 - ~~3 runners available~~
 - *Center runner sold, 2 outer runners still available*
 - No glass options (runners only)
- From Reg to Level 2, East side (right)
 - ~~3 runners available~~
 - *Center runner sold 2 outer runners still available*
 - No glass options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



Print Advertising Opportunities

Escalators, Level 1 to Level 2, L Street Bldg/Bridge

- 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

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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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More ASHG 2023 Advertising Opportunities

Download our [Full Onsite Branding & Advertising Opportunities](#) packet to see specs and pricing for lots of great options to compliment your printed onsite graphics and boost your brand:

- Banner ads in emails to attendee and ASHG member audiences
- Mobile app ads and gamification
- Fixed and mobile digital ad options
- *And so much more!*



[Floor Decals in Lobby](#)
*See full opportunities packet
for pricing!*

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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