



**AAD** annual

MARCH 25–29, 2022  
BOSTON, MA

MEETING

# Digital Advertising

**High-Definition digital media placements are available in numerous Boston Convention & Exhibition Center (BCEC) locations. Make an impression the moment guests walk in the door!**

## Price

Video Wall Lobby A and Digital Sign Network - \$5000.00 per 15 second ad

BCEC Exterior Video Marquee - \$10,000 per 15 second ad

Digital media displays will not be audio capable but will transmit either static or video content.  
Multiple ads may be purchased

Content will be displayed simultaneously on all digital media displays in a random rotation with AAD messaging and other meeting advertisers during official event hours from March 25-28, 2022.

Detailed file specifications will be provided upon order confirmation.

Order Deadline: January 31, 2022

File Deadline: February 21, 2022

Release to Production: March 7, 2022

Contact [speterson@aad.org](mailto:speterson@aad.org) for order form.

# Types of Displays

Marquee: This 80-foot-tall digital screen has a display area of 3,000 square feet and is located at the north entrance of the Boston Convention and Exhibition Center (BCEC). Your message(s) are visible to those arriving by taxi, ride share, walkers and attendees on shuttle buses as they pass by. The marquee can be seen a half-mile away from the BCEC



**Video Wall:** Spanning the central section of the north lobby is the 160-foot-wide video wall with more than 2,000 square feet of video real estate. The north lobby will house registration and is the main way attendees will enter the BCEC and move to the Technical Exhibition Hall and meeting rooms.

**Digital Display Network:** An integrated network of thirtyone, 65-inch LED displays are located in high traffic areas throughout the BCEC. Six of those displays are in or near the registration area. Others are scattered on the first and second level amid the education and general session rooms. Easy to coordinate all content between the marquee, video wall and displays.



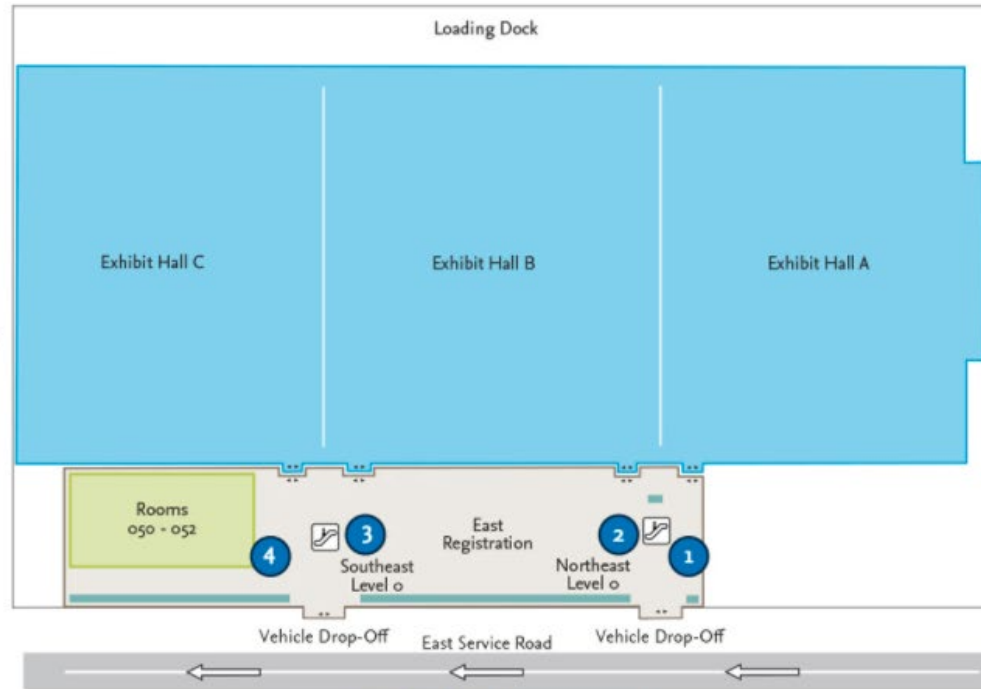
# Display Locations



BOSTON CONVENTION & EXHIBITION CENTER  
 415 Summer Street | Boston, Massachusetts 02210  
 T 877.393.3393 | F 617.954.3326 | SignatureBoston.com

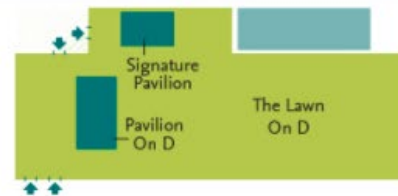
## Exhibit Level

South  
 Parking Lot



### KEY

- Exhibits
- Meeting Rooms
- Lobby/Public Space
- 65" LED Screen



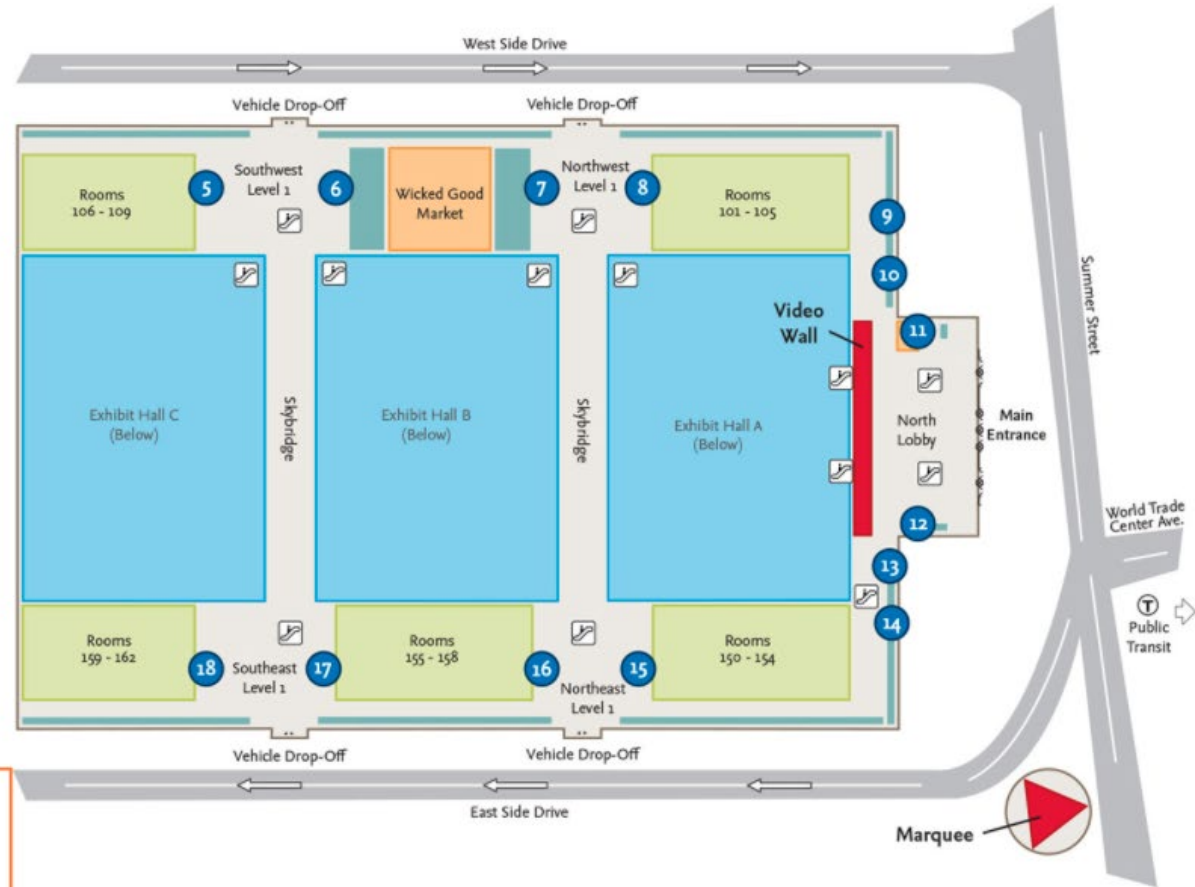


# Display Locations








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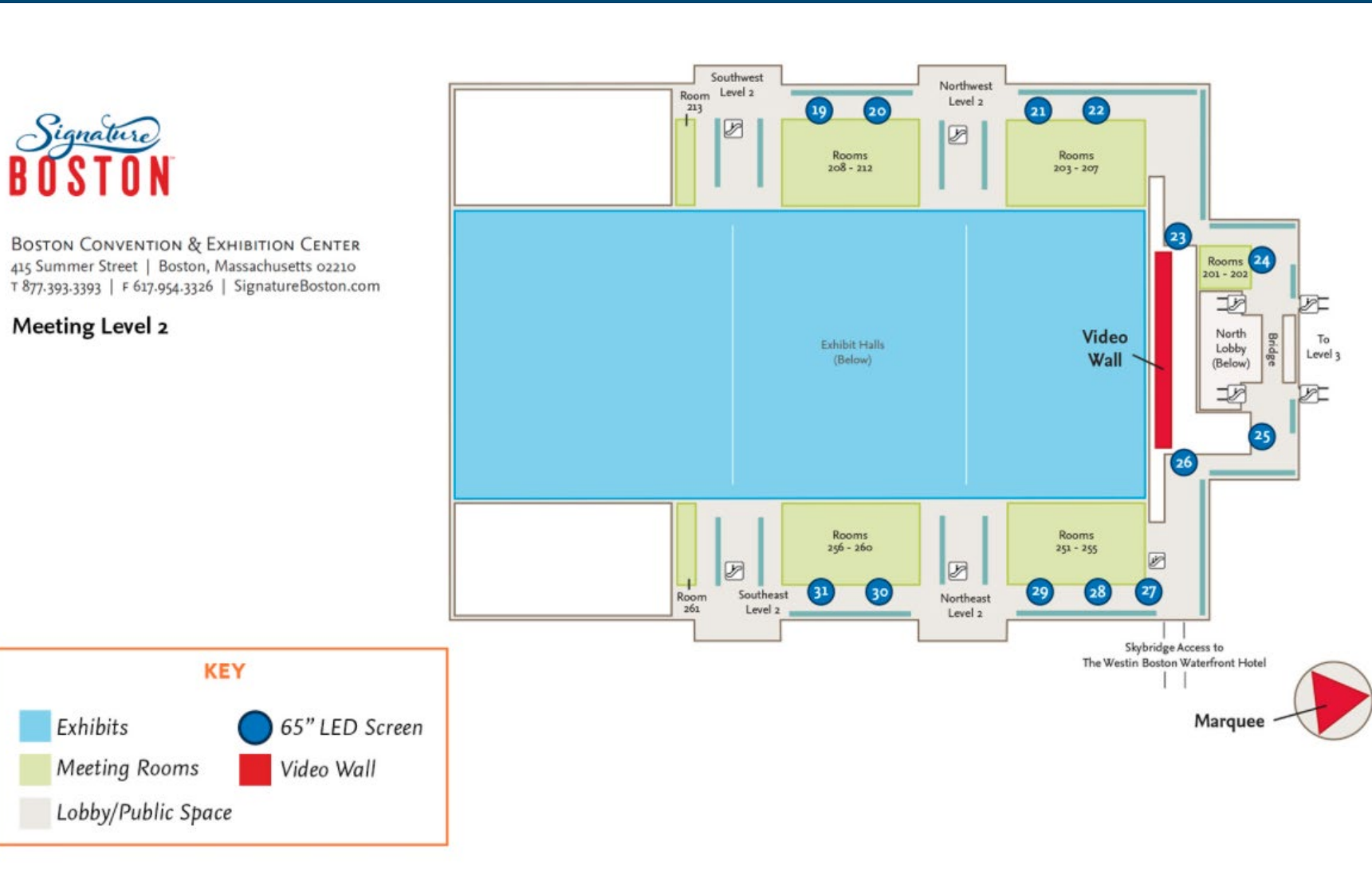
## Meeting Level 1



**KEY**

 Exhibits	 65" LED Screen
 Meeting Rooms	 Video Wall
 Lobby/Public Space	

# Display Locations



# AAD Advertising Policies/Standards

## PLEASE MAKE NOTE OF THESE IMPORTANT ADVERTISING POLICIES:

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the AAD Meeting or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited. With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed. Please reference the AAD Advertising Standards for the entire policy.

Use of the AAD Corporate Logo or the AAD Meeting Logo is prohibited.

All inserts and promotional items require approval by the Academy. Please allow five business days for approval. The Academy highly recommends that advertisers do not print materials, or go live with Web sites, before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Please carefully read the Academy's Advertising Standards for detailed information regarding acceptance standards.

Booth numbers are not required however if included must adhere to the following guidelines.

Cannot be referenced as an AAD Booth. Ex: See us at AAD Booth # XXXX

Acceptable: Visit booth #XXXX

Acceptable: Visit us at the AAD Annual Meeting in booth #XXXX

Acceptable: Visit booth #XXX at the AAD Annual Meeting.

Advertisers cannot use the AAD name in ad as an implied endorsement of a company, product or service.

Ex: As discussed at AAD, our product...

Ex: As seen at AAD...

The American Academy of Dermatology and AAD Association (collectively, "the Academy") owns or controls a variety of communication outlets, including but not limited to publications, websites, digital newsletters, meeting site signage (banners, buses, billboards, etc.) and accepts advertising as a means of keeping our audiences informed of products and services, and as a source of non-dues revenue.

Continued...



## GENERAL ELIGIBILITY

1. Advertising eligibility is governed by the Academy's Advertising Standards, bylaws, administrative regulations and policies, and all applicable federal, state and local laws.
2. The Academy follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME) and the Council on Medical Specialty Societies Code for Interactions with Companies. The Academy also complies with the PhRMA and AdvaMed guidelines on the interaction with health care providers to the extent they are consistent with AAD guidelines.
3. The Academy accepts advertising only if acceptance does not pose or imply a conflict of interest.
4. The Academy regularly reviews advertisements for suitability according to industry advertising standards, and as governed by the Federal Trade Commission (FTC).

The Academy reserves the right to reject or not to renew previously approved advertisements.

## ADVERTISING COPY

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. It is the sole responsibility of the advertiser to ensure that advertisements are in compliance with all applicable industry, state, and federal regulatory and governmental agency guidelines (FDA, FCC, FTC, PhRMA, CMSS, OIG, CFSAN, etc.), as well as continuing medical education guidelines (AMA, ACCME, etc.), as appropriate. Appearance of advertising in Academy publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
3. Advertisements containing claims about the safety or effectiveness of health care products or services may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.

4. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable, and could be used whether or not they are guaranteed. Companies must disclose conditions and limitations of any product guarantees.
5. Comparison to a competitor's products or services is permitted if claims of superiority have not been challenged by any governing body, and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad, or can be made available upon request. Comparisons to a competitor's products or services may not be disparaging, false or misleading. Comparison to the Academy's products or services is prohibited.
6. Advertisement of memberships, products, meetings or services that compete directly with those offered by the Academy is generally prohibited. Fundraising by organizations other than the Academy is prohibited.
7. Artwork, format, and layout of ads should be such as to avoid confusion with editorial content of the communication outlet. The word "advertisement" may be required.
8. The inclusion of an advertisement in Academy communications outlets is not to be construed or publicized as an endorsement or approval by the Academy of any company or company's products or services, nor referred to in collateral advertising.

## Limitation of Liability

The Academy will endeavor to publish advertisements promptly and accurately. The Academy assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute sole liability of the Academy.

## Interpretation and Application of Standards

All matters and questions not specifically covered by these Standards, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

## Violations

Specific actions may be taken by the Academy for violation of any provision of these standards. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action