

Hotel Advertising: The Westin Boston Seaport District

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Deadlines
 Space reservation deadline: Feb. 11, 2022
 Prototypes due: Feb. 18, 2022
 Materials due: Feb. 25, 2022
 Installation to be completed by 8 a.m. on March 24, 2022.
 Dismantle begins after 5 p.m. on March 27, 2022.

Icon Key



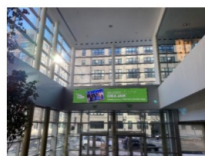
Lobby Bar Branding Package



- Visibility throughout the lobby and especially when attendees come to this headquarter hotel for an after-conference refreshment!
- Seven window clings, including four above the bar, one by the side entrance to the bar and two just inside the main entrance. (See photos for placement.)
- Single-sided clings face into the lobby of the Westin.
- Also includes 7,000 branded napkins in the bar (advertiser provides napkins).

INSERTION ORDER/SPECS

Rate
 \$30,000
Rights only. Additional production fees will apply.
Exclusive opportunity.
Advertiser provides bar napkins.



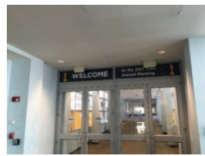
D Street Entrance



- Dominate this busy hotel entrance/exit on the Concourse level.
- Your message is displayed on the digital sign above the doors, as well as on inward-facing clings on the windows above and between the doors as shown in the photo.
- You brand the escalators located immediately in front of doors that lead to the hotel lobby.
- At the top of the escalator, your branded lobby column sits just outside the hotel restaurant. (Cling is on one-quarter of the column circumference, facing into the lobby.)
- Still or video images on digital sign. No audio.

INSERTION ORDER/SPECS

Rate
 \$35,000
Rights only. Additional production fees will apply.
Exclusive opportunity.



Convention Center Skywalk Branding



- You own the Convention Center Skywalk!
- Your double-sided clings are on the bottom portion of the Skywalk entry doors (under the handrail bar), and on the windows above.
- There are 48 windows on the Skywalk (24 left and right, in three rows of eight). Sponsor chooses how many to brand.
- Clings on windows are inward-facing-only on one side, but sponsor has the choice to use double-sided clings on other side. Make sure your brand will be visible on the street and sidewalks below and through the walkway.

INSERTION ORDER/SPECS

Rate
 \$40,000
Rights only. Additional production fees will apply.
Exclusive opportunity.



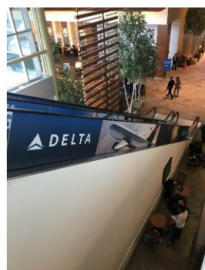
Lobby Jumbotron



- No one will miss your message here!
- Huge digital sign located directly across from the front doors grabs attention from throughout the lobby and bar.
- Brandable by day.
- Diagonal screen size is 39 feet.
- Video or still images. (No audio.)

INSERTION ORDER/SPECS

Rate
 \$25,000 per day
Rights only. Additional production fees will apply.
Exclusive opportunity.
Rate is per day.



Mezzanine Escalator and Column



- Yours will be the brand they see every time they visit Starbucks or head to the Convention Center Skywalk!
- Escalators take visitors up to the Skywalk on the Mezzanine level.
- Escalators have high visibility within the lobby.
- Column cling is on one-half of the column circumference, facing into the lobby.
- Sponsor can choose to add a second nearby column next to the gift shop entrance (white column in photo).

INSERTION ORDER/SPECS

Rate
 \$40,000
Rights only. Additional production fees will apply.
Exclusive opportunity.



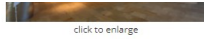
Center Lobby Column, Glass Panels and Elevator Runner



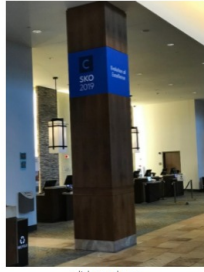
- You brand the column most visible throughout the lobby, plus four glass panels on the Mezzanine level on either side of it, overlooking the lobby. (Column cling is on one-half of the column circumference, facing into the lobby.)

INSERTION ORDER/SPECS

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- is on one-nair or the column circumference, facing into the lobby.)
- Package also includes a nearby lobby level wall runner leading to guest room elevators.



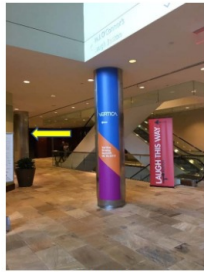
Front Desk Columns and Floor Clings



- Two columns greet guests as they arrive at the front desk.
- High visibility throughout the lobby.
- Can be full wraps or cigar bands as shown.
- Five 18" floor clings will line the walkway in front of the front desk.

INSERTION ORDER/SPECS

Rate
\$20,000
Rights only. Additional production fees will apply.
Exclusive opportunity.



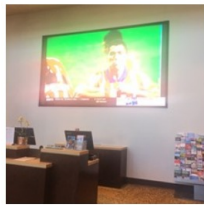
Harborside Escalator Glass Panels and Columns



- To the left of the front door, this is a high visibility placement for your message as visitors enter the hotel.
- Single-sided clings brand the handrail surrounding the escalators.
- Full column wraps on two columns. Second column is in front of the Irish Pub and the comedy club.
- Sponsor can choose to also brand the glass sides of the escalators going down to the Galleria and up to Harborside meeting rooms.

INSERTION ORDER/SPECS

Rate
\$30,000
Rights only. Additional production fees will apply.
Exclusive opportunity.



Digital Screen at Concierge Desk



- Your digital message and brand greet attendees each time they visit the concierge desk.
- High visibility throughout the lobby.
- Brandable by day.
- Video or still images. (No audio.)


INSERTION ORDER/SPECS

Rate
\$10,000 per day
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Rate is per day.

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 **annual meeting**
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