

## Hotel Advertising: Omni Boston Hotel at the Seaport

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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 Thursday, March 24, 2022.  
 Dismantle begins after 5 p.m. on Sunday, March 27, 2022.

Icon Key



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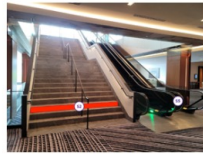
### Convention Center Underpass



- One advertiser brands the entrance to the underpass from the Omni Hotel to the Boston Convention and Exhibition Center!
- The Omni has the largest room block at the AAD meeting.
- The lower-level underpass is accessible from an escalator in the lobby.
- Advertiser chooses from among the following to brand:
  - Escalator rails, runner and floor graphic
  - Various column wraps
  - Display walls
  - Window clings
  - Door header and clings

INSERTION ORDER/SPECS

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



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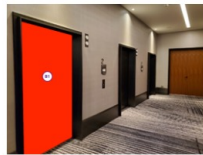
### Gala Pre-Function, Receptions and Affiliate Meeting Branding on Level Two



- Brand the pre-function area for a Friday night reception and the AAD reception and Gala on Saturday night!
- Affiliate meetings will also be held on this level on Friday, Saturday and Sunday.
- Put your message on the centrally located stairs and/or escalator rails leading from Level Two to Three.
- Advertiser also has the exclusive option to brand the columns and glass railings surrounding the stairs/escalator.

INSERTION ORDER/SPECS

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



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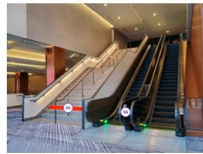
### Elevator Doors on Level Two



- Your brand is on the outside of Level Two elevators that will take Omni guests back to their rooms, and other guests to the lobby.
- Advertiser exclusively brands all six elevator doors.

INSERTION ORDER/SPECS

**Rate**  
 \$10,000  
*Rights only. Additional production fees will apply.*  
*Exclusive opportunity.*



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### Affiliate Meeting Branding on Level Three



- Your message is seen by those attending affiliate meetings throughout the event.
- High visibility for your brand on the stairs and/or escalator railings leading from Level Three to Five. (There is no Level Four.)
- Advertiser also has the exclusive option to brand the columns and glass railings surrounding the stairs/escalator.

INSERTION ORDER/SPECS

**Rate**  
 \$10,000  
*Rights only. Additional production fees will apply.*  
*Exclusive opportunity.*



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### Elevator Doors on Level Three



- Your brand is on the outside of Level Three elevators that will carry meeting attendees to the lobby or guest rooms.
- Advertiser exclusively brands all six elevator doors.

INSERTION ORDER/SPECS

**Rate**  
 \$8,500  
*Rights only. Additional production fees will apply.*  
*Exclusive opportunity.*



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### INC Program and Affiliate Meeting Branding on Level Five



- INC programs will draw thousands of AAD attendees to Level Five of the Omni.
- This is the only location for AAD 2022 INC programming.
- INC programs run all three days of the meeting.
- A minimum of two programs run per day; eight total.
- Affiliate meetings will also be held on this level throughout the conference.
- Your brand is exclusively displayed on the columns and glass railings surrounding the stairs/escalator.

INSERTION ORDER/SPECS

**Rate**  
 \$8,500  
*Rights only. Additional production fees will apply.*  
*Exclusive opportunity.*

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**annual meeting**  
MARCH 25–29, 2022 • BOSTON, MA

**Official Exhibitor Supplier**



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