

## Hotel Advertising: Hilton New Orleans Riverside

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**Deadlines**  
*(unless otherwise noted)*

Space reservation deadline: Feb. 3, 2023  
 Prototypes due: Feb. 10, 2023  
 Materials due: Feb. 17, 2023

Installation begins at 12 p.m. on Thursday, March 16, 2023.  
 Dismantle begins after 5 p.m. on Sunday, March 19, 2023.

**Icon Key**

- Traffic building product
- Reach all meeting attendees
- Reach all members
- Push Product
- Personal Delivery
- Lead-generating product
- Product has frequency
- Branding product



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### Spirits Bar Gobos **SOLD**



- Your corporate or brand gobos shine brightly on screens in the hotel bar 24 hours a day.
- Four gobos are located side-by-side in the Spirits bar on the first floor of the hotel.
- Two "back" screens face the main first floor walkway and have huge visibility from the concierge desk, LeCroissant restaurant and Drago's dining room, and can be seen from the first, second and third floors that look over the atrium.
- Two "side" gobos also have visibility within Spirits and parts of Drago's and LeCroissant, with some visibility from a coffee area on the second floor.

**INSERTION ORDER/SPECS**

**Deadlines**

Space reservation deadline: Feb. 2, 2023  
 Materials due: Feb. 9, 2023

**Rates**

"Back" gobos: \$9,000 each **SOLD**  
 "Side" gobos: \$6,500 each **SOLD**

*Rates includes a one-color gobo. Additional colors can be requested at an additional expense.*



[click to enlarge](#)

### Atrium Flags in Hotel Lobby **SOLD**



- Three hanging flags in the hotel lobby on Level 2.
- Double-sided flags are a maximum 39" wide x 6' high.

**INSERTION ORDER/SPECS**

**Rate**

\$15,000 **SOLD**

*Rights only. Additional production fees will apply.*

*Exclusive opportunity.*



[click to enlarge](#)

### Bell Desk Branding **SOLD**



- Huge exposure from throughout the lobby with a dramatic banner over the bell desk!
- Also includes a 10' x 10' floor cling in front of bell desk.
- Escalators coming up from Level 1 are directly in front of the bell desk on Level 2.
- Maximum size on banner is 24' 10" wide by 4' 6" high.

**INSERTION ORDER/SPECS**

**Rate**

\$25,000 **SOLD**

*Rights only. Additional production fees will apply.*

*Exclusive opportunity.*



[click to enlarge](#)

### Chemin Royale Foyer Banner **SOLD**



- Your banner welcomes guests to Friday and Saturday night receptions in the Chemin Royale Foyer.
- Maximum banner size is 27' wide by 42" high.

**INSERTION ORDER/SPECS**

**Rate**

\$10,000 **SOLD**

*Rights only. Additional production fees will apply.*

*Exclusive opportunity.*



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### Concierge Desk Package **SOLD**



- Your message takes attendees to the front desk from ground level. (Front desk is located on Level 2.)
- Includes a 10' x 10' floor cling immediately in front of the escalator and next to the concierge desk, and an escalator center runner.
- Also includes 19 window and door clings immediately facing the escalator (see photo). Two sets of windows/doors face into hotel and out to shuttle bus

**INSERTION ORDER/SPECS**

**Rate**

\$50,000 **SOLD**

*Rights only. Additional production fees will apply.*

*Exclusive opportunity.*



click to enlarge

driveway. (This is not the shuttle bus entrance.)



click to enlarge

## Driveway Window Clings **SOLD**



- Major impact for your brand on the driveway used by convention center walkers and shuttle buses. (This is the driveway most used by those walking from the convention center two blocks away.)
- Your message is splashed across 42 windows facing out to the driveway.
- Advertiser can also choose double-sided clings to line the hallway leading to the Chemin Royale Foyer, where AAD receptions will take place Friday and Saturday night.

INSERTION ORDER/SPECS

Rate  
**\$50,000 SOLD**

*Rights only. Additional production fees will apply.  
Exclusive opportunity.*



click to enlarge

## Front Desk Branding **SOLD**



- Be the brand attendees see when they check in - and each time they return to the front desk on Level 2.
- Includes five overhead clings (C1-C5 in the photo) and two eye-level clings (D and H in the photo).

INSERTION ORDER/SPECS

Rate  
**\$20,000 SOLD**

*Rights only. Additional production fees will apply.*



click to enlarge

## Glass Half-Wall Around Le Croissant Restaurant **SOLD**



- Greet attendees each morning for breakfast on Level 1, and as they walk to the elevators or front desk escalators from the Shuttle Bus Entrance.
- Includes five individual clings.

INSERTION ORDER/SPECS

Rate  
**\$25,000 SOLD**

*Rights only. Additional production fees will apply.  
Exclusive opportunity.*



click to enlarge

## Guest Elevator Advertising **SOLD**



- Your brand surrounds guests as they wait for and ride hotel guest elevators.
- Elevators are located in two banks of five.
- Two packages includes a 6' x 12' floor cling at each elevator bank, floor clings in each elevator, and two inserts per elevator (11.5" wide x 18.5" high).

INSERTION ORDER/SPECS

Rate  
**\$35,000-per-bank SOLD**

*Rights only. Additional production fees will apply.  
Two exclusive opportunities.*



click to enlarge

## Main Entrance Branding **SOLD**



- Be the first to welcome AAD attendees to the meeting with your branding on the front entrance of this headquarter hotel.
- This is the entrance most used by taxis and pedicab drivers.
- Includes eight clings on top of the revolving doors, four clings on each side surrounding stationary doors, and one strip on each side of revolving doors (see photos).
- Advertiser can choose double- or single-sided clings.
- Also includes a 10' x 10' floor cling immediately inside the main entrance.

INSERTION ORDER/SPECS

Rate  
**\$40,000 SOLD**

*Rights only. Additional production fees will apply.  
Exclusive opportunity.*



click to enlarge

## Shuttle Bus Entrance Branding **SOLD**



- Your large outdoor banner, column wraps and door and window clings welcome walkers, shuttle bus riders and anyone using the side drive at the Hilton each time they return to this headquarter hotel.
- This is the hotel entrance most used by those walking from the convention center two blocks away.
- Banner is a maximum of 31' wide x 15' high.
- Includes three columns under banner (see photo).
- Also includes four sets of window and door clings for a total of 34 clings (see photo).

INSERTION ORDER/SPECS

Rate  
**\$75,000 SOLD**

*Rights only. Additional production fees will apply.  
Exclusive opportunity.*

Traffic building product

Reach all meeting attendees

Reach all members

Push Product

Personal Delivery

Lead-generating product

Product has frequency

Branding product

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**annual meeting**  
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