

Hotel Advertising: Hilton San Diego Bayfront

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AAD 2024 Annual Meeting INC programs will be held at this hotel!

Deadlines

Space reservation deadline: Jan. 18, 2024
 Prototypes due: Jan. 25, 2024
 Materials due: Feb. 1, 2024

Installation to be completed by 8 a.m. on Thursday, March 7, 2024.
 Dismantle begins after 5 p.m. on Sunday, March 10, 2024.

Bar Napkins	Center Lobby Column Wrap	Column Wraps on Gull Street	Elevator Door Clings	Escalator Clings and Promenade Column Wraps
Front Desk Overhead Cling	Hotel Entrance Doors	Lobby Column Wraps	Lobby Escalator Railing	Lobby Light Wall Clings
Odysea Lobby Bar Tabletops	Outdoor Column Wraps and Welcome Banners at Hotel Entrance	Window/Door Clings: Gull Street Doors to Convention Center		



click to enlarge

Bar Napkins

- Receive hundreds of brand impressions every day with your branded bar napkins in the lobby bar.
- Sponsor provides 5,000 napkins.

INSERTION ORDER/SPECS

Rate
\$5,500

*Rights only. Sponsor provides branded napkins.
 Exclusive opportunity.*



click to enlarge

Center Lobby Column Wrap **SOLD**

Your message on this huge center column dominates the lobby area!

INSERTION ORDER/SPECS

Rate
\$25,000 **SOLD**

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



click to enlarge

Column Wraps on Gull Street

- Attendees see your message often as they walk between the hotel and the convention center using Gull Street doors. (The most common path for attendees.)
- Six columns on the sidewalk immediately outside the doors.
- An additional four columns are available on the way to, and in front of, the Starbucks and its outdoor seating area.

INSERTION ORDER/SPECS

Rates	
Six columns	\$33,000
Four additional columns by Starbucks	\$22,000

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



Elevator Door Clings

- Huge visibility for your message as attendees wait for lobby elevators throughout the day — and night!
- Two banks of elevators:
 - Six elevators to the low floors

INSERTION ORDER/SPECS

Rates	
Six elevators	\$45,000 SOLD
Five elevators	\$40,000



click to enlarge

- Five elevators to the high floors

Rights only. Additional production fees will apply.



click to enlarge

Escalator Clings and Promenade Column Wraps **SOLD**

- Escalators from the lobby to the Promenade level doors attendees use most to travel to and from the convention center. Includes side clings and a middle runner.
- Also includes two columns at the base of the escalator, right inside the Gull Street doors.
- Note that columns have hotel directional information that must be branded around. See photo.

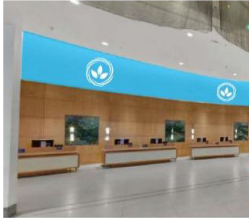
INSERTION ORDER/SPECS

Rate

\$35,200 SOLD

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Front Desk Overhead Cling **SOLD**

Lobby wide visibility for your brand with this dramatic cling above the front desk!

INSERTION ORDER/SPECS

Rate

\$15,000 SOLD

Rights only. Additional production fees will apply.

Exclusive opportunity.



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Hotel Entrance Doors **SOLD**

- Make a statement with your brand on the sliding entrance doors at this headquarter hotel.
- Two double-sided doors.
- Combine this sponsorship with the Outdoor Column Wraps and Welcome Banner to own the attendee welcome experience!

INSERTION ORDER/SPECS

Rate

\$20,000 SOLD

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Lobby Column Wraps **SOLD**

- Great lobby visibility for your brand on four column wraps in the busy lobby area.
- Two of the columns are at the head of the escalators attendees will use going to and returning from the convention center.
- Note that one column has hotel directional information that must be branded around. See photo.

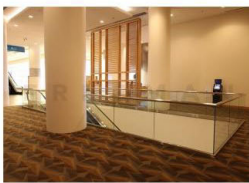
INSERTION ORDER/SPECS

Rate

\$26,400 SOLD

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Lobby Escalator Railing

- Great lobby visibility for your message.
- 17 lobby-level, double-sided glass clings surround the escalator to the Promenade level doors attendees use most to travel to and from the convention center.

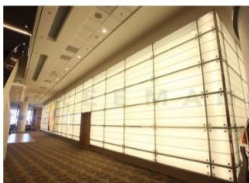
INSERTION ORDER/SPECS

Rate

\$13,200

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Lobby Light Wall Clings

- Light up your brand in the Hilton lobby with your message on this light wall.
- Two sections available on either side of the Hilton's permanent artwork.

INSERTION ORDER/SPECS

Rate

\$7,500

Rights only. Additional production fees will apply.



click to enlarge

Odysea Lobby Bar Tabletops

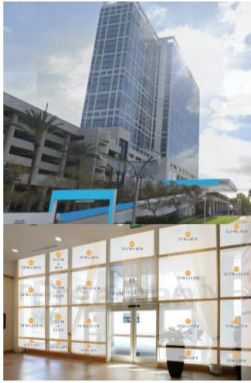
Your message is front and center as AAD Annual Meeting attendees relax in the Odysea Lobby Bar:

- Tables clings on approximately 40 tables.
- Clings can be up to 12" x 12".

INSERTION ORDER/SPECS

Rate
\$30,000

Rights only. Additional production fees will apply.



click to enlarge

Outdoor Column Wraps and Welcome Banners at Hotel Entrance **SOLD**

- Be the first to greet attendees as they arrive at the Hilton.
- An overhead archway, welcome banner and driveway siderails leading from the street to the front doors.
- Combine this sponsorship with the Hotel Entrance Doors to own the attendee welcome experience!

Window/Door Clings: Gull Street Doors to Convention Center **SOLD**

- Gull Street is the highly traveled path for Hilton guests to the convention center.
- Your brand on the doors and entry windows get multiple daily impressions with these double-sided clings.
- Windows can be branded in the top two rows above the doors.
- Combine window clings with the Escalator Clings and Promenade Column Wraps above to dominate this path!

INSERTION ORDER/SPECS

Rates	
Two column wraps	\$16,500 SOLD
Welcome Banners	\$15,000 SOLD

Rights only. Additional production fees will apply.

INSERTION ORDER/SPECS

Rate
\$16,500 **SOLD**

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If the 2024 AAD Annual Meeting must be converted to virtual, sponsorships will transition to an option of equal value and exposure.

All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.



annual meeting
 MARCH 8-12, 2024 • SAN DIEGO, CA
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